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THIS ISSUE: HOW NEWSPAPERS TOLD CENTURY'S BEST STORY

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1927

MEMBER A.B.C.

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

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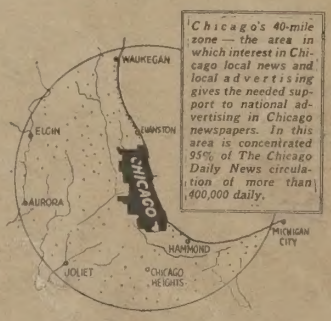


IT makes a world of difference to you, as a national advertiser, whether or not your message is in a medium wanted for its advertising when the calm of evening settles upon the household.

Relatively few are likely to buy a newspaper to read your particular advertising. But many will demand it for the local advertising it contains. This very human interest in the advertising of the local stores is easily turned to your advantage by placing your advertising in the same medium.

The local advertiser selects the newspaper that is richest in its home-reading qualities and makes it, with his advertising, a doubly effective medium for the national advertiser, because the latter shares in a very definite advertising reader-interest.

Thus the national advertiser is enabled to confine his expenditure to the profitable market, assured that both as to its area and its constituency it is the field he can successfully cultivate.



Chicago's 40-mile zone — the area in which interest in Chicago local news and local advertising gives the needed support to national advertising in Chicago newspapers. In this area is concentrated 95% of The Chicago Daily News circulation of more than 400,000 daily.

CHICAGO MARKET FACTS

Woman's buying and the great influence she exerts upon all buying are recognized in Chicago as one of the fundamental characteristics of the market.

Recognized as fundamental, too, is the preference of Chicago women for The Daily News, reflected in The Daily News leadership in typical advertising classifications—department stores, groceries, household utilities.

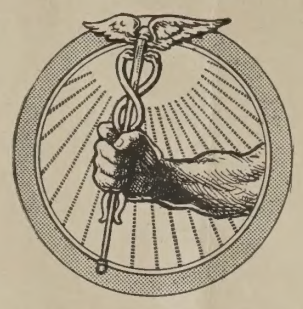
Chicago women find the advertising in The Daily News a comprehensive guide to whatever is advertised for sale in Chicago—and they insist upon getting this all-important information in the paper they read at home in the evening. An advertiser seeking to establish selling influence with Chicago women needs only a little acquaintance with the Chicago market and a knowledge of the practice of Chicago advertisers to know that his right medium is The Daily News.

THE CHICAGO DAILY NEWS

Member of The 100,000 Group of American Cities

Advertising Representatives:	NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
	J. B. Woodward 110 E. 42d St.	Woodward & Kelly 360 N. Michigan Ave.	Woodward & Kelly Fine Arts Building	C. Geo. Krogness 253 First National Bank Bldg.

Average Daily Net Paid Circulation for April, 1927—442,577



No Advertising Experiments

A YEAR of sharp competition for business, 1927 is no year for experiments with your advertising appropriation. Advertisers do not experiment in buying space in The New York Times.

Results, and the fundamental values of an advertising medium, have established The Times, year after year, as the first choice in the New York market among national and local advertisers.

The largest volume of quality circulation in the richest market—intelligent, thinking readers with confidence in its advertising columns which its censorship continually strengthens—typographical standards for the protection of advertisers—a circulation not gained by premiums or forcing, and growing steadily.

Net paid sale, daily 370,000; Sundays 650,000.

Advertising in The New York Times
is not an experiment

The New York Times.

Two Kinds of Slaps

¶ There's the friendly slap on the back expressing whole-hearted approval. And there's the downright slap which means something entirely different.

¶ The Sunpapers get both—and usually give more generous space to the venomous variety.

¶ The truest index to reader interest is the mail-bag containing letters "To the Editor"—and that portion of the Sunpapers' mail is unusually heavy.

¶ Lots of Baltimoreans disagree with the Sunpapers—argue with the Sunpapers—battle with the Sunpapers.

¶ But—and you can't get away from this—they read the Sunpapers just as faithfully and regularly as the Baltimoreans who approve Sunpaper policies.

¶ To keep in touch with the news of their city, Baltimoreans must read the Sunpapers.

¶ To keep in touch with the offerings of their local merchants, Baltimoreans must read the Sunpapers. And to get in touch with Baltimoreans—you must use the Sunpapers!

Average Net Paid Circulation for Month of April, 1927

Daily (M. & E.) . . 252,760
Sunday 198,302

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York
GUY S. OSBORN
360 N. Michigan Ave., Chicago
C. GEORGE KROGNESS
First National Bank Bldg.,
San Francisco

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"



Ask me another—

When Philadelphia newspapers are mentioned, which one do you think of first?

3,005,090 people live and buy
in the Philadelphia retail area.
One newspaper sells 546,527 copies daily

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EDITOR PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

Vol. 60 NEW YORK, MAY 28, 1927 No. 1

Newspaper Circulations Wing Skyward As Lindbergh Spans Atlantic

Greatest Peace-Time Story of Modern Journalism Found Presses Unable to Meet Stupendous Call for Saturday and Sunday Editions—N. Y. Times Gives Aviator All Proceeds from Sale of His Story

CIRCULATION figures soared on airplane wings this week as newspapers chronicled the exploit of the daring Capt. Charles A. Lindbergh, and the honors heaped upon the New York-to-Paris flyer by France.

Some newspaper men called the thrilling adventure "the biggest story since the war." Certainly it gripped the imagination of the American public to such an extent that newspaper presses could not work fast enough to meet the demand.

There wasn't a newspaper in New York that could fill its orders, and all the papers, without the Lindbergh story, would have felt a drop last Sunday, since the in-between season slump was due.

Reports similar to this were received by EDITOR & PUBLISHER from newspapers in all sections of the nation, and how sales climbed skyward with the Lindbergh news is told in these dispatches, published elsewhere in this story.

One of the most interesting newspaper angles in connection with the exploitation of the story was the generosity of the *New York Times,* purchaser of the exclusive newspaper rights to Capt. Lindbergh's own signed account of his trans-Atlantic adventure. In addition to paying the full contract price for the outstanding feature, the New York Times turned over to the young aviator all the profits obtained from selling it at substantial rates to 30 newspapers covering all sections of the country.

This action on the part of the Times was revealed to EDITOR & PUBLISHER by E. Lansing Ray, publisher of the *St. Louis Globe-Democrat,* one of the purchasers of the story. Mr. Ray said that the Times had notified him, after the young captain's triumph, of the plan to give to Lindbergh all the money received for the story.

"It was a graceful gesture on the part of the Times to the courage and skill of Capt. Lindbergh," Mr. Ray said.

Mr. Ray declared he understood the Times paid Capt. Lindbergh a little under $10,000 for the exclusive newspaper rights here and abroad, and "made in addition many thousands of dollars for the intrepid airman, which were immediately deposited to his credit in Paris."

The publisher of the St. Louis Globe-Democrat was himself one of the underwriters of the flight of the Spirit of St. Louis.

Other than confirming what Mr. Ray had said, no one on the Times would be quoted regarding the generous act, probably unparalleled in all journalistic history.

Saturday evening newspapers got the big break on the general news story, ably handled by press associations and specials, but one of the amazing features of the story was the way it continued to sell increased orders of papers both morning and evening up until Wednesday afternoon of this week, when, according to reports received by EDITOR & PUBLISHER, the sale began to fall off.

On the afternoon of Saturday presses were kept dressed ready for the cabled flash from Le Bourget field near Paris. For every correct report of the airman's progress across the Atlantic to Ireland, across the Channel to France and from Cherbourg to Paris, there were at least three false reports, press association men informed EDITOR & PUBLISHER. Some papers did get away before noon on Saturday with a false report of Lindbergh's arrival in Paris which had to be corrected later.

Only the Commercial Cable Company had a direct telephone wire to Le Bourget field. There were no telegraph arrangements there, such as there would have been in America. The flash when it finally came was via Commercial.

But before it came, Captain Lindbergh caused breathless excitement in many a newspaper office. He circled the field and went back toward Paris before returning to land safely at last.

Shortly after five o'clock the first cable flash at preferred rates reached New York. It read:

"Plane believed to be Lindbergh's seen approaching Le Bourget."

The next flash, more than 20 agonizing minutes later, was:

"Lindbergh coming down."

Then at 5.24: "Lindbergh landed safely."

It was this last flash that started circulations toward their high altitude records.

Newspaper men varied in their estimates of the circulation value of the story. William P. Beazell, assistant managing editor of the *New York World,* classed it as the biggest since the armistice. Charles Flanagan, circulation manager of the *New York Times,* dug up the records to show that Gov. Alfred E. Smith's election last November sold 10,000 more papers on a single day than the Lindbergh story. In Minneapolis newspaper men agreed it brought the biggest sale of papers "since the Dempsey-Tunney fight."

In Lincoln, Neb., where the Captain learned to fly, the arrival in France boosted newspaper sales 300 per cent.

A check of the space given to the story has been made by Walter Hyams & Co., a New York clipping service, which on Monday announced that since quitting San Diego, Cal., two weeks before, Capt. Lindbergh's exploits and personality have used more than 27,000 columns of newspaper space. This was said to exceed by 220,000 clippings the space given to the death of President Woodrow Wilson, a previous high record for peace-time news.

A very few minutes after the flash Saturday, New York evening papers were on the street. The Evening World increased its sale by 114,000, Foster Gilroy, promotion manager, announced. Tom Dowling, circulation director of the *New York Evening Telegram,* said the Telegram kept its presses running until 9 o'clock Saturday evening and sold 380,000. This was 100,000 ahead of a previous high record obtained at the time of the Snyder-Gray verdict. The *New York Evening Journal,* which issued an early extra based on a false report, sold over 900,000 copies, according to Joseph Bannon.

The *New York Sun,* Edwin S. Friendly, business manager, said, sold every copy it could print, and the same report came from the *New York Evening Graphic.* The *Evening Post* chalked up a new high record for its Saturday sale, A. Newman, circulation manager, announced.

All Sunday newspapers were limited in their sales by the number of gravure and comic sections already printed. Mr. Flanagan, on the *New York Times,* however, ordered more of these special sections printed on Saturday morning, and the Sunday Times sold 669,000 copies. More could have been sold had the supply of special sections been larger.

"On Monday the sales were approximately 419,000," Mr. Flanagan continued; "on Tuesday it went even higher, mounting to 422,000, while on Wednesday the decline started and the figure was approximately 412,000.

"These figures are approximately 35,000 to 40,000 over the same days last year. Our high record for daily sales was when Gov. Smith was elected. It was 432,000.

"We had calls as late as 9 o'clock Sunday evening for copies of the paper. Orders from dealers which we were unable to fill mounted to more than 10,000.

"On Monday we heard reports from some sections of the city that people were so anxious to read Lindbergh's own story that they offered $1 a copy for the Times. One news dealer, we learned, solved the problem of the shortage by renting copies of the Times, instead of selling them."

Mr. Beazell said the Sunday World was a complete sell-out, declaring that approximately 620,000 copies were sold. On Monday, he said, the sale was 68,000 ahead of the same day last year and on Tuesday it was 53,000 ahead.

Porter Caruthers, assistant business manager of the *New York Herald Tribune,* said his paper's circulation on Sunday jumped up 50,000 and orders for nearly 10,000 more had to be refused.

"News will always sell a newspaper above all other features, fads, fancies and special columns," said Louis F. Gautier, circulation manager of the *New York Morning Telegraph.* "With Lindbergh news the Morning Telegraph sold out its entire edition and could have sold 10,000 more copies."

Reports from other cities as gathered by telegraph by EDITOR & PUBLISHER also indicated unusually heavy sales.

In Springfield, Mass., to meet the demand on Sunday the *Union and Republican* sold copies without the extra rotogravure and comic sections, explaining the omission with a front page box reading: "If Some of Your Paper is Missing it is Because Lindbergh Flew to Paris." After explaining the situation the paper said: "The Union and Republican regrets the loss of these features to its readers, but feels that the story of Lindbergh's great flight more than makes up for any disappointment which may have been caused."

The *Washington Star* reported 16,000 increased sales Saturday, and the Post

(*Continued on page* 50)

THOSE LAST BREATHLESS MINUTES



Reporters and photographers shivered in early morning rain as Capt. Lindbergh rolled his plane to Roosevelt Field for the take-off to Paris.

REAY AND BERTOLET HEAD GROUP WHICH BUYS ST. PAUL NEWS

Executives of Daily Including Kahn, Neal, Thompson and Stein Acquire Paper from Clover Leaf Group—Associated With Paper Since 1900

CONTROL of the *St. Paul Daily News* passed, May 20, to N. W. Reay, publisher, and C. D. Bertolet, manager, of



N. W. Reay



C. D. Bertolet

the paper's national advertising department.

Mr. Reay and Mr. Bertolet acquired the stock formerly held by Mrs. Mary McCurdy Ashbaugh, widow of the founder.

Associated with them in the purchase are Howard Kahn, editor; W. H. Neal, business manager; M. W. Thompson, advertising manager, and C. J. Stein, secretary and treasurer.



Howard Kahn

Mr. Reay and Mr. Bertolet will continue in active charge of the paper. Both have been active in its management since its establishment in 1900. They have controlled its policies since the death of Mr. Ashbaugh four years ago.

Negotiations for the transfer of the property were concluded by cable. Mrs. Ashbaugh is traveling in Europe.

"I am particularly glad to have the property come under the control of Mr. Reay and Mr. Bertolet," Mrs. Ashbaugh cabled. "By the transfer of the stock they realized their life's ambition.

"I feel that St. Paul benefits because it insures permanent control by those who succesfully built the property with my husband rather than by strangers unacquainted with the city's problems."

The sale includes in addition to the Daily News the *Cloverleaf Weekly* and the *Cloverleaf American*, published in tabloid form. These weeklies have a large circulation in the northwest.

The Daily News was established March 1, 1900, by L. V. Ashbaugh, Mr. Reay and Mr. Bertolet. Up to the present time the two latter have been the largest minority stockholders.

The new owners contemplate no changes in policy or staff. The Daily News today has one of the most modern newspaper plants in the northwest, with 316 office employes and equipment and real estate valued at more than $600,000.

Mr. Reay and Mr. Bertolet in a statement promised to continue the ideals which Mr. Ashbaugh stated when the first issue emerged—an ideal of service to the nation, to the northwest and to St. Paul and a definite policy of honesty and fairness, with uncompromising opposition to every form of graft, vice and crookedness.

Mr. Bertolet is a graduate of Northwestern University, Evanston, Ill. His first position was with the Lord & Thomas advertising agency, Chicago. He later was connected with the *Chicago Journal*.

At the time Mr. Ashbaugh started the nucleus of the Cloverleaf Newspapers Mr. Bertolet associated himself with the foreign department in the capacity of Chicago representative. He later became manager of national advertising of all Cloverleaf newspapers.

From time to time he acquired stock in the various publications.

He has worked continuously for twenty-seven years in the national advertising department of the Cloverleaf papers.

Mr. Reay started his newspaper career in 1890 for the Scripps League on the *Cincinnati Post*, and worked with them until 1900. In 1900 with Mr. Ashbaugh he came to St. Paul and installed the plant of the St. Paul Daily News. His first position was bookkeeper. Later he was advanced to cashier, office manager and business manager, and at the death of Mr. Ashbaugh became president and publisher.

Mr. Kahn, Mr. Neal, Mr. Thompson, and Mr. Stein, have all been associated with the Daily News for a number of years and for the past several years have served in their present capacity.

S. G. LITTLE PROMOTED

S. G. Little, who for the past year has been national advertising manager of the *Asheville* (N. C.) *Citizen*, has been promoted to advertising manager, in charge of both local and national. C. R. McIntyre, former local manager, has resigned to go into the automobile business. McIntyre had been with the Citizen for the past 21 years. Little was at one time with the E. Katz Special Advertising Agency, New York, and was a junior partner with E. E. Wolcott, representing the Clover Leaf Newspapers.

300 FILM PROGRAMS

The number of film programs furnished by the *Janesville* (Wis.) *Daily Gazette* community department reached the 300 mark recently. The paper books films and supervises their showing at schools, clubs and before community groups. The plan has proved an excellent builder of good-will according to Stephen Bolles, editor.

LINDBERGH INVITED TO ATTEND S. N. P. A. MEET

CONGRATULATIONS and an invitation for Charles Lindbergh to be the honor guest of the Southern Newspaper Publishers' Association at its twenty-fifth annual convention July 4, at Atlanta, was received by Lindbergh, Sunday, in Paris, when he was handed a cablegram from A. G. Newmyer, associate publisher of the *New Orleans Item*.

Mr. Newmyer, who is past president of the S. N. P. A. and chairman of the 1927 convention program committee, wired the daring aviator as follows:

"Southern Newspaper Publishers' Association extends heartiest congratulations and invites you to be its honor guest at the twenty-fifth annual convention in Atlanta on July 4. Kindly cable.

"A. G. NEWMYER."

OCHS TELEGRAPHS PRAISE

Publisher of N. Y. Times Sees Lustre Added to America by Lindbergh

Adolph S. Ochs, publisher of the *New York Times*, who is on an automobile tour of France, telegraphed his congratulations to Capt. Charles A. Lindbergh from Biarritz to Paris on May 24. He wired:

"Present my heartiest congratulations to Charles Lindbergh on his epochal achievement and having won an imperishable name. The human race throughout the world proclaims him and takes pride in his daring and courage.

"He has added new lustre and renown to America and to its respect and prestige with all peoples. I wish I had been present to greet him."

WINS ART CLASS VOTE

The Tribune Tower, which houses the editorial and executive offices of the *Chicago Tribune*, was voted the most beautiful building in the city by a University of Chicago art class. Out of 50 votes cast, the Tower received 25 and the Field Museum was second with 5. The other votes were widely distributed, no other building receiving more than three.

NO MORE PROPAGANDA

An Editorial by C. E. Broughton, Editor, *Sheboygan* (Wis.) *Press*

THE World War has been charged with a great many grievances, imaginary and otherwise, but it is an indisputable fact that an unlimited number of days and weeks for fad observances have been handed down. Some are worthy of commemoration; others ought to have been canned long ago. We are giving a few of these today for the information of the reading public: Child Health day, Better Homes week, Canned Foods week, American Forest week, National Music week, Baby week, Fire Prevention week, Clean-up week, Better English week, Thrift week, January Laugh month, Girl Scout week, Boy Scout week, National Garden week, Golden Rule day, and World Good Will day, and at the present rate the year will not be sufficiently long to take care of all these and others to follow.

Now, we do not want to say that some of these observances are not meritorious, but there are a great number of organizations that use the newspaper to promote these observances without doing any work themselves. When they want to get some publicity they run over to the newspaper office and attempt to fill the columns, and in many instances they ask for editorials and then mail these in as the sum total of their work. This paper is willing to co-operate whenever it deems the effort worthwhile, but we are getting tired of being used as a propaganda sheet. During the World War we had meatless days, wheatless days, and any number of other days and weeks, but they were promulgated in the interest of winning the war, and newspapers willingly assumed the task of publicity mediums. The war is over now, and organizations that attempt to foster the numerous observances will do well to promote a program themselves that is worthwhile and not shirk their responsibilities. Let them work out a local program that is of appealing interest to the public, and they will find their local newspaper ready and willing to join with them.

We have been approached for the last three years and urged to run editorials furthering a certain movement, and the committee representing the organization, so far as we know, has not performed a single activity recommended in the bulletin sent out by the national organization.

The American people are tired of being fed this kind of propaganda, and the *Sheboygan Press* does not feel justified or warranted in filling its columns with material that does not hold the readers' attention.

FORD NAMES AYER TO HANDLE ADVERTISING

Philadelphia Agency to Place Copy on Cars, Trucks and Tractors—No Date Set for Start of Campaign

Edsel B. Ford has appointed N. W. Ayer & Son of New York and Philadelphia to handle the advertising of the Ford Motor Car Company, he notified EDITOR & PUBLISHER by telegraph on May 25.

Mr. Ford's announcement of the appointment coincided with a statement issued in Detroit of a new three-speed model, which officials asserted would be "superior in design and performance to any low-priced light car."

EDITOR & PUBLISHER on Thursday talked with Wilfred Frye, president of N. W. Ayer & Son, at Philadelphia headquarters over the long distance telephone.

Mr. Frye said it would "be difficult to predict" when first advertising copy would be placed describing the new model in paid space in the newspapers and magazines.

"We are not ready to make any announcement," he said. "The account will be an organization job. There will be several men in charge, but we have not yet decided who they will be."

Mr. Ford's telegram to EDITOR & PUBLISHER stated: "The Ford Motor Car Company announces that they have retained N. W. Ayer & Son of Philadelphia as advertising counsel to handle the Ford car, truck, and Fordson tractor."

The Ford Motor Car Company, according to estimates compiled by the Bureau of Advertising of the American Newspaper Publishers Association, reached its peak year as far as newspaper advertising appropriations were concerned in 1925 when $2,500,000 was expended in newspaper space.

The Bureau's estimates date back to 1923, when it was figured that Ford spent approximately $500,000 in newspapers. In 1924 he increased this sum to $2,400,000.

A big drop came in 1926, when, according to the estimates, the newspaper appropriation was only $400,000.

HOE OPENS COAST OFFICE

E. G. Beveridge Placed in Charge of New Branch—Crowther Resigns

R. Hoe & Co., Inc., has opened a San Francisco office in the Sharon Building, 55 Montgomery street, and Ernest G. Beveridge, who has been connected with the company in its service and sales departments for many years, has been placed in charge.

Fred Crowther, Western representative for 30 years and with headquarters in Los Angeles for the last 15 years, is retiring after having served the company for 42 years.

Previous to becoming Western representative, he was connected with the company's Chicago office. His resignation is effective June 1 and he is now traveling East on the way to Great Britain to visit his relatives.

TO FLY TO JAVA

Van Lear Black, president of the *Baltimore Sun*, who is now in London, has announced his intention of making an airplane trip from London to Java, in the Dutch East Indies. The return trip will also be made by air. He expects to leave Croydon, the London airport, in a Dutch airplane about June 11. A Dutch pilot and a reserve pilot will accompany Mr. Black.

PRINTING BILL PASSED

The Ohio legislature has passed over the veto of Governor A. V. Donahey a law compelling county auditors to publish their annual reports in the newspapers. The law had been unintentionally repealed by the previous legislature. The governor declared there was no necessity of publishing the reports in the papers.

"INSURANCE SHOULD BE BOUGHT, NOT SOLD"

Earnest Elmo Calkins, Noted Agency Man, Warns Insurance Firms Against Their "Destructive Silence"—"Insure Insurance," His Advice at Hartford Meeting

MEMBERS of the Insurance Advertising Conference in convention at Hartford, Conn., this week were advised to "insure insurance" by Earnest Elmo Calkins, president of Calkins & Holden, New York advertising agency.

His address, one of the highlights of the fifth annual meeting of the group, which opened Monday and closed Wednesday afternoon, was delivered Tuesday at luncheon. A. W. Spaulding, president of the Hartford Advertising Club, was toastmaster, and Winslow Russell, vice-president of the Phoenix Mutual Life Insurance Company, introduced the speaker.

Mr. Calkins said in part:

"Advertising men sometimes call advertising business insurance, and they wonder why insurance men who insure the world against everything that can happen do not insure insurance against the destructive power of silence.

"If advertising is business insurance, why do not the insurance companies advertise? A few do advertise, but their advertisements, while praiseworthy as samples, are too few and too small to form that body of insurance advertising which is necessary to create a new public opinion.

"In twelve leading magazines, as checked by the Curtis Publishing Company, the total expenditure for advertising insurance in 1926 was $1,064,269, while for the motor car and its accessories it was $30,955,298. The ratio for all advertising mediums would, if anything, increase the odds in favor of the auto. In proportion to its opportunity, insurance has never yet been advertised.

"Insurance has been sold all these years by an army of persistent, insistent, resourceful men. The large volume is due solely to their efforts, with no knowledge or intelligence on the part of the public to help them. Most of what the public suspects about insurance is wrong, including its suspicion that the agent is a nuisance.

"These agents are selling those priceless commodities—protection and peace of mind. In the words of old Omar to the vine-sellers:

"I often wonder what the vintner buys One-half so precious as the stuff he sells."

"I wonder also why insurance must be sold at all. Why should it not be bought? Why should a man have to be pursued to get him to buy insurance when he goes to the depot to buy a railroad ticket?

"There is no use in saying that he wants the trip and he does not want insurance. Frequently he does not want the trip. He may have to go on business, and since he has to go, he goes and hunts up the railroad and buys a ticket, but he waits for the agent to hunt him up and sell him the insurance he needs far more than he needs a trip.

"It is all in the way he has been taught. Some services are sold. Others are bought.

"If people really knew what insurance was, insurance agents could sit in their offices like nose and throat specialists and people would crowd their reception rooms for a chance to buy.

"They could press a button and ask the girl who has charge of the outer office, 'How many are waiting this morning, Miss Switchboard?' and when she says, 'Ten,' reply, 'Well, send them in in regular order.'

"Why should not people stand in line to buy insurance just as they stand in line to buy postage stamps? The answer is Habit. It is the habit for the insurance companies to chase prospects, and it is the habit of the travelers to chase ticket agents.

"A habit is the result of education, and one of the greatest forces in education is advertising. And advertising will reverse the process, so that the prospect pursues the agent, and insurance is sought and bought.

"A commodity sold is never sold quite so satisfactorily as a commodity bought. Insurance should have the advantages of active demand. The effort that is now devoted to selling it should be released to selling it right. It would place all insurance on a higher plane if we pictured it as a desirable club or exclusive organization into which we hoped to get, rather than as a group of annoying and persistent solicitors mailing us cards to ask when our birthday comes.

"Insurance means nothing to the average man but being bothered by an insurance agent or the regular payment of premiums, or a vague sheet of assets and liabilities. If insurance had been taught daily and weekly to all people who can read, in terms of living, in terms of man's daily interests and dreams and ambitions and affections, one of the basic things of life, like getting on in the world, or marriage, or health, or recreation, and especially if all the picturesque and entertaining stories which grow up around the practice of insurance were used, the sight of the word 'insurance' in print would be the signal for such interesting and agreeable mental pictures as the words 'raise in salary', 'home run' or 'tax reduction'.

"There are a few things that are absolutely basic in us, resting on natural and primitive instincts.

"Self preservation and self perpetuation have always been considered two of the greatest.

"Self preservation includes everything from a pay envelope to dodging an automobile.

"Another human instinct out of which insurance grows is co-operation. Co-operation is the finest flower of civilization. When hundred of thousands of people are washed out of their homes by the overflowing Mississippi the nation passes the hat and responds with millions to care for the refugees. This is spontaneous co-operation. But if every one of the dwellers in the lowlands bordering the Mississippi had been for years paying a small sum annually to insurance companies to provide against losses by flood, that would have been organized co-operation. Insurance is organized co-operation. It is a form of public utility.

"The time will come when the full power of advertising will be used to promote insurance. I may not live to see it, but perhaps you will. I mean promotive and creative advertising comparable in size and scope and persistence to that used to sell Liberty Bonds. The advertising was big enough to produce a state of mind, and for the time being no subject was more earnestly discussed. True, it had the background of a world war, but also it had little time, while insurance has all eternity to work up that state of mind. If insurance men appreciated the intrinsic human interest of what they sell, insurance would be a topic of conversation ranking with baseball, prohibition, radio or organized sport. I say this not because I believe in advertising, but because I believe in insurance.

"By the power of advertising, paid advertising, supplemented by the collateral advertising that an immense paid advertising venture would produce, insurance would have the breathless interest of a sex murder or a prize fight. For every million dollars spent in advertising insurance of all kinds, life, fire, accident, etc., thirty million is spent in advertising motor cars. Yet the motor car has no advantage over insurance in appeal, human interest, potential market, salability or importance to the human race. A company formed to manufacture a new motor car considers advertising as necessary as a factory. Insurance companies, with a few exceptions, have no conception of advertising.

"The time will come when insurance will be the most widely advertised commodity, but not until the present boards of control have passed away, and newer, younger men, who have grown up in a modern environment, have succeeded them. Banks and trust companies have begun to realize that they are human institutions as well as financial institutions, but insurance companies have never outgrown the actuarial conception of insurance.

The great force in advertising is group advertising, not co-operative, except as all advertising for any one industry is co-operative. It is the whole body of automobile advertising that keeps the motor car idea alive. Insurance has no such body of advertising. The few exceptions are but a drop in the bucket.

"Life insurance has made its greatest gain in recent years in group insurance. Let them apply the same reasoning to their own business until every company contributes its share toward making insurance the best known, the most talked about, the most interesting topic of our daily lives. A hundred campaigns as good as Metropolitan or Hartford Fire would do that very thing.

"With such a body of publicity, insurance would crop up in the news like baseball, radio or aviation. Nearly every great news story has its insurance slant, the Sherry-Netherland fire, the Snyder murder, the trans-Atlantic flight. The insurance slant is not stressed in the news because the topic is of no interest to the public. The insurance companies confirm this by their destructive silence."



Earnest Elmo Calkins

"Advertising is business insurance, why do not the insurance companies advertise?"

* * *

"If people really knew what insurance was, insurance agents could sit in their offices like nose and throat specialists and people would crowd their reception rooms for a chance to buy."

* * *

"The men who insure the world against everything that can happen do not insure insurance against the destructive power of silence."

The annual banquet of the Insurance Advertising Conference was held on Wednesday. C. M. Cartwright of Chicago, Ill., editor of the National Underwriter, was toastmaster. H. A. Calahan of New York, advertising counselor, and W. W. Darrow, advertising manager of the Home Insurance Company, were speakers.

In an address yesterday afternoon at the general meeting, Frank W. Pennell of the Life Insurance Associates of New York city questioned most of the high-powered methods of selling insurance, predicting that there would be an early return to some of the old-fashioned, unobtrusive and quiet methods that mark the work of the men who year in and year out swing the big production in the business.

Mr. Pennell discussed the qualities of a good insurance salesman, indicating that in his opinion the man who had been trained in a newspaper office made the best salesman because, Mr. Pennell said, "They inquire. They investigate. They dig up facts about others. They uncover situations. They eliminate the unfit fro mthe fit. They know the motives that induce men to buy insurance at a certain time."

Mr. Pennell urged that salesmen "get away from so much talk of contract and of cost and get across to their people the great idea of the service to which they are entitled, and which they certainly will enjoy if they make as careful a selection of their agent of record as they do of the company which is to have the contract."

C. W. Van Beynum, publicity manager of the Travelers Insurance company, spoke on "Checking Home Office Plans in the Field." He pointed out that home office officials should understand thoroughly the methods of each individual agent under their control and that the only way to accurately understand the field agent's problems was to live and work with them. Mr. Van Beynum said that in recent years oral salesmanship had been highly developed. He indicated that today particular emphasis should be laid on the emotional appeal of picture advertising.

Frederick L. Wertz, window display expert of New York City, discussed various phases of window display methods, indicating that with the proper treatment agents could profit considerably by use of this method. He said that the window display had a greater educational value than any form of advertising.

A. W. Spaulding presented his address in the novel form of a dialogue with questions and answers. Important matters of interest to those connected with advertising were excellently brought out in this manner.

R. W. Smiley, advertising manager of the Metropolitan Casualty company of New York, and Dale D. Butler of Middletown each discussed technicel matters relating to the advertisng of the insurance business.

EMPLOYES GET BONUS

The Parsons Paper Company of Holyoke, Mass., has given each of its employes, 250 in number, who have been with it for a year or more a gift of $100. The gift was a surprise present from E. P. Bagg, president and treasurer.

NEW GROUP FORMALLY TAKES OVER DAILY

Brooklyn Standard-Union Now Under Management of Joseph Early, Managing Editor, Who Purchased Paper for $901,000

Ralph Jonas, president of the Brooklyn Chamber of Commerce, on May 25 started the presses of the *Brooklyn Standard-Union,* marking the formal assumption of control of that paper by its new owners.

Mr. Jonas is a member of the syndicate, which, headed by Joseph J. Early, for 28 years an employe of the Standard-Union, purchased the paper at auction two weeks ago for $901,000.

Many important business men in Brooklyn attended the ceremony on Wednesday.

Among the invited guests were Mayor Walker, Charles D. Hilles, vice-chairman of the Republican National Committee; Borough President Byrne, Republican Leader J. A. Livingston and Democratic Leader John H. McCooey, of Brooklyn; Presiding Justice Kelly, of the Appelate Division; Supreme Court Justices Cropsey and Lewis Mitchell May, president of the Brooklyn Federation of Charities; Matthew S. Sloan, president of the Brooklyn Edison Company; Justices MacCrate, Haggerty, Druhan, Strong, Riegelmann, Fawcett, Carswell and Callaghan, Police Commissioner Warren, Deputy Commissioner Hoyt, Surrogate Foley, Fire Commissioner Dorman, Edward C. Blum, vice-president of Abraham & Straus, Inc.; Walter Hammitt ,vice-president of Frederick Loeser & Co.; Benjamin H. Namm and Colonel M. Friedsam.

Also John S. Burke, of the B. Altman & Co.; William S. Madden, president of the B.-M.-T.; George Le Boutillier, vice-president of the Long Island Railroad; J. S. McColloh, president of the New York Telephone Company; United States Appraiser Krack, Assistant Mayor Kerrigan and other personal friends of Jonas and Early for many years.

Associated in the management of the Standard Union are a number of prominent business men in Brooklyn, including William M. Greve, president of the Prudence Bonds Corporation; William H. English, banker; Frederick D. Mackay, vice-president of the E. W. Bliss Company; Colonel Jackson A. Dykman, a lawyer; ex-Senator A. W. Burlingame, Albert Conway, Arthur S. Somers, a member of the Board of Education; Joseph J. Sartori, County Judge Alonzo G. McLaughlin, Assistant District Attorney Geoghan.

Letters of congratulation were received from Governor Smith, Charles D. Hilles and others.

S. H. BOWLES IS MARRIED

Sherman H. Bowles, publisher of the *Springfield* (Mass.) *Republican,* and Miss Esther M. Johnson of Irvington, N. J., were married May 19 in Newark, N. J. Mr. Bowles, a Harvard graduate, is a great-grandson of Samuel Bolles, late editor of the Republican, Mrs. Bowles was formerly employed on one of her husband's newspapers.

CALLAGHAN GIVEN DEGREE

John B. Callaghan, editor of the *Springfield* (Mass.) *Daily News* will be awarded an honorary Master of Arts degree by Holy Cross College, Worcester, Mass., on May 30.

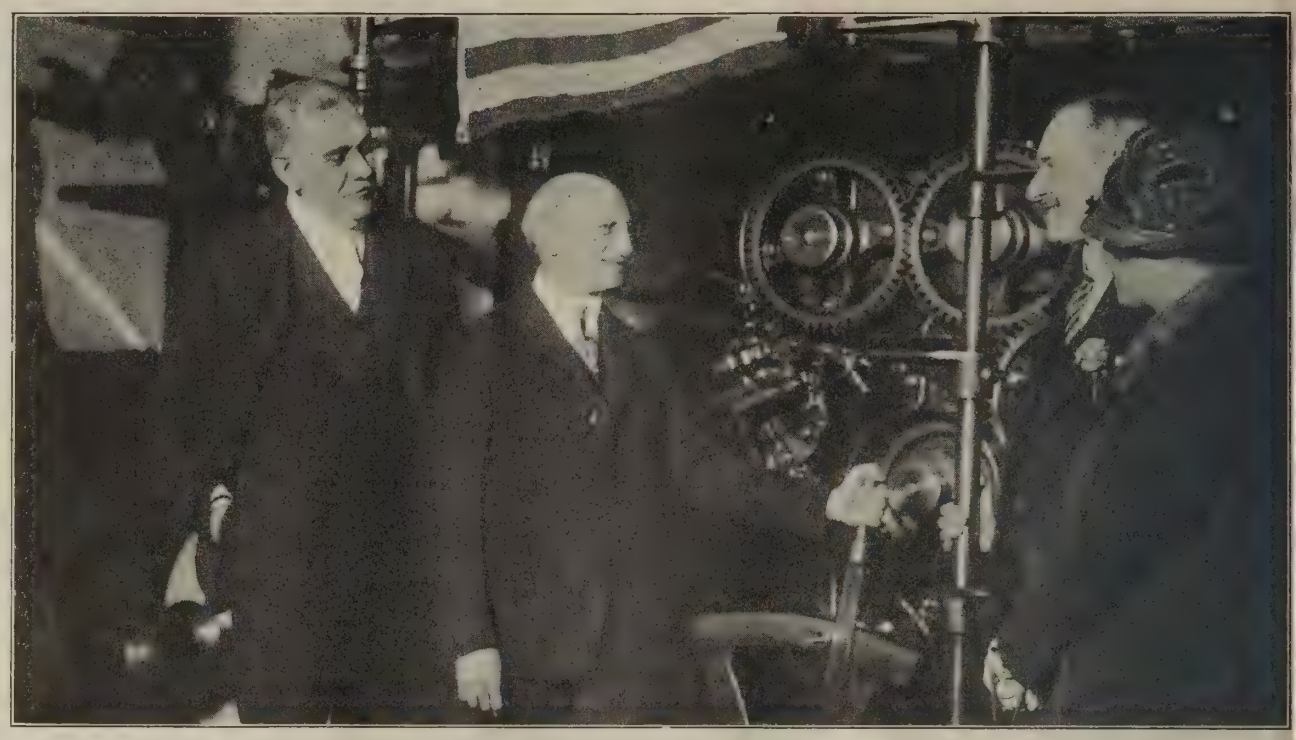
DEAR HEADS A. P. IN JERSEY

Joseph A. Dear, publisher of the *Jersey City Jersey Journal,* was elected chairman of the New Jersey members of the Associated Press at their annual meeting May 19. George M. Hart, editor, *Passaic Daily News,* was named secretary.

PUBLISHER BECOMES BANKER

E. E. Smith, publisher of the *Meriden* (Conn.) *Record,* has been elected a vice-president of the Puritan Bank & Trust Company of his city.

NEW OWNERS STARTING PRESSES OF STANDARD-UNION



Left to right: R. F. R. Huntsman, publisher; Ralph Jonas, president of the Brooklyn Chamber of Commerce; Joseph J. Early, president and treasurer of the Brooklyn Union Publishing Company, and Mrs. Early.

ADVERTISERS' ASSOCIATION OBJECTS TO DAILY'S CIRCULATION CONTEST

Arthur Ogle, Secretary of A. N. A., Writes Newspaper Publisher to Tell Him That Space Buyers "Look Askance at Premium Circulation"—He Replies

EVIDENCE that the Association of National Advertisers intends to carry an active campaign against "forced" newspaper circulations was forthcoming this week, when Arthur H. Ogle, secretary and treasurer, issued for publication correspondence he has carried on with the publisher of an unnamed eastern daily newspaper objecting to a circulation contest it was conducting.



ARTHUR H. OGLE

Mr. Ogle said an A. N. A. member sent in an advertisement of the contest which the newspaper was publishing in its own space. The prizes included a $5,000 home and five automobiles, in addition to numerous smaller cash awards. Among statements objected to in the advertisement was the following:

"THE WORLD IS YOUR FIELD.

"You can work anywhere. You need not confine yourself to any town, county, city or state. Get subscriptions wherever you can get them. Districts have no meaning in the matter of getting subscriptions. Go anywhere.

"Go quickly. Remember, some other worker may beat you to it, so get into the contest at once and get that subscription, wherever it may be."

Mr. Ogle's letter to the publisher, clearly setting forth the A. N. A.'s attitude and inviting friendly discussion, follows:

"Dear Sir:

"One of our members, who is an important national advertiser, has brought to our attention a circulation contest which you are conducting, the details of which were given in a full-page advertisement in your issue of April —. In connection with this it has occurred to me that you would be interested in knowing the attitude of members of the Association of National Advertisers toward premium circulation, and toward the extension of circulation beyond the normal trading area of the newspaper.

"It is undoubtedly true that in the past many advertisers have insistently demanded mass circulation without much questioning as to who the newspaper's readers were, where they lived and how carefully they read it, but it is also evident that those national advertisers who in the past have bought on the basis of quality only are now interested in knowing about quality and location of circulation, as well as about reader interest. Obviously, therefore, they are likely to look askance at premium circulation, particularly when the prizes are of such great value as those offered by your publication.

"In addition to the question of quality of circulation and reader interest, one of the subjects of greatest interest to the advertiser is that of the distribution of circulation with respect to the normal local trading area of the city in which the newspaper is published. National advertisers use newspapers to enable them to localize their advertising, and circulation which goes far beyond the local trading area is largely wasted. Therefore, it was rather a shock to read that part of your advertisement entitled 'The World Is Your Field,' in which you urge your subscription workers to get subscribers in any county, city or state they desire.

"As you no doubt know, our interest in newspapers, or in any other medium, is based entirely on our desire to assist in making advertising more effective and to get the advertiser more in results for each dollar he spends. Obviously, the publishers are just as much interested in the subject of economical advertising as are the advertisers themselves, and it is for that reason that I take the liberty of bringing these matters to your attention. I would appreciate some expression from you when you've had an opportunity to give these subjects consideration."

To this letter the publisher replied on May 24 that he was opposed to the use of premiums and "scarcely ever" used them. He welcomed Mr. Ogle's letter, he said, "particularly at this time, when it seems that newspapers all about have gone wild in their attempts to build circulation figures." He continued:

"Our circulation contests are run in self defense and would never be run at all did we not feel compelled to use them to checkmate contests previously announced by our competitor. We have never employed a contest company of any kind, but conducted these ourselves with our regular organization, so we are in a position to know they are conducted honorably and we are always here to back up what is done when the contest is over."

In a statement to EDITOR & PUBLISHER, Mr. Ogle said that the following factors were those emphasized by the A. N. A. in its program dealing with newspaper circulation:

"First, our entire interest is to enable the advertiser to buy circulation which represents a maximum degree of profitableness to him. This implies concentration in local trading areas, sound character of readers, and a sustained reader interest.

"Second, since these are essential factors bearing on the economical expenditure of advertising appropriations, we feel sure that all forward-looking publishers are just as much interested in them as we are.

"Third, our entire effort in promoting our program is made in the belief that it should be a co-operative enterprise on the part of publishers and advertisers to insure greater return for the advertising dollar."

HARRY JOHNSTON DEAD

Harry Johnston, 42, news editor of the *Houston Post Dispatch,* died Wednesday night after several months' illness. His wife and two children survive. He was the son of the late Col. R. M. Johnston, veteran former editor of the *Houston Post.* Most of his nearly 25 years' newspaper experience was spent on Houston papers in various capacities, although at one time he was managing editor of the *El Paso Times* and also of the *Democrat.*

TO SELL MONTREAL HERALD

An advertisement is appearing in Montreal papers, over the signature of the British-American Publishing Company, Ltd., calling for bids up to noon, June 20, next, for the sale of the entire plant, franchises, copyrights and building of the *Montreal Herald.* To close an estate, is the reason given for the sale.

"SEXY" INTEREST GIVING WAY TO ROMANCE

Reading Public Swinging from Neurotic to More Healthy Subjects, Woman Editor Finds—Skeptical Readers Rejecting Fake Features and Demanding Facts

By PHILIP SCHUYLER

NEWSPAPER reading habits are undergoing a vast change, according to a shrewd observer of what the public wants, Mrs. William Brown Meloney, editor of the Sunday Magazine of the *New York Herald Tribune*. Her conclusion is not mere casual observation; it is based on her own tried, if secret, methods of surveying the immediate literary tastes of the fickle American public, and a theory she is now trying to develop which applies the cycle principle to general reader-interest values.

Briefly stated, the theory is that reading interests move in cycles corresponding to the pre-war and post-war periods of human history. People are brutally awakened to realism by a bloody war, into which they have been led by a taste for sentimentality and gaudily painted lies. The realism leads to a high peak of neurotic sex interest which fades off gradually into romance and next back to stupefying sentimentality.

"Up until 15 years ago, or just before the War, Americans were in a nodding, half-asleep state as far as their taste for reading was concerned," Mrs. Meloney said.

"Now they have reached a noon-tide of interest. They want to see things in bright lights, without shadows. People are wide awake. While they may not be doing a good job, at least they are right on the job.

"They want to be told the truth, today. The days of the half-faked and half-baked Sunday feature of the mysterious emerald and the woes it has visited on its owners through the ages or some similar story is no more, thank goodness.

"There's a healthy, wholesome skepticism at large generally that's very refreshing.

"Another thing people want to be told what its all about quickly, they want the news and features in the newspapers written with as few words as possible. Our American reading public today has no time for Boswell's "Life of Johnson." Instead they want Bruce Barton to write about Coolidge in a single column newspaper interview."

Mrs. Meloney did not go deeply into her theory of reader-interest cycles. She said she had not heard it discussed before unless, perhaps, the cyclic theory of human history as written by Mark Sullivan touched also upon literary values.

There is one appeal, she said, that must be in evidence through all the cycles in all popular writing, and that is sex. From her desk drawer the editor drew several back numbers of the Herald Tribune Sunday magazines. She pointed to articles on love by Galsworthy; on divorce by Owen Davis; on the charm of Galahad by John Erskine. She also drew attention to the illustrations her magazine contained of pretty girls in rather alluring poses.

"You will notice," she said, "that I choose nothing that borders on the neurotic. There is such a thing as clean sex. I realize it may pay handsomely to pander to the tastes of a low order of society. Intelligent people, however, don't care for it, in my opinion.

"After every war there comes a great sex upheaval. The mass taste in reading is toward what in peace time is called vulgarity. Then this highly-sexed interest wears away. From neurotic sex the swing is to romance.

"Just now there seems to be a very wholesome point of view. I find the public interested in action, travel, success. They want to learn how to live happily, healthily.

"Romance is the big word now, not sex. Romance and adventure."

Mrs. Meloney, in support of her contention, mentioned the great public interest in the "King's Henchman" romantic opera by Edna St. Vincent Millay.

In agreement with Mrs. Meloney on this point is Philip A. Payne, managing editor of the *New York Daily Mirror*. The writer had talked to Mr. Payne, gathering his opinions on reader-interests, before the interview with the editor of the *Herald Tribune's* Sunday magazine.



Mrs. William Brown Meloney

"People now are wide awake. They want to see things in bright lights, without shadows."

* * *

"This is the age of speed. The monthly magazines are from three to five months behind."

* * *

"Just now there seems to be a very wholesome point of view. I find the public interested in action, travel, success."

Mr. Payne pointed out that Broadway successes comprise a splendid index of what the public likes. Sex plays, other than the perennial girl-shows, are falling off, he said. The big stage hits at present are mystery plays, such as "The Spider" and "Crime," while the big moving picture successes have been films of adventure such as "Beau Geste" and "Chang." Movies with sex interest uppermost are not as popular as they were a short time ago.

"People are tiring of the hotel room variety of love," Mr. Payne said. "They want moonlight in the garden."

As an editor, Mrs. Meloney strives to maintain a balance of interests, without any one predominating, she said.

"People like the restful and beautiful as well as exciting adventure," she said. "And, above all, people want to laugh. Someday someone should found a religion based on laughter. It would be tremendously popular.

"Finally, and vastly important, the public's desire to be informed should not be overlooked. The daily newspaper cannot go into all the details that people like to hear about. This is one of the most vital functions of a Sunday magazine."

Mrs. Meloney is as interesting to see as her views are to hear. Forty-three years old, and not in the least embarrassed to tell it, she gave me the impression rather of a precocious schoolgirl, whose hair had strangely turned gray, rather than the mother of a grown son and a veteran with more than a quarter of a century experience behind her of newspaper and magazine writing and editorship. Her clear brown eyes sparkled with the light of youthful enthusiasm. They are set deep in her rather thin, intense face, upon which the skin lies smoothly with few wrinkles.

She sat bent forward in her swivel chair, and spoke in crisp, clear, rapid diction. Her mind seemed to flash like a tennis racquet in sunlight, hitting back each question with an answer, swift and sure. One phrase flung out during the conversation may well be the essence of her life philosophy; certainly, it is the rule she follows.

"You have begun to die, I believe," she said, "when you stop being interesting."

Mrs. Meloney struck me as all-newspaper woman, despite her magazine past. She was the editor of various women's magazines from 1914 to 1926.

After having spent $3,000,000 for fiction, she is now back dealing exclusively in fact. She seemed to be enjoying the change thoroughly. Her ability to interpret the public to itself appears, perhaps, to better advantage in the swift drama of the daily and Sunday press than in the magazine, usually trailing by a month or more the procession of human events.

"We've all speeded up," Mrs. Meloney said. Her office staff of five testify to the correctness of this assertion as far as the editorial "we" is concerned. But Mrs. Meloney was talking America in general.

"Radio, moving pictures, airplanes, this is the age of speed," she continued. "The monthly magazines are from three to five months behind. They can't keep up with the speeding times. Readers can't wait five months for a learned interpretation of what happened yesterday. Fifty new things will happen in the meantime.

"There was a time when I did not think much of Sunday newspaper magazines. I had, in fact, arrived at the opinion that the Sunday magazine was a complete failure. Here in New York, I used to say, $7,000,000 worth of paper is being thrown away each Sunday.

"But now I realize the importance of the news, of keeping up with the news. People want quick interpretation of the facts as they happen."

Mrs. Meloney had only just returned from the flood district, where she was given a graphic illustration of the human hunger for news and information. She shared her experience with readers of her magazine section of Sunday, May 22. She wrote:

"In one of the flooded towns, where the people were driven to the levee, they set up a brave little township on that strip 100 feet wide, with the water creeping up. A radio receiving set told them every hour, on the hour, the bare terrific facts of the flood. These were meaningless reports to the safe, dry, comfortable north country—almost the end of the world for them. And on one of these levee villages they found a little press and got out their one-page newspaper, which was distributed up and down the river's edge for miles. Across the front page were these words: 'Hoover is Coming!'"

Since she has been associated with the New York Herald Tribune, Mrs. Meloney has had other experiences justifying her belief that the public is interested in obtaining truthful information in fast order.

"I make frequent surveys to try to find out what the reading public is interested in," she explained. "I have at least five methods, which I use frequently."

"Certainly you would not have me tell all the secrets of my trade," she laughed, when I asked her to describe these methods. "You would laugh at some of them. I will tell you that the least dependable method is the questionnaire. People invariably show off and prevaricate answering a questionnaire."

One obvious way, Mrs. Meloney mentioned, is to listen to what people talk about whenever the two or three of the prayer book are gathered together. Successful editors must be forever eavesdropping.

Not long ago, Mrs. Meloney noticed that what a great many people were talking about was weight control. Fat women wanted to get fashionably thin. Short skirts had declared war on buxom limbs. Lean heroes of fiction were making fat men green with envy.

Almost everybody, Mrs. Meloney found, had their own pet ideas for accomplishing the reduction of avoirdupois. Some of the ideas seemed to her unscientific and dangerous. She made a survey and was astounded at the methods in vogue.

Consequently, she sat down and wrote an article about it, concluding the article with a question which was in effect, "if you want to know really scientific methods of weight control, write me a letter."

"I received 20,000 letters in response to this question," Mrs. Meloney said.

She took the 20,000 letters to Wendell C. Phillips, president of the American Medical Association, and told him that he must call a conference on weight control.

"But you know," Dr. Phillips countered, "it is against our ethics to write for a lay journal like the Herald Tribune."

"All right," Mrs. Meloney replied. "I believe it is also one of the oaths of your profession to help those who ask help. So I'll leave you these 20,000 letters and you can answer them."

Dr. Phillips called the conference, and Mrs. Meloney obtained the 14 articles on weight control which are now nearing completion in the Herald Tribune and in other newspapers where the series was sold.

Mrs. Meloney has had an interesting career. In 1901 she was acclaimed as the first woman to sit in the Senate press gallery in Washington. She was on the staff of the *Washington Post* at the time. Later she did newspaper work on the *Denver Evening Post* and the *New York Sun*.

She was on the Sun when she met William Brown Meloney, then day city editor of the *New York World*. They were married in 1904, and Mrs. Meloney quit outside work until 1914, when she became editor of *Women's Magazine*, a position she retained until 1920 when she became editor of the *Delineator*. She was associate editor of *Everybody's* from 1917 to 1920. Last year she returned to newspaper work.

"GOOD FLYIN' WEATHER" KEPT AIRMAN FROM NEWSPAPER CLUB DINNER

Lindbergh Hopped Next Day to Paris—Was to Have Been Guest at Affair Honoring Lynch and Beazell—New Club House Predicted

CHARLIE LINDBERGH got as far as the street door of the Newspaper Club, at 133 West Forty-first street, New York City, the night of May 19, and declined to budge a step further. The Flyin' Fool who the next morning was to start his flight to Paris alone was scheduled to appear at the club's dinner in honor of its outgoing president, William P. Beazell, assistant managing editor of the *New York World,* and its incoming president, Denis Tilden Lynch, political reporter of the *Herald Tribune.*

After leaving the movies Lindbergh was escorted as far as the club's street door. There he asked his companions, Harry Bruno, chairman of the club's Aviation Committee, and his associate, Captain Blythe, to convey to the diners his regret that he could not be with them.

"I want to get a bit of sleep tonight. It looks like a good flying day tomorrow," he explained.

The club's facilities were taxed above capacity by the dinner. In fact, a rush call had to be sent to the Friars, at the last moment, for extra silver.

Enthusiasm reached its highest point when President Lynch expressed the conviction that before the end of 1927 the club would be justified in planning the erection of its own clubhouse.

"When the lease on our present quarters was signed some five years ago by Charles G. Hambidge, our first president, and now president emeritus, who I regret to say is unable to be present tonight," said Mr. Lynch, "these quarters were intended as temporary and nothing more.

"The ideal on which the club was founded five years ago will help us realize our dream. This club was instituted to keep inviolate the best traditions of our craft, and to prove that an organization of workers and former workers on newspapers, magazines, press associations, news and feature syndicates could exist in New York City without seeking or accepting assistance outside our craft."

At his home, 82 North 14th street, Flushing, N. Y., Mr. Hambidge listened in while the program from 8 to 9 o'clock was broadcast through the courtesy of Station WJZ.

A message from Mr. Hambidge, read at the dinner, said in part:

"I would like to be with you very much, but my physician does not think I ought to have so much pleasure just yet awhile, I will listen in and be with you all in thought."

With Robert E. Livingston, chairman of the dinner committee, as toastmaster, the program included selections by a string quartette, and solos by Mario Cozzi, baritone, Miss Kuoki, Japanese soprano, and Miss Gertrude Owen, soprano. The soloists were supplied through the courtesy of William J. Guard of the Metropolitan Opera House, and chairman of the club's entertainment committee.

In addition to brief talks by Mr. Lynch and Mr. Beazell, Hendrik Willem Van Loon, ascribing his success as a writer of books to the training given him by Melville E. Stone, related humorous newspaper anecdotes and closed his ten-minute talk with the single message to newspaper men:

"Avoid being regarded as respectable."

Among the many messages read at the dinner and over the air was one from F. Stuart Crawford in the White House:

"As a member of the club and a friend of Denis Lynch and Bill Beazell, I would be only too glad to have the President write a letter to be read at your dinner. But it would seem that every dinner committee in the United States is anxious for some word from the President. If the days were many times longer it would be impossible for him to take care of these appeals. If an exception is made, even in cases which are particularly appealing, those who have been denied would feel slighted. And there is no adequate explanation which would prevent such a letter from being claimed as a precedent by those who will make similar requests in the future.

"It is necessary, therefore, to ask the friends of the President if they will have a sympathetic appreciation of this situation and be good enough to excuse him."

John McGraw, scheduled as a speaker, wired his regret that urgent matters which turned up at the last moment made it impossible for him to appear.

Joseph J. Early, the old time reporter to whom the club sent congratulations recently when he became part owner of the *Brooklyn Standard Union,* which he has served for many years as managing editor, was booked for the dinner to former Police Commissioner McLaughlin, but looked in on the club dinner for a brief time.

William A. Orr sent a message from Culver City, Cal., and members of the staff of the *New York Daily Mirror* wired:

"Out of the depths of the leather swamp and our hearts, both hard by Brooklyn Bridge, club members of the Daily Mirror speed congratulations to Mr. Lynch and Mr. Beazell and general amnesty to Professor Lee."

The reference to Professor James Melvin Lee, head of the Department of Journalism at New York University, concerned the fact that in the recent club election he ran only two votes behind Mr. Lynch for the presidency. The Mirror telegram was signed by Roy Daniel, Jr., Lou Edwards, Dan O'Keefe, Gene Doane, George S. McCurdy, Steve Partridge, Arnold Prince, Paul Williams, Tommy Tucket and Charles R. Barth.

Bertha Brainard, manager of Station WJZ, paid this tribute to the dinner committee, of which Robert E. Livingston was chairman:

"I only wish that all who desired programs broadcast would be as efficient and satisfactory in their methods of handling arrangements for a dinner."

HOUSE VOTES $30,000 TO TEACH JOURNALISM

Illinois Representatives Approve Bill Providing for Full Department at University—Picture Bill Killed

The University of Illinois will receive $30,000 for the creation of a school of journalism and biennium expenses thereof, if a bill which last week passed the lower house of the Illinois general assembly and is now being considered by the senate committee on education is enacted into law. The bill was introduced in the house by William F. Weis of Waukegan.

It is the result of efforts of the Illinois Press Association, which at its annual meeting last fall in Urbana took up with the university the matter of establishing a college to replace the present courses in journalism. William Smith, editor of the *Waukegan Sun,* was retiring president at the time.

A bill which would have prevented the taking and publishing of pictures of accused persons until after conviction, had it been enacted into law, was killed in senate committee after having passed the lower house of the assembly. The bill was introduced in the house by S. B. Turner, Negro legislator, Chicago, who was trying to keep out of the Rouge's Gallery pictures of innocent persons, falsely accused and not proven guilty.

Members of the press box got busy on the bill when it came up for discussion in the senate committee and convinced senate members of its impracticability. Parke Brown, political writer for the *Chicago Tribune,* explained that its passage would prevent the taking for newspaper publication of pictures of criminals who confessed at the time of their arrest.

EDITOR & PUBLISHER CALENDAR

June 8-9—American Newspaper Publishers Association, mechanical conference, Harrisburg, Pa.
June 10-11—New York State Press Assn., meeting, Long Island City.
June 10-11—Pennsylvania Newspaper Publishers Assn., meeting, Waynesboro, Pa.
June 12-17—National Editorial Assn., annual convention, Omaha, Neb., with two weeks' tour of the Black Hills.
June 12-15—National Industrial Advertisers Assn., annual meeting, Cleveland, O.
June 13-14—Daily Newspaper Composing Room Executives of Ia., meeting, Waterloo, Ia.
June 17-18-19—Texas Press Assn., annual meeting, El Paso, Tex.
June 21-23—I. C. M. A. annual meeting, Atlanta-Biltmore Hotel, Atlanta.
June 26-29—I. A. A. annual convention, Denver, Colo.

LIBEL SUITS OUTLAWED AFTER ONE YEAR

New Michigan Statute Prevents "Blackmail" Threats of Litigation and Allows Ample Time for Bona Fide Actions

Persons having grievances against newspapers of proportions to warrant libel actions must act with a moderate amount of speed if they are to avoid having their suits outlawed in Michigan in the future. In the closing days of the recent legislative session the senate passed Rep. Frank Darin's house bill which places a limit of one year upon the launching of this type of legal action. Gov. Fred W. Green promptly signed the act and it will become effective early in September.

Under the new law formal court action must be commenced within one year from date of publication of the offending article. In the past belated libel suits have been fairly frequent and they are said to have been made the instruments virtually of blackmailing efforts, the complainants using the threat of libel against a paper for some long past and forgotten slip in order to bludgeon it into some course of action favorable to the "libeled" person's interests. It was argued by proponents of the measure that the change in the law could not affect adversely any legitimate claim against a paper and that it might prevent the dragging up of ancient matters to satisfy subsequent grudges or tardy desires to profit from old errors.

CONSIDERING MELLETT MEMORIAL

Comprehensive Campaign for Endowing Journalism School Mapped Out

A plan to raise money for a proposed school of journalism at Indiana university, Bloomington, as a memorial to Don R. Mellett, slain Canton (O.) editor, which would cost $350,000 has been presented to the trustees and though it has not been acted on it is said the trustees are interested in the plan.

In case the project is approved by the board, representatives would visit every city of 50,000 population east of the Rocky Mountains and an active campaign would be conducted throughout the United States in behalf of the movement.

Headquarters of the campaign would be at Bloomington, Indianapolis and Canton, O., where Mellett was killed while conducting a fight against the underworld. Many prominent newspaper men in the country have agreed to help with the campaign, which was started by students of journalism at Indiana university, and a number of contributions have been received, although active solicitation has not started.

LONDON EXPRESS STAFF HONORS BLUMENFELD

Former New York Herald Man Tendered Banquet Marking 25th Year of Editorship—Lord Beaverbrook Presides

(*Special to* EDITOR & PUBLISHER)

LONDON, May 4.—Having just completed twenty-five years' editorship of the *London Daily Express,* Ralph D. Blumenfeld, at one time business manager of the *New York Herald,* was entertained at dinner by the staff of the Express at the Hotel Victoria, London, on April 30. The gathering included men who had worked with Mr. Blumenfeld from the early days of the Express and who are still on the staff.

Lord Beaverbrook, proprietor of the paper, presided and in his speech in honor of the guest of the evening, named the veterans, 34 of them.

Replying to the toast of his health, after some of the veteran newspapermen had recounted reminiscences of the paper's early days in Shoe Lane, just off Fleet street, Mr. Blumenfeld said that the marked improvement in the working conditions in Fleet street in the past quarter of a century was due to the attitude of Lord Beaverbrook, who believed in good pay for good service.

The Daily Express was started in 1900, during the South African war, and adopted what was then an innovation in printing the news on the front page, a style it has followed, despite the general change on the part of London morning papers to running advertisements on the front page. The late Sir Arthur Pearson, who is probably better remembered by the public in the capacity of the founder of St. Dunstan's fund for soldiers blinded in the war, and who started *Pearson's Weekly,* and the publishing house of C. A. Pearson, founded the paper and was for some time its editor.

Mr. Blumenfeld joined Mr. (as he then was) Pearson in 1902 having been previously London correspondent of the New York Herald, business manager of the Herald in New York, and news editor of the *London Daily Mail.* When Sir Arthur Pearson lost his eyesight in 1912 and was compelled to relinquish his newspaper interests Blumenfeld formed a syndicate that acquired control of the Express and he became chairman and managing director of the concern, which was acquired by Lord Beaverbrook several years ago.

INVITES SCHOOL PROBE

Oklahoma U. Chief Asks Editors to Survey Journalism Courses

W. B. Bizzell, president of Oklahoma State University, last week sent a letter to C. S. Storms, president of the Oklahoma Press Association, asking that a committee be appointed to make a thorough investigation of the school of journalism of the University.

The president's action followed the adoption of a resolution by the executive committee of the association at its annual meeting last week. Instructors would be required to have five years' actual newspaper experience under the resolution, which was sent to the board of regents.

OREGON MEETING POSTPONED

Dates of Coast Editors' Convention Changed from July 22-23 to Aug. 5-6

Dates for the annual meeting of the Oregon State Editorial Association have been changed from July 22 and 23 to August 5 and 6, because of a conflict with the state meeting of the American Legion.

The first day of the convention will be held at Roseburg and will be a business session. The following day the editors will leave Bandon for a beach outing. The day at Roseburg will also include a golf tournament and a dance at the Roseburg Country Club. A. L. Mallory of Tillamook is president of the association.

INLAND DENOUNCES FREE PUBLICITY OCTOPUS

Postal Rates, Cost Finding and Cash Discount to Advertisers Other Topics Covered by Speakers at Annual Spring Meeting in Chicago—Harrison Presides

(*By Telegraph to* EDITOR & PUBLISHER)

CHICAGO, May 25.—The problem of free publicity in newspapers was brought up for the consideration of the members of the Inland Daily Press Association at the last session of the spring meeting held Tuesday and Wednesday, May 24 and 25, at the Palmer House.

In bringing up the question of free publicity, T. O. Huckle of Cadillac, Mich., representative of his state on the board of directors of the Inland, cited the stand EDITOR & PUBLISHER has taken against free publicity as an indication of the seriousness of the problem.

"Is free publicity a dead issue?" he asked in the course of his talk. "No, it is more alive now than ever. When EDITOR & PUBLISHER will give over six pages in three weeks in helping publishers fight this great octopus, it is time for all members of the Inland Daily Press Association to do their part. Just throwing it into the waste paper basket will not do the trick. Help by sending it back to the agency which sent it to you."

Mr. Huckle gave figures to show the amount of publicity matter which reaches his desk in a short period of time, and its sources.

In a resolution urging Congress to restore the second class postage rates of 1920, the Inland expressed its dissatisfaction with the present rates, as they apply to newspapers. Present rates are excessive, the resolution read, and the need for their adoption during the World War has passed. Will H. McConnell of Springfield, Ill., is chairman of the postal committee.

Another resolution passed provided that "when a member submits adequate reason for inability to make the cost finding report for the preceding year and definitely signifies his intention of making such report for the current year, the year's summary may, in the discretion of the cost finding committee, be furnished him."

The resolution followed lengthy discussion by members on the inability of the cost finding committee to get members to report. The committee consists of C. R. Butler, Mankato, Minn., chairman; A. J. Wilhelm, Huntington, Ind., and W. R. Ronald, Mitchell, S. D.

Principal speakers at the Inland meeting were Richard J. Finnegan, co-editor of the *Chicago Daily Journal*, on "Chicago," and Miss Gertrude Byrne, executive secretary of the Chicago Newspaper Representatives Association, on "Newspaper Representation." Other speakers were Stephen Bolles, editor of the *Janesville* (Wis.) *Daily Gazette*, on "Advertising In the Small City"; J. K. Groom, Aurora, Ill., of the Northern Illinois Group, on "The Advertising Agent"; John Benson, of Benson & Gamble, advertising agency, Chicago, on "Conducting An Advertising Agency Business With Profit"; and Gardner J. Thomas, *Marion* (Ind.) *Chronicle*, "Contest Subscriptions and Their Treatment By the A. B. C.".

"Advertising agents function in many ways," Mr. Groom declared, in his talk. "They have been treated by newspapers as selling agents on commission and have been compensated on that basis by the newspapers. I used to be opposed to the system, but since national advertising has grown to such vast proportions, largely because of the agents' activities, I have changed my mind, because I am sure that without the advertising agent we would not have the fine national linage we now have. Furthermore, it would cost publishers much more than the standard commission to sell advertisers and to keep them sold on our class of medium. I say that although I know that the agents are charged with trying to spend every possible dollar of their clients' money in



John H. Harrison, *Danville* (Ill.) *Commercial-News* and president of the Inland Chats during the meeting with L. S. Whitcomb, president of the Northwest Daily Press Association.

magazines and metropolitan newspapers, because that is most profitable.

"We ought not to criticize them too harshly. If there were no agents and the newspapers had to go out after the national business themselves, they would kill the goose that is now laying the golden eggs. Let a couple of thousand newspaper solicitors loose at advertisers direct, and the rotten kind of oversolicitation a majority of newspaper solicitors are guilty of would disgust every advertiser in the land."

Mr. Benson, in his brief talk, declared the cash discount granted by publishers is a big safeguard for their own credit, as it enables the agent to obtain prompt pay from the advertiser and thus have the money in hand for payment of the publishers' bills. He termed the tendency some publishers have shown to eliminate the cash discount an unfortunate one.

"How little capital is actually utilized in agency operation, aside from protecting credit and paying current expenses, is evidenced by the fact that only 6.7 per cent of the total receivables of all reporting members of the American Association of Advertising Agencies were overdue at the end of 1925," he said. "It is evident, therefore, that capital in an agency is not a profit producing factor; it is merely a reserve to protect the agency's credit in event and to the extent that clients fail or delay in payment of bills. Its chief purpose is to assure prompt payment of bills to the publisher. It is thus part of the service rendered to the publisher."

Mr. Thomas declared contests of the high pressure type, using automobiles or extremely valuable prizes to induce readers to participate are a menace to the "truth in circulation program."

"Unless measures are taken which will seriously penalize the publisher for instituting such tactics, or some positive method of measuring circulation reports, confidence in the Audit Bureau of Circulations will be destroyed," he said.

"In supposing there are two newspapers in a small town and one of them institutes an automobile contest and gets credit through the A. B. C. for circulation in which a big number of the people receiving the paper fail to pay a penny for their subscription. The competitor of this newspaper knows these should be thrown out as contest subscriptions. The first thought of the competitor is 'if that bird can get away with a proposition like that I might as well do the same' and unless he is on guard and looks ahead for the ultimate future of his business, he falls in the same rut."

"The only way to advertise in a small city is to advertise in the small city newspaper," Mr. Bolles declared, in his speech. "Whatever else one does is auxiliary, collateral and supporting to that advertising. "Universality of newspaper reading makes the newspaper the major medium of reaching the small city just as it does the people of the larger city. There is not a whit of difference. I could dismiss the subject in a sentence—treat the small city just as you do the larger one."

John H. Harrison, president of Inland, presiding for the first time at this meeting, led in the round-table discussions of the many and various problems brought up for the consideration of the members.

In referring to the subject "How To Increase Circulation," Mr. Harrison stated that his paper the *Danville* (Ill.) *Commercial-News* had tried out contests, schemes, and many methods for building circulation, and had come to just one conclusion and that is "print as good a newspaper as you can in accordance with your income, and then use high-powered salesmen to sell it." He included the carrier boys as a very potential factor in the expansion of circulation.

Inland dues are more fully paid up now than at any time in the history of the Association, the secretary-treasurer, Wil V. Tufford of Clinton, Ia., reported. He also announced that Inland members had been invited to the convention of the Southern Newspaper Publishers Association in Atlanta, Ga., July 4, 5, and 6, in observance of that Association's twenty-fifth anniversary.

A meeting of the Illinois members of the Associated Press held a meeting Tuesday afternoon in the Palmer House at which time a discussion on the installation of printing telegraph machines occupied the time.

The Lee Syndicate of evening newspapers were all represented in a get-together session on Monday, May 23, in the Morrison Hotel with John Huston, business manager of the *Ottumwa* (Ia.) *Courier*, as chairman. The following attended the session and on Tuesday and Wednesday attended the Inland convention: Frank Burgess, business manager, *LaCrosse Tribune;* D. S. Grieg, advertising manager, LaCrosse Tribune; Penn Wright, of the *Madison State Journal;* Ed Usher, advertising manager, Madison State Journal; Lloyd Geer, advertising manager, *Mason City* (Ia.) *Globe-Gazette;* Clyde Rabedeaux, business manager, *Muscatine* (Ia.) *Journal;* George Gaibel, advertising manager, Muscatine Journal; L. D. Upton, business manager, *Kewanee* (Ill.) *Star-Courier;* E. L. Sparks, business manager, *Hannibal* (Mo.) *Courier-Post;* Fred Russell, business manager, *Davenport* (Ia.) *Times;* John Huston, business manager, *Ottumwa* (Ia.) *Courier*. Mrs. Wright, Mrs. Upton and Mrs. Burgess accompanied their husbands.

SHUMAN AGAIN OFFERS A. N. A. E. TROPHY

Loving Cup to Be Awarded Best Local Campaign at Annual Meeting in Denver—Frank E. Tripp 1926 Winner

A. L. Shuman, vice-president and advertising director of the *Fort Worth* (Tex.) *Star-Telegram*, is again offering the Shuman Trophy, a large silver loving cup, for the best story of a newspaper advertising success presented at the Denver Convention of the Association of Newspaper Advertising Executives to be held June 27-29.



A. L. SHUMAN

Last year the Shuman Trophy was won by Frank E. Tripp, general manager of the Gannett Newspapers, with an outline of a successful campaign conducted by a group of independent grocers.

Frank T. Carroll, *Indianapolis News*, and A. N. A. E. president, in urging others to compete this year said at least one member of the association added 100,000 lines of advertising by adopting Mr. Tripp's plan after the 1926 convention.

Mr. Carroll has informed members they may enter as many different stories as they wish and several members of a newspaper's staff may also compete. He suggested that contests be held by newspapers among their staff members. The story submitted may concern the results from a single advertisement or from a campaign. Other things being equal, a story on a campaign will be given preference. Practicality of the plan considered and its adaptability to other markets will be important factors in awarding the trophy.

MILLIONS FOR "OLEO"

Packers Plan Ad Campaign to Establish It as Wholesome Food

(*By telegraph to* EDITOR & PUBLISHER)

WASHINGTON, D. C., May 26.—Chicago packers are reported interested in a proposed million dollar national advertising campaign to popularize oleomargarine as a "clean, pure and wholesome article of food."

Discussion of the contemplated campaign marked sessions here today of the Institute of Margarine Manufacturers.

Dr. J. S. Abbott, secretary in charge of the Washington headquarters of the institute, announced the campaign is expected to be launched in June or July by the executive committee of the margarine manufacturers.

RECENT E. & P. COPIES WANTED

The following issues of EDITOR & PUBLISHER are entirely out of print and are in great demand: May 14, May 7 (120 copies wanted), April 30, April 16, April 9, April 2, March 26, February 19. Subscribers who do not keep their copies in a permanent file will confer a favor by returning the above issues, for which the full price will be paid, together with return postage.

LINAGE LOSSES GENERAL THROUGHOUT COUNTRY IN APRIL

REPORTS of newspaper linage compiled by the New York Evening Post Statistical Department for 130 newspapers in 30 cities and by EDITOR & PUBLISHER for 23 newspapers in 6 additional cities show that slight linage losses were general throughout the United States during April, 1927, compared with April, 1926. The six cities for which figures were gathered by EDITOR & PUBLISHER direct from the papers covered appear as the last in the tabulation. The totals follow:

SUMMARY OF ADVERTISING BY CITIES

36 cities listed — 11 show gain — 25 show loss
153 papers listed — 69 show gain — 72 show loss
12 no comparison

	1927	1926	
New York	15,708,572	15,904,500	195,928 Loss
Chicago	8,524,614	8,392,422	132,192 Gain
Philadelphia	7,057,404	7,546,630	489,226 Loss
Detroit	5,301,114	5,868,814	567,700 Loss
Cleveland	4,172,100	4,396,350	224,250 Loss
St. Louis	4,445,040	4,689,820	244,780 Loss
Boston	6,954,777	6,987,201	32,424 Loss
Baltimore	4,803,285	4,952,953	149,668 Loss
Los Angeles	7,492,085	7,252,857	239,228 Gain
Buffalo	3,648,129	4,120,377	472,248 Loss
Newark	1,988,673	2,012,351	24,678 Loss
San Francisco	4,830,978	4,955,773	124,795 Loss
Milwaukee	3,394,676	3,306,255	88,421 Gain
Pittsburgh	5,899,348	6,324,962	425,614 Loss
Kansas City	3,492,675	3,575,023	82,348 Loss
Washington	4,921,033	5,129,882	208,849 Loss
Cincinnati	3,963,600	3,840,300	123,300 Gain
New Orleans	4,214,643	4,351,672	137,029 Loss
Minneapolis	3,250,054	3,464,852	214,798 Loss
Seattle	3,179,624	3,186,526	6,902 Loss
Indianapolis	3,451,944	3,343,650	108,294 Gain
Denver	3,116,370	2,426,864	689,506 Gain
Providence	3,008,902	3,126,638	117,736 Loss
Portland	3,393,782	3,589,656	195,874 Loss
Memphis	2,757,762	2,787,421	29,659 Loss
Atlanta	2,239,790	2,194,234	45,556 Gain
Columbus	3,663,533	3,874,424	210,891 Loss
Louisville	3,317,554	3,637,959	320,405 Loss
St. Paul	2,862,594	2,776,144	86,450 Gain
Oakland	2,695,994	2,712,766	16,772 Loss
Omaha	1,801,331	2,174,235	372,904 Loss
Birmingham	2,818,690	3,045,172	226,482 Loss
Richmond	2,063,222	1,966,650	96,572 Gain
Dayton	3,295,698	3,195,010	100,688 Gain
Houston	3,327,044	3,040,366	286,678 Gain
Des Moines	1,714,791	2,176,975	462,184 Loss
Totals	152,771,425	156,327,684	3,556,259 Loss

NEW YORK

	1927	1926	
American	1,105,644	1,090,906	14,738 Gain
Herald Tribune	1,708,922	1,669,612	39,310 Gain
Times	2,602,334	2,557,372	44,962 Gain
World	1,367,512	1,513,710	146,198 Loss
*Mirror (Tabloid)	274,588	307,744	33,156 Loss
News (Tabloid)	789,062	657,596	131,466 Gain
*Evening Graphic	325,016	348,368	23,352 Loss
*Evening Journal	1,366,850	1,400,896	34,046 Loss
*Evening Post	525,254	432,274	92,980 Gain
*Evening World	906,120	965,876	59,756 Loss
*Sun	1,521,622	1,500,242	21,380 Gain
*Telegram	562,408	532,572	29,836 Gain
Brooklyn Eagle	1,618,614	1,717,220	98,606 Loss
Brooklyn Times	585,414	678,128	92,714 Loss
Standard Union	449,212	531,984	82,772 Loss
Totals	15,708,572	15,904,500	195,928 Loss

CHICAGO

	1927	1926	
*Daily News	2,050,755	2,115,273	64,518 Loss
Tribune	3,065,091	3,002,127	62,964 Gain
Herald Examiner	1,181,565	1,070,643	110,922 Gain
*Post	479,352	543,852	64,500 Loss
*American	1,401,309	1,253,196	148,113 Gain
*Journal	346,542	407,331	60,789 Loss
Totals	8,524,614	8,392,422	132,192 Gain

PHILADELPHIA

	1927	1926	
Inquirer	1,870,200	1,910,700	40,500 Loss
Record	741,900	750,900	9,000 Loss
Ledger	1,333,429	1,448,752	115,323 Loss
*Evening Ledger	1,392,875	1,437,378	44,503 Loss
*Bulletin	1,719,000	1,998,900	279,900 Loss
Totals	7,057,404	7,546,630	489,226 Loss

DETROIT

	1927	1926	
News	2,744,210	3,110,324	366,114 Loss
Times	1,142,302	1,204,434	62,132 Loss
Free Press	1,414,602	1,554,056	139,454 Loss
Totals	5,301,114	5,868,814	567,700 Loss

CLEVELAND

	1927	1926	
Plain Dealer	1,575,450	1,693,800	118,350 Loss
News-Leader	1,157,925	1,215,900	57,975 Loss
*Press	1,438,725	1,486,650	47,925 Loss
Totals	4,172,100	4,396,350	224,250 Loss

ST. LOUIS

	1927	1926	
Post-Dispatch	2,100,840	2,374,120	273,280 Loss
Globe-Democrat	1,321,800	1,284,900	36,900 Gain
*Star	652,500	639,900	12,600 Gain
Times	369,900	390,900	21,000 Loss
Totals	4,445,040	4,689,820	244,780 Loss

BALTIMORE

	1927	1926	
Sun	1,481,164	1,568,789	87,625 Loss
*Evening Sun	1,644,934	1,715,133	70,199 Loss
American	520,869	542,272	21,403 Loss
*News	773,599	724,765	48,834 Gain
*Post	382,719	401,994	19,275 Loss
Totals	4,803,285	4,952,953	149,668 Loss

*No Sunday edition.

BOSTON

	1927	1926	
Herald	1,502,199	1,453,460	48,739 Gain
Globe	1,476,829	1,463,967	12,862 Gain
Post	1,104,166	1,115,975	11,809 Loss
Advertiser	497,731	463,027	34,704 Gain
*American	477,020	445,935	31,085 Gain
*Traveler	1,198,804	1,129,266	69,538 Gain
*Transcript	698,028	682,933	15,095 Gain
*Telegram	.....	232,638	.....
Totals	6,954,777	6,987,201	32,424 Loss

Telegram discontinued November, 1926.

LOS ANGELES

	1927	1926	
Times	2,297,316	2,184,952	112,364 Gain
Examiner	1,941,869	1,924,737	17,132 Gain
*Express	889,070	813,120	75,950 Gain
*Herald	1,589,392	1,559,124	30,268 Gain
*Record	470,148	464,058	6,090 Gain
News	304,290	306,866	2,576 Loss
Totals	7,492,085	7,252,857	239,228 Gain

BUFFALO

	1927	1926	
Express	.....	531,959	.....
Courier	887,889	667,333	220,556 Gain
Times	1,261,465	1,217,348	44,117 Gain
Star	.....	158,140	.....
*News	1,498,775	1,545,597	46,822 Loss
Totals	3,648,129	4,120,377	472,248 Loss

Express combined with Courier June 19, 1926.
Star combined with Courier June 19, 1926.

SAN FRANCISCO

	1927	1926	
Chronicle	973,868	947,772	26,096 Gain
Examiner	1,708,166	1,711,973	3,807 Loss
Bulletin	552,244	576,394	24,150 Loss
*Call	903,742	895,776	7,966 Gain
*News	692,958	667,576	25,382 Gain
*Herald	.....	156,282	.....
Totals	4,830,978	4,955,773	124,795 Loss

Herald discontinued publication May 5, 1926.

MILWAUKEE

	1927	1926	
Journal	1,731,662	1,788,889	57,227 Loss
Sentinel & Telegram	639,913	601,294	38,619 Gain
*Leader	260,237	253,819	6,418 Gain
*Wisconsin News	762,864	662,253	100,611 Gain
Totals	3,394,676	3,306,255	88,421 Gain

WASHINGTON

	1927	1926	
Star	2,583,522	2,525,401	58,121 Gain
Post	864,385	955,893	91,508 Loss
*Evening Times	680,358	752,768	72,410 Loss
Herald	548,422	659,258	110,836 Loss
*Evening News	244,346	236,562	7,784 Gain
Totals	4,921,033	5,129,882	208,849 Loss

CINCINNATI

	1927	1926	
*Post	978,900	954,000	24,900 Gain
*Times-Star	1,463,100	1,434,600	28,500 Gain
Enquirer	1,244,400	1,190,700	53,700 Gain
Tribune	277,200	261,000	16,200 Gain
Totals	3,963,600	3,840,300	123,300 Gain

NEW ORLEANS

	1927	1926	
Times-Picayune	1,736,142	1,713,469	22,673 Gain
Item	1,056,346	1,031,546	24,800 Gain
States	809,304	895,084	85,780 Loss
*Tribune	612,851	711,573	98,722 Loss
Totals	4,214,643	4,351,672	137,029 Loss

MINNEAPOLIS

	1927	1926	
Tribune	1,345,958	1,464,325	118,367 Loss
Journal	1,355,961	1,495,235	139,274 Loss
*Star	548,135	505,292	42,843 Gain
Totals	3,250,054	3,464,852	214,798 Loss

SEATTLE

	1927	1926	
Times	1,475,012	1,480,136	5,124 Loss
Post-Intelligencer	1,026,690	956,830	69,860 Gain
*Star	557,900	585,760	27,860 Loss
*Union-Record	120,022	163,800	43,778 Loss
Totals	3,179,624	3,186,526	6,902 Loss

INDIANAPOLIS

	1927	1926	
*News	1,820,787	1,674,180	146,607 Gain
Star	1,112,196	1,130,343	18,147 Loss
*Times	518,961	539,127	20,166 Loss
Totals	3,451,944	3,343,650	108,294 Gain

DENVER

	1927	1926	
News	921,210	550,060	371,150 Gain
Post	1,271,940	1,424,940	153,000 Loss
*News	923,220	451,864	471,356 Gain
Totals	3,116,370	2,426,864	689,506 Gain

Times changed to Denver Evening News December 22, 1926.

PROVIDENCE

	1927	1926	
Journal	911,047	924,804	13,757 Loss
*Bulletin	1,308,619	1,357,256	48,637 Loss
Tribune	379,868	404,248	24,380 Loss
*News	409,368	440,330	30,962 Loss
Totals	3,008,902	3,126,638	117,736 Loss

COLUMBUS

	1927	1926	
Dispatch	1,902,212	2,128,763	226,551 Loss
Journal	652,506	672,993	20,487 Loss
*Citizen	1,108,815	1,072,668	36,147 Gain
Totals	3,663,533	3,874,424	210,891 Loss

LOUISVILLE

	1927	1926	
Courier-Journal	1,376,946	1,316,250	60,696 Gai
Herald-Post	268,558	†537,957	269,399 Los
*Times	1,256,783	1,242,224	14,559 Gai
*Post	415,267	541,528	126,261 Los
Totals	3,317,554	3,637,959	320,405 Los

Herald-Post morning edition discontinued with issue of Marc 5, 1927.
†Includes 206,344 lines of morning edition.

ST. PAUL

	1927	1926	
*Dispatch	1,004,444	987,224	17,220 Gai
Pioneer-Press	923,902	931,448	7,546 Los
News	934,248	857,472	76,776 Gai
Totals	2,862,594	2,776,144	86,450 Gai

OAKLAND

	1927	1926	
Tribune	1,651,146	1,700,818	49,672 Los
*Post-Inquirer	939,988	867,076	72,912 Gai
*Times	104,860	144,872	40,012 Los
Totals	2,695,994	2,712,766	16,772 Los

OMAHA

	1927	1926	
World-Herald	1,125,313	1,188,446	63,133 Los
Bee-News	676,018	514,346	161,672 Gai
News	.....	471,443	.....
Totals	1,801,331	2,174,235	372,904 Los

News combined with Bee, February 7, 1927.

BIRMINGHAM

	1927	1926	
Age-Herald	621,152	797,556	176,404 Lo
News	1,610,406	1,678,810	68,404 Lo
*Post	587,132	568,806	18,326 Ga
Totals	2,818,690	3,045,172	226,482 Lo

RICHMOND

	1927	1926	
*News-Leader	1,139,894	1,095,248	44,646 Ga
Times-Dispatch	923,328	871,402	51,926 Ga
Totals	2,063,222	1,966,650	96,572 Ga

DAYTON

	1927	1926	
News	1,593,312	1,565,452	27,860 Ga
*Herald	1,005,564	965,608	39,956 Ga
Journal	696,822	663,950	32,872 Ga
Totals	3,295,698	3,195,010	100,688 Ga

HOUSTON

	1927	1926	
Chronicle	1,345,274	1,473,206	127,932 Lo
Post-Dispatch	1,207,444	1,006,208	201,236 Ga
*Press	774,326	560,952	213,374 Ga
Totals	3,327,044	3,040,366	286,678 Ga

DES MOINES

	1927	1926	
Register	776,871	722,088	54,783 Ga
*Tribune	937,920	913,440	24,480 Ga
*Capital	.....	541,447	.....
Totals	1,714,791	2,176,975	462,184 Lo

Daily Capital discontinued with February 12, 1927, issue.

ATLANTA

	1927	1926	
Constitution	870,226	863,464	6,762 Ga
Journal	1,369,564	1,330,770	38,794 Ga
Totals	2,239,790	2,194,234	45,556 Ga

KANSAS CITY

	1927	1926	
Journal	478,974	482,214	3,240 Lo
*Post	453,949	424,367	29,582 Ga
Star	1,662,778	1,775,081	112,303 Lo
*Times	896,974	893,361	3,613 Ga
Totals	3,492,675	3,575,023	82,348 Lo

MEMPHIS

	1927	1926	
Commercial Appeal	1,258,551	1,444,002	185,451 Lo
*Evening Appeal	677,915	.....	.....
*News-Scimitar	.....	666,029	.....
*Press	.....	677,390	.....
*Press-Scimitar	821,296	.....	.....
Totals	2,757,762	2,787,421	29,659 Lo

NEWARK, N. J.

	1927	1926	
Ledger	.....	.....	.....
*Star-Eagle	.....	.....	.....
*News	1,988,673	2,012,351	24,678 Lo
Totals	1,988,673	2,012,351	24,678 Lo

PITTSBURGH

	1927	1926	
Gazette-Times	824,544	934,668	110,124 Lo
*Chronicle-Telegraph	1,087,716	1,186,402	98,686 Lo
Post	862,442	923,468	61,026 Lo
Press	2,407,020	2,432,192	25,172 Lo
*Sun	717,626	848,232	130,606 Lo
Totals	5,899,348	6,324,962	425,614 Lo

PORTLAND, ORE.

	1927	1926	
*News	538,888	523,348	15,540 Ga
Oregonian	1,102,632	1,336,804	144,172 Lo
Oregon Journal	1,202,852	1,144,234	58,618 Ga
*Telegram	459,410	585,270	125,860 Lo
Totals	3,393,782	3,589,656	195,874 Lo

I. A. A. MOVES TO ORGANIZE RESEARCH BUREAU

Plan of C. K. Woodbridge, President, Endorsed by Detroit and New York—Is Elaboration of Program Recommended by Advertising Commission—Members to Vote on Idea at Denver Meet

WHAT its backers describe as "a most progressive plan" for the future activities of the International Advertising Association will be presented at the annual convention at Denver, June 26-29.

The plan was endorsed on Monday this week at a meeting of leaders of the Adcraft Club of Detroit, who at the same time passed a resolution requesting C. K. Woodbridge, present president of the I. A. A., to run for a third term, in order to carry the idea into reality.

Details of the idea, which is credited to Mr. Woodbridge, are being withheld pending formal presentation in Denver, but it was announced this week that it is an elaboration of the educational program drawn up by Walter A. Strong of the *Chicago Daily News* and adopted by the Advertising Commission in Baltimore recently, which will also be recommended to the I. A. A. executive committee this June.

It provides for the establishment of a research bureau to analyze the economic and educational values of advertising and the development of an efficient distribution system for up-to-date and proved advertising information.

Committees are being appointed in various cities to urge adoption of the Detroit plan at Denver. Joseph Meadon of the Franklin Press of Detroit is chairman of the committee of the Detroit Adcraft Club; while Rowe Stewart, *Philadelphia Record,* is chairman of the committee of the Poor Richard Club of Philadelphia.

The committee of the Advertising Club of New York was appointed at a luncheon meeting at the Union League Club this week, at which H. R. Swartz, president of R. Hoe & Co., was host. Frederick W. Hume was named chairman, and the committee is made up of James O'Shaughnessy, secretary of the American Association of Advertising Agencies; Charles C. Green, Charles C. Green Advertising Agency; Gilbert T. Hodges, *New York Sun;* and James C. Auchincloss, president of the New York Better Business Bureau.

"The sole idea behind the plan is to co-ordinate the various suggestions that have been made and work out a program which will offer a dollar for dollar interest in the I. A. A.," Mr. Hume explained to EDITOR & PUBLISHER. "It will be submitted to all the clubs, the affiliated associations, and sustaining members for their approval and endorsement.

"I personally consider it a really practical plan, which will make the I. A. A. an outstanding authority on all advertising problems. It will satisfactorily answer the questions: 'Why is the I. A. A.?' and 'What and who does it benefit?"

Attending the New York luncheon meeting Monday were Frank Presbrey, president of the Frank Presbrey Company, advertising agency; Stanley Resor, president of the J. Walter Thompson Company, New York advertising agency; Charles C. Green, president of the Charles C. Green Advertising Agency; Earle Pearson, general manager of I. A. A.; Louis Wiley, business manager, *New York Times;* Charles Austin Bates; William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers Association; Harold Hall, business manager of the *New York Evening Telegram;* Gilbert T. Hodges, New York Sun, and Mr. Hume.

Mr. Hume was careful to point out that there was complete harmony in the I. A. A. No conflict existed he said, between the new Detroit plan and the recommendation of the Advertising Commission.

Mr. Strong has stated that the Commission's program is still in a formative state. The report adopted by the commission at Baltimore was drawn up by a committee headed by Ezra W. Clark of Buchanan, Mich., representing the Industrial Advertisers Association. It likewise provides for a research foundation upon which future educational activities are to be predicated.

W. Frank McClure, for many years chairman of the Advertising Commission, has declined the nomination this year. George M. Burbach of the *St. Louis Post-Dispatch,* and present vice-chairman, has been appointed McClure's successor, subject to the vote of the members at Denver.

Senator William E. Borah of Idaho is still considering the invitation to address the I. A. A. in Denver tendered him last week by Mr. Hodges and Mr. Hume.

Senator Borah has accepted the invitation to address the Pacific Advertising Clubs Association's convention to be held at Portland, Ore., June 19-22.

Other speakers at this convention will include President Woodbridge; Upton Close; Harry Chandler, publisher of the *Los Angeles Times;* Otis Shepard of Foster Kleiser, Los Angeles; Ralph Merritt, Sun Maid Growers, Fresno, Cal.; Harold J. Stonier, vice-president of the University of Southern California and president of the Advertising Club of Los Angeles; Paul Shoup, executive vice-president of the Southern Pacific Lines; L. M. Barton, advertising manager of the *Chicago Daily News;* Bertha K. Landes, mayor of Seattle; W. D. Moriarity, professor of economics, University of Southern California; B. M. Rastall of California, Inc.; and Edward L. Greene, managing director of the National Better Business Bureau, New York. Marshall N. Dana of Portland is president of this departmental of I. A. A.

A meeting of the international program committee under the chairmanship of E. D. Gibbs of the National Cash Register Company, Dayton, was held in New York this week and it was stated that the complete program for the Denver convention would be ready for publication next week.

In addition to a substitute for Secretary Hoover, the committee is seeking to fill the place of Secretary Work who also will be unable to go to Denver.

Additional speakers not previously announced will be W. E. Harkness, president of the American Telephone and Telegraph Company; and John F. Owens, Oklahoma City Gas and Electric Light Association.

The Associated Retail Advertisers, headed by George B. Forristall, advertising and sales manager of Foley Brothers Dry Goods Company, Houston, Tex., will consider the best methods of using newspaper space.

A speaker on this topic will be W. E. Donahue, manager of the local advertisthe department of the *Chicago Tribune.* There will also be an open forum presided over by Miss R. McCluney, advertising manager of Ackemann Brothers, Elgin, Ill., on the subject of "Getting the Newspaper With You."

Other speakers at the retail departmental will include Frank A. Black, publicity manager of Wm. Filene's Sons Company, Boston, on "Retail Radio Advertising in Boston"; F. W. Crankshaw, member of the executive staff of Amos Parrish & Co., New York, on "Profit—the Measure of Success"; Lulu E. Eckels, past president of the Los Angeles Advertising Association. "Accent on the 'Manager'"; J. K. Sterne, general merchandise manager, the May Company, Denver, on "The Merchant's View of Merchandise Promotion Today" and Mrs. Donald C. Bromfeld of Denver, on "I Am the Customer."

Three speakers will address the American Photo-Engravers Association. They will be Charles A. Clark of the Cocks-Clark Engraving Company, Denver on "The Best Reproductions"; E. W. Houser, Barnes-Crosby Company, Chicago, on "Photo-Engravings in Advertising"; M. C. Gosiger, Schultz-Gosiger Company, Cincinnati, "Photo-Engravings Convince the Buyer."

Among the prominent speakers scheduled to address the Outdoor Advertising Sessions at Denver, holding three sessions beginning June 27 are Sir William Veno, governing director, Veno Trust Ltd., of Manchester, England, who is crossing to the United States especially for the Denver convention; Harry F. O'Mealia, president and C. B. Lovell, general manager of the Outdoor Advertising Association of America; Kerwin H. Fulton, president, General Outdoor Advertising Company, New York; C. K. Woodbridge, president, I. A. A.; Joe Mitchell Chapple, Boston writer; Edward H. Gardner, professor of Business Administration, University of Wisconsin; Don E. Mowry, secretary, American Community Advertising Association, Madison, Wis.; George W. Kleiser, president Foster & Kleiser Company, San Francisco; E. Allen Frost, general counsel, Outdoor Advertising Association.

A wide range of subjects will be covered. These will concern the artistic, esthetic, merchandising and operating phases of outdoor advertising.

The first session will be presided over by President O'Mealia of the Outdoor Association the second by Tom Nokes, treasurer of the group, and the third by S. N. Holliday of the General Outdoor Advertising Company, New York.

A headliner addressing the departmental session of the American Community Advertising Association is Mayor Rolph of San Francisco, who is one of the best known exponents of community advertising in the country.

Frank M. Surface, assistant director of the Department of Commerce, Washington, will report on a nation-wide community advertising survey. Other speakers will be William S. Key, general manager of Oklahomans, Inc., C. W. Stokes, assistant publicity agent of Canadian Pacific Railway, Montreal; J. W. Kearney, manager of publicity, Missouri Pacific Railway, St. Louis; Mrs. Robert G. Coulter, Coulter & Payne, Inc., San Antonio, Tex., and Don E. Mowry, general secretary of the Madison (Wis.) Chamber of Commerce.

SOUTHERN UNIVERSITY HONORS W. R. HEARST



Oglethorpe University, Atlanta, Ga., last Sunday conferred the honorary degree of Doctor of Laws upon William Randolph Hearst at the annual commencement. In the picture are (left to right): Edgar Watkins, chairman of the board of trustees of Oglethorpe University; Lawton B. Evans; Mr. Hearst; Mrs. Roselle Mercier, Montgomery, Ala.; E. A. Pound; Dr. Thornwell Jacobs, president of Oglethorpe

LL.D. FOR W. R. HEARST

Publisher Deliver Baccalaureate Address at Oglethorpe Commencement

William Randolph Hearst was honored with the degree of Doctor of Laws by Oglethorpe University at commencement exercises in Atlanta, May 22, President Thornwell Jacobs characterizing the publisher as "counsellor of millions, lover of America, exponent of a perpetual peace entente among the English-speaking peoples of the world."

Mr. Hearst delivered the baccalaureate address at the exercises Sunday evening and was a guest with other celebrities who were awarded degrees at a banquet Saturday evening. In his address, Mr. Hearst outlined the aims and methods of operation of his proposed league of English-speaking peoples for world peace, which his newspapers have advocated.

Commenting upon the occasion, the *Atlanta Journal,* evening competitor of Mr. Hearst's *Georgian,* said:

"The climax of the ceremonies will be reached in bestowal of of the degree of Doctor of Laws on that internationally renowned journalist and publisher, William Randolph Hearst. Atlanta greets Mr. Hearst as one who has shown faith in her destiny and who has given her in the Georgian and *American* the utmost that generous resources, loyal service and high talent can produce. The Journal extends to him fraternal welcome."

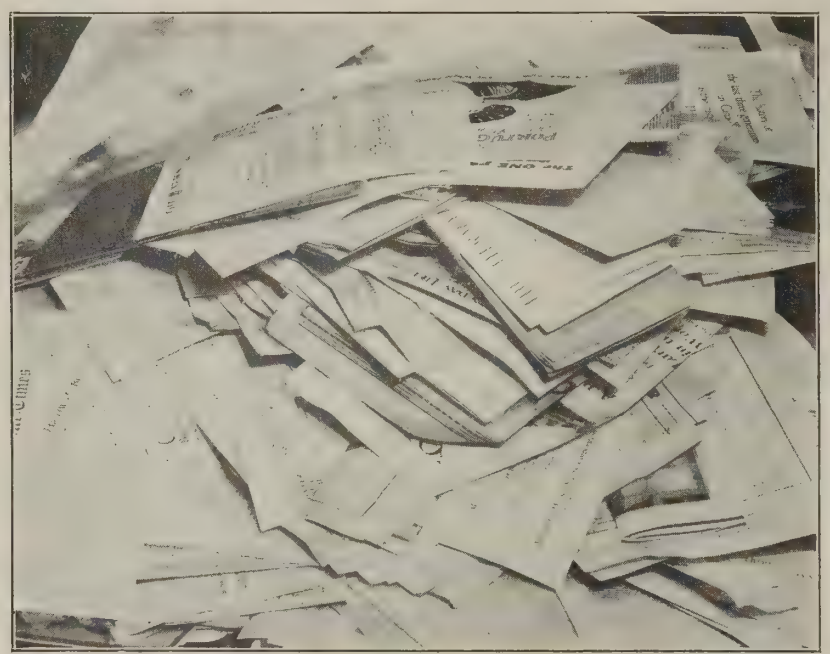
FEW NUGGETS IN MOUNTAIN MASS OF PROMOTION SENT TO AGENCIES

Tiresome Superlatives and "Leadership" Claims Disregarded by Space Buyers—Accurate Market Data Valued Most—Average Broadside "Below Par"

By HAMMOND EDWARD FRANKLIN

"A MOUNTAIN of mail—and only 12 approaches from newspaper publishers made any serious impression on me!"

That was the verdict this week of one typical agency executive after checking over, with more than ordinary care, the huge amount of promotion literature from magazines, trade papers, newspapers, press agents and many others which had inundated his office, like a Mississippi flood, during the month.



Mountain of promotion matter from newspapers photographed in advertising agency office.

"The large metropolitan papers in many cases are as bad offenders as their smaller brethren in the material and form they use by mail to sell space," he concludes. "There ought to be a law against some of the atrocities which are sent us in the name of promoting the sale of the space of some newspapers.

"Go into any advertising agency or national advertiser's office, look over what is being received by mail from newspapers and you will see that it is, as a whole, below par. The few cases of really constructive promotion are so unusual as to be refreshing. The newspapers can learn a great deal from the magazines.

"Some day—would that I might live to see it!—the newspapers will quit running a big, blatant, black type full-page advertisement designed to take a crack at their rival down the street (who can make equally strong claims by juggling the figures) and will not shove this heterogeneous conglomeration out to the agencies in the form of a would-be impressive broadside.

"Give less thought to yourselves, and more to the problems of your advertisers. Put less emphasis on circulation figures and more on markets. Send out your material in more interesting and usable form.

"The continuous squabbles between papers over which is the leader in circulation, with mud thrown and cries of 'Liar, liar' are of interest chiefly to the two publications concerned and make very little impression on us. For all we know, both are wrong. It hurts the cause of newspaper advertising as a whole." As an example of really high grade promotion, the agency man pulled out a copy of "The Indianapolis Radius 1927" just received from the *Indianapolis News*. Quiet, artistic and conservative in appearance, this 24-page brochure first sold its locality as a market and then, incidentally, quietly stated that it is a logical medium with which to reach the market. An extra color was used judiciously on each of the 8½ by 11 inch pages.

First, the book pointed out that Indianapolis is a major market of 2,000,000 population, followed by three pages of really interesting data. Then the wholesale situation with a partial list of wholesalers was reviewed. The circulation of the News was compared with cost of shelter in various parts of the city on a map, the 57 years of accomplishment in various directions were summed up on another page, charts showed the linage records over a period, linage by various classifications was made graphic by circles, delivery service was explained, merchandising service outlined, character of the paper discussed and a complete summary of the dealers of various kinds in the city and territory included.

"The kind of a book we would be glad to pass along to a client who might be interested in getting more Middle West business", was the comment of the agency man.

"New facts about Albany and the capitol district", a four page 8½ by 11 inch printed piece, gave much valuable information from the *Knickerbocker Press* and *Albany Evening News*. The inside spread contained an unusual map of the market. The back page analyzed circulation in all towns in its territory as compared with families, grocers, druggists, department or general stores.

The *Chicago Tribune*, always one of the keenest in its promotion, has begun the publication of the *Chicago Tribune Survey*, a monthly report on current business conditions in Zone 7, something in treatment on the order of the Harvard Business Review.

Kram-Full, a monthly house organ devoted to the "unrecognized cities in the United States," the foreign language market, has done invaluable educatonal work for Louis Kram, Inc., representatives of New York City. Instead of linage, this house organ talks markets.

Occasionally a newspaper executive makes an address on some subject which is very pertinent to advertising, such as "Tendencies Good or Bad In Newspaper Circulation Methods" by John H. Fahey, publisher of the *Worcester Post*. This made an interesting 28-page folder.

"The bread and butter zone", a rich, new market for manufactured goods", an analysis of its market by the *Minneapolis Tribune*, struck twelve recently with many agency executives because of its detailed market and circulation information.

An unusual advertisement in colors, "Little Dramas In the Life of a Great Newspaper System", sent out by the Scripps-Howard Newspapers, held attention by the sheer drama of its story and artistry of the copy.

One agency man I know declared he found very useful the 1927 "Information About St. Louis and Its Great Merchandising Market, a Book of Facts About the Billionarea", termed a "decision book"' put out by the *Post-Dispatch*. The report is in cardboard tabbed folder for filing.

Still another of this type of promotion is "A Merchandising Study of Altoona, Pa.", which is an excellent example of what may be done. Facts take the place of "hurrahs."

Favorable comment also was made of a four-page small mailing piece from the *Spokesman-Review* and *Spokane Daily Chronicle*, with the papers' trademark figure pointing out new facts which place a new importance on that city as a market.

Smaller city newspapers through New England have been mailing out a series of information, one city at a time, about conditions and manufacturing done within their borders.

A few newspapers have set the style of mailing out copies of house organs which circulate among their own employes. *The Trib*, published by the *Chicago Tribune*, has long done this. The *Scripps-Howard News* is the newest. *The Little Times* from *New York Times* and the *Sun Rays* from the *New York Sun* also are in this group of house organs.

Many agency men peruse with interest the merchandising papers which are sent them. Some 25 have been received at one agency within the last several weeks. The copy being used by various advertisers, the stories on campaigns, information on local conditions, etc., all are suggestive. Several of these papers give the name of the agency and the linage in the contract received on the various accounts.

The "letter from the satisfied advertiser" almost invariably wins interest. The *New York American*, *Chicago Tribune*, the *New York Day*, the *Oakland* (Cal.) *Post-Enquirer*, the *Des Moines* (Ia.) *Register and Tribune-Capital*, the *Vancouver Evening Sun*, and *New Orleans Times-Picayune* recently have employed this form tellingly.

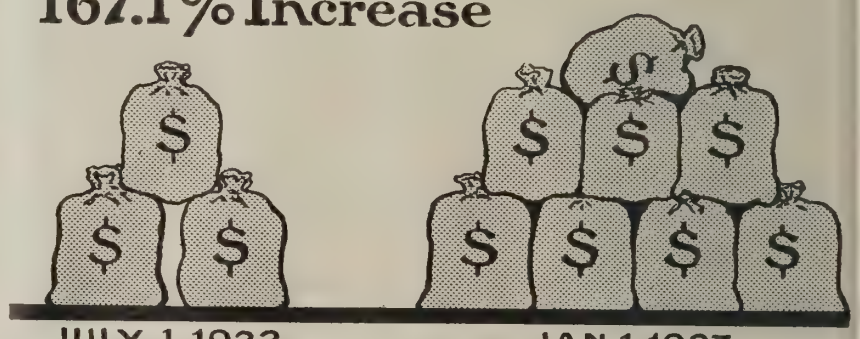
"These 12 big manufacturers told their story to the Levys" is the headline on page one of the *Jewish Market*, a four-page house organ published by the *Jewish Morning Journal* and the *Day*, New York, with success stories.

The *Birmingham News* every month publishes the national advertising linage for every account running in Birmingham papers. It is interesting for an advertiser to compare his figures with others in the same class.

Several cases were noted where publishers sent out special letters with reproductions of their advertisements in ad-

(*Continued on page* 54)

167.1% Increase



Florida Leads the Nation in Bank Deposits Growth

IN the four and a half years from July 1, 1922, to January 1, 1927, the deposits in Florida's banks increased 167.1 per cent—a greater percentage of gain than was shown in the same period by any other state.

These figures, brought right up to the present year, indicate the healthy business condition of Florida and give evidence of the high buying power of its people.

Florida is a fast growing state with fast growing demands. It offers an exceptional market for all kinds of advertised products—a large and important part of which market can be effectively covered through advertising in—

The Florida Times-Union
JACKSONVILLE, FLA.

BLOOMINGDALE BROS.' GROWTH

From Five to Twenty-four Millions!

It is a significant sales-building parallel that Mr. Samuel Bloomingdale sets forth in the accompanying letter.

Since 1909 Bloomingdale's advertising investment in the New York Evening Journal has increased 340%!

Since 1909 Bloomingdale's sales volume has increased 480%!

London Paris
Bloomingdale Bros., Inc.
59th to 60th Street Lexington to Third Ave.
New York

April 4, 1927.

New York Evening Journal,
2 Columbus Circle,
New York, N. Y.

Gentlemen:

In going over past records the other day we compiled some interesting percentages which should be of interest to you.

Our advertising investment in the New York Evening Journal has increased 340 per cent since 1909. During this period our sales volume increased 480 per cent. Here are the figures:

	Evening Journal Investment	Bloomingdale's Sales Volume
For Fiscal Year of 1926...	$249,277.20	$24,315,457.68
For Fiscal Year of 1909...	73,019.30	5,098,905.27

We have found it good business to concentrate a great part of our advertising investment in the New York Evening Journal for over 25 consecutive years.

Our steady sales growth year after year has fully justified this advertising policy. Naturally, we have planned to use the Evening Journal as extensively as ever during 1927.

Very truly yours,

Samuel J. Bloomingdale

BLOOMINGDALE BROS.
has been a consistent advertiser in the

NEW YORK EVENING JOURNAL
for over 25 consecutive years!

The New York Evening Journal has been the back-bone of Bloomingdale Bros.' advertising for over a quarter of a century.

They "FOUND IT GOOD BUSINESS" to invest $73,000 in the New York Evening Journal back in 1909, when their annual sales amounted to $5,098,905. They found it BETTER BUSINESS to invest $249,000 in the New York Evening Journal in 1926 when sales totaled $24,315,457. They find it STILL BETTER BUSINESS to use the New York Evening Journal AS EXTENSIVELY AS EVER during 1927.

Bloomingdale Bros. realize that every day the New York Evening Journal is bought by 686,740 people, and taken HOME—where it is read by over two million men, women and children.

NEW YORK EVENING JOURNAL

The Greatest Circulation of Any Evening Newspaper in America
and a QUALITY Circulation at THREE CENTS a Copy Daily and FIVE CENTS a Copy Saturday

KEY TO CONSUMER BUYING ABILITY

Statistical Rating of Counties and Cities for Products of General Appeal, Graded in Six Major Classes of Quality and Cost—An Original, Simplified and Tested Formula from Basic Data

By NELSON H. SEUBERT

A STATE with a prosperous middle class is the picture given on this and following pages in the map, charts, and tabulations of New Hampshire, the second in the series which EDITOR & PUBLISHER began last week, to delineate the consumer buying ability of the United States by territories.

As the general outline published last week set forth, this series is based on the premise that estimates of consumer buying ability rest upon two basic elements—Population and Income. A study of these two elements properly related will give a close approximation of the potential wealth or buying power of any community for products of mass appeal.

As people and money are not evenly distributed, and this unevenness of distribution is the distinction between good, poor and bad markets for various classes of products, a brief outline is given below of the method followed in applying these factors to produce indices for six principal classes of manufactures and services.

An arbitrary weighting which checks fairly accurately is given to the various classes as follows: In Class I, the class for cheap necessities and bulk staples, percentage distribution of population counts 90 per cent and percentage distribution of income 10 per cent because no matter how much of a necessity an article may be, the money available for buying will have an influence and should be set over against the population figures. For brevity's sake "percentage of population distribution" will hereafter be referred to as "Population" and "percentage of income distribution" as "Income." In the same way quality, high priced luxuries and non-staples of mass appeal should come somewhere near following the figures under Class V because that is a weighting. VI is for the *fancy* priced exclusive luxuries of high unit value and the weighting is the same as Class V except that incomes of $10,000 and more were substituted for all incomes. The reason for this substitution is obvious.

Here then are the descriptions of the six classifications and their corresponding weighting of population and income:

Class I Cheap necessities and bulk staples. Population 90 per cent. Number of incomes 10 per cent.

Class II Moderate priced necessities and packaged staples. Population 70 per cent. Number of incomes 30 per cent.

Class III Quality priced necessities and staples. Cheap luxuries and low priced non-staples. Population 50 per cent. Number of incomes 50 per cent.

Class IV Fancy priced necessities and staples. Moderate priced luxuries and non-staples. Population 30 per cent. Number of incomes 70 per cent.

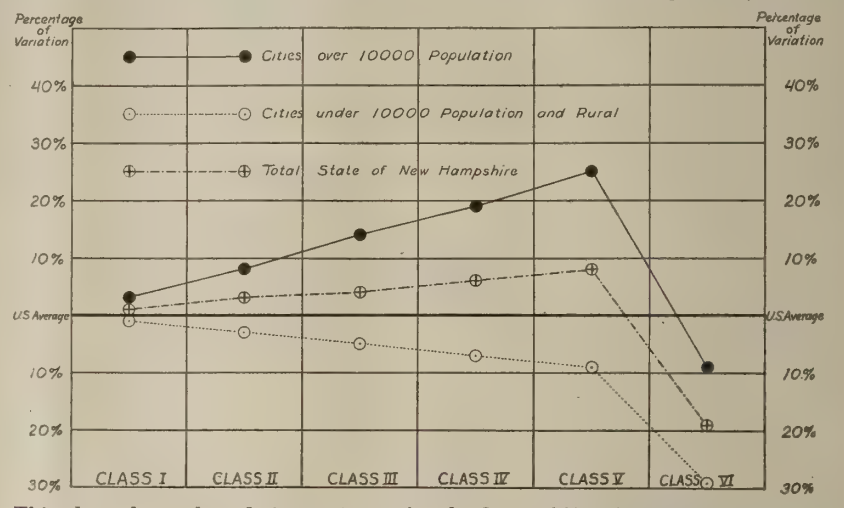
Class V Quality priced luxuries and non-staples. Population 10 per cent. Number of incomes 90 per cent.

Class VI Fancy priced exclusive luxuries of high unit value. Population 10 per cent. Number of incomes over $10,000 90 per cent.

The computation of the index numbers was done in the following manner:

The population of the United States is

(*Continued on page* 16)



This chart shows the relative variation for the State of New Hampshire above or below the United States average for cities of 10,000 or more population, cities of less than 10,000 and rural population and the entire State for each merchandising class.



The Manchester
UNION-LEADER

covers its field like a blanket. It has a greater circulation than all the other daily newspapers in New Hampshire combined.

32,585 Daily

Advertisers cannot hope to properly cover New England without using the Union-Leader. Manchester is in the heart of one of the richest manufacturing and agricultural territories in the United States and the Union-Leader is its pulse. Wise advertisers use it and get big results.

Paul Block *Incorporated*

New York, Chicago, Boston, Detroit, Philadelphia.

A Big Force of Experienced Advertising Salesmen—Ready for Work for You!

¶ They have been trained by us to get the business.

¶ They have been "seasoned" under all kinds of conditions—in all corners of the United States and Canada.

¶ They specialize on local non-advertisers and put them into the columns of your newspaper.

¶ They bring in advertising revenue from sources where none came before.

¶ They can increase your lineage 80,000 lines and and upward each year.

¶ They know how!

Newspapers from Coast to Coast are now using Our Service

RESPONSIBILITY! It's a great factor in the success or failure of your plans. Be sure the people in whom you place dependence are responsible. We refer you to Dun or Bradstreet and any publisher with whom we have worked. WIRE OR WRITE FOR DETAILS.

Thos. W. Briggs Co.

Columbian Mutal Tower Bldg.
MEMPHIS, TENN.

BUYING POWER ANALYZED BY PRODUCT CLASSES FOR NEW HAMPSHIRE

Note: Figures below represent percentages of U. S. total carried out to four places: To use, mark off four places and insert decimal point.

Counties in bold face capitals—Cities in capitals and lower case

	CL No. 1	CL No. 2	CL No. 3	CL No. 4	CL No. 5	CL No. 6
NEW HAMPSHIRE	3996	4066	4136	4205	4275	3213
BELKNAP	183	183	184	184	184	125
Laconia	102	107	112	117	122	80
CARROLL	124	111	99	86	73	80
CHESHIRE	274	274	275	275	275	270
Keene	109	119	129	139	149	148
COOS	339	328	317	306	295	165
Berlin	162	160	159	157	155	87
GRAFTON	355	362	370	377	384	296
HILLSBOROUGH	1281	1363	1443	1525	1608	1060
Manchester	740	758	777	795	813	539
Nashua	273	297	321	344	368	241
MERRIMACK	451	456	461	466	471	462
Concord	211	238	264	290	317	310
ROCKINGHAM	462	460	456	454	451	388
Portsmouth	137	150	163	176	189	162
STRAFFORD	335	336	338	339	340	203
Dover	117	122	127	132	137	82
Rochester	93	98	104	110	115	69
SULLIVAN	192	193	193	193	194	164
Claremont	96	101	106	111	116	98
CITIES OVER 10M	2041	2151	2262	2371	2481	1815
UNDER 10M AND RURAL	1955	1915	1874	1834	1794	1398

KEY TO CONSUMER BUYING ABILITY

(*Continued from page* 14)

represented as 100 per cent (1925 estimates), the percentage of population in each State, County and City over 10,000 population was figured and carried out four places beyond the decimal point in order to have a figure for the smallest communities. The same process was followed with the "number of all income tax returns" (1924 returns) the total for the United States was represented as 100 per cent, or, carried out four places beyond the decimal point 100.0000 per cent. The same process was also followed with the "number of income tax returns over $10,000" (1924 returns).

Your resultant figure each time is in reality a percentage of that particular class market located in the city or county. However, for the sake of simplicity the decimal points have been omitted, also the zeros to the left of the number have been dropped, and the resultant figure has been called an index number.

If the zeros and decimals were replaced New Hampshire would look like this:

	Class I %	Class II %	Class III %
NEW HAMPSHIRE	.3996	.4066	.4136
Belknap	.0183	.0183	.0184
Laconia	.0102	.0107	.0112
Carroll	.0124	.0111	.0099
Cheshire	.0274	.0274	.0275
Keene	.0109	.0119	.0129

	Class IV %	Class V %	Class VI %
NEW HAMPSHIRE	.4205	.4275	.3215
Belknap	.0184	.0184	.0125
Laconia	.0117	.0122	.0080
Carroll	.0086	.0073	.0080
Cheshire	.0275	.0275	.0270
Keene	.0139	.0149	.0148

I was asked a few days ago why we did not group the figures for the cities and counties into trading areas rather than in alphabetical order. This would be an excellent idea if trading areas were all the same, but they are not. A wholesale grocery trading area may extend for many miles while the retail grocery trading area may be only a question of a few blocks. If you are considering the high priced exclusive luxury you will probably find that the trading area for that product is very wide; for example, the trading area for high priced antique furniture is much wider than the area for cheap kitchen furniture.

It would be interesting, however, and I believe very enlightening, if we could group the cities and towns in what might be called City Influence Areas or Newspaper Circulation Areas, Daily as well as Sunday. These areas could be determined by the predominance of total newspaper circulation. For example, let us take a small town Y as being located approximately half way betwen two large cities X and Z. If in analyzing the newspapers of the small town Y you find that there are more newspapers coming from city X than city Z, the conclusions would be that city X would have a primary influence on town Y and that city C would have a secondary influence. It would also indicate that in order to reach town Y by newspaper advertising you would use first city X papers. The ratio of this influence would in a measure be reflected by the ratio of the circulation of X papers to a circulation of Z papers in town Y. If a study of this nature were available then the Buying Ability Indices could be totaled for this particular area and your advertising appropriations for cities X and Z could be related to the potential worth of their territory.

INJUNCTION DENIED

Oregon Journal Wins Point in Suit Over Syndicate Features

The *Portland Oregon Journal* has won a temporary victory in a suit filed by the *Portland Telegram* to restrain the Journal from publishing certain comic features distributed by the Bell Syndicate, Inc. The features are "Mutt and Jeff," "The Nebs," and "Funny Folks."

The Telegram, which has been printing these comics, sued on the ground that it had a valid contract with the Bell Syndicate and that the Journal's action in securing the features was part of a plan to eliminate as a competitor the Telegram, which is now being operated by a trustee in bankruptcy.

The Journal contended that the features had been offered to it because the Telegram was months in arrears in its payments to the syndicate.

Circuit Judge Hewitt denied a temporary restraining order and the case will later go to trial on its merits.

BANQUET FOR POLISH EDITOR

A banquet in honor of Thomas Siemiradzki, editor of the *Cleveland Polish Daily News,* and contributing editor of the *Detroit Polish Daily News,* will be held at the Polish Library Home, Cleveland, May 29. He leaves July 9 for Poland at the head of an excursion organized by the joint committees of Pilsudski men.

TAMPA PRINTERS ORGANIZE

A dinner and organization meeting of the employing printers of Tampa was held Tuesday night to form a Master Printers' Association. The association is being formed to aid in the general betterment of business for the city and for mutual benefit. Nick Palaveda was elected chairman of the organization committee. The next meeting will be held Monday night.

There Is No Substitute

KEENE EVENING SENTINEL

IS THE ONLY DAILY

paper thoroughly covering its field, going into the homes of 3,150 families with a city circulation always exceeding 3,300 and a suburban circulation over 600. A thriving city daily produced in a metropolitan manner. Value as an advertising medium is expressed by nearly 100% of local merchants being continuous advertisers, and a list of national advertising accounts that is seldom, if ever, equalled by publications of like and larger circulation.

KEENE, NEW HAMPSHIRE

is the banking and business center for wholesale and retail trade of 33,000 population. Over fifty diversified industries keep labor constantly employed, creating steady buying power, which is further stimulated by prosperous agricultural territory surrounding. 95% of citizens are native whites, 98% are English reading, 75% of dwellings are individually owned.

Concord Prospers

(It is not a mill city)

The Editor & Publisher table of buying power reveals Concord's strength as a market.

The table shows especially Concord's ability to absorb such articles as automobiles, washing machines, ice making and refrigerator machines; in fact, those articles which are on the border line between necessities and luxuries.

Merrimack County, second largest New Hampshire market, can be covered only by the use of

The Concord Monitor-Patriot

An Afternoon Newspaper selling the six months ending March 31,

5773 copies daily

A gain since the same period one year ago of

556 copies daily

Advertising gain year ending March 31 was more than

500,000 lines

Member A.B.C., A.P., A.N.P.A.

Representative Julius Mathews

CASH and CARRY
CIRCULATION

is good, of course. BUT *delivered* circulation that grows, is a sure indicator of reader interest. Reader interest in The Washington Times and The Washington Herald is shown during April, 1927, by a combined *delivered* circulation of

54,051

and a total net paid (combined) circulation of

123,051

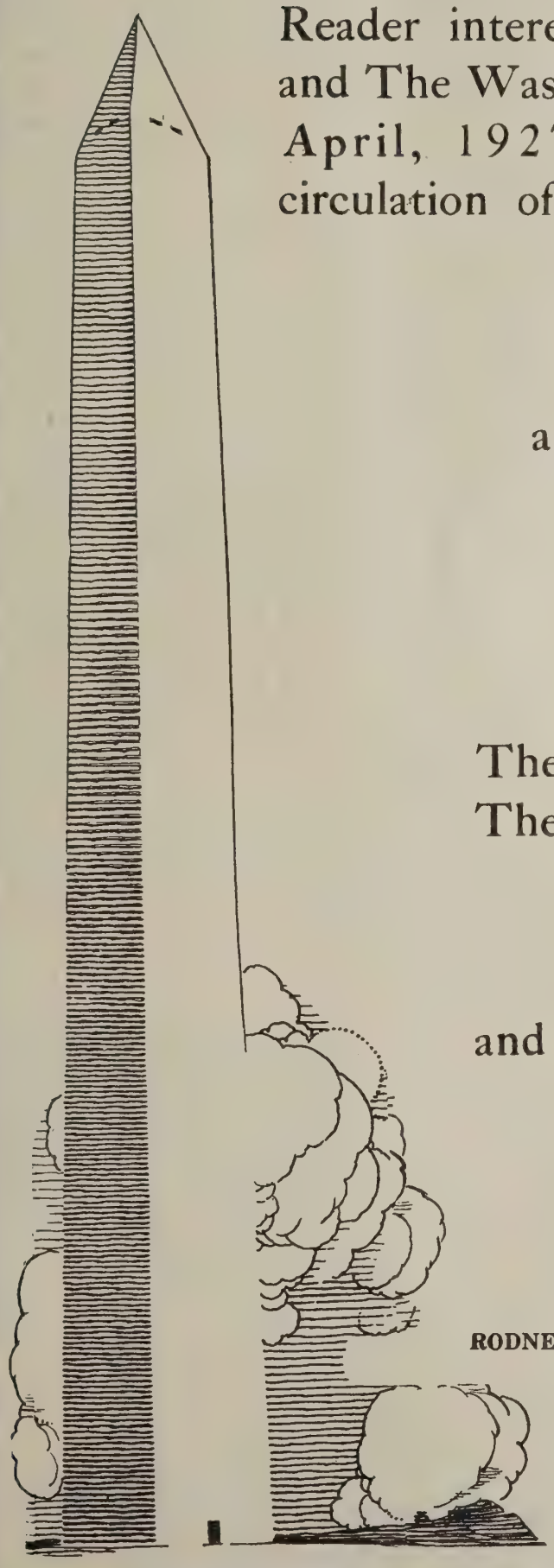
The Sunday *delivered* circulation of The Big Sunday Washington Herald was

37,486

and its total net paid circulation was

137,853

Advertisers are welcome!



RODNEY E. BOONE - 9 East 40th St., New York
General Manager, National Advertising.
H. A. KOEHLER, Hearst Bldg., Chicago
FRANKLIN PAYNE, Book-Tower Bldg., Detroit

GHASTLY MICHIGAN SCHOOL TRAGEDY TAXED RESOURCES OF NEWSPAPERS

Dailies and News Services Rushed Reporters to Village Where Maniac Dynamiter Killed 44—Wire Facilities Meager —Lansing Man First on Scene

SOME notable work by newspapers characterized the covering, last week, of one of Michigan's greatest tragedies and one of the world's most horrifying wholesale murders, the dynamiting of the consolidated school at Bath, a village near Lansing, by a monomaniac farmer. Forty-four persons lost their lives, including the demoniac dynamiter himself and his wife whom he killed previous to blowing up the school. An equal number was injured and more deaths may result as several victims are still in critical condition in local hospitals.

The disaster had perhaps more dramatic and tragic features than any event of the sort ever chronicled and it has furnished thousands of words of copy for Michigan and leading outside papers and the end is not yet. The tragic episode which put the tiny community of Bath unwillingly upon the front pages of newspapers all over the land broke on the morning of May 18, a few minutes after classes had convened for what was to have been the joyous and peaceful final day of school for some 300 children. First news of the catastrophe came to the outside world through frenzied calls to Lansing for all available doctors, nurses, and ambulances. The local dailies, the *Lansing State Journal* and the *Lansing Capital News*, heard almost immediately of these appeals for aid but there were no definite facts to be had for the limited capacity of the Bath telephone exchange could care only for the imperative outgoing calls and no one could be reached in the village. Then began a thrilling race to the scene of the disaster between autoloads of newspapermen and photographers.

Frank Pritchard, police reporter for the *State Journal*, was the first of the press fraternity to arrive and managed to get through the first call to his paper. Magnitude of the horror laid bare in the rustic community on that fine May morning can be realized from the first unprofessional words he transmitted "My God, this is terrible." His first estimate, from a glance at the row of little bodies already taken from the wreckage of the school, was 50 dead and that number, unlike most first estimates, came very near to the facts. The State Journal, with the aid of further facts supplied by two others of its staff, Frank Sallows and Gerald Granger, who had been close behind Pritchard with the staff photographer, rushed to the street with the first extra, about an hour after the catastrophe.

But there were plenty of developments and second and third extras were issued in rapid succession, three special editions having been placed on the street between 11 o'clock and noon. Meanwhile, the Capital News experienced what will go down as one of the most disheartening pieces of misfortune in the history of newspaperdom. With the biggest story in the history of Central Michigan on hand, the press suffered a breakdown and not a single edition could be run until late in the evening.

As a few facts in regard to the tragedy filtered out to the rest of the state and nation via the Associated Press wires from the Journal office and the United Press at the Capital News, many other papers were stirred to action and dozens of reporters and staff photographers were rushed to the scene. The *Detroit News* mobilized a small army of reportorial talent which reached at its maximum, it was said, 15 men. Other Detroit papers were soon on hand with representatives and Toledo and Chicago dailies also sent contingents. The *Herald and Examiner* sent an airplane to pick up pictures and the *Tribune* speeded a staff of photographer by train who sent his pictures back by plane shortly after dawn the next morning. Edward Doherty was sent by the Tribune to report the tragedy. The *Toledo News-Bee's* city editor and an assistant came from the Ohio city, while the *Blade* sent Margaret Daney, the only woman detailed to cover the disaster. W. S. A. Douglas, Chicago correspondent of the *Baltimore Sun* was there. Paul Shafer of the *Battle Creek Moon-Journal* came by airplane. Fred Grimes, capitol correspondent for the Booth string of Michigan dailies, supplied them with the story of the tragedy. J. P. Brewer, assistant in the Lansing Associated Press bureau, was alone at the time, Gilbert Shilson, who heads the bureau, having been transferred to Benton Harbor temporarily to cover the House of David trial. Shilson was hurried back, however. Foster Eaton handled the story for the United Press. The *Detroit Free Press* was covered by Frank Morris, Lansing staff correspondent, later assisted by Cash Asher. The Detroit News' rapidly growing representation was soon in charge of the assistant city editor and a direct wire to Bath was installed.

International News Service, immediately on receipt of word from Bath, dispatched two staff men to the scene from the Detroit bureau, who arrived in full time to take hold with the local men working at the damaged building and among the families of the dead and injured.

The *Toledo Blade* was fully covered on the school explosion at Bath, Mich.

As soon as news of the tragedy reached the Toledo Blade office an airplane was chartered and Norman Hauger, chief photographer, started to wing his way to the scene of the tragedy, 140 miles distant.

A little later William F. Hedrick, managing editor, dispatched an automobile carrying Russell Van Horn, photographer; Walter W. Schramm, news editor, and Margrete Daney, special writer.

Meanwhile, Cameraman Hauger in the airplane was having his difficulties. Near Jackson, Mich., Leroy Davis, the pilot, made a forced landing on account of engine trouble. Both the photographer and the pilot narrowly escaped death or serious injury when the plane bounced over the small field in which they were forced to land.

Mr. Hauger hailed a motorist to reach Jackson, where he hired a taxi to complete the trip. With the pictures safe in his box, Mr. Hauger was able to get back to Toledo Wednesday evening.

The news car, carrying more pictures by Mr. Van Horn, and the reporters, sped back through the rainy night, reaching Toledo shortly after midnight.

An improvised press room was set up at Bath by the various correspondents. A tiny woodshed at the rear of the house sheltering the local telephone exchange was commandeered, portable typewriters were unfolded, and rickety furniture and sticks of stove wood were used as typewriter stands and seats for the busy workmen. A shortage of copy paper soon threatened to curb the output but a visit to the village general store resulted in the purchase of dozens of school copy books which were utilized in the emergency, many writing their stuff long-hand because of the scarcity of typewriters and lack of room for their accommodation. Later the telephone exchange building was practically taken over as more equipment arrived and the residents, stunned like others of the Bath populace by the horrible happening in their midst, permitted the newspaper men free rein. The Detroit News continued to be the only paper with a direct wire, but the Lansing papers, of course, needed none, and the others were soon accommodated by a special Western Union loop.

The story, as it developed, proved more than worthy of all the energy and ingenuity expended on it, and even the hardened newspaper men were shocked by the harrowing details. Briefly summarized, it was found that two explosions which wrecked an entire wing of the fine new consolidated school had been the work of a madman, crazed by misfortune which threatened to take his farm from him through foreclosure of a mortgage. It was inferred that he held a particular grudge toward the school, because it had helped increase taxes, and toward the board members and superintendent because of clashes with them, while acting as treasurer of the board, when he could not get his taxes remitted.

After the tragedy was known the general public promptly moved into Bath in an ever-increasing and ever more arrogant and unsympathetically curious mob. It was estimated that 85,000 persons visited the tiny village over the week-end and picnic dinners were riotiously eaten in yards next to houses where funerals were being held, roads were clogged for miles by cars which interfered with funeral processions, and little consideration was shown in any way for the little rural community which was bravely trying to bear its loss. But these things, also, constituted more material for stories and it appears certain that it will be weeks before Bath ceases to figure in the news columns of the daily press of Michigan and more weeks before it ceases to figure in editorial columns. A relief fund is being raised and the press is taking an active part in promoting this along with governmental and civic agencies.

TEXAS RANGER WHO TRIED CENSORSHIP DISCHARGED

A. P. CUMMINGS, who participated recently in the arrest of Vic Wagner, *Borger* (Tex.) *Herald* reporter, and sought to prevent Managing Editor T. E. Caufield of the Herald from telegraphing dispatches telling of Wagner's arrest, has been discharged by Governor Dan Moody from the Texas ranger force.

Cummings previously had been suspended pending investigation by state officials at Borger, where stories published in the Herald are declared to have aroused the ire of the chief of police and the ranger who accompanied the latter in arresting Wagner.

STORE USES TELEPHOTO

Buyer Wires Dress Pictures to Kansas City for Use in Paid Space

The first telephoto pictures ever used in Kansas City in connection with advertising appeared last Sunday in the display advertisement of the Spalding Cloak company in the *Kansas City Star*.

The pictures, showing dresses purchased by Spalding's buyer in New York City the day prior, were sent by telephoto to Chicago from New York City, then to Kansas City by special delivery. When the copy appeared the dresses were speeding to Kansas City.

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

The Largest Certified Home-Delivered Circulation in Dallas

WITHIN the last four and a half years the home-delivered circulation of The News in Dallas has doubled. Nearly half of this tremendously significant increase has been made within the last year.

Today in the favor of the homes of Dallas The News takes first place. Unequaled in character and completeness; unapproached in popularity and prestige; unchallenged in its morning-time acceptance by the undivided city.

The Dallas Morning News

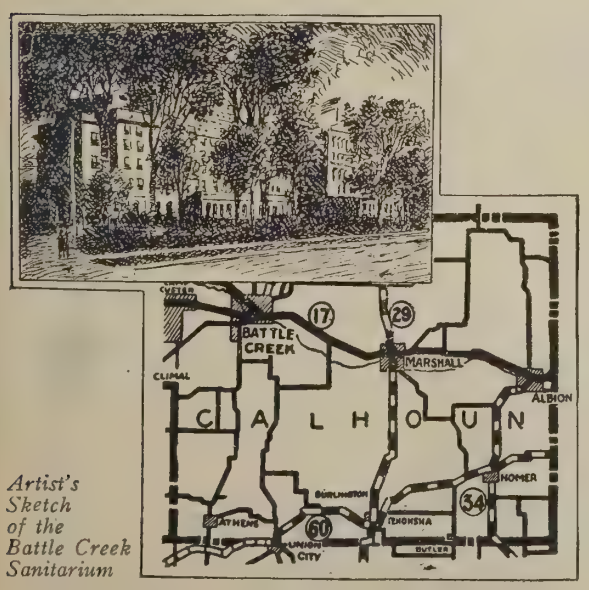
Dallas is the door to Texas
The News is the key to Dallas

From CAMPUS MARTIUS *to* CALHOUN COUNTY

IT is no trouble at all for a man living in the shadow of the great breakfast food factories at Battle Creek to point the nose of his motor car Detroitward in the morning and be shopping in the vicinity of the Campus Martius in Detroit before noon. And hundreds of them do it daily, for Detroit is the buying center of an area in Michigan where every other home is a Free Press home.



The Campus Martius at Detroit



Artist's Sketch of the Battle Creek Sanitarium

Detroit is no different from other metropolitan centers in America that draw daily tribute in terms of people, dollars, business, from the territory immediately contiguous—a fact of particular import to the national advertiser seeking the greatest possible extension of his selling influence in the Detroit market, at lowest cost.

Whether it be in Calhoun or in any one of the other twenty-four counties within the hundred mile area around Detroit, no other Detroit newspaper offers a coverage of the ***entire*** market like the Detroit Free Press.

Through The Free Press—the only morning newspaper—you reach three out of every four homes in the twenty-five best-buying districts of Detroit and every other one of the 538,828 homes in the entire market.

The Detroit Free Press

Starts the Day in Detroit

VERREE & CONKLIN, Inc.

National New York Chicago

Representatives Detroit San Francisco

CHANGE FROM MAGAZINES TO DAILIES JUMPED FIRM'S BUSINESS 100 PER CENT

United Fruit Company's Transportation Business Last Year Was $4,850,000 When Advertising Was Placed in Dailies—Harris, Says Anything Can Be Sold in Papers

A 100 per cent increase in business for the United Fruit Company's fleet in three years followed a switch from magazine to newspaper advertising, Maj. H. L. Harris, vice-president of the S. A. Conover Company, Boston advertising agency in charge of the account, declared in a recent address before the advertising staff of the *New York Times*.

"A few years ago," he explained, "our people were wedded to magazine advertising and we spent seven-eighths of our appropriation in magazines and about one-eighth in newspapers. We did a very fair business, a business close to $2,250,000 a year.

"And then we decided that the idea was all wrong, that transportation could be better sold in newspapers than in any other way. And so we tried newspaper advertising and today we are spending about nine-tenths of our appropriation in newspapers and one-tenth in magazines. Our business last year was $4,850,000. In other words, it shows a 100 per cent increase in a period of three years.

"I do not think it is necessary for me to say anything else. We haven't any more ships; the population around the Caribbean hasn't increased. Let us assume that one cause for this growth has been the desire for people to travel, which, we will all have to admit, has grown to incredible bounds within the last five years, but after making all sorts of mental and business reservations the fact remains when we spent our money in magazines, we did a business of two and a quarter millions; we turn around and spend the same amount of money and do a business of $4,850,000. If there is any easier way to increase sales than that, I don't know it."

In his address, Mr. Harris gave his ideas on how to use newspaper space. He commented on the universality of the medium. In part, he said:

"I want to set before you very briefly a few ideas which, in the concrete, throw a great deal of light on newspaper advertising. The great trouble with the majority of people who talk about advertising is that they deal with it in the abstract; they set forth a number of rules that you are expected to follow and the fact of the matter is there are no rules. Every case is peculiar to itself and must be followed out on its own merits.

"In the first place, do you remember away back when newspaper advertising hinged on three factors? People used to ask what articles can be most profitably advertised in newspapers? and the answer would invariably be, 'It must be an article that is low in cost, an article for which there is a reasonable constant demand, and an article that the average family can use about ten or twenty dollars worth of a year.' That is all rot, for even in those days, you could sell pianos and automobiles by newspaper advertising. So the burden of proof was more and more thrown away from one type of advertising to that of another. Now the fact of the matter is, I believe, and I believe very earnestly, that almost anything from eggs to escalators can be advertised and sold better in a newspaper than it can be in any other of the various media used for advertising.

"I should like to give you a few facts and figures that show the truth of what I am saying. Let us take the experience, over a period of several years, of the United Fruit Company. That company has a fleet of about one hundred vessels on the high seas, of which sixty are passenger-carrying vessels. They run to the Caribbean and along the north side of South America, and trips last from fifteen to twenty-four days. Ever since the fleet was young, we have carried passengers on those vessels. They are not very large vessels, but they are built especially for service in the tropics.

"Transportation is just exactly like any other material thing. There are only three things to remember in writing a piece of transportation copy for a newspaper: 1. How long is it going to take me? 2. How much is it going to cost me? 3. What am I going to see?

"Please don't think that magazines are not exceedingly useful in an advertising campaign, so far as transportation is concerned. You can build up in them a whale of a lot of atmosphere. You can talk about descriptions of this country and that, about the climate here and there, etc., but don't try that in a newspaper. All you have to say here is something like: 'You can go to Jamaica for fifteen days at a cost of $200.' Transportation, as you all know, is absolutely the biggest economic factor in the world today, and it is one of the easiest things in the world to sell, if you only get on the right track. Let me be reminiscent for just a moment. The last lingering shreds of famine that touched the world was the potato famine in Ireland in 1858. Today famine is a practical impossibility for any civilized place in the world. We have so many steamships and railroads that in case of disaster you wouldn't be more than pleasantly hungry before that hunger would be satisfied, and the world today doesn't dread famine the way it did fifty or sixty years ago.

"Wherever you go, you will find out that there is a constant and a growing desire on the part of people, and sometimes people that you wouldn't expect it from, to see and understand and know more about the world they live in. Travel has grown wonderfully in the last four or five years, and there are two kinds of people that you have to deal with, when you are reaching out to get your travel clientele. People such as we are here, would probably never think of looking in a newspaper or a magazine to discover somewhere to go. If we desire to go anywhere, we would say 'I want to go here or I want to go there, and go.' That is the known factor in all travel or transportation advertising, but outside of that is a tremendous per cent of people who never have traveled and who have no knowledge of how to travel, and it is there that your undeveloped market lies, and it is to those people to whom you must appeal and try to build up your demand in newspapers.

"What is it going to cost. Get your cost down in big type and then underneath that say, "This trip is going to take you so many days and you are going to see Havana or the Panama Canal, or whatever places are listed on your ports of call. Every once in a while, some enthusiastic magazine lady or gentleman comes around to see me and says, 'Ah, but our magazine reaches the class.' That is just the kind of people I don't want to reach. You get them anyway.

"The people who habitually travel will or will not sail on your ships, and nothing you can say or do is going to affect them. The people you want are the people who day after day read the newspapers, people who know their particular newspaper and follow its teachings and its policies and all that sort of thing. And there is more in that than any of us appreciate. It is the big end of a transportation problem to map out a clean-cut campaign and follow it up to a successful conclusion and we have found that newspapers tell our story to a most appreciative audience.

"We list our inquiries, but there is no possible way that I know of that you can figure on actual sales-building around the pro rate that you want to spend. You may get one hundred inquiries, and you may sell two tickets out of the hundred, you don't know! Transportation newspaper advertising is built upon the general principle of what might be termed 'educational institutional good-will.' If you keep hammering on that, you will get somewhere. We try to make passengers feel at home.

"Today you can't sell transportation as a method of going from here to there; to do something after you get there. We sell it on the principle, 'Your vacation begins just as soon as you step on board our ship.' Railroad people do the same thing. It is a clear cut matter of service, and every year finds that service stressed and made better, and the more people you can tell that you have got that service, that you have more to give them, the better line you are going to be, the more travelers you are going to procure.

"And don't forget that the way to increase passenger transportation is to use newspapers, FIRST, LAST and ALL THE TIME;—and you can't go wrong!"

KROCK ON WRITING TRIP

Arthur Krock, formerly of the *New York World*, now a member of the editorial board of the *New York Times*, left last week on a three months' trip to important sections of the country to write a series of articles on national politics. The first article of the series, from Virginia, was published on Monday.

People who *read* the best *buy* the best

Consolidated Press dispatches

"go where money is"

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

Our Policy

One Size
all mats 20"x24"

One Quality
only the best we can make

One Price
15% on standing order

Certified Stereotyping is Simplified Stereotyping

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue New York, N.Y.

For wet mat printing with DRY MAT facility ~ use CERTIFIEDS
MADE IN U.S.A.

MADE IN THE USA CERTIFIED DRY MATS

Our OLD Type

Characteristics of the new Ionic type which is being used in the news and want ad columns of The Kansas City Star are a higher letter and wider face. The lines composing the type are broader and less susceptible to battering than was the old type.

Legibility is one of the first essentials of a good newspaper. Printing that is hard to read results not only in eyestrain but in mindstrain. Cleanness and clearness are qualities equally as desirable in typography as in literary style.

The first thing an actor or public speaker learns is to enunciate distinctly. By the same token, easy visibility should be the first aim of a newspaper. Without that mechanical prerequisite all other virtues are in danger of being diminished if not entirely lost.

CAUSES OF EYESTRAIN

In crowded, poorly lighted street cars, on corners under flickering arc lights, in vestibules and waiting rooms, on trains and boats and subways, in taxicabs and busses, moving, swaying, jostling, vibrating—under the most trying handicaps to vision—much newspaper reading is done.

Optical authorities tell us that 68 per cent of the people suffer from defective vision. They say they have all the business they can attend to and favor any method that will conserve vision.

Our NEW Type

Characteristics of the new Ionic type which is being used in the news and want ad columns of The Kansas City Star are a higher letter and wider face. The lines composing the type are broader and less susceptible to battering than was the old type.

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TRADE LINOTYPE MARK

Reprinted from
The Kansas City Star

IONIC No. 5

A Body Type Originated by
Mergenthaler Linotype Company
Is The Star's Latest Investment
in Legibility

THE STAR'S NEW DRESS!

ENDORSED
by Leading Educators and Eye Specialists

Dr. E. A. Bocock,
Superintendent, Colorado General Hospital.
"I think the new type will not only result in a minimum strain to the average reader, but it will be particularly resting to the person suffering with an abnormality of the eye."

A. L. Threkeld,
Deputy Superintendent of Schools, Denver.
"Distinct type is very important in the hygiene of the eye. We recognize that as a very definite factor having a direct bearing on the health and efficiency of the pupil."

Dr. Joseph H. Salov,
Past President, New Jersey Optometric Association.
"It would be unfair for me or anyone else who realizes the amount of good that will result from the new type if this were not recognized, appreciated and so acknowledged by everyone interested in the conservation of vision. It is the accumulated unnecessary strain on the eyes, due to the extremely small and poor type used in many newspapers, that hastens the day when artificial aid must be sought. Although not versed in the nomenclature of type, it is of a style and character that immediately makes itself felt, and is far more readable and comfortable than the former style."

Charles D. Waugh,
President, Wisconsin Board of Optometrists.
"I consider the improvement an excellent thing because it undoubtedly will lessen the strain on the eyesight of the reader. We have long used newspapers to test the eyes of those who seek to be fitted with glasses, our experience being that when they can read with ease newspaper body type, especially figures, their eyesight is good. I do not believe this test will hold with the new type. It is a distinct improvement."

Milton C. Potter,
Superintendent of Schools, Milwaukee.
"I made a comparison of the new type and the old, and the improvement pleased me very much. It is clearer, it is easier on the eyes, it is an even greater pleasure to read the paper, and the effect on both children and adults is bound to be beneficial."

AT THE top of this page are two columns of exactly the same reading matter. One is set in the type face formerly used by The Star. The other is the new Ionic type, which has been installed in all The Star's linotype machines.

It will be observed that the lower case letters are almost as high as the capitals. The proportion is purposely large because linotype designers heeded the fact that small characters compose fully three-quarters of the average newspaper column. They produced an easy-reading font by giving greatest attention to its most read portion.

All Letters Larger

Not only did these designers make the ratio between Ionic's lower case and capitals greater than that of the average Roman face, but descenders were shortened, capitals were heightened, and even more body added to the lower case. Into this large framework they built elements making for maximum legibility.

Ionic has no hairlines; there is practically no difference between the light and heavy strokes. Ionic serifs are sturdy. They are shorter, too, so space that formerly went between letters is now put inside the letters themselves. This, with the greater body size, brings about an even distribution of the "light spaces" in a word or line. Light comes *through* this new face; not *around* it.

The openness of the rounded letters—the height and width of the lower case—the clear-cut capitals—the size and fullness of the figures—the absence of marked contrast between thick and thin strokes—the well fitted units—the maximum letter count—all these things go to make this new type a most desirable newspaper face.

No Sharp Corners

There are no "pin holes" or sharp corners to fill up with ink; no fine lines to break down in stereotyping. The even color of the characters is particularly adapted to newspaper stock.

The outstanding advantage of the new face is its conservation of vision. The even tone throughout is restful to the eye without being monotonous. There is enough variation to avoid tiresomeness, yet not enough to be disconcerting.

Result of Many Tests

The experiments which led to the selection of the Ionic characteristics were most exhaustive. They included laboratory tests in visibility, the findings of oculists and optometrists and the preferences of the public under reading conditions which obtain in everyday life without regard to scientific principles.

What science has demonstrated the public has approved.

All The Star's news linotype machines and want ad machines have been equipped with new mats. This change is in accord with The Star's policy of giving its readers a paper which is easy to read—clear in typography and clean in presswork.

THE KANSAS CITY STAR

LINOTYPED IN GARAMOND AND IONIC NO. 5 EXCEPT LARGE TITLE LINES

319.42

Now Set in TRADE LINOTYPE MARK Ionic No. 5

THE KANSAS CITY STAR.

OL. 47. NO. 188. KANSAS CITY, MARCH 24, 1927.—THURSDAY—28 PAGES. PRICE:

FROM KANSAS CITY (Mo.) STAR, APRIL 18, 1927

THE STAR EASIER TO READ

PRAISE FOR THE NEW DRESS OF BOLDER FACE TYPE ON TODAY

A Comparison of the Old and the New Type Styles Shows the Increased Legibility and Ease of Reading

The Star's new dress of type, put on this morning, brought much laudatory comment from readers as to increased legibility and ease on the eyes, and, too, from opticians and optometrists, who make a business of eye reactions to various appearances.

Compare this paragraph with the following paragraph. This one is set in the new type, technically known as 7-point Ionic No. 5, and is easier to read than the old style type. The letters are a trifle wider and a trifle higher than the old letters. The result is a bolder face, easier on the eyes. Oculists were called into consultation with experts of the Mergenthaler Linotype Company to devise the new type face, seeking a letter formation that would occupy no more space in the line than the type already in use, yet would relieve much of the eye strain of reading the ordinary newspaper page.

This paragraph is set in The Star's old dress. Notice the big difference. The change in type from this style is in accordance with The Star's policy always to look after the interests of its readers—not merely in the quality of its news and other service, but in all the mechanical arrangements in printing and distributing a half million copies a day. Not only had the "body type" been changed—the regular news column type—but the same change of letter formation has been carried into the 10-point type used in the introduction of "scare head" stories, those of unusual importance, and into the "black face," used for stressing words and lines and paragraphs, into the italics and smaller faces, such as nonpareil and agate.

The following are comparisons of want ads in the new and old type. The new:

DOG—German police, lost or strayed, 3 weeks ago, vicinity 31st and Garfield; reward $25. Delaware 2306.

FUR Piece—Red fox, on Burlington train from St. Joseph, Saturday evening; reward. 143 South Hillside, Wichita, Kas.

GLASSES—Tortoise shell, in leather case, on 10th st. between Baltimore and Walnut. Thursday eve. Melrose 6085M.

The next three want ads are set in the old style type:

BRACELET—Silver link, Tuesday, between 600 N. Liberty, Independence, and 10th and Troost. Reward. Independence 2450.

CAT—Silver gray Persian, strayed from 2907 Tracy; reward. Grand 0242.

DOG—Pointer, female; white with liver spots; vicinity 55th and Brookside about ten days ago; reward. Hiland 4222.

PRAISE FROM EYE MEN

Comment Shows The Star's New Type Means Less Strain in Reading

"When I picked up the paper this morning I could see a change at once," M. C. Dale, head of the optical department of the Emery, Bird, Thayer Dry Goods Company, said today. "Then I discovered the explanation that the 'dress' had been changed.

"The new type face is much easier to read. The letters have a blockier appearance, the outlines standing out more clearly. The optician's opinion of a letter is based on the size image it will produce on the retina and, though your new letters are only infinitesimally larger than the old ones, yet they will produce a clearer and larger image on the retina."

Dr. F. M. Phenix in charge of the optical department at Jones Store Company, said today that persons with eye defects certainly should be appreciative of the change in The Star's type, and the appreciation should extend even to those with perfect vision.

"The letters are clear cut and distinct," Dr. Phenix said, "and will cause far less strain on the eyes."

P. Connor, government forecaster and a close student of all things around him, said today that The Star's change of dress was the subject of conversation in his home when the morning edition was brought in from the porch.

"My wife was especially well pleased with the change," Mr. Connor said. "She has complained frequently of the eyestrain attendant to reading as much of The Star as she wants to read, especially the smaller faces. The restfulness of the new type was clearly noticeable to her.

"And I am pleased, too. The old type had a certain dignity that I liked, something on the order of a modified book. You have kept that and achieved more clearness."

Dr. Guy Senton, in charge of the George B. Peck Dry Goods Company optical department, had a mystery solved for him when he was asked today how he liked the change of dress in The Star.

"So that's what it is?" he responded to the question. "I could see the reading was a lot clearer, but I was rushed this morning and had to skim through the paper. I must have skipped the announcement of the change, and I couldn't figure out whether my eyes had got better suddenly or just what had happened."

Purd B. Wright, now city librarian but with a past record that includes having been a printer at one time, said he was amazed when he picked up The Times this morning and started reading.

"It was evident something had happened," Mr. Wright tells. "At first I thought I had slept extra well and that my eyes were in wonderful condition.

"After digging up an old paper for comparison I fully appreciated what had been accomplished, the designing of a type face that loses no space, and yet will be a big benefit to the public in presenting reading matter in letters that are scientifically designed to make them register on the eye without strain or effort."

J. A. Mott, optometrist, sees a direct public benefit in The Star's type change, with a direct reflection in the number of persons who will be able to get along without glasses.

"I can see at a glance that the new type face is going to make it unnecessary for many to begin the wearing of glasses who otherwise would have been forced to it," Mr. Mott said today.

"The shape, the outline and the spacing of The Star's type now is such that even persons with slight defects of the eyes will have no trouble in reading. It is evident the formation of the letters has been figured out scientifically.

"Thus The Star not only improved its appearance, but has added another public service to its lengthy record."

Victor L. Prudden, optometrist, said today that he was examining the letters of The Star's new "dress" with much interest.

"It is evident there has been a scientific study made for the formation of each letter," Mr. Prudden said. "I have made no comparison of the new letters with those of the old style used by The Star, but I can see that each of the new letters is shaped and built to produce the clearest possible image on the retina. The benefit to older persons and those with slight defects of the eyes cannot be measured."

Julius Baer, optometrist, declared that only a cursory examination showed him the new type was plainer, clearer and would relieve a great part of the eyestrain of long reading.

"The distinct outline and character of the separate letter in the new type," Mr. Baer said, "is such that even a person with slight visual defects will find the letters stand out clearly and without the blur such a person usually is bothered with in reading."

WALES RIDES DESPITE INJURY.

Thrown Tuesday, the Prince Enters Two Races, Placing Second and Fourth

(By the Associated Press.)

BARROWBY, LINCOLNSHIRE, ENGLAND, March 24.—Despite his experience of Tuesday in being thrown in the army steeplechase at Holdenby, the prince of Wales rode in two point-to-point races here this afternoon. He finished second in one and fourth in the other.

The prince was limping and leaning heavily on his stick when he appeared for the races, but laughingly declared this had nothing to do with Tuesday's fall. He rode well, using Lady Doone for one race and Cark Courtier for the other. It was the latter horse which threw the prince at Holdenby.

At the end of the steeplechase there is a spur with a dead end on the bank of the river on which stood the disabled locomotive. Instead of taking the main track the passenger train ran onto the spur and struck the standing engine. It was knocked backward about 100 feet and hung over the river embankment. The collision derailed the passenger locomotive and it also hung over the embankment.

ELECT JOHN HENRY SMITH.

A New Chairman of the Better Business Bureau.

John Henry Smith, president of the Kansas City Title and Trust Company, today was elected chairman of the board of directors of the Better Business Bureau.

STUDENT JESTS IN DEATH.

Detroit Youth Leaves Note Written in Humorous Vein.

DETROIT, March 24.—Delbert F. James, jr., 19-year-old student, died today after shooting himself in the temple. He left a note reading:

"I don't know where I'm going, but I'll tell you when I arrive there. I really don't see any use hanging around any longer. The flesh is willing but the spirit is weak. Yours till hell freezes and all the little devils go skating on the ice."

James's parents could give no reason for his act.

shelled the foreign section of Nanking.

American and British warships answered the fire, inflicting undetermined damage.

Killed by Cantonese Shell Fire.

The Americans were killed when Cantonese troops shelled a hill in the northern part of the city, where the Standard Oil plant is situated. The number killed and wounded is yet to be ascertained.

The Americans in the foreign section included forty-five women, twenty children and ninety men, who were at the concentration point when the shelling

provisional government made the city its capital. In the rebellion of 1913, Nanking was shelled by government troops for two weeks.

Gen. Fai Tsung-hain, Cantonese commander in the Shanghai area, warned the Chinese yesterday the lives and property of foreigners must be respected.

AN ULTIMATUM TO CHINESE.

Americans and British Lay Down Stringent Demands, After Clash.

(By the Associated Press.)

WASHINGTON, March 24.—A stringent demand for protection of foreign lives at Nanking was served on Chinese officials today at a conference of American

Now Set in ⊙ TRADE LINOTYPE MARK ⊙ Ionic No. 5

(THE *Morning* KANSAS CITY STAR)

The Kansas City Times.

L. 90. NO. 102. * * * * * KANSAS CITY, APRIL 29, 1927.—FRIDAY—26 PAGES. * * * * * PRICE: In City... Elsewhere.

The Star In A New Dress

From Kansas City (Mo.) Times, April 18, 1927

THE STAR comes out in a new dress this morning. The type in which it is printed is easier to read than the old style type. The letters are a trifle wider and a trifle higher than the old letters. The result is a bolder face, more legible, easier on the eyes.

Technically the type is known as 7 point Ionic No. 5. It is the product of long research in the laboratories of the Mergenthaler Linotype Company. This company set out with the aid of oculists to devise a type that would occupy no more space in the line than the type in common use, but which would meet the requirements of people who found it something of a strain to read the ordinary newspaper page. By ingeniously stealing a little of the space between the letters, the company's experts found they were able to get rid of hairlines, and to design a letter that was both handsome and distinct. The oculists to whom the new design was submitted agreed that it met the most exacting demands.

The reader who will compare today's issue of The Star with yesterday's will readily admit the increased comfort in reading that the new dress affords.

The change in its type is in accordance with The Star's policy always to look after the interest of its readers—not merely in the quality of its news and other service, but in all the mechanical arrangements in printing and distributing a half million copies a day.

Linotyped in Garamond

Now Set in TRADE LINOTYPE MARK Ionic No. 5

THE KANSAS CITY STAR, FRIDAY, APRIL 29, 1927.

Classified Sections of the Kansas City Times and Kansas City Star now set in 5½ Point Ionic No. 5

Real Estate for Rent

APARTMENTS-RESIDENCES-Con.

FURNISHED.
South of 31st and West of Troost.

NEW FURNISHED APARTMENTS IN

Beautiful Warner Plaza

Main Just North of 33d.

A few open now, better get out and pick yours today; large living room with disappearing bed. French doors to balcony porch, breakfast room, kitchen, bedroom and tile bath; exquisite hand decorated furniture; aerial for radio built in; many other new features; and think of it rental only $57.50 to $70. See Mrs. Roth, mgr., bldg. No. 12. HY. 0991.

Kansas City's Greatest Offer

SEE THE NEW BEAUTIFUL

MORNING GLOW PLAZA

422 W. 47TH (COUNTRY CLUB PLAZA).

An innovation in efficiency apartment, 4-room efficiency, completely and elegantly furnished, beautiful drapes, attractive decorations, featuring every convenience for the comfort of our guests, which includes direct telephone, beautiful lobby, large open porch and ideal location.

You will enjoy living here.

This is truly our greatest offer.

Low rates prevailing, including free heat, water, gas, telephone and service.

Low Rates, from $62.50 to $85

MRS. NELSON, MANAGER. WESTPORT 8662

Save! Save! Save!

BY LIVING IN THE BEST FOR LESS.

The New Knickerbocker

435 KNICKERBOCKER (36th & BROADWAY).

Four-room efficiency furnished kitchenettes in new building with every accommodation.

For Only $52.50

—which low price includes free heat, water, gas, telephone and service; really the best value ever offered in Kansas City. See for yourself. Mrs. Morrill, mgr., Hy. 0528.

Goodman Rental Co.

A Startling Offer

See the new Bartleston Hotel Apts.
412 W. 47TH.

Brand new; a better place to live, less rent to pay; 4 and 5-room completely and gorgeously furnished kitchenettes with porches, south exposure and ideally located in beautiful Country Club Plaza; they're incomparably superior in every respect; we furnish heat, water, gas, telephone, 24-hour service, linens, silverware, dishes, everything ready for you to move in; see today, you can't afford to miss them. Mrs. Hicks, mgr., Hy 9500.

Goodman Rental Co.

Motor Cars—Accessories

AUTO TRUCKS-Continued.

Ford Trucks Repossessed

Finance company says storage is eating them up, sell 'em; easy terms; trade in your old car. Open Sunday and evenings.
FINANCE STORAGE CO., 1408 E. 15TH.
GLOBE WAREHOUSE, 1712 MAIN.

FORD Trucks—A complete stock of all models; prices and terms the lowest.
KELLEY-REPPERT MOTOR CO.
Admiral blvd. and Locust. Open evenings.

FORD—1926 model; inclosed delivery; an unheard-of bargain; dandy motor; new tires; new batteries; starter; solid body; looks good; $165 cash. Slotnick Grocery, Benton 7452.

FORD Truck, '25—Starter; overhauled motor; closed cab; steel dump body; Ruckstell axle; $275; terms. E. C. Welsh, Ford dealer, 34th and Main. Open evenings and Sunday.

CHEVROLET Ton Truck—1926; new cab and body, nearly new tires; mechanically A-1; $495. Dahl Chevrolet Co., 17th and Grand. Harrison 3000.

G. M. C., 2½-ton, late model, dump body and hoist; 7-speed transmission; truck in excellent condition, $1,150. Diamond T. 1737-39 Locust. Ha. 1793.

FORD, 1926—1-ton, stock rack and grain body, oversized tires; extra transmission, starter. $395. Diamond T. 1737-39 Locust. Ha. 1793

FORD ton truck, late 1925; Warford transmission; good cab and body; $195. Dahl Chevrolet Co., 17th and Grand. Harrison 3000.

COMMERCE Truck—2 ton; pneumatic tires; bargain; $75 cash and terms; excellent condition. Victor 5580. 226 Lee bldg.

FORD Ton Trucks—2 1926; A1 condition. Call Piburn. Drexel 0490.

AUTO PARTS, SUPPLIES, REPAIRS

Ford-Chevrolet Service

Established in 1918; no students or helpers in our shop; prices below for labor only; Ford motors overhauled, $15; brakes relined, $1.50; carbon burned, 80c; valves ground, $2.50; rods tightened, $2.50 and $3; rear axle, $5; mag. recharged, $1.50; get our prices on Chevrolet work; full line of genuine parts; open evenings and Sundays a. m. Helsel-Williams, 1816 Troost. Har. 5304.

GABRIEL Snubbers, $6 to $9 a pair, installed; also Lovejoys and others half price and less. Rice. 2900 Cherry. Grand, 2583. Distributors Hydro-Check Hydraulics; $21.25 per pair installed.

Auto Repairing Guaranteed

Ford motors overhauled, $10; Chevrolet, $12. Stevenson Cut-Rate Garage, 2008 Main st. Gr. 1827.

RIVERSIDE AND SEARS-ROEBUCK ADJUSTED TIRES AND TUBES.

All sizes, truck and pleasure types, ½ price; wholesale and retail. Allison Rubber Co., 1908

Rooms for Rent

BOARDING.

CAMPBELL, 3841—Front bedroom in beautiful home, with maid service; meals optional. Westport 0783.

CAMPBELL, 3325—Desirable room; sleeping porch; private home; garage; references; reasonable; 3 men; couple.

CAMPBELL, 4135—Nice second floor rooms; near car; good location; good board; reasonable. Westport 9347.

CAMPBELL, 3323—Front room; 2 gentlemen; also roommate for gentleman; twin beds; reasonable; references.

CAMPBELL, 2622—Nicely furnished room in modern home; excellent meals. Harrison 8158.

CAMPBELL, 3618—Front sleeping room, adjoining bath; garage; board optional; Troost car; Armour bus.

CENTRAL, 3806—Nicely furnished large front room with board; private home; reasonable. Westport 3560.

EIGHTH, E., 714—Nice room, running water and good board; steam heat; $7 per week.

FLORA, 3038—Beautiful rooms, sleeping porch; homelike meals, $6.50; privileges; ideal location; near cars. Elmridge 3070J.

GILLHAM, 3525—Private bath; twin beds; breakfast; dinner; young men; references required. Westport 2874.

HARRISON, 3028—Nicely furnished large rooms; excellent home cooked meals. Hyde Park 4406.

HARRISON, 3614—Twin beds; private bath; suitable men; beautiful home; excellent table. Hyde Park 2357.

HARRISON, 2811—Beautiful rooms, nice home; excellent meals; instantaneous hot water; $6. Grand 0743.

HARRISON, 4235—Very desirable southeast room; nicely furnished; private home; meals. Hyde Park 5780.

HARRISON, 4152—Nice south room with closet; among young people; good board; very reasonable.

HOLMES, 2410—Nice rooms and board; $6 week; steam heat.

LINWOOD, 1705—Large singles, doubles; home cooking; hot water; reasonable; bus, car. Linwood 3532.

LINWOOD, 1206—South front rooms, convenient to 31st and Troost car lines and bus.

LINWOOD, 137—Beautiful rooms; nice home; excellent meals; instantaneous hot water. Hyde Park 6512.

MAIN, 3205—Southern style cooking with the consideration and privileges of home; excellent car service; $8 week. Hyde Park 8967.

MONTGALL, 3804—Large sleeping room, nicely furnished; meals optional; reasonable. Elmridge 4354M.

MONTGALL, 4021—Pleasant room, to employed lady or gentleman or couple; garage; private family. Wabash 3487.

OLIVE, 2917—Room and board; private home; for 1 or 2 men. Linwood 3234.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

ADVENTURES IN NEWSPAPER PUBLISHING

III.—DISCARDING THE OLD MUD METHOD

By N. E. W. SOUTH

This is the third of a series of intimate stories written from "the inside" by a newspaper publisher who, for obvious reasons, cannot disclose his own identity or that of the newspaper about which he writes.

IN the state of Transcolcavia they take their politics seriously, and nowhere in that commonwealth do they take politics more to heart than in Blanksburg.

When I took over the management of the *Eagle,* Blanksburg's evening newspaper, this was the way in which many of the good folk of that hustling inland city introduced themselves to me:

"Mr. Telford, I am Mr. Smith, a Republican."

"Mr. Telford, I am Mr. Jones, a Democrat."

Even the ladies made themselves known in similar manner, as I speedily discovered when I was asked to speak before the Business and Professional Women's Club. At that, they were a bit franker than the men, many not only telling me they were Democrats, but adding, "and I don't read the Eagle."

Indeed, I found that a lot of people in Blanksburg were not reading the city's only evening newspaper for no other reason at all apparently than that they were Democrats and the newspaper was Republican in politics. Conversely, I also discovered that not a few Republicans were refraining from reading the city's only morning newspaper for no other cause than that it was Democratic in politics, and they'd be darned if they'd give comfort even to the extent of fifteen cents a week to the Democrats. And in talks with the advertising department, I was shortly told that it was impossible for the Eagle to get the advertising of certain merchants because they were Democrats—that this had been the situation for years.

Of course, there had to be a deep basic reason for all this, and, casting about for it, I believed I had come across it when I looked up the past political history of the two papers and found that they had spent much time and effort in political mudslinging back and forth. To the Eagle, no Democrat could be a good American, and to the morning paper a Republican was just about the orneriest critter to be found on God's footstool. All over the Eagle's territory, its editor was known as Old Poison Pen, even among Republicans, many of whom had been belabored by him in the party's primaries because they had dared to run against men the Eagle favored. This had been going on for years. It had led to life-long enmities; at the time I went to Blanksburg, men who had grown up as boys together had not spoken to one another for heaven knows how long or merely nodded coldly as they met. People were hated or distrusted simply because they were Republicans or Democrats, and, as I figured it out, mostly because of the rabid partisanship of the two papers, in which, I must add in all fairness the Eagle seemed to have been the guiltier party.

I have always been a Republican (except when Roosevelt was a Progressive), but I have always believed that a devotee of the donkey is just as good an American any day in the week as a follower of the elephant, and I made up my mind that under my management the Eagle would treat every one decently in a political way, even if such a course "raised hell" for the paper among the more rabid element in its own party. So I called in Old Poison Pen and said:

"Beginning at once, we are going to be decent to the Democrats, both deserving and undeserving. We are going to uphold Republican doctrines, we are going to be for the Republican party but in doing that we are not going to belittle the Democratic party or any individual Democrat. We are going to assume that a Democrat's motives are as sincere and patriotic as any Republican's. We are going to give him an even break both editorially and in the news columns. There will be no more mud-slinging, no more sneering at any Democratic candidate, no more sarcasm at his expense, no besmirching his political or business record. We are going to fight clean from now on, and if we can't win that way, then it's high time for us to shut up shop as a Republican newspaper.

"Furthermore," I said, "if, as and when the other paper attacks the Eagle, or in any way strives to stir up controversy between us, you are not to answer back. All you are to do is to keep quiet. If you feel it impossible to do that, then write your reply and hand it to me. You will thus get it out of your system. I will at once throw the editorial into the waste basket, and no harm will come to any one, as far as I can see."

The look that Old Poison Pen gave me was a beautifully perfect mixture of horror, disgust and bewilderment, and when he got his voice it was to say:

"The Republicans will never stand for it; they'll raise merry hell, and especially if you insist on not answering the Sun back."

"Well," I said, "there's trouble enough now in this community, what with the partisanship the two papers have kept alive for God knows how many years. I am going to run the risk of stirring up a new sort of trouble. It will at least cause the paper to be talked about, perhaps even adversely, as you say. But that's better than not being talked about at all. So we're going to try out the new policy at once."

The first move I made following my talk with the editor was to put this motto, taken from Lincoln's Gettysburg address, in a box, on page one immediately to the left of the logotype: WITH MALICE TOWARD NONE, WITH CHARITY FOR ALL. And I left it there day after day, to do its own sinking in.

Every day people were still calling to get acquainted with the new general manager. Almost invariably, they would declare themselves as Republicans or Democrats, and my next move was to spread among them by word of mouth, direct from the new manager himself, the new political policy of the paper.

To a man declaring himself a Democrat I would say: "I am very glad to meet you both as a fellow citizen and as a Democrat. I am a Republican. I am going to run this as a Republican paper, but I hope to do it decently and with due regards to the personal and political feelings and convictions of the Democrats. You know, Mr. Blank, I have a theory that, Republicans and Democrats, we are as alike as peas under the pods of our party beliefs in our love of country. It is true that we don't think alike as to the best men to have in charge of our government, local, state, national. But now, really, Mr. Blank, would America be the fine country it is if we did think alike? Wouldn't it, instead, be literally a hell of a place to live in if we did all agree politically? That's my belief, at any rate, and because I believe that a Democratic is just as good a citizen of this land as a Republican, I have issued instructions to the staff here to cut out the intense partisanship, the mud-slinging, when discussing politics. I have also given equally definite instructions that Democratic news must have an equal break with Republican news."

To a man declaring himself a Republican, I would explain the new policy much along the same line. I would, however, emphasize that the Eagle was still going to be the Republican paper of the community, was still going to support the Republican organization in city, county, state and nation, but it was going to do it with fair argument and not with the contents of a mud hole. I would also make it clear that the paper no longer would take sides in the Republican primaries.

"The Eagle will give every primary candidate a fair news break," I would say. "It will report the actual news connected with each candidate's progress. But it will no longer stir up soreness in the party by coming out and favoring this, that or the other man over rival candidates. It is not the function of this paper, as I see it, to tell the Republican voters how they should vote other than to urge them to pick the men who, in their judgment, are best fitted to hold office.

"In order to help the voters to do this thing, we will print a brief record of tach candidate, that will have no personal or official bias in it. We will give the voters the facts, impartially and without prejudice to any man's candidacy. Then, when the voters have picked their men, we will support the ticket, but in doing so, we will not run down the candidates on the other ticket just because they happen to be Democrats. That way of playing the game was played out long since in other parts of the country, and it is high time that it was played out here."

Old Poison Pen had forewarned me that the more rabid leaders among the Republicans would "raise merry hell" over such a course. The truth is that not one Republican leader raised so much as a faint squawk over it. On the other hand, I was agreeably surprised at their unanimity of agreement with it. I think one leader summed up for his fellows when, after hearing me through, he drawled:

"You know, just between us, it's a damned shame. This biting and snarling and turning old friends against one another all on account of politics has gone on much too long in this town. It has hurt the town, too. I have taken it as a matter of course—thought it never could be stopped. I see now it can be stopped if the newspapers will quit stirring the whole thing up. And I don't believe it will hurt the Republicans at all—we can win without everlastingly damning the Democrats."

Of course, the Democrats were jubilant, but generally extremely doubtful that I either would or could carry out such a policy. Some of them frankly told me that they didn't believe the Republican leaders would stand for it. My answer was, wait and see.

So, instead of announcing the new policy in the paper, I spread it by personal interview among my callers. They, in turn, carried the news to their friends and soon the whole town was talking about the darned fool down at the Eagle who thinks he can be decent to us Democrats," as one of that persuasion described his interview with me.

Meanwhile, a couple of weeks went by with no political mud-slinging in the Eagle's editorial columns. "Say, young feller," said a prominent Democrat, stopping me on the street, "you seemed to have meant it, all right. But I'm waiting to see what you'll do when the other fellow down the street aways hops onto you some morning with a red hot editorial before I'll believe you can get away with what you're doing."

Not long after, the other fellow down the street hopped hard, and Old Poison Pen, blood in his eye, came hopping even harder into my office. He had his editorial answer all written out. It was a sizzling one, and he was so wrought up that he could hardly frame his demand that it be run as written and at once.

I read the masterpiece of mud-slinging and invective through, then reached over and deposited it in the waste basket. "Now," I said, "I guess we both feel better."

"Do you mean," shouted Old Poison Pen, "that you're not going to reply?"

"You have me right," I answered. "If we printed that editorial I just put in the waste basket, the other fellow would come back with a ripsnorter, then you'd hit him again, and the old mud would be all over the place. We can't kill him off by replying. I have an idea we can kill him off by silence. We will say nothing."

We said nothing that day. The other fellow, having nothing to pick us up on, said nothing the next morning. We said nothing the next afternoon. He said nothing the third morning. So it went for a week, two weeks, three weeks. Then the Sun came out with another blast. Old Poison Pen came raging in with another hot reply. Again it went into the waste basket, and again there was silence on our part.

A third time this happened. This last dig was particularly nasty and unfair, and also personal, but I still stuck to my

PRINCIPALS IN $3,612,000 MEMPHIS PURCHASE



In the photograph are shown the men figuring in *Memphis Commercial-Appeal* purchase last week. From left to right they are: John M. Branham, Chicago, advertising man; Rogers Caldwell, Nashville financier; E. J. Heitzeberg, Nashville associate of Rogers Caldwell; and Col. Luke Lea, Nashville publisher.

plan of letting silence work for the Eagle. I'll admit it was hard to do, especially as I have the blood of two historic fighting races in my veins, but I gritted my teeth and held on. Then, one afternoon, two of Blanksburg's leading merchants called on me.

"We have come to tell you," they said, "that the business men of this city are more than pleased that you have refused to be drawn into taking part in dirty partisan politics. We know that the provocation to do so must have been pretty strong the past few weeks. We were afraid that it would prove too strong. We have come to thank you for keeping still. We are also going to tell you that after we leave here we shall call on the general manager of the Sun and tell him that in our opinion Blanksburg no longer wants mud-slinging in its papers, Republican or Democratic."

That was the first straw blown our way to show that we were on the right track. Pretty soon well known Democrats who had not taken the paper in years began walking into the business office and entering their subscriptions for the Eagle. Equally prominent Republicans began owning up that they liked "the new way" better than the old—that it was not only more decent, but they reckoned it was better politics after all, in the long run.

The real test of "the new way" came, however, when I ordered a circulation canvass along the line of the X. & D. Railroad south from Blanksburg, hidebound Democratic teritory ever since there had been a Democratic party. Republicans were so few and far between there that they were looked upon as curiosities.

"It will be money thrown away to canvass that territory for subscriptions," protested the circulation manager. "We have never been able to get any papers into it."

"That's so," I said. "But the Eagle then was calling those Democrats down Thorntown way everything it could think of, and I don't blame them for refusing to take it, even if it is the only evening paper that can reach them on the afternoon of publication. Now we have an Eagle that is decent even to intolerant Democrats. Go to it—let's see if it is appreciated."

The canvassers had so hard a time of it that I couldn't help feeling sorry for them. Not once, but hundreds of times, housewives would order the paper, only to have their orders cancelled by their husbands the next day via all but insulting messages delivered in person to the canvassers still working in the small communities or in writing to the head office. Several times, at general merchandise stores and other countryside lounging places, Eagle workers were pre-emptorily ordered out when they began talking the paper. And always the burden of the song against the Eagle was:

"We won't let a paper that's been so unfair to the Democrats for years come into our homes."

"Why," said one long-bearded, six-foot-three citizen by way of emphasis, "I'd jest as soon let a copperhead snake nest in my bed."

A truly lovely situation. But we kept pounding away. Our solicitors kept dinning into all the ears that would listen that this was a new Eagle they were offering. They dared their hearers to find anything in the paper that savored of its old intolerant political policy. They'd tear out the editorial page and asked that it be glanced over. They'd also tear out the comic page and say, "Well, if you won't look at the rest of the paper, here are some good laughs for you, anyway."

I have always suspected that it was the comics that got these deserving Democrats down Thorntown way first to tolerate us and then to give us about five hundred circulation that actually stuck. I have never believed that these subscribers had any faith at first in our statements that this paper we were offering them was a new Eagle, with all the old political bitterness left out. But when after several months they discovered this to be true, they talked about it among their friends, so that at last there came a time when the canvassers found themselves working under what might be called normal conditions and harvesting accordingly. Today the new Eagle has approximately two thousand paid-up circulation in this territory, whereas the old Eagle had considerably less than two hundred and most of that sadly in arrears.

In Blanksburg, when it was seen that we meant business with the new policy, we not only added readers, but advertising as well. Not all the so-called Democratic advertising came into the paper, but the bulk of it did. Thus, in a material way, what I may call the "be decent" policy has paid. But I think in a civic way, and in a spiritual way, it has paid even handsomer dividends. I know there is a kindlier political feeling in Blanksburg today than before this policy was inaugurated. I know that all the months I was in Blanksburg I could walk down Main street any day and give and receive a pleasant greeting from any man I met, no matter what his politics. To bring about good feeling—neighborliness—among the people it serves—is that not one of the highest functions of a newspaper?

Oh, yes, after months of effort to get our "goat" and make us reach in rage for the old mud hole, the other paper fell in line with the new order of things, and, while it still is staunchly Democratic, it strives to be as decent to the Republicans as the Eagle is to the Democrats. Selah!

KENT COOPER HONORED

British Press Notables Attend Dinner Tendered by Sir Roderick Jones

(*Special to* EDITOR & PUBLISHER)

LONDON.—Sir Roderick Jones, chairman of Reuter's, gave a luncheon on Wednesday, May 11, at Claridge's Hotel, in honor of Kent Cooper, general manager of the Associated Press, who is visiting bureaus abroad.

In an interview Mr. Cooper said that he was making some important changes in A. P. practice. Instead of having dispatches dated from European capitals they would be dated from the towns and cities in which the events happened.

The U. S. Ambassador, Sir Austen Chamberlain (Secretary of State for Foreign Affairs), the Rt. Hon. L. S. Amery, M.P. (Secretary of State for the Dominions and Colonies, and also president of the British Advertising Association), Lord Burnham, *London Daily Telegraph*; Lord Riddell, *News of the World;* Sir William Berry, *Sunday Times;* the Rt. Hon. Esmond Harmsworth, *Daily Mail*; Henry Cadbury, *Daily News;* R. D. Blumenfeld, *Daily Express;* Wickham Steed, *Review of Reviews*; J. B. Hobman, *Westminster Gazette,* and other leading British newspaper owners and editors assembled to welcome the distinguished American journalist.

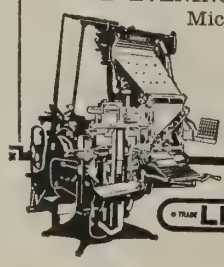
From the Linotype Mailbag

Prompt Attention to Phone Order

We want to express to you our appreciation of the prompt attention which was given our phone order of the 21st inst. We phoned you shortly before 4 P. M. on Thursday, ordering some small parts which were required to begin work the next morning and we had them in our office at 8 o'clock Friday morning.

This sort of service is certainly appreciated.

THE EVENING DISPATCH
Michigan City, Ind.



LINOTYPE

EDITOR'S PROBE BEARS FRUIT

Two Indianapolis Officials Charged with Corrupt Practices

After eight months of grand jury investigations, with bitter charges hurled indiscriminately and the names of high state and city officials bandied about in connection with alleged political fraud and corruption in Indiana, William H. Remy, prosecutor of Marion county, has filed affidavits in the Criminal Court at Indianapolis, charging Mayor John L. Duvall of Indianapolis with violation of the corrupt practices act and misstatement of fact in connection with contributions to his campaign fund, and City Controller William C. Buser with conspiring with the mayor.

The investigations were the direct result of wholesale charges broadcast last fall by Thomas H. Adams, editor and publisher of the *Vincennes Commercial* and head of the press probe committee of the Indiana Republican Editorial Association. His allegations, which gained nation-wide attention in the press, involved both state and city officials in what he termed "wholesale political fraud and corruption," especially in 1925.

Any state officials involved in the charges are let out by the statute of limitations, which limits the time during which charges can be prosecuted to two years after the commission of the act. Local officials, however, are not protected by this law.

MATHEWSON APPOINTED

Placed in Charge of Gravure Advertising of New York World

Brock Mathewson has been appointed in charge of gravure advertising of the *New York World,* J. H. Bresnahan, business manager, announced this week.

Mr. Mathewson was formerly advertising manager of *Collier's Weekly.* For the last few years he has been in the automobile business in Detroit.

WOULD PROTECT DEAD FROM THRILL WRITERS

Texas Bill Provides Jail Sentence for Publication of Sensational Stories Involving Former Public Figures

Representative A. P. C. Petsch of Gillespie County plans to seek passage in the Texas Legislature of a bill which would protect the names of dead persons from use by sensational writers, who, in some instances it is claimed, have capitalized upon the popularity of persons formerly in public life, by publishing stories of their private life.

Petsch, following a conference with Gov. Dan Moody regarding his proposed measure, said the executive had promised he would open way for its introduction by recommendation in a subsequent message to the legislature, now in special session, that such a measure be enacted. The present legislature, liberalized the Texas libel law by adopting amendments.

A draft of Petsch's proposed bill says: "Section 1. Whoever shall write, print, draw or otherwise publish anything which shall in any way or manner reflect upon the reputation or good name of a person deceased, or who shall possess for purpose of sale, or otherwise, any book, manuscript, drawing or publication, shall be guilty of a felony and, upon conviction, shall be punished by confinement in the penitentiary not less than one year nor more than 10 years. * * *

"Section 2. Provided that this law shall not apply to the records of a court made in the trial of a case, to the records made in a department of state in connection with the state business, books or treatises strictly and exclusively of historical nature and of interest to and for the advancement of the welfare of the public in general; and upon any trial for violation of this act the defendant shall be permitted to introduce the truth of the publication as evidence.

In Harrisburg

—there are 185 industrial plants producing eighty-two types of merchandise. Here 21,000 workers are paid more than $30,000,000 annually. Owing to the unusual diversity of industries, Harrisburg is relatively immune to periodic "slumps."

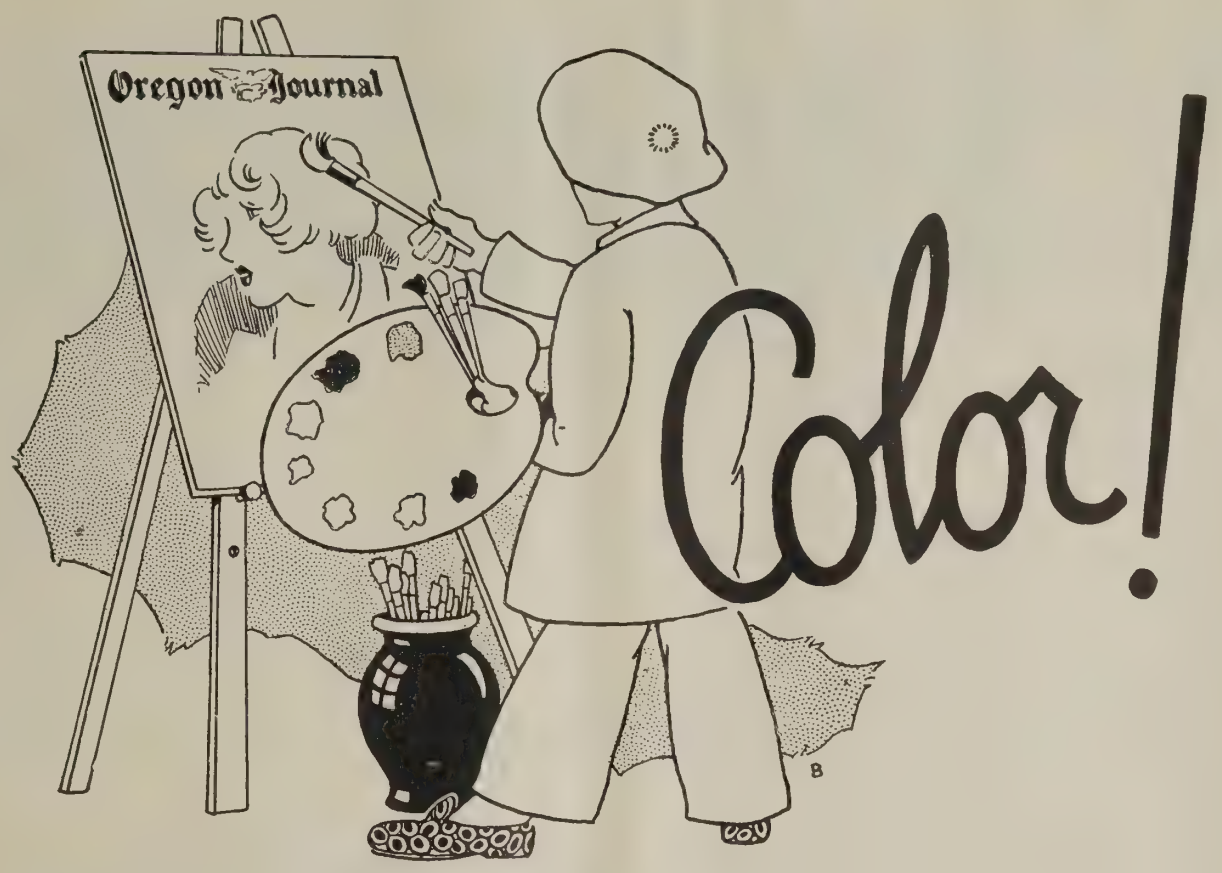
Twelve hundred mercantile establishments conducted in an energetic fashion cater to a trade territory of 225,000 people. Forty-one banks in the Harrisburg Clearing House show annual clearings of more than $250,000,000 and the city's fourteen building and loan associations have total assets in excess of $15,000,000.

Eighty-eight per cent. of Harrisburg's population is native white and the average family income is materially higher than the U. S. average. Harrisburg and the rich Central Pennsylvania territory constitutes an unusually responsive market for the national advertiser.

The possibilities of this rich area may be most economically realized through the use of its most effective advertising medium, the

HARRISBURG TELEGRAPH

Central Pennsylvania's Greatest Daily
Nationally Represented by Story, Brooks & Finley
New York Philadelphia Chicago



You can use color in the Journal in a rather unusual way!

The rates for one additional color are 50% over the regular black and white rates.

The minimum space requirement is 40 column inches. Color advertisements appear on page 3 daily and are purchasable by only one advertiser for any single date.

Arrangements can also be made for the use of color in the Sunday paper—positions upon application.

Allow us to send you a sample of some of this work that has actually appeared in the Journal.

The JOURNAL
Portland-Oregon

BENJAMIN & KENTNOR COMPANY, Special Representatives

CHICAGO
Lake State Bank Bldg.

NEW YORK
2 West 45th Street

LOS ANGELES
401 Van Nuys Bldg.

SAN FRANCISCO
58 Sutter Street

PHILADELPHIA
1524 Chestnut Street

THE JOURNAL, Portland, Oregon
Please send us samples of color advertisements appearing in the Journal.

Name .....

Address .....

1527

CITY SPRINGING UP AT PAPER MILL SITE

Contracts Let for $1,000,000 Hospital and Hotel at Kapuskasing, Ont., Kimberly-Clark—N. Y. Times Project

A regular city is springing up around the paper mill at Kapuskasing, Ont., of the Spruce Falls Power and Paper Company, Arthur H. Sulzberger, vice-president of the *New York Times,* declared this week before he left New York on a visit to the development.

His present trip, he said, was for the purpose of letting contracts for a new hotel and a hospital for employes, involving about $1,000,000.

The Spruce Falls Power and Paper Company is owned by the Kimberly-Clark Company and the New York Times. The falls are 50 miles from the transcontinental railroad, and already a private rail line has been built. At the end of the railroad the city is growing, and, according to Mr. Sulzberger, consists already of many dwelling houses, stores, and a school in addition to the mill, under process of construction.

It is expected that the first machines will go into operation in August, 1928.

ORDERS 68 PRESS UNITS

Chicago Daily News Places Big Contract with R. Hoe & Co.

Sixty-eight superspeed press units and 17 superspeed double folders have been bought by the *Chicago Daily News* from R. Hoe & Co., Inc., according to a Hoe announcement early this week. This is said to be the largest order ever placed for newspaper presses.

These new press units are intended for the new plant of the Daily News which is to be a block square building on the Chicago River at Madison and Washington streets.

The News purchased its first presses of R. Hoe & Co. in 1889 when eight 16-page units were ordered.

A touch of sentiment entered into the buying of the new equipment when it was suggested by Walter A. Strong, publisher, that some of the parts of these old Hoe machines be included in the first run or heat of metal to be used in casting the new press structures, thus perpetuating in the new presses the life of these old presses that have served the News so well and for so long a time.

HOLDS MEMORIAL SERVICES

N. Y. Sun Club Honors 14 Who Have Died Since F. A. Munsey

The Sun Club, an organization of the employes of the *New York Sun* held memorial services at noon on Friday, May 27, in the Sun Parlor at 280 Broadway, in honor of the men who had died since the death of Frank A. Munsey on Dec. 22, 1925.

Einar O. Petersen, president of the Sun Club, opened the ceremonies by introducing Fred A. Walker, chairman of the executive board of the Sun, who paid a tribute to the memory of Mr. Munsey, expressing admiration for the late publisher's character, his high ideals and his successful accomplishments.

Edwin S. Friendly, business manager of the Sun then read a list containing the names of 14 men who had died since Dec., 1925, while in the service of the organization. Mr. Friendly paid a fine tribute to the men, for their loyalty and long faithful service, for some of them had been in continuous employ of the Sun for nearly 40 years.

Mr. Friendly paid a brief eulogy to each man and after each name there was a short pause when a bell tolled in a nearby hallway, and after all the names had been read two buglers from the New York National Guard sounded taps and the echo was repeated by two other buglers stationed at a distance.

It is believed that this was the first time such memorial services were ever held in a newspaper organization.



Mills under construction at Kapusksing, Ont., owned by the *New York Times* and Kimberly-Clark Company.

ST. LOUIS DIPLOMA MILL FORCED TO CLOSE

Supreme Court Ruling Is Aftermath of St. Louis Star Exposé of 1923 —Florida Man Convicted Recently

(*By Telegraph to* Editor & Publisher)

St. Louis, Mo., May 26.—It was in 1923 that the *St. Louis Star* began the exposure of the operations of the national medical diploma mill ring, but the cleaning up process goes on. On May 23, the Missouri Supreme Court *en banc,* handed down a unanimous decision forfeiting the charter of the St. Louis College of Physicians and Surgeons, one of the institutions involved in the Star's exposé for the "unlawful traffic, barter and sale" of medical diplomas. A recent decision in a companion case revoked the charter of the Kansas City College of Medicine and Surgery.

Still another late development in the Star's campaign came in March with the conviction, in the Federal Court at Tampa, Fla., of Dr. George A. Munch, former secretary of the Florida Board of Medical Examiners, who was identified in the Star's exposé as a member of the ring. Munch, who trafficked in diplomas and in license to practice medicine in Florida, was sentenced to serve five years in the Atlanta Prison.

Another phase of the case will be reopened next month in Connecticut when a group of doctors, ousted from that State, will endeavor to have the revocation of their licenses set aside. Connecticut officials are vigorously opposing this effort.

The St. Louis College of Physicians and Surgeons, which must cease to operate. In the decision, Dr. Waldo Briggs, dean and owner of the college, was criticized for practices involving the admission to the college of unqualified students; for granting fraudulent advanced credits, and for the issuance of diplomas to unqualified persons.

Harry Thompson Brundidge, of the Star staff, who "went through the mill" in the summer of 1923 and came out "Dr. Harry Thompson, M.D.," has for the past 12 months been connected with the advertising department of the Star.

U. S. EDITION FOR LA RAZON

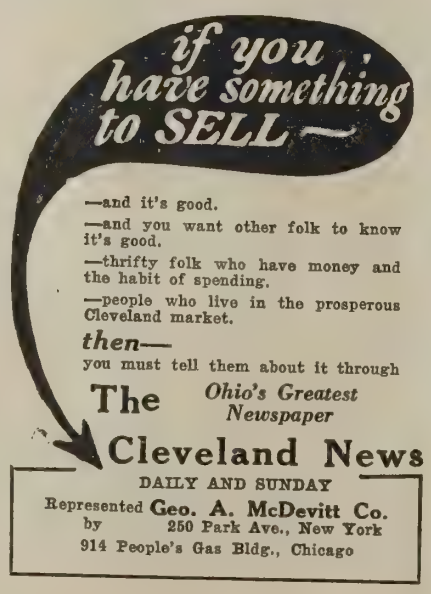
La Razon, evening daily of Buenos Aires, is planning to publish an "American Edition" next fall, to consist of about 75 pages.

NEW TEXAS GROUP

Twenty-two newspaper men meeting i Paris, Tex., this week formed the North east Texas Press Association and electe Sam Fryar, editor of the *Clarksvill Times,* president, Sam Holloway, *Depo Times,* was named vice-president and Lo Boynton, *Lamar County Echo,* secretary

COHEN JOINS HOUSTON PRESS

Harry I. Cohen, former publisher o the *Galveston* (Tex.) *Tribune,* has bee named national advertising manager o the *Houston Press,* Scripps-Howar newspaper.



Akron {2nd 2nd 5th} in Ohio

Akron ranked 2nd in the State of Ohio in amount of wages and 2nd in value of manufactured products, according to the latest figures from the United States Industrial Census Bureau, altho it is 5th among Ohio cities in population.

Cleveland, four times as large as Akron, led the list. Cincinnati, with twice the population of Akron and seven times as many industries, was over $100,000,000 behind in the value of manufactured products for the year (1925).

These facts—

—explain the high per capita wealth of the Akron market.

—show the buying power you can reach thru the Akron Beacon Journal.

—give the reason why the Akron Beacon Journal carried enough advertising in 1926 to rank 1st in Ohio and 6th in U. S. in advertising linage among six-day newspapers.

AKRON BEACON JOURNAL

Member of the 100,000 Group of American Cities

STORY, BROOKS, and FINLEY

Representatives

New York · Chicago

Philadelphia Los Angeles San Francisco

The IOWA NEWS

Vol. I, No. 2 May 28, 1927 Price, Two Minutes

IOWA 14% ABOVE NEW CAR QUOTA

$70,000,000 a Year Spent for Education

714,744 CHILDREN IN PUBLIC SCHOOLS

Annual Expenditure Per Pupil Is $12 Above Average

Children living in Iowa have the privilege of education with an annual cost more than $12 above the average state expenditure, according to school census reports.

Throughout the United States, the average amount spent per pupil per year is $81.16. In Iowa, it is $107.24. Not only does Iowa spend more to educate each child, but it has nearly 200,000 more children in school than would be normally expected on a basis of state population.

The school census of the United States shows 19,132,451 children in school, or less than one for every five persons.

Yet in Iowa, with a population of two and one-half million, there are 714,744 children in school, or more than one to every four persons.

Complete school training is available throughout the state. Consolidated high schools provide farm children with advanced educational opportunities equal to those of children in the city.

Iowa's education system, providing instruction for over 30 per cent more children than would be expected from population averages, and spending an extra $12 every year on each pupil, is a fair example of advantageous living conditions in every part of the state.

Iowa Leads Nation in Literacy Percent

High literacy is one of the natural results of a progressive system of education, and Iowa's literacy percentage is 99.5, the highest in the United States.

In addition to its cultural advantages, literacy has a commercial value. It is important to the business man to know that practically every Iowa family takes a daily paper and that, excepting the one-half of one per cent, every member of the family can understand it.

In Iowa, no foreign language supplement is required by a schedule of daily newspaper advertising. In fact, daily newspapers provide the one printed medium for covering the state without any supplement whatever.

IOWA GROCERY BILL OVER $200,000,000

2,500 Rated Stores Provide Outlet For Food Products

Food products manufacturers may find a new measure of their own market in the figures on Iowa motor car ownership and gasoline consumption.

In the ownership of motor cars per capita, Iowa is rated among the first in the United States, with less than four persons per car.

Naturally Iowa has a large gasoline bill, estimated at $50,000,000.00 a year.

Turning the Tables

In order to get an idea of the Iowa market for food, just reverse the ratio. Since the average person requires more fuel, in dollars and cents, than the average automobile, $200,000,000.00 is a conservative estimate of the Iowa market for food products.

A state with $200,000,000.00 and more to spend every year at the grocery store, can provide business for any manufacturer who gets his product into Iowa's 2,500 rated grocery stores, and who backs it up with a thorough job of advertising.

Automotive Summary of Iowa During 1926

Vehicles registered ...	699,100
Gasoline tax paid	$5,033,892
Gasoline consumed gallons 251,694,600	
New cars registered ...	95,611
State new car quota (based on population)	83,000

LIVING CONDITIONS AID IOWA INDUSTRY

Improve Workmanship and Reduce Turnover in Labor

Superior living conditions have been a prominent factor in leading many companies to choose Iowa as the location for industrial plants, according to E. A. Kimball, Secretary of the Iowa Manufacturers Association.

"Transportation facilities, nearness to raw materials and to markets are fundamental points in selecting factory sites," said Mr. Kimball. "In fact many large factories have located in Iowa just to be near agricultural sources of raw material.

Vital with High-Grade Labor

"But there are other lines, particularly those requiring a high grade of labor and experienced workmanship, where Iowa living conditions have been the primary factor in location and successful development of industrial plants.

"Employees of Iowa factories have a chance to really live. Instead of raising their families in cramped metropolitan quarters, they can own their homes just as their employers do.

"Their children have the advantages of being educated in the progressive school system of the state, and of being raised in a wholesome environment with plenty of opportunity for healthful outdoor play.

Promotes Better Work

"Men living under conditions such as those do better work. Strikes are the rare exception. Labor turn-over is low and there is a closer understanding between employer and employee than would otherwise be possible."

STATE BUYS 12,000 MORE DURING 1926 THAN U. S. AVERAGE

State Automobile Registration Close to 700,000 Cars

FIFTY MILLIONS FOR GAS

Quarter-billion in Gallonage Required for Motor Fuel

Basing percentages on the sale of passenger automobiles throughout the United States, Iowa bought 14 per cent more than its quota during 1926, according to statistics compiled by the state automobile department.

Of the 3,950,000 new cars sold in the United States last year, Iowa bought 95,611. If purchases had been limited in strict proportion to population, the sales in Iowa would have been about 83,000.

Indicates Buying Power

Motor car buying is regarded by economists as a convincing index of purchasing power and buying habits.

Whether the customer pays cash or uses the installment plan, it takes money to buy an automobile. It requires a surplus income of about $300 a year to purchase even the lowest priced car on the "easiest" payments.

100,000 Used Car Sales

Automobile men point out that the total sales of new passenger cars for the year, do not give a complete story of Iowa automobile buying. In addition, there were about 100,000 sales of used automobiles.

These sales, combined with the new car sales, mean that more than 30 per cent of the families in the state actually purchased better motor cars during 1926 than they had previously owned.

$50,000,000 Gasoline Bill

"Iowa not only owns automobiles but uses them generously, regardless of the 2c per gallon tax on gasoline. During 1926 Iowans paid gasoline tax of $5,033,892.00 showing that the automobiles of the state consumed more than 250,000,000 gallons of gasoline," according to W. M. Colladay, superintendent of the state automobile department.

With the retail price of gasoline averaging around 20 cents a gallon, this means that Iowa's gasoline bill for 1926 is close to $50,000,000.00. A $50,000,000.00 annual expenditure for gasoline alone will be significant to the executive who wonders whether Iowa has money and spends it.

ADVERTISERS who understand the Iowa situation know from experience that the consumers' market there cannot be properly sold without the use of newspapers in these twenty-one key cities.

IOWA DAILY PRESS ASSOCIATION
DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawkeye
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat & Leader
Davenport Times
Dubuque Telegraph-Herald and Times Journal
Fort Dodge Messenger & Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times-Republican
Mason City Globe-Gazette & Tribune
Muscatine Journal & News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Courier
Waterloo Tribune

EVER CHANGING MASS MIND IS FORCING KEENER ADVERTISING TECHNIQUE

"Americans Today Governed by Clock and Pocketbook," Says Erie Speaker—Striking Copy and Carefully Planned Appeal Needed to Reap Sales

CHANGING conditions in American life make necessary constant revision in the rules governing successful advertising. This was the message emphasized repeatedly at the annual convention of the Advertising Affiliation, held last week-end in Erie, Pa. In attendance were 375 members of the advertising clubs bordering on Lake Erie and Lake Ontario, composing the affiliation.

In discussing the general convention subject, "Reaching Greater Markets", the speakers who had places on the two-day program repeatedly stressed the necessity of eliminating guesswork and old formulas from the modern advertising campaign. One of the most striking summaries of this thought was that of W. A. P. John, director of the copy department of the Campbell-Ewald Advertising Company of Detroit.

"This is a jazz-mad, pleasure-craving, gin-grabbing age", Mr. John declared in his address on the subject "Copy Lessons From the Automotive Industry". The newspaper advertiser of today is confronted by an ever-changing mass mind.

"The automotive industry has been responsible for some of the greatest advertising in industry. Out of its experience have come two great lessons. One is that this ever-changing mind of the American public must be reckoned as a paramount factor in the planning of any successful campaign.

"Americans today are governed by the clock and the pocketbook. Their high pressure living tends toward economic independence with a desire for all kinds of mental and physical diversions. To reach a population of this character advertising must have eye appeal, it must be short and colorful in style, and in superlatives, if necessary, tell just what the advertiser is trying to get across to his prospective customers.

"The second lesson we have learned from the automotive industry's advertising is that courage is rewarded in this field of merchandising. Automobile manufacturers have spent millions to get across a single, simple idea. It required courage to do it. Now the investment is being returned with generous interest."

Many of the speakers dwelt upon the advisability of selling thoroughly a home market before branching out into a state or national field. For this purpose the home newspaper is the ideal medium, it was pointed out. Charles W. Chabot, director of distribution of the Hammermill Paper Company, stressed this idea.

"Selling, like charity," said Mr. Chabot, "should begin at home. No product should be marketed on a national scale until it has obtained high repute and widespread circulation in its local territory. See your product through the eyes of your prospect. The sales imagination of this character turns defeat into victory in many campaigns."

Edgar J. Kaufmann of the Kaufmann Department Stores of Pittsburgh paid a high tribute to the value of the daily newspaper to the modern department store. He asserted that the next five years will be the period of the greatest test in history of department stores.

Upon arrival at the convention in the Hotel Lawrence the advertisers were welcomed by Mayor Joseph C. Williams of Erie. Charles Percy, president of the Affiliation, was in charge of the sessions. He announced that the Advertising clubs of Akron, Ohio, and Toronto, Ont., would be added to the Affiliation by the time its next convention is held.

Rochester was awarded the 1928 convention at the annual business meeting. It was decided to hold a mid-summer conference at one of the Canadian lake shore resorts. A. Hart Hopkins of Buffalo and Ross Clemens of Hamilton, Ont., were named to arrange the program.

Ludwig G. Meyer, president of the Erie (Pa.) Advertising Club, was elected president of the Affiliation. Ernest A. Paviour of Rochester was chosen first vice-president and general chairman for the 1928 convention. Ross Clemens of Hamilton, Ont., was elected second vice-president and J. Jay Fuller of Buffalo, secretary and treasurer.

Col. L. P. Ayers, vice-president of the Cleveland Trust Company, opened the convention with an address on "Business Factors That May Affect 1927 Marketing." Colonel Ayers declared that while the United States is prosperous, it is a new kind of prosperity, favoring one kind of business and being necessarily unkind to others. The trend of commodity prices, being downward, is to the disadvantage of dealers in staples, manufacturers and jobbers alike, he noted.

"The future of business prosperity is in no small measure up to its advertising men, who, at the moment, have one of the greatest opportunities of the age." he declared.

Truman A. DeWesse, director of publicity of the Shredded Wheat Company, outlined that company's advertising plans and program, saying "daily newspapers move the goods from the dealers' shelves."

Frank W. Hunt, advertising service, of Toronto, told of the necessity of addressing Canadian advertising to the farmers. T. E. Moser of Moser and Cotons, Utica, N. Y., discussed "Advertising to Industry," asserting that industrial advertising is good economics.

ALABAMA DAILY SOLD

W. S. Mudd and B. H. Mooney New Owners of Florence Times-News

Sale of the *Florence* (Ala.) *Times-News* to W. S. Mudd and B. H. Mooney owners of the *Gadsden* (Ala.) *Times and Star*, was announced last week. T. B. Goodwin has been named general manager.

W. P. Williams was publisher and A. B. Camper editor of the Times-News.

Mr. Mudd and Mr. Mooney are former Birmingham business men who operated a string of motion picture theatres in that city. They purchased and merged the Gadsden papers in March.

"Two thousand Bronx barbers and beauty-workers have gone on a strike." The girls may have to turn the lights down for a while.—*New York Evening World.*

ONLY 156 DAILIES BA CASH DISCOUNT

Progress Reported by Association National Advertisers in Campaig in Behalf of Discount Policy

Definite progress in its two-per cash discount campaign was reported week by the Association of National vertisers, through Arthur H. Ogle, se tary at New York headquarters.

"There are now only 156 dailies ou a total of 1,840, exclusive of Sunday combinations, which do not give cash counts," Mr. Ogle said.

"During the 12 months from A 1926, to April, 1927, 38 reinstated discounts, while only five went the o way. To the 38 were added the Cu Martin Newspapers, which last week instated the 2 per cent cash disc policy."

The A. N. A. executive committee meet in New York either June 16 or J 23 to make plans for continuing the ferences with other advertising intere which is part of the association's prog of co-operation. The first conference the sort was held with newspaper exe tives in New York early this year. Ogle said there might be another con ence with newspaper men this fall. N on the schedule, however, are confere with farm paper publishers and outd advertisers.

The next annual convention of A. N A. will be held in New York coming October.

SUPREMACY IN building circulation!

A SUBSTANTIAL, bona-fide increase of thousands in circulation—all NEW subscriptions, all PREPAID, and all secured within ten weeks' time, will solve a publisher's most pressing problem ninety per cent of the time. Increased circulation, increased linage, increased revenue! The HOLLISTER CIRCULATION ORGANIZATION has clearly proven itself the world's greatest and most efficient circulation builder, with successful campaigns on such newspapers as The Philadelphia Inquirer, The Cleveland Plain Dealer, The Memphis Commercial Appeal, and many others to attest its supremacy. Until June 1, address care THE CHICAGO HERALD & EXAMINER.

HOLLISTER'S
Circulation Organization
dome Ad.: 717-8 Commercial Exch. Bldg., Los Angeles

Display and Classified Advertising Checking Proofs distributed for NEWSPAPER Publishers by a

Simple and practical plan of service that automatically relieves a publisher's office of all detail work and gives his agencies and advertisers a much more satisfactory service than is otherwise possible.

OVER 400 SUBSCRIBERS

—Write for details— and Trial Test Offer.

The Advertising CHECKING BUREAU Inc.
79 Madison Ave. NEW YORK — 538 So. Clark St. CHICAGO



RESTORE METAL PLAN

—assures peak production from TYPE METALS all the time.

SPARTAN Restore Metal

Linotype
Intertype
Combination
Stereotype
Autoplate
Monotype

Since 1866

For More Than 20 Years

the Restore Metal Plan has faithfully served some of the largest publishers in the country.

BASED on periodic laboratory checks of the metal IN USE, the Restore Metal Plan keeps the correct ratio between the various elements of your type metal. The system is designed to compensate for the varied oxidation points of Tin, Lead and Antimony, which, if unchecked makes an unbalanced alloy and vitally impairs production.

UNDER THE RESTORE METAL PLAN, THE ORIGINAL FORMULA OF TYPE METAL WILL BE MAINTAINED INDEFINITELY

Descriptive Folder FREE

—or send us a sample of your metal and we will show you how the RESTORE METAL PLAN will eliminate metal trouble from the list of Publisher's worries.

TRADE MARK M&E REG. IN U.S. PAT. OFF. ESTABLISHED 1866
MERCHANT & EVANS CO.
MAIN OFFICE PHILADELPHIA.
Manufacturers of SPARTAN Type Metals
Stock in Principal Cities

Unless your newspaper carried United Press on Saturday, May 21, it DID NOT LEAD on the story of the Lindbergh flight

Next Page ➸⟶

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its character is indicated by a symbol in the check or in the address.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT — J. C. WILLEVER, FIRST VICE-PRESIDENT

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages,

Received at

7 NP 42 4 EX

HY BOSTON MASS 838A MAY 23

KARL A BICKEL

UNITED PRESS NEWYORK NY

CONGRATULATIONS ON YOUR VERY WONDERFUL SERVICE ON THE LINDBERGH FLIGHT STOP YOUR FLASH OF HIS ARRIVAL WAS MANY MINUTES AHEAD OF ANYONE AND ENABLED US TO SCORE A REAL NEWS BEAT STOP THE STORY THAT FOLLOWED WAS PERFECT

HAROLD F WHEELER

MANAGING EDITOR BOSTON TRAVELER

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its character is indicated by a symbol in the check or in the address.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT — J. C WILLEVER, FIRST VICE-PRESIDENT

SYMBOL
BLUE Day Lett
NITE Night Mi
NL Night Le
LCO Deferred
CLT Cable Le
WLT Week En

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD

Received at

30NP 18

JO KANSAS CITY MO 519P MAY 23

K. A. BICKEL

UNITED PRESS, NEWYORK NY

YOUR FLASH ON LINDBERGH ARRIVAL RECEIVED FIRST IN KANSASCITY ENABLED US TO BE FIRST ON STREET WITH EXTRA.

W. LAURENCE DICKEY

748P

SALT LAKE UTAH 1148A MAY 23

UNITED PRESS

NEWYORK NY

THANKS TO UNITED PRESS TELEGRAM SCOOPED ITS COMPETITOR BADLY ON LINDBERGH EXTRA SATURDAY AFTERNOON.

A. L. FISH

UNITED PRESS NEWYORK NY

CONGRATULATIONS WITH YOUR FLASH WE BEAT OUT ALL OPPOSITION GLAD YOU DIDNT HAVE LOT OF FAKE REPORTS BRADFORD STORY FINE

E A FITZPATRICK

BALTIMORE SUN

649P

UNITED PRESS NEWYORK NY

MAY I ADD MY CONGRATULATIONS YOU DID A FINE JOB

A. J. SINNOTT

MANAGING EDITOR NEWARK NEWS

322P

This is just a note to express our appreciation of the fine work of the United Press in the coverage of the Lindbergh flight to Paris and also the extra effort of those in the Pittsburgh bureau to give us the very excellent story for our extra of Saturday afternoon. . . .

Errol H. Derby
The Tribune, Greensburg, Pa.

CONGRATULATIONS YOUR WONDERFUL SERVICE LINDBERGHS ARRIVAL.

S. B. WHIPPLE, EDITOR SOUTH BEND, IND., NEWS-TIMES

CONGRATULATIONS ON LINDBERGH FLASH BEAT OPPOSITION EIGHT MINUTES IN AKRON.

VAN DOREN, AKRON, O., TIMES-PRESS

CONGRATULATIONS HANDLING LINDBERGH BEAT OPPOSITION TO STREET FIFTEEN MINUTES.

DECATUR, ILL., HERALD.

HEARTIEST CONGRATULATIONS. SUPERFINE SERVICE.

JOHNSTOWN, PA., TRIBUNE.

UNITED PRESS

NEW YORK NY

LINDBERGH STORY SPLENDIDLY COVERED ALL THE WAY THROUGH WE BEAT OPPOSITION ON ALL EDITIONS INCLUDING TWO EXTRAS ON SATURDAY BY FROM ELEVEN TO THIRTY FIVE MINUTES

MARK K EDGAR

SCRANTON SUN

416P

UNITED PRESS ASSOCIATIONS

WORLD BLDG NEWYORK NY

CONGRATULATE YOU ON LINDBERGH SERVICE YOUR SERVICE WAS FAST ACCURATE AND EXCELLENTLY WRITTEN MONDAY FOLLOW UP ALSO WELL PLANNED AND FOLLOWED OUT

G W OHARA

SYRACUSE HERALD

545P

NEW ORLEANS LA MAY 22

K A BICKEL

UNITED PRESS WORLD BLDG NEWYORK NY

SATURDAY ITEM BEAT THE CITY WITH THE LINDBERGH NEWS YOUR FULL COVERAGE OF STORY IN SUNDAY ITEM TRIBUNE WAS WORTHY OF LINDBERGHS ACHIEVEMENT.

JAMES M THOMSON

YOU WERE WELL AHEAD HERE ON LINDBERGH FLASH. CONGRATULATIONS ON THE WAY YOU HANDLED THE STORY FROM THE BEGINNING. IT WAS FINE, QUICK, CAREFUL WORK.

C. F. CRANDALL, PRESIDENT BRITISH UNITED PRESS,
MONTREAL, QUE.

MR. BICKEL, UNITED PRESS, NEW YORK.

CONGRATULATIONS ON LINDBERGH. CLEAN BEAT. GREAT SERVICE.

JAMES V. STAHLMAN, NASHVILLE, TENN., BANNER.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT J. C. WILLEVER, FIRST VICE-PRESIDENT

Form 1201

SYMBOLS

DLUR	Day Letter
NITE	Night Message
NL	Night Letter
LCO	Deferred
CLT	Cable Letter
WLT	Week End Letter

CLASS OF SERVICE
This is a full-rate Telegram or Cable-gram unless its char-acter is indicated by a symbol in the check or in the address.

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at

BMA 21 19 NITE 2 EXTRA

BIRMINGHAM AIA 21

KARL BICKEL

UNITED PRESS ASSOCIATIONS WORLD BLDG NEWYORK NY

HEARTIEST CONGRATULATIONS AND SINCEREST THANKS FOR YOUR SERVICE ON LINDBERGH LANDING STOP YOU HAD CLEAN BEAT HERE

CHARLES A FELL BIRMINGHAM NEWS

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT J. C. WILLEVER, FIRST VICE-PRESIDENT

on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD T

3 EX

WAUKEE WIS 517PM MAY 23.

K NY

3 FLASHED LINDBERGHS LANDING AT LEAST FIVE

ND FOLLOWED IMMEDIATELY WITH A SUPERB STORY

OF LINDBERGH WAS GREAT

H CREAGER, THE MILWAUKEE JOURNAL

K. A. BICKEL

UNITED PRESS NEW YORK NY

CLEVELAND PRESS BEAT OPPOSITION FROM EIGHT TO TEN MINUTES ALL OVER TOWN AND SALES FOR DAY EXCEEDED NORMAL SATURDAY BY SIXTY TWO THOUSAND SEVEN HUNDRED NINETY STOP THIS CONSTITUTES PROBABLY MOST EXTRAORDINARY CIRCULATION RECORD IN HISTORY CLEVELAND PRESS FOR ONE DAY STOP OTHER REPORTS INDICATE BEAT OF TEN MINUTES OR MORE STOP FOR EXAMPLE BIRMINGHAM SHOWED ELEVEN MINUTES OVER OPPOSITION CINCINNATI TWELVE TOLEDO TWELVE COLUMBUS FOUR YOUNGSTOWN FIVE

G. B. PARKER
EDITOR IN CHIEF SCRIPPS HOWARD NEWSPAPERS

455P

LIGHTED WITH WORK OF UNITED PRESS ON LINDBERGH

E WERE FIRST BY 25 MINUTES ON STREET WITH

INDBERGHS ARRIVAL IN PARIS. UNITED PRESS

NDBERGHS ARRIVAL AND RECEPTION WAS EXCEPTIONALLY

S TO GIVE OUR READERS A COMPLETE STORY WITH

AY AFTERNOON. THE UNITED PRESS WAS 100 PER CENT

ES, GENERAL MANAGER ROCHESTER, N.Y., TIMES-UNION

---

ect to the agreed to. A. OLMYMSER, FOUNDER JOHN L. MERRILL, PRESIDENT

"VIA ALL AMERICA" Date

S24--B'AIRES 28 press --f4.27p-may23--press UniPress NY

UnitedPress rapidity accuracy LaRazon was first afternoon BuenosAires announce arrival Lindbergh Paris Accept my congratulation.

Angel J. Sojo Director LaRazon
442p-may23

I wish to convey to you, and through you to Mr. Bradford, our heartiest congratulations on the most excellent story furnished us Saturday night on the arrival of the Lindbergh plane in Paris. It was an extremely well written and graphic account, and complete in all essential details. . . . .

You have enabled us to shine conspicuously by comparison, and I sincerely thank you and congratulate Mr. Bradford.

W. CAREY DOWD, JR.,
News Publishing Company
Charlotte, N.C.

Karl A. Bickel, Esq.
President United Press
New York, N.Y.

My Dear Karl:-

We are very proud of the United Press for the way in which the Lindbergh story has been handled from start to finish; and we are very glad that we early this Spring installed the leased wire service . . . . .

R. C. SNYDER
Publisher Norwalk, Ohio, Reflector-Herald

I CONGRATULATE UNITED PRESS HEARTIEST ON GREAT ACHIEVEMENT IN BEATING ALL OPPOSITION TEN MINUTES TO SANDIEGO WHERE LINDBERGH FIRST HOPPED OFF WITH FLASH OF ARRIVAL AT LEBOURGET STOP U.P. SPEED SCORED AGAIN.

P. C. EDWARDS, EDITOR SAN DIEGO SUN

.. BICKEL

UNITED PRESS NEW YORK

RESS SERVICE SATURDAY ON LINDBERGH QUITE IN KEEPING

THAT EPIC EVENT BOTH IN SPEED AND QUALITY.

P. L. JACKSON, PORTLAND JOURNAL

CONGRATULATIONS ON LINDBERGH SERVICE. THANKS TO UNITED PRESS WE HAD TWELVE MINUTE BEAT ON OUR OPPOSITION

HAROLD PLACE, EDITOR TOLEDO NEWS-BEE

OPPOSITION BETTER THAN TWELVE MINUTES ON FLIGHT

RATULATIONS AND THANKS

ELMER P. FRIES, EDITOR CINCINNATI POST.

CONGRATULATIONS UNIPRESS SERVICE ON LINDBERGH WE BEAT BOTH OPPOSITIONS TO STREETS MORE THAN TEN MINUTES.

JOHN M. GLEISSNER, WASHINGTON, D.C., NEWS

RESS LINDBERGH BEAT GREATEST VICTORY IN HISTORY.

LATIONS.

DAILY NEWS, SAN FRANCISCO.

UNITED PRESS COVERAGE OF THE LINDBERGH FLIGHT WAS AN EPIC EVENT IN NEWS HANDLING YOU WERE NOT ONLY ACCURATE AND CAREFUL BUT YOU WERE FIRST IN EVERY DEVELOPMENT OF THE STORY

W.L.STURDEVANT, EDITOR NEW YORK TELEGRAM

Elzey Roberts, Publisher

T. L. Ryan, General Manager

Frank W. Taylor, Jr., Managing Editor

THE ST. LOUIS STAR

Star Building Star Square

St. Louis, Missouri,
May 21st, 1927.

Mr. Karl A. Bickel, President,
United Press Associations,
World Building,
New York City, N.Y.

Dear Mr. Bickel:-

I have just wired you as follows:-

"HEARTY CONGRATULATIONS ON UNITED PRESS HANDLING OF LINDBERGH STORY STOP ON STREET WITH EXTRA ANNOUNCING COMPLETION OF FLIGHT EIGHT MINUTES AHEAD OF COMPETITION"

In addition to being first on the street with the news that Lindbergh had landed, The Star did not get off wrong on the Nungesser flight, thanks to the accuracy of United Press in these two events.

Our principal competitor had Nungesser sighted off Cape Race, passing Portland Maine and passing Boston in three different editions, while The Star stuck to the facts that no trace of the intrepid French airmen had been found.

In a page ad on the Nungesser-Coli achievement, St. Louis Star stated in part "Just as The St. Louis Star has already established itself as the only St. Louis newspaper that can ALWAYS be relied upon to take the part of the public in any public question, it is now rapidly becoming known as the one St. Louis newspeper that can be relied upon to inform the public in any great news event and with proper poise and judgment". The Lindbergh flight news would seem to be additional proof of that statement.

Very truly yours,

Elzey Roberts

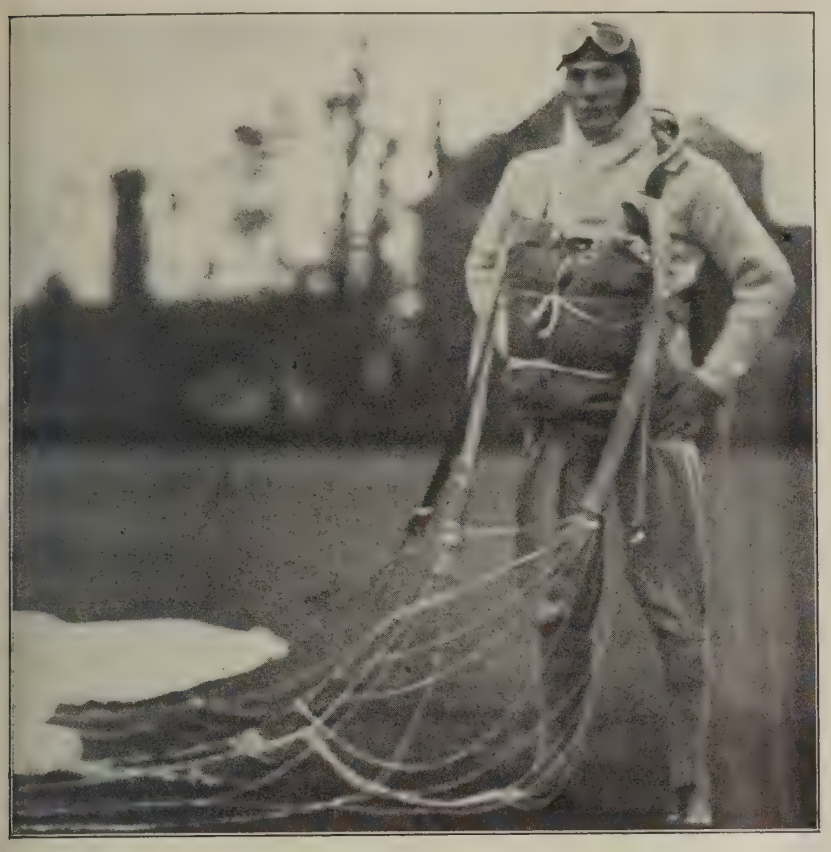
Publisher.

Speed

Accura

Result

TAKES 3,000 FOOT PARACHUTE LEAP TO DELIVER DERBY PICTURES TO DAILY



Paul A. DeWeese, parachute jumper

FORTY-TWO minutes after the spectacular finish at Churchill Downs, Louisville, where Whiskery won the Kentucky Derby by a head, a parachute jumper landed at Makatewah Golf Club ground, Cincinnati, bearing photographic films of the race taken from the air.

Fifteen minutes later the pictures had been developed at the office of the *Cincinnati Enquirer* and were ready for the first page layout of the Sunday paper. It is believed to be the first time pictures have been delivered via the parachute route.

The special airplane of the Enquirer was chartered for the occasion and was driven from Cincinnati to the Downs Saturday afternoon against a baffling headwind and through a succession of showers by Major Hugh Watson of Watson Airport, Cincinnati. With him were Parks Watson, aerial photographer, and Paul A. DeWeese, parachute jumper. The return trip from Louisville was made at an average speed of 150 miles an hour and on arrival at the Makatewah Club grounds DeWeese lost no time in walking out upon the wing of the plane to make his death-defying leap of 3,000 feet. DeWeese was photographed as he landed enmeshed in the silken folds of his parachute and his picture is shown herewith. He has a record of making more than 200 similar leaps, but this is the first time that he carried newspaper photographs. The distance of the airplane drive is about 150 miles in each direction from Cincinnati to Louisville, and the round trip was made in a non-stop flight. Arrangements for the special airplane service were made by W. F. Wiley, general manager of the Enquirer.

ATTORNEY CONFESSES ERROR

His Statement Included in Brief Filed in Behalf of Editor Dale

A written confession of error in a case involving George R. Dale, editor of the *Muncie* (Ind.) *Post Democrat,* was included in a brief filed recently in the Indiana Supreme court at Indianapolis by Thomas V. Miller, attorney for Dale.

The brief, filed in a criminal contempt case brought by Raymond Warner of Muncie against Dale, in which the editor is charged with criminal libel, is said to be the first ever filed in which a written confession of error has been included. The confession of error, made by Joe H. Davis, prosecuting attorney of Delaware county, to Judge Clarence W. Dearth of the Delaware Circuit court, was overruled and Miller included the written confession of error in his brief.

Dale was found guilty in the lower court and sentenced to 90 days at the Indiana state farm and fined $400. In the confession of error, Davis, who prosecuted Dale and whose confession of error would ordinarily have meant dismissal of the case, alleged that the jury which heard the case was prejudiced and cites examples.

60 N. Y. WORLD MEN ON TRIP

Sixty members of the New York World Newspaper Association spent Monday, Tuesday and Wednesday this week on their 21st annual outing in the Catskills. Every department was represented. The party went by boat to Albany, from there to Saugerties, later visiting Kingston and Catskill Village, returning by boat to New York. I. D. White is president of the association. N. R. Hoover, circulation director, was in charge of arrangements.

ISSUES BUILDING SERIES

The new plan books of the *Chicago Daily News* for builders of small homes are now being distributed at a nominal cost. They consist of a set of six books, forming the Home Builders' Library. Each book contains the plan descriptions of more than 20 homes of a particular type.

NEW SUNDAY TABLOID

The Sun Publishing Company, publishers of the *Hartford* (Conn.) *Sun,* issued the first edition of the *Manchester* (Conn.) *Sun,* Sunday, May 22, tabloid. A four page colored comic is issued as a supplement of the regular paper and it will be issued each Sunday.

PUBLISHER WINS SUIT

After being out six hours, a jury in Circuit court at Wabash, Ind., Monday returned a verdict for Walter H. Ball, owner of the *Huntington Herald,* in the $25,000 damage suit brought against him by Mrs. Annetta Purviance.

some of those
daily papers soliciting
the national space
buyer on a *zone* coverage
basis must have
tough moments explaining
their publicity to *local*
advertisers who
want to know
much of the circulation
they can use—
The circulation of
The Detroit Times
is thoroughly domesticated
—it stays home nights
with the family—
and has no pull with
people anywhere but
in the local trading
territory.

EDITORIAL

VITAL INVISIBLES

WHAT is a newspaper worth?

When that question was put to a publisher who has bought and sold many newspapers in his career, his reply was that of the Yankee: "How long is a piece of string? How wide is a chalk-mark?" Which were as intelligent answers as could be returned to the question as phrased.

Rule-of-thumb units for calculating the good-will value of newspapers have been put forward often in recent years and their basis has been altered, steadily upward, as newspapers have demonstrated from year to year their power to increase earnings that ten years ago were beyond the wildest dreams of most proprietors. The situation now is that circulation is worth $10, $12, $20, $25, $30 per subscriber or whatever figure your particular expert has taken for his own. The right answer is that none of them can be made to apply by analogy from one newspaper to another. Every newspaper property that is worth buying has some individual tie to its community that sets it apart from its competition and from every other newspaper in the land and which contributes something which is not only reflected in present earnings but is also a guarantee that those earnings will continue and increase. It is invisible to the casual student of balance sheets, but it is ever-present to the owners and executives and the price that their newspaper brings depends not a little upon their ability to demonstrate to the buyer the existence of this unseen, unweighable relation without which the pursuit of happiness and prosperity is a hopeless stern chase.

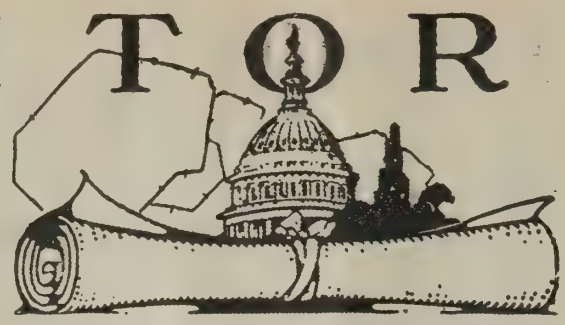
To draw firm conclusions as to circulation values from the sales of several great newspapers last week, and the prices reported paid for them, is dangerous for either prospective buyer or receptive seller of a newspaper. A valuation of $25 per subscriber may seem tremendous as a basis for estimating good-will; a few years ago it would have been fantastic. Yet that figure and more appears to have been the basis of agreement in several important sales in recent years and the results in subsequent net revenues have validated the estimate. In other cases, well known to newspapermen, a value of $25 or $30 per subscriber for a newspaper's good-will would be tantamount to destruction of that item on the balance sheet. This applies in small city fields even more than in metropolitan centres. Even in this day of mass circulation, a small select group of devoted readers may easily possess a higher unit value than the circulation which is written in six figures, as demonstrated by its power to produce the results that advertisers desire.

A newspaper's history, its management, its methods of gathering, distributing and commenting upon the news of its field, its record of enterprise, and its errors and failures are all just as essential to a true valuation as an accurate statement of earnings and net paid circulation. The wise buyer and seller will not be led into error by stories of what others have bought and sold, paid and been paid. Their principal task is to find out what has been done and what can be done with the property under their eyes and to fix their values accordingly.

Hats off to the genius press agent who gets real money for "bright ideas" that any stenographer in the employ of the "come-on" advertiser would recognize as just another treasury leak.

TIME WASTERS

IN a four-column, second-day story of Lindbergh's adventures in Paris, made up of "new leads," "inserts," "adds," "bulletins" and "sub-bulletins," the simple fact that the aviator was the first to make an unassisted non-stop hop between New York and Paris was repeated seven times and there was monotonous repetition of other well-known facts. These statements looked good when the bulletins, new leads, inserts and adds were written, but when they were hooked-up in a running story and allowed to stand in a late edition, they must have seemed absurd to the average reader. Of course, it is up to the telegraph editor to prepare such copy so that the story will run smoothly and without tiresome repetition. We all resent being told what we already know. Newspaper readers do not take kindly to stories that merely waste time.



But the path of the just is as the shining light, that shineth more and more unto the perfect day.—Proverbs, IV; 18.

TIPS FOR YOUNGSTERS

WHAT do you say to aspiring youth when it presents itself at your desk and asks for a chart to successful publishing? Every day in every office these candidates for careers appear. What is the magic secret? How can they launch a seaworthy craft on the ocean of printer's ink? What would you advise? Where is the best field? How much capital is needed? Is there any going publication that needs new blood? Every newspaper executive is familiar with the type.

There are three classifications that include all such candidates: (1) Men who possess sufficient capital to launch or buy an enterprise; (2) Men who are without capital and without recognized genius and must sell their services and bore upward from within; (3) Men who possess no capital but display such unusual brilliancy as to be able to make demands upon capital.

The capitalist in this day and age in the publishing field pays not only for tangible assets, but for opportunity. Never have newspaper properties brought such high prices as at present. When one thinks about purchasing a daily, even in one of the smaller cities, he must estimate in six and sometimes even seven figures. Publishing expense is today at its peak, and operating capital must not be underestimated. Money in bank is the only capital that will adequately serve the purposes of a new venture. Buying into the daily or prosperous weekly field is a financial undertaking that calls for very practical and thoroughly experienced talent. There are no miracles. There is no magic lamp. It is just hard, cold business.

The usual candidate for a career tells you that he has no capital but is prepared to work faithfully and well. All he seeks is the opportunity. He knows that if given a chance he can win for himself and the fortunate publisher who engages his services. He is sincere. He wants a job and if he makes fame or fortune or both, very rapidly, for his employer he may be taken into partnership or given a share of the profits or be permitted to buy stock in the corporation.

Good advertising is advertising that pays a good dividend on the investment.

AID TOM WALLACE'S FIGHT

THE Cumberland Falls of Kentucky, surrounded by a wooded wilderness, are by many tourists held as the most beautiful cataract in Eastern America, except the incomparable Niagara. For more than a year Tom Wallace has been sending out alarms in the *Louisville Times* that a Chicago power company was about to lay ruinous hands upon this natural wonder.

A mutual friend writes EDITOR & PUBLISHER: "Despite the fact that Mr. Wallace has shown that the economic value of the Falls as scenery is far greater than would be their economic value as a power site, the danger of their despoliation still exists and nothing can head it off but public opinion. It would be a magnificent thing if newspaper men who believe in the conservation of such natural beauty would assist Mr. Wallace in his campaign by sending protests to the Federal Power Commission, care of O. C. Merrill, secretary, or to the Secretaries of War, Agriculture or the Interior, who are members of the Commission, or ask a friendly Congressman or Senator to aid Tom Wallace and the Louisville Times to save that noble cataract from ruinous exploitation at the hands of a power company."

MORE LIVES THAN ONE

HE who reads the modern newspaper lives more lives than one and more deaths than one must die. To all intents and purposes, the American people hopped off from Roosevelt Field at 7:55 a. m. of a recent morning and sailed the air, 10,000 feet in the clouds or skimming the waters of the Atlantic, passed over Ireland, England, the Channel and up the Seine to a place where beacons were flaring, alighted, was carried off the field on men's backs, slept ten hours, visited and comforted a sorrowing mother and then saw the sights of gay Paree. Lindbergh set a breathless pace for the imagination of the reading world. Modern communications service made this flight so vivid to the people that the lowliest individual of the back country was given opportunity to share its magnificent thrills. The grand experience of living outside of the borders of one's own monotonous field of interest is real to this generation. Life to our grandparents was made up very largely of the visible and audible present. To us, the whole world daily reels by on a screen.

Two weeks ago we suffered tortures of suspense for the lost French fliers, as if they were members of our own immediate circle of friends. When hope for them was lost, we felt pangs of personal bereavement. As we died with Nungesser and Coli, we now live with Lindbergh. It is perhaps the greatest contribution of the press of this day that it transmits to the commonplace many the experiences of the diverting few.

Phil Payne says that highly jazzed "sex" stories are no longer wanted, the public now preferring "soft moonlight in the garden." That's encouraging.

WHEN HEARST SIGNED BRISBANE

WRITING interestingly in the *New Yorker*, John K. Winkler presumes to tell the real story of how Arthur Brisbane happened to ally himself with William Randolph Hearst. In the year 1896 Brisbane was in temporary charge of Joseph Pulitzer's *Evening World*. Mr. Hearst was just beginning to project his ambitions for *New York Evening Journal*. Brisbane was unhappy because Mr. Pulitzer had by cable killed a column of signed editorial comment that Brisbane had started on page one of the Evening World. He chanced to meet Mr. Hearst at the Cafe Martin. Mr. Winkler writes that Mr. Hearst immediately asked Brisbane to join him and that the salary was to be $200 per week, equalling the World's offering, plus $1 per week for each one thousand of circulation that the Journal would gain under Brisbane's editorship. During the Spanish-American war the Evening Journal's circulation leaped to more than a million and Mr. Brisbane's $200 per week salary grew to $50,000 per year.

These may be the facts, but we have heard Brisbane tell the story of his first interview with Hearst and in his version he and not Mr. Hearst was the aggressor. His own story was: "After I had conversed for a short time with Mr. Hearst I was convinced that he was destined to be the greatest publisher New York had ever seen. I believed that he would revolutionize the newspaper business of this country. He knew what he was about and I determined to sell my services to him. This was my argument: 'If a dozen people were seated at this table and I were at the head I will promise you that I would be able to make at least ten of the dozen face in my direction and listen to what I had to say. I shall command their interest. In some such proportion as that I can attract public interest to your newspaper. I shall command and hold the interest of a considerable proportion of the reading public.' Mr. Hearst listened and believed me. He gave me the editorship of the New York Evening Journal."

One of Lindbergh's charms is his use of the editorial "we," referring to himself and his plane. F. P. A., however, says it is "old stuff," as he has long written "we," meaning himself and the linotype.

PERSONAL

AMES M. THOMSON, publisher of the *New Orleans Item-Tribune*, has en named chairman of the committee 100 appointed by Mayor O'Keefe for ie purpose of handling the flood situaon in the New Orleans district.

A. L. Shuman, vice-president and adertising director of the *Fort Worth tar-Telegram and Record-Telegram*, iled with Mrs. Shuman from New York the Transylvania May 25 to attend ie International Rotary convention at stend June 5-10. Mr. Shuman is a rector of the Fort Worth Rotary Club id is a delegate from Fort Worth.

Guy P. Gannett, publisher of the *Portnd* (Me.) *Press-Herald, Evening Exress* and *Sunday Telegram*, has returned his Portland home with his family ter a month's sojourn in Florida.

Col. Frank L. Knox of Manchester, H., new New England regional direcr for the Hearst newspapers, was one of e speakers at the luncheon meeting of e Crosscup-Pishon Post, American Leon, of Boston, Mass., May 19. The st is composed of Hub advertising men.

Colonel Heirome L. Opie, publisher of e *Staunton* (Va.) *Leader and Newsader*, has been elected president for the venth consecutive time of the Staunton id Augusta county chamber of comerce.

L. H. Dingman, president of the *St. homas* (Ont.) *Times-Journal*, visited ew Orleans recently, and is now in alifornia.

Henry J. Haskell of the *Kansas City tar* was elected president of the Knife id Fork Club in Kansas City last week.

Mr. and Mrs. Leslie Wallace, editors the *Larned* (Kan.) *Tiller and Toiler*, ill tour Europe this summer.

Editor O. H. Poole of the *Cleburne* Tex.) *Review* recently entertained Rew employes and their families at a lusewarming at his newly-built Glen ose summer home.

Frank M. O'Brien, editor of the *New ork Sun*, returned this week with Mrs. (Brien from a short vacation in Berida.

Gilbert W. Gabriel, dramatic critic of e *New York Sun*, sailed this week with rs. Gabriel for Europe, where they will end the summer, returning in Septemr.

Major F. W. Hartford, editor and pubher of the *Portsmouth* (N. H.) *Herald*, iled from New York this week for urope on a six weeks' tour. While ere he will attend the convention of otary International at Ostend, Belgium. e was accompanied by his family.

Harris M. Crist, managing editor and easurer of the *Brooklyn Eagle*, was mong the newspapermen and others who s week made a bus trip over the route llowed by George Washington on the casion of his famous tour of Long land. The trip was made under the spices of the Long Island Chamber of ommerce.

C. B. Blethen, editor of the *Seattle imes*, has been tendered a commission as olonel of the Coast Artillery, United tates Army Reserve. Mr. Blethen alady bears the title of Colonel of Coast rtillery, resigned.

Philip Troup, formerly editor and pubher of the *New Haven Union*, which rently was consolidated with the *Timesader*, has resumed the practice of law. roup was admitted to the Connecticut r in 1907 and practiced for a short me, but left when his father, Alexander roup, died, to assume the editorship of e New Haven Union.

H. V. Kaltenborn, associate editor of e *Brooklyn Eagle*, will sail for the ient next month, intending to visit the hilippines, China and Japan.

IN THE BUSINESS OFFICE

UGH J. O'DONNELL, assistant business manager, *New York Times*, s returned from a Mediterranean tour.

Jason Rogers, recently made general nager of the *Kansas City Journal-Post*, last week purchased the residence of the late John A. Conover in Kansas City for $46,262.

Thomas Kivlighan, advertising manager of the *Richmond* (Va.) *News Leader*, addressed the recent meeting of the Richmond Automotive Trade Association.

J. G. McLean, automotive manager for the past three years of the *Fresno* (Cal.) *Republican*, has been appointed advertising manager of the *Vancouver* (B. C.) *Morning Star*.

Chester Groom has joined the advertising staff of the *Eureka* (Cal.) *Humboldt Times*.

T. Edward Cavanaugh has resigned as local advertising manager of the *Albany* (N. Y.) *Times-Union*.

Andrew Wiley, son of William Foust Wiley, general manager of the *Cincinnati Enquirer*, assumed charge of the rotogravure section of the Enquirer advertising department last week.

Hi Jenks, formerly national advertising manager of the *New Haven Register* for about 15 years, has become national advertising manager of the *Boston Advertiser*.

J. Archie Willis, advertising manager of the *Albuquerque* (N. M.) *State Tribune*, has assumed charge of the advertising department of the *El Paso Post*. He continues to direct national advertising for the State Tribune.

IN THE EDITORIAL ROOMS

KEITH DRAKE, for two years a reporter for the *Chicago Daily News*, left this week to sail for Peking, China, where he will become associate editor of the *Peking Leader*, replacing Hallett Abend, formerly of the *Los Angeles Times*, who recently returned to the United States.

Dan M. Carr, city hall reporter for the *Kansas City Journal-Post*, and Mrs. Carr, celebrated their silver wedding anniversary May 19. The mayor, city manager and other officials visited Mr. Carr's home, leaving gifts.

Solomon Dingol, managing editor of the *New York Day*, sailed for Europe on the Albert Ballin Thursday, May 26, on an extended trip.

Percy N. Stone, ship news reporter on the *New York Herald Tribune*, has returned from a four and a half months' cruise around the world aboard the S. S. Resolute. Beverly Smith covered ship news for the Herald Tribune during Mr. Stone's absence.

W. M. Tugman, formerly of the *Cleveland Plain Dealer*, has arrived in Eugene, Ore., to take up his work as editor of the *Guard*, which was bought recently by Alton F. Baker. He is accompanied by Mrs. Tugman and their four children.

G. Edward Pendray and Lawrence R. Brown, both members of the staff of the *New York Herald Tribune*, have left for a trip to Canada. Mr. Pendray will be gone for three months, during which time he will visit his home in Wyoming, and tour the West. He will rejoin Mr. Brown later in the summer at Hudson Bay, Canada.

J. H. Webb, market editor of the *Cleveland Plain Dealer*, left May 21 for a vacation on the Pacific Coast with his daughter, who lives in Long Beach, Cal. He will visit the Yosemite section.

A. F. Waddy, of the editorial staff, *Adelaide* (Australia) *Register*, has been visiting newspapers on the Pacific Coast to familiarize himself with their methods of operation.

A. E. McKee of the editorial department, *Columbus* (O.) *State Journal*, is recovering from an illness.

Pat Dowd, for more than a score of years a sports writer for the *Worcester* (Mass.) *Telegram*, is on a leave of absence.

George Mann, a student of journalism at Marquette University, Wis., is doing general reporting for the *Milwaukee* (Wis.) *Sentinel*.

George Fisher, financial and exchange editor of the *Albany* (N. Y.) *Times-Union*, is on vacation.

FOLKS WORTH KNOWING

CARTER FIELD, Washington correspondent of the *New York Herald Tribune*, sailed from New York on the S. S. *Arabic* recently for a European tour, during which he will study political conditions in relation to Washington's participation in foreign affairs.



CARTER FIELD

Mr. Field was seriously ill last winter, and is taking this trip for his health as well as for business. He will visit England, France, Switzerland, Italy, Austria, Czechoslovakia, Germany, Holland and Belgium.

Mr. Field has been associated with the Herald Tribune as Washington correspondent since 1915. Prior to that he was Senate correspondent for the United Press.

A native of Baltimore, his first newspaper experience was as reporter on the *Baltimore American*, from 1908 to 1909. The following year he transferred to the *Baltimore Sun*, and subsequently also worked for the *Norfolk Landmark* and the *Cumberland Press*, before joining the U. P. in 1912.

Thomas P. Kenny, *Toledo Blade* editorial department office boy, saved a two-year-old boy from almost certain death recently. Kenny snatched the child from an automobile which the child had accidently started. The child had been left in the machine with the motor running.

Marty McDonagh, noted athlete, has been named sports editor of the *Albany* (N. Y.) *Times-Union*, succeeding Joseph T. Fitzpatrick. McDonagh was with the sport department of the *Baltimore News*, and for eleven years was sports editor of the *Troy* (N. Y.) *Record*. He organized the sports department of the *Philadelphia Evening Ledger*.

Noble Reed of Bluffton, Ind., has joined the staff of the *Springfield* (O.) *Daily News*, succeeding O. B. Shearer, resigned.

Joe O'Heaney, sporting writer, has been placed in charge of the new 8 p.m. complete sports edition of the *Albany* (N. Y.) *Times-Union*, afternoon paper.

Frank Mohan of Troy, N. Y., has returned to newspaper work, becoming court reporter for the *Albany* (N. Y.) *Times-Union*.

B. C. Simpson, 22, of the *Houston Chronicle* rotogravure department, recently was slugged and robbed of $20 by an unidentified assailant as Simpson worked at his desk in the Chamber of Commerce Building.

Jo de Ganahl, now on the editorial staff of the *New York Herald Tribune*, was formerly editor-in-chief of the *Harvard Lampoon*, and reporter for the past year on the *New Haven Register*. He went with Byrd as far as Spitzbergen on his flight to the North Pole.

E. L. Shutz, formerly a Sandpoint, Idaho, newspaper man, has been named city editor of the *Colville* (Wash.) *Examiner*.

Winfield Brooks, assistant city editor of the *Boston American*, has been enjoying a fishing trip in Maine.

Paul Ed Barron, formerly on the *Lynn* (Mass.) *Telegram-News*, is now with the *Everett* (Mass.) *Tribune*.

Charles Buell, formerly on the *Atlantic City Journal*, and more recently managing editor of the *New Haven Union*, is editing a weekly newspaper in New York state.

William T. Williams, market editor of the *Savannah Morning News*, plans to take a vacation in October, his first in

(*Continued on page* 38)

This Is

MARY LAFFER

As Appealing as an Apple Blossom—Of the Exhilarating Cartoon Strip

GOOD TIME GUY



MARY LAFFER

Who Lives for the Day When Guy Will Discover That He Can Tune In Without Interference

By

Frank Smiley

(Pseudonym for William M. Conselman, author of ELLA CINDERS)

With Drawings by

Mel Cummin

STARTING ON MONDAY, JUNE 27

Wire Your Order Now

Metropolitan Newspaper Service,

Maximilian Elser, Jr., General Manager, Earl J. Hadley, Associate

150 Nassau St., New York City

(*Continued from page 37*)

J. Earl Clauson, assistant night managing editor of the *New York World,* is recovering from blood poisoning of the left hand. He has been very seriously ill.

Orville A. Welsh has resigned from the copy desk of the *New York World.*

HOLDING NEW POSTS

W. J. BACH, from *Miami* (Fla.) *Life,* to *Toledo Blade* editorial department.

Newton Van Zandt, from city staff, *Frederick* (Okla.) *Leader,* to *Shawnee Morning News.*

Wilmer Mason, from staff, *Portsmouth* (O.) *Times,* to copy desk, *Cincinnati Enquirer.*

Monroe Worthington, from news editor, *Beckley* (W. Va.) *Post-Herald,* to a similar position on the *Bluefield Daily Telegraph.*

Paul Taylor, from mechanical department, *Colville* (Wash.) *Examiner* to *Nelson* (B. C.) *News.*

SPECIAL EDITIONS

NEW BERN (N. C.) NEW BERNIAN 64-page National Publicity edition, May 19.

Northfield (Minn.) *News,* Holstein edition, May 20.

Boston (Mass.) *Herald,* New Parker House section, seven pages, May 15.

Boston (Mass.) *Herald,* Summer Book Section edited by John Clair Minot, literary editor, six pages, May 14.

Albany (N. Y.) *Times-Union,* four-page section on new bank building opening.

Utica (N. Y.) *Observer-Dispatch,* 24-page section in connection with the opening of the new home of the Boston Store Company.

Charlotte (N. C.) *Observer,* special 12-page real estate section, May 22.

Wenatchee (Wash.) *Daily World,* 40-page illustrated Blossom Festival number, May 4.

Bayonne (N. J.) *Times* special firemen's edition as a tribute to the New Jersey State Exempt Firemen's association, May 19.

Quincy (Mass.) *Patriot Ledger,* Welcome to Georgia Press Association edition, 14 pages, May 16.

Boston Evening Transcript, Foreign Trade supplement, 16 pages, May 23.

Portsmouth (N. H.) Welcome to Georgia Press Association edition, 10-pages, May 14.

CHANGES OF OWNERSHIP

JOHN GOLOBIE, founder and editor of the *Oklahoma State Register,* published at Guthrie, last week sold his interests in the company to his partner, J. M. Dolph, and retired from the active newspaper field.

R. S. Peterson, former publisher of the *Westerbrook* (Minn.) *Sentinel,* has repurchased the plant from J. M. Conrad, to whom he sold the paper a few years ago.

Mrs. Bess M. Wilson, for several years owner and publisher of the *Redwood Falls* (Minn.) *Gazette,* has sold the paper to W. E. Barnes of the *Sleepy-Eye Herald-Dispatch* and H. P. Frederickson, formerly of the *Renville County Journal.* Mr. Barnes will continue the Sleepy-Eye Herald.

Clinton (Okla.) *Chronicle* has been sold by Tim T. Warren to W. K. Leatherock of Perry.

Martin (S. D.) *Messenger* has been consolidated with the *Review* of that town. Pugh and Pugh, publishers of the Messenger, purchased the Review from V. E. Swanson, who established it but a few months ago.

Floyd Haas recently purchased Carl P. Morgan's interest in the firm of Morgan and Haas, publishers of the *Calumet* (Ill.) *Index,* weekly in the Greater Pullman District of Chicago. Mr. Haas will continue as business manager while Joseph Curtin Gephart, formerly of the *New York Times,* has been named to succeed Mr. Morgan as editor.

Eatonville (Wash.) *Dispatch* has been purchased by Gene Larin from E. V Honeywell. Larin will be assisted in publication of the Dispatch by his son, Leo Larin.

John M. Kane has sold the plant and equipment of the *Connell* (Wash.) *Globe* to M. M. Murray.

PRESS ASSOCIATION NOTES

M. P. ALEXANDER, Associated Press correspondent, returned to this country this week with Henry Stimson, government envoy to Nicaragua. The A.P. man has been in Nicaragua since early this year. He has returned to his former post in the Atlanta, Ga., bureau.

E. J. Cox has been appointed acting correspondent for the Associated Press at Baltimore, succeeding Ralph O. Brown, resigned.

Warren C. Jefferds, Maine correspondent of the Associated Press, has returned to his duties, following his annual vacation spent in Boston, Mass., and vicinity.

MARRIED

T. RION McKISSICK, of the *Greenville,* (S. C.) *News,* to Miss Carolina Dick, of Sumter, S. C., last week.

George W. Barton of the editorial staff, *Bridgeport* (Conn.) *Post,* to Florence A. Cooper of Nichols, Conn., May 14.

Gertrude R. Cohan, member of the staff of the *Fourth Estate,* to Louis Greenbaum, claim adjuster on New York Central railroad, May 9.

Jo Abramson, secretary to Dr. Arthur M. Howe, editor of the *Brooklyn Eagle,* to Miss Nancy Sussman of Brooklyn, recently.

John A. Brown, of the circulation department, *Walla Walla* (Wash.) *Bulletin,* to Mrs. Lillie Messick of Walla Walla, recently.

Frances Hultgrenn, daughter of E. F. Hultgrenn, publisher of the *Sprague* (Wash.) *Advocate,* to Neal K. Albertson at Spokane recently.

NEW PLANTS AND EQUIPMENT

BLOOMINGTON (Ill.) DAILY PANTAGRAPH this week purchased the 42-foot frontage on Washington street adjoining its present plant. The lot is 115 feet deep and was acquired at a cost of $20,000. The Pantagraph purchased the site for future expansion.

Monmouth (Ill.) *Review-Atlas* this week purchased the building which has housed its printing plant since the Daily Review moved from West First avenue to its new location on the north side of the Public Square. The building has been extensively remodeled and the purchase was in exercise of an option taken at the time the printing department moved.

SCHOOLS

JOURNALISM students of the University of Texas took over the editorial departments of the *Austin Statesman and American* the afternoon of May 11 and morning of May 12.

Eugene Francis Karst, a junior in the College of Arts, has been appointed editor of the 1927-28 *Varsity Breeze,* student publication, at St. Louis University. Besides attending the University Karst is a reporter on the *Globe-Democrat.*

NEW PUBLICATIONS

KALIDA NEWS and the *Girard News* are two new Ohio publications.

Publishers of the *Somerset* (O.) *Press* are soon to begin the publication of a weekly paper at Pleasantville, Fairfield county, Ohio.

First number of the *Bassett* (Va.) *Broadcaster,* Henry county's new weekly newspaper, was issued last week. The editor is Spencer T. Golden.

Lankershim (Cal.) *Sun,* new weekly paper, started publication May 12. Robert E. Smith, formerly with the *Van Nuys* (Cal.) *News,* is editor, and D. C. D. C. Coates, at one time with the *Lankershim Press,* is business manager.

A new weekly newspaper is being started by A. J. Nielson at Westminster, Cal.

W. B. Knapp is publisher of a new publication, to be known as the *Piru* (Cal.) *News.*

NORRISTOWN EXECUTIVE CHANGE

Roth Named Editor and General Manager—Harbison Business Manager

Changes in the executive control of the *Norristown* (Pa.) *Register* were completed this week.

I. Powell Thomas, chief owner of the company, remains as president and publisher. Earl R. Roth, formerly managing editor, becomes editor and general manager, and Edwin L. Paxon is advanced from associate editor to managing editor.

Harry C. Harbison, formerly of the *Norristown Times-Herald,* becomes advertising manager, and has added to his department Robert D. Gates, who comes from the *Harrisburg Courier,* and Charles W. Detweiler from the *Philadelphia Public Ledger* advertising staff.

Don K. Wilson remains director of classified advertising, and P. Quinn Roth as circulation manager.

NEW A. N. P. A. MEMBERS

The *Moberly* (Mo.) *Monitor-Index and Democrat* and the *Saranac Lake* (N. Y.) *Adirondack Enterprise* have been elected to membership in The American Newspaper Publishers Association.

FLASHES

With television in effect, the only other problem we've got to face is to make a night club look like the bedside of a sick friend.—*Haverhill* (Mass.) *Gazette.*

Does it stamp one as a man of letters to be a graduate of a correspondence school?—*Christian Science Monitor.*

Colorado town reports twins born with teeth. We assume that California will not allow this climatic advertisement to pass without rejoinder.—*Honolulu Star-Bulletin.*

Colorado claims to lead the nation in the production of sugar beets. Any claimants to the record for dead beats?—*Florence* (Ala.) *Herald.*

"Death Valley" is usually that portion of asphalt lying between two curbstones.—*Wall Street Journal.*

When we are able to see over the telephone we may get a lot of pleasure out of calling wrong numbers.—*San Diego Union.*

New England's Second Largest Market

Providence Payrolls

Payroll checks on Providence Clearing House banks during 1926 amounted to $134,651,000, an average of more than $11,220,000 per month. These figures are for Providence banks only and do not include branches in other cities. (Figures furnished by Brown Bureau of Business Research.) These figures do not include salaries or wages paid by individual check or direct from cash drawers.

Providence is the trading center of Rhode Island. Three-fourths of the State's population live within a fifteen-mile radius of this city.

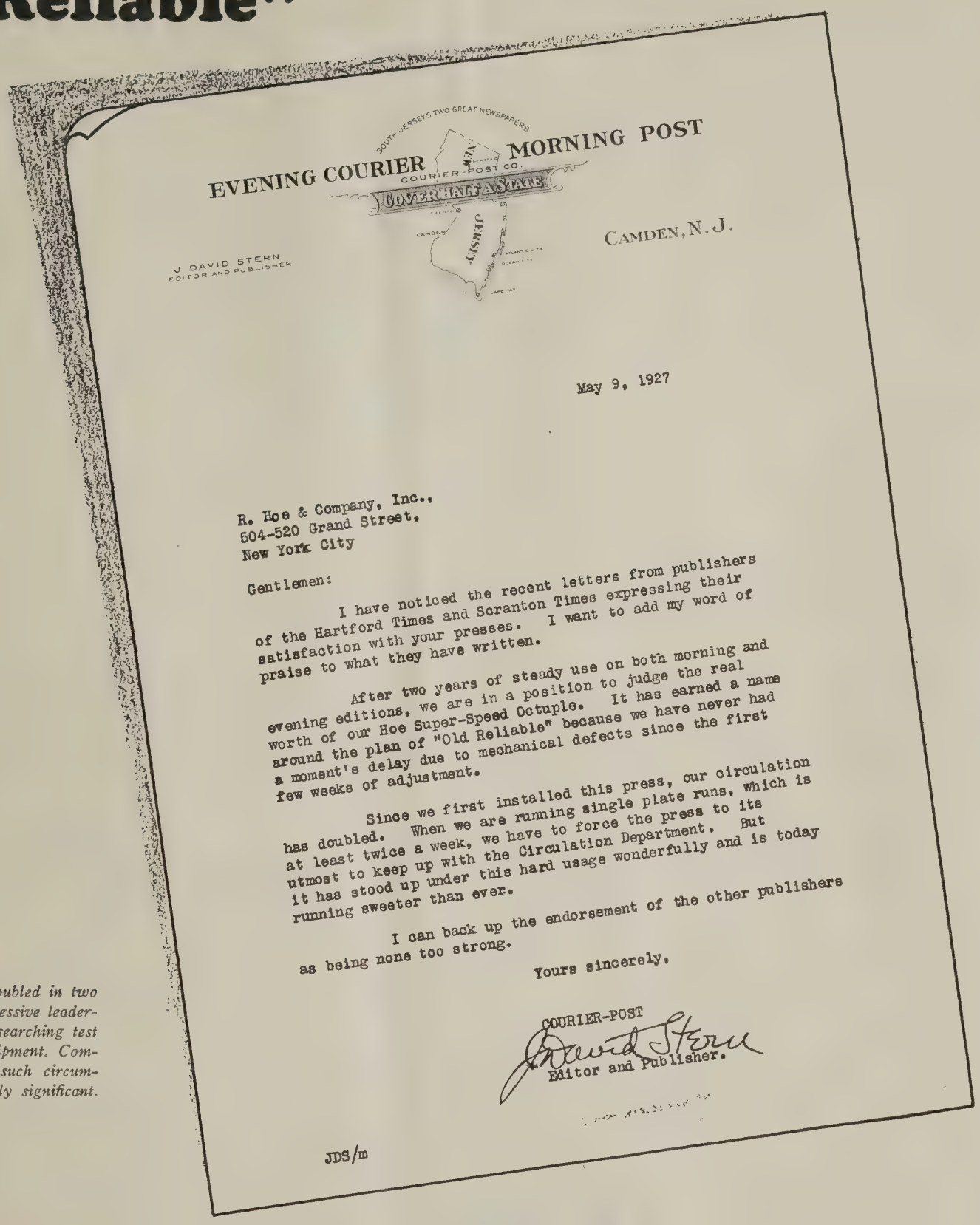
The Providence Journal
and
The Evening Bulletin

with a combined circulation of more than 108,000 cover Providence thoroughly and go into the great majority of English speaking homes in the state. They offer advertisers adequate coverage of the prosperous Rhode Island market at a minimum cost.

Providence Journal Company
Providence, R. I.

Representatives
CHAS. H. EDDY COMPANY — Chicago, New York, Boston
R. J. BIDWELL COMPANY — Los Angeles, San Francisco, Seattle

"Old Reliable"



SOUTH JERSEY'S TWO GREAT NEWSPAPERS

EVENING COURIER — MORNING POST

COURIER-POST CO.

COVER HALF A STATE

CAMDEN, N. J.

J. DAVID STERN
EDITOR AND PUBLISHER

May 9, 1927

R. Hoe & Company, Inc.,
504-520 Grand Street,
New York City

Gentlemen:

I have noticed the recent letters from publishers of the Hartford Times and Scranton Times expressing their satisfaction with your presses. I want to add my word of praise to what they have written.

After two years of steady use on both morning and evening editions, we are in a position to judge the real worth of our Hoe Super-Speed Octuple. It has earned a name around the plan of "Old Reliable" because we have never had a moment's delay due to mechanical defects since the first few weeks of adjustment.

Since we first installed this press, our circulation has doubled. When we are running single plate runs, which is at least twice a week, we have to force the press to its utmost to keep up with the Circulation Department. But it has stood up under this hard usage wonderfully and is today running sweeter than ever.

I can back up the endorsement of the other publishers as being none too strong.

Yours sincerely,

COURIER-POST
J. David Stern
Editor and Publisher.

JDS/m

A circulation doubled in two years reflects aggressive leadership—and puts a searching test on mechanical equipment. Commendation under such circumstances is obviously significant.

ANOTHER Hoe press user adds his words of satisfaction to those already received.

Through two years of steady use on both morning and evening editions the Hoe Super-speed Press of the Camden Evening Courier-Morning Post has earned the name of "Old Reliable." This press has withstood steady and hard usage without a moment's delay from mechanical defects and today is running sweeter than ever.

INSTALL A HOE PRESS AND KNOW REAL SATISFACTION

R. HOE & CO., INC.,

NEW YORK BOSTON CHICAGO SAN FRANCISCO NEW ORLEANS DUNELLEN LONDON

WITH THE GENERAL ADVERTISERS

Postum Company Increases Newspaper Appropriation—White Company's House Organ Gets Out National Advertiser's Number—Victor Sales Increase

MORE money will be spent this year in newspapers than in 1926 by the Postum Company, Inc., Young & Rubicam, the agency handling the account, announced this week. This company is the world's leading advertiser of grocery store products, manufacturing Post Toasties, Grape-Nuts, Post's Bran Flakes, Postum Cereal, Instant Postum, Jell-O, Swans Down Cake Flower and Minute Tapioca.

Last year Postum was one of the leading users of newspaper space. While figures for 1927 were not available, officials of the Postum Company believe this year they will rank among the first five.

The Postum Company have always devoted a large proportion of their advertising budget on Post Toasties, the double-crisp corn flakes, and Post's Bran Flakes to newspapers; and it is reported that these products will be fortified in 1927 with even more extensive newspaper campaigns than in the past. Extensive campaigns are also planned for Postum Cereal and Instant Postum, as well as Swans Down Cake Flour. Magazines and farm papers will also be used.

One of the newest of the Post Health Products, Post's Wheat Meal, is being advertised exclusively in newspapers. No other form of space advertising is scheduled for this product this year. While the campaign for Post's Wheat Meal has not yet reached national proportions, it is widely represented in four important sections of the country.

The White Company, makers of White Trucks and Buses, has issued its house-organ, the *Albatross,* this quarter as a National Advertiser's Number. It lists 77 companies that are owners of more than 9,000 White trucks and buses.

"In this number there is a natural emphasis upon the importance of motor transportation in the national distribution of products of every description," Stanley P. Seward, advertising manager, explained. "Coupled with it is the significance of advertising in all phases of sales effort and distribution, including the valuable use so often made of the truck or bus to carry a public message definitely hooked up with national advertising."

Sales of the Victor Talking Machine Company for the first quarter show an increase of $1,082,637 over the same period in 1926. In a statement issued this week, total sales amount to $10,213,019, compared with $9,130,382. Profits before depreciation and Federal taxes amount to $1,442,581, compared with $1,415,402.

A newspaper campaign is being planned by the Columbia Pictures Corporation, placed through the Capehart-Carey Corporation, New York.

Meeting at their semi-annual session, the India Tea Growers Cess Committee voted to raise $170,000 for advertising in the United States.

Paint and varnish advertising and sales managers are now organized under one association, known as the Paint and Varnish Advertising and Sales Managers Conference. Granville M. Breinig, Breinig Brothers, Inc., is chairman, and William R. McComb, business manager of the "Save the Surface" campaign, is secretary.

Dr. Paul H. Nystrom, recently professor of marketing at Columbia University, New York, has been appointed vice-president of Congoleum-Nairn, Inc., in charge of merchandising the company's products.

REPRESENTING THE NEWSPAPERS

Why Publishers Need Special Representation Told by Gertrude Byrne—Flowers Named Chairman of 'Frisco Group—Taylor & McMichael Start New Business

REASONS why publishers need special representatives were listed by Gertrude Byrne, secretary of the Newspaper Representatives Association of Chicago, addressing the convention of the Inland Daily Press Association.

"From my observation the principle of national advertising representation has proved sound and profitable," she said. "Its effects is far reaching and means more than just the additional linage and the dollars and cents derived.

"It means that someone is always selling your town and your paper. You are being established securely in the minds of advertisers and agencies in a personal way that correspondence can never do.

"If you would only familiarize yourself with the methods of representations as practiced, you would realize that you could not do without it. Why can't you regard your special representative as a part of your newspaper organization. You are too prone to look upon him as an outsider, one whom you have had to hire to help with the work, not one who can be brought into the family, as it were."

W. B. Flowers has been elected chairman of the Publishers Representatives Departmental of the San Francisco Advertising Club. Roger Johnstone was appointed first vice-chairman. Fred Hall, second vice-chairman; G. Frank MacDermott, secretary and treasurer, and Dave Sandeberg, publicity director.

Taylor & McMichael, formerly of the *New York World,* have opened up their own office as special representatives at 17 E. 45th street, New York.

Gilman, Nicholl & Ruthman this week announced they have resigned as national advertising representatives of the *New Haven Journal-Courier,* effective June 1.

BALDUS RE-ELECTED

Simon A. Baldus of Chicago was re-elected president of the Catholic Press Association of the United States and Canada at the annual meeting held in Savannah, Ga., May 19-21. The delegates were welcomed to Savannah by Pleasant A. Stovall, publisher of the *Savannah Press.*

now
195,000 Daily
425,000 Sunday
and The largest ### home-delivered circulation of # any paper in its territory ####
Los Angeles Examiner

AD TIPS

Atherton & Currie, 420 Lexington avenue, New York. Now handling account of Longman & Martinez, L. & M. paints, New York.

N. W. Ayer & Son, 200 Fifth avenue, New York. Placing orders with some New York newspapers for Lederle Antitoxin Laboratory, Lederle's Acidophilis Milk, New York.

Austin F. Bement, Inc., General Motors Building, Detroit. Placing orders with newspapers in various sections for Haag Bros. Company, washington machine, Peoria, Illinois.

Bisberne Advertising Company, 58 East Washington street, Chicago. Placing account of the Hotel Davis, Chicago.

Brandt Advertising Company, 431 North Michigan avenue, Chicago. Preparing the list on Hough Shade Company, Jamesville, Wisconsin.

Brooke, Smith & French, Inc., 206 Eliot street, Detroit. Has secured account of the Norge Corporation, manufacturers of a revolutionary system of electric refrigeration.

Buchen Company, 28 East Jackson boulevard, Chicago. Now placing the account of the Novo Engine Company, Lansing, Michigan.

Calkins & Holden, 247 Park avenue, New York. Again placing orders with newspapers in various sections for H. J. Heinz Company, food products, New York.

Cecil, Barreto & Cecil, 12th & Bank streets, Richmond, Va. Will place the account of Hanley & Kinsella Company, St. Louis, Missouri, manufacturers of coffee and spices, effective June 30.

Churchill-Hall, Inc., 50 Union Square, New York. Placing orders with some Western newspapers for the Boston Woven Hose & Rubber Company, rubber jar rings, Cambridge, Mass.

Critchfield & Co., 14 East Jackson boulevard, Chicago. Will issue additional schedules to newspapers next month for the advertising of the Velie Motor Car Company, Moline, Illinois.

Dauchy Company, 9 Murray street, New York. Again placing orders with newspapers in various sections for the Chichester Chemical Company, Philadelphia.

George L. Dyer Company, 285 Madison avenue, New York. Again placing orders with newspapers in various sections for the U. S. Tire Company, New York.

Frickson Company, 381 4th avenue, New York. Placing orders with newspapers in selected sections for the Duz Company, washing compound, New York.

Rudolph Guenther—Russell Law, 131 Cedar street, New York. Placing orders with newspapers in various sections for the Hudson River Navigation Corporation, Hudson River Night Lines, New York.

Gundlach Advertising Company, 400 North Michigan avenue, Chicago Again placing orders with newspapers in various sections for the Owl Drug Company, P. D. Q., Incides, Terra Haute, Indiana.

Charles W. Hoyt Company, Inc., Building, Boston, Massachusetts. Now ling account of the Children's Vehicle Cotion of East Templeton, Massachusetts.

Hughes, Wolff & Co., Taylor Bui Rochester, N. Y. Placing orders with Coast newspapers for the International ical Company, Bi Nesia, Rochester, N. Y.

Koch Company, 432 Broadway, Milw Has secured account of the Honold Manufacturing Company, Sheboygan, Wisconsin, facturers of "Noglare."

Lavin & Co., Inc., Statler Hotel Bui Boston. Reported to have secured accou Chas. F. Mattlage & Company, You All F salad dressing, New York.

Lord & Thomas and Logan expect to a tise shortly in a list of cities in the Wes Middlewest on the Oil Heating Institu New York City, an association of oil h equipment manufacturers. The list has in the Chicago offices, but orders on th count will come from the New York off Lord & Thomas and Logan.

McJunkin Advertising Company, 5 Wabash avenue, Chicago. Is handling ac of the Electric Association, Chicago

McLain-Simpers Organization, 1411 W street, Philadelphia. Placing orders with New Jersey newspapers for Protex-A Mfg. Company, auto accessories, Pittston

J. X. Netter, Inc., 67 West 44th street, York. Has secured accounts of the Linen Company, New York, London Kn Company, New York, Davis Underwear pany, New York and Stowitt Electric W Company, New York.

Pickus-Weiss Company, 307 North Mic avenue, Chicago. May start a newspaper paign early in June on Hollenbach & Son, cago, manufacturers of sausages, in sca territory.

Reimers & Osborn, 285 Madison avenue, York. Placing orders with newspapers in ous sections for the Literary Guild of ica, New York.

J. Walters Thompson Company, 420 Le ton avenue, New York. Placing orders some Western newspapers for the Sun-Raisin Growers of California, Fresno.

J. T. Wetherald Advertising Agency Newbury street, Boston. Reported to be ing contracts with some newspapers for E. Pinkham Company, medical, Lynn,

HEARST BUYS IN NEW YOR

William Randolph Hearst, through Star company, has increased his hold adjacent to the Brooklyn Bridge, b the five-story building at 59 Frank street for $53,000. He took a leas the property in 1922 at a rental of $

The
ALTOONA MIRROR
published
1,120,448
lines of advertising in April
158,200
lines of the above was national advertising, a gain over April, 1926, of 31,640 lines.
Circulation statement for six months ending March 31st—29,231.
96.8% of the families who receive the Mirror are conscious of preferring the Mirror for advertising purposes.
The ALTOONA MIRROR
Altoona, Pa.
Business Direct
Fred G. Pearce, Manager of Advertising



The Washington Market

is Washington (D. C.) the city, plus a 25 mile radius into Maryland and Virginia

The more than 750,000 people living within this area depend upon Washington as their center of supply. It is a market that isn't divided with any other city. It belongs to Washington — and, like Washington, the prosperous people are potential customers for the luxuries as well as the commodities of life.

It is a market that is easily cultivated because you need only ONE newspaper. The Star—Evening and Sunday—maintains a regular, direct carrier service right into the homes that make up this market. That simplifies your promotion problem—and economically, too.

The Evening Star
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.
Member of The Associated Press

Eastern Representative
Dan A. Carroll
110 East 42nd Street
New York, N. Y.

Western Representative
J. E. Lutz
1110 Tower Building
Chicago, Ill.

WHAT'S WHAT IN THE FEATURE FIELD

Berton Braley's Daily Poem Comes Back to Dailies—Popular News Service Organized in New York—Brown with with Payne Syndicate, Inc.

AFTER an absence of some time the poems of Berton Braley are once again being offered for syndication to newspapers. Mr. Braley, formerly a writer for NEA Service, Inc., is now versifying for the D. P. Syndicate, Garden City. The same syndicate is also distributing Mr. Braley's new series of questions and answers which is to appear in book form from the presses of D. Appleton & Co.

Popular News Service has opened a New York office at 500 Fifth avenue. Wendell Buck is managing editor and Samuel Kauffman, formerly on the editorial staff of the *Bronx Home News* and prior to that the *New York Times,* is news editor. The syndicate will handle science features.

C. Edgar Brown, who resigned recently as secretary of the Cosmos Newspaper Syndicate, is now connected with the Payne Syndicate, Inc., New York.

W. Orton Tewson, who writes "An Attic Salt Shaker," a weekly column of anecdotes and stories about celebrities, for the United Feature Syndicate, will give another of a series of radio talks from station WEAF and associated stations on Tuesday evening, May 31, at 7:15 P. M. Mr. Tewson, who has been a regular speaker for WEAF for nearly two years, will speak this time on "My Ten Best Stories."

Insurance Mirror Publishing Company, Inc., Hartford, Conn., has established a syndicate to furnish insurance news and features to newspapers.

Ledger Syndicate, Philadelphia, is sending out samples on "The Family Next Door," a daily continuity strip by Thornton Fisher. Mr. Fisher is a New Yorker with experience as a cartoonist on the old *New York Daily News*, the *Cleveland Leader*, the *St. Louis Republic* and the *New York Herald.*

For the *New York Evening World* he did the second family comic on record, according to the Ledger Syndicate, "The Marriage of Mary," and its sequel "Mary's Married Life." Next he did "Raising the Family" for the McClure Syndicate, which was followed by a sports feature for the Evening World.

Syd J. K. Hughes is the newly named Atlantic Seaboard representative of the King Feature Syndicate, Inc. Hughes was recently city editor of the *Knoxville News-Sentinel*, a Scripps-Howard newspaper, but prior to that had served as manager of various I. N. S. bureaus.

Mark Bruce Wiley, for the past six years editor of the Sunday magazine section issued by Johnson Features, Inc., New York, is taking a six months' leave of absence to recover from a recent severe illness.

WOMEN IN ADVERTISING AND JOURNALISM

Mrs. E. Tolman East Is "Advance Man" for Denver I. A. A. Convention—Two Girls Set Sail for South American Adventure—Journalist Writes Church History

AN "advance man" promoting interest in the forthcoming Denver convention of the International Advertising Association is Mrs. E. Tolman East.



MRS. E. T. EAST

For the last several months Mrs. East has been addressing advertising clubs in various sections of the country, telling the story of the convention and detailing the opportunities for sightseeing in the mountain regions of Colorado and the west.

When not engaged, thus, on "barn storming tours," Mrs. East is the manager of the Chicago office of the Denver tourist bureau. Mrs. East is confident that the attendance at Denver will easily exceed 1,000. The convention is scheduled to be held June 26-29.

Two daring young newspaper women set sail from New York this week on a tramp steamer bound for adventure in South America.

Ruth Crawford and Josephine Crowder didn't take much luggage with them, but they hope to bring back to this country or send back by cable interviews with the presidents of every Latin-American republic. Miss Crawford and Miss Crowder were the only women on the steamer which put out from New York harbor on Thursday. They expect to debark at Buenos Aires and remain in South America at least six months.

Miss Crawford most recently was editor of the United Feature Syndicate, while Miss Crowder was managing editor of the *St. Petersburg* (Fla.) *Tourist News.*

Mrs. Robert Cecil Hoggins has written a complete history of the churches of all denominations in Kansas City, the series appearing by denominations in the *Kansas City Post.*

Pauline Kline has been made society editor of the *Marlow* (Okla.) *Review.* She succeeds Ruth Roberts, resigned.

Miss Henrietta Kohler, secretary to Howard Davis, business manager of the *New York Herald Tribune,* sailed on May 26 for a month's vacation in Europe. She was accompanied by Miss A. M. Wills who is a member of the office of W. W. Chew, advertising agency.

Janet Scott, society editor of the *Albany* (N. Y.) *Evening News,* has been given a similar post on the *Knickerbocker Press* in addition to which she will supervise the society items for the News. Her assistant on the News is Miss Rhoda Hathaway. Miss Scott succeeds Emma Van Wormer as society editor of the Press.

Miss Edith L. Cochrane, daughter of R. A. Cochrane, associate editor of the *Montreal Standard,* has passed for the B. A. degree at McGill University.

Miss Mary Watkins, assistant music editor of the *New York Herald Tribune,* will spend the coming summer in Europe with her husband, Edward Cushing, music editor of the *Brooklyn Eagle.* They will visit three important musical centers of Europe.

Two nationally known girl swimmers, one an Olympic star, are women's sports editors of Milwaukee newspapers. Eleanor Coleman, a member of the American Olympic team, is handling men's sports for the *Milwaukee* (Wis.) *Wisconsin News,* and is women's swimming coach at Marquette University. Peggy Williamsen, Milwaukee Athletic club swimmer, former national record holder and a candidate for the Olympics, is editing the women's sports columns of the *Milwaukee Journal.* She is a freshman in journalism at Marquette University.

Elsie Farrell, of the classified department on the *Hartford Courant,* is leaving for Europe the end of this month.

Mrs. E. E. Kibbe, originator of the Borah column of the *Hartford Courant,* has just returned from a trip S

Got the "Saturday slumps"?

A sure cure is NEA color comics.

NEA

NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

You Are Assured a Wide Range of Typefaces

WHEN your plant is equipped with the Ludlow, you are assured of always-new, clean-cut typefaces which day after day give specimen-page quality to every issue of your paper. In addition, you have the resources of the Ludlow factory at command with an assortment of more than five hundred different fonts, including many attractive typestyles and a range of typesizes up to 84 point.

$1590

New 72 point Ludlow Black Advertising Figures—Matrices for these new figures are now available for casting in sluglines. The 60 point size is also ready for delivery.

Always-New Ludlow Typelines
Quality Slugs for Every Issue

Ludlow True-Cut Caslon Italic with Swash Characters—These delicate hairlines will stand up under the severe pressure of the dry mat roller. The full-kerning effect with no kerns to break off is an exclusive Ludlow feature.

In this wide selection of faces there are sizes and styles to meet your every requirement. They are delivered in sluglines at the front of the machine in endless quantities as needed.

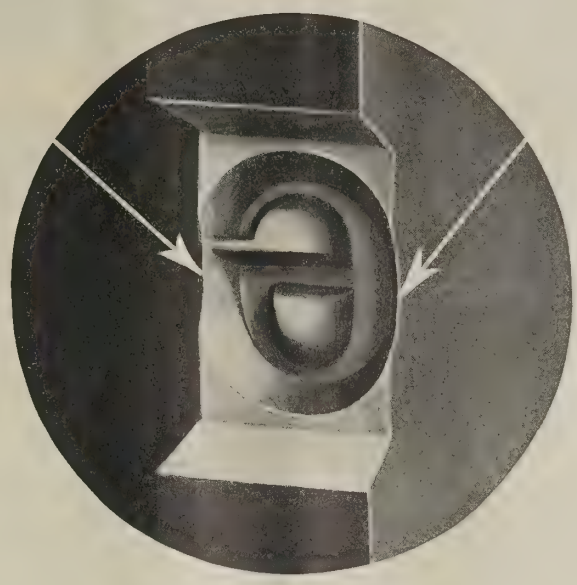
Think what this means to your paper in gaining and maintaining a still greater prestige in your community.

Think of the increased profits resulting from the greater pulling power of quality Ludlow-set ads.

Ludlow Typograph Co.
2032 Clybourn Avenue, Chicago, Ill.

Boston: 470 Atlantic Ave.
New York: 63 Park Row
Atlanta: 41 Marietta St.
San Francisco: 5 Third St.

LUDLOW QUALITY SLUG COMPOSITION



ASK YOUR MACHINIST

ABOUT THE VITAL IMPORTANCE OF GOOD STRONG SIDEWALLS ON MATRICES

Intertype Ideal News face has *normal* spacing between letters. This ample spacing between letters not only preserves the easy readability of a familiar type face but permits good strong sidewalls on the matrices. . . . . Unusually thin sidewalls are liable to maximum breakage—in justification and in striking the channel entrance partitions. Ask your Machinist.

Intertype IDEAL News Series

8 POINT ON SOLID SLUG

The Intertype News Series is meeting the approval of all those who believe that types should be made for the needs of the newspaper reader. The qualities which make the Intertype News Series easy to read are not free from the usual mannerisms of the standard newspaper type faces.

It's Familiar and Friendly.

The Intertype News Series conforms to the familiar and friendly design to which the majority of newspaper readers are accustomed, and yet gives a clearness to print which is not to be had by the use of ordinary lightface type. Intertype established the fact that easy to read type is familiar type. Unfamiliar type quickly tires the eyes. Intertype then set about to improve familiar type. The changes from old standards were, in most instances, not of great importance but most of them were in di-

8 POINT ON 8½ POINT SLUG

The Intertype News Series is meeting the approval of all those who believe that types should be made for the needs of the newspaper reader. The qualities which make the Intertype News Series easy to read are not free from the usual mannerisms of the standard newspaper type faces.

It's Familiar and Friendly.

The Intertype News Series conforms to the familiar and friendly design to which the majority of newspaper readers are accustomed, and yet gives a clearness to print which is not to be had by the use of ordinary lightface type. Intertype established the fact that easy to read type is familiar type. Unfamiliar type quickly tires the eyes. Intertype then set about to improve familiar type. The changes from old standards were,

8 POINT ON 9 POINT SLUG

The Intertype News Series is meet ing the approval of all those who believe that types should be made for the needs of the newspaper reader. The qualities which make the Intertype News Series easy to read are not free from the usual mannerisms of the standard newspaper type faces.

It's Familiar and Friendly.

The Intertype News Series conforms to the familiar and friendly design to which the majority of newspaper readers are accustomed, and yet gives a clearness to print which is not to be had by the use of ordinary lightface type. Intertype established the fact that easy to read type is familiar type. Unfamiliar type quickly tires the eyes. Intertype then set about to improve familiar type.

Intertype matrices will run in other slug-casting machines

Write nearest branch for larger specimens

Standardized INTERTYPE TRADE MARK

Designed in 5½, 6½, 7 and 8 Point

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St.; *London; Berlin*

BUILDING NEWSPAPER CIRCULATION

Newsboy Trial Board in Boston and How the System Works—Cleveland Circulation War Ends—Worcester Telegram-Gazette Drives 14 Autos 34,000 Miles in Month Without Accident

A UNIQUE feature of the Boston newsboy system is the Newsboy Trial Board, which handles usually about 500 cases a year. It serves not only as an agent for enforcing the law, but at the same time instructs the child and parent, thus helping and protecting the child. It usually does away with the necessity of bringing street-trade offenders to the juvenile court.

In Boston the Board was established by the school committee. It consists of a man appointed by the school committee as supervisor of licensed minors, who, on the trial board, acts as prosecuting attorney, one of the attendance officers, who acts as the adult judge, and three newsboy judges.

The newsboy judges are elected from the licensed boys attending the public schools, only boys holding badges being entitled to vote. The clerk of the Trial Board is chosen by the boy judges. The newsboy judges and the clerk receive a compensation of 75 cents for each meeting of the board.

The circulation war long waged by Cleveland newspapers has ended in an agreement signed this week by the publishers, which sets the edition times and bans heavy expenditures in contests and premiums.

With its issue of May 30, the *Cleveland Plain Dealer* discontinued its early evening "bull dog" edition placed on sale at 8:30 P. M. Now the first edition of the Plain Dealer will be on the street at 10:40. The *Cleveland Press* has discontinued its early morning edition which used to be out at 5 A. M. and the *News* has stopped its 7 o'clock in the morning edition. Both these afternoon papers are now on the street at 9 A. M.

Fourteen automobiles, the *Worcester* (Mass.) *Telegram Gazette* fleet, were driven for a total of 34,000 miles in April without an accident, and the newspaper was declared a winner in the safety contest being conducted by the Chamber of Commerce. Several hundred industrial and commercial firms were entered in the competition.

Beauty contests are not what they used to be as circulation builders in the opinion of Pete Bloom, circulation manager of the *New York Daily Mirror,* expressed in an interview with EDITOR & PUBLISHER this week.

And Mr. Bloom made his statement on the day that Dorothy Britton, the "Miss New York" selected by the Mirror, was crowned "Miss America" at the Galveston, Tex., beauty pageant.

Mr. Bloom dates the decline in beauty contests as a whirl-wind circulation getter to the so-called Atlantic City exposé.

The *Cleveland* (O.) *Press,* is raising a fund of $5,000 to send the members of the East High School band, that city, to the international high school band contest in Council Bluffs, Ia., the last week in May.

Oklahoma City police courts have had numerous cases lately dealing with the recent ruling requiring newsboys to announce only the name of their papers in "conversational tones" or pay a fine. The ruling applies only to certain areas. The ordinance provides, however, that in case of a special edition contents of the paper may be called.

In order to determine how extensively the *Charlotte* (N. C.) *Observer* is read, the paper has had a staff photographer weekly for several months make a snapshop of a baby or small child, when possible when the child is playing about by himself, with no observers in the way of nurses and parents. The picture is printed without a title every Sunday morning, and the paper has offered a standing prize of $5 to each parent or guardian who will identify the picture and bring the child as evidence. Every picture published has been promptly identified.

The *Chicago Evening American* will award $1,000 in prizes in a new contest linked with "Shackled Souls," a story by Elenore Meherin, author of "Chickie." With the serial, the Evening American prints a brief description of one character daily, along with a list of possible movie actresses or actors who might play the part for the films. The readers are asked to make up their ideal cast for the story, giving a first, second and third choice for each part.

De Lisle Crawford, a 17-year-old senior of Oak Park and River Forest High School, won the title of champion high school orator of Illinois, which carried with it a $500 scholarship and a summer tour of Europe, in the national oratorical contest being sponsored in Illinois by the *Chicago Daily News.*

ADVERTISING AGENCY AFFAIRS

Campbell-Ewald's Playwright Has Turned Out a New One—Rosebrook Joins Young & Rubicam's Copy Department—Herbert Peron Leaves Chicago Tribune for Agency Work

JOSEPH H. NEEBE, a member of the Campbell-Ewald Company Executive Staff, is the author of a farce comedy entitled "The Lucky Son of a Bishop." which is now in rehearsal under the management of A. G. Wilkes, Los Angeles producer, who plans to open it in that city in June. Wilkes is one of the theatre-smart men in the western playhouses. It was he who musicalized "Uncle Tom's Cabin" for the saucy Duncans, and made a fortune out of "Topsy and Eva," and it was the same he who cashed in on that amusing play, "The Nervous Wreck."

J. B. Rosebrook, formerly with the Ralph H. Jones Company, advertising agency, of Cincinnati, has joined the copy department of Young & Rubicam, New York and Philadelphia.

William S. Nordberg of the William H. Rankin Company, Chicago office, has been elected president of the Indian Hill Improvement Association of Winnetka, Ill., widely known as America's model suburb.

Allen-Jennings, Inc., of Lynchburg, Va., has been chartered by the state corporation commission to conduct an advertising agency in all its branches. Capital stock is $2,000 to $25,000. Officers are Edward A. Allen, president; Clyde Jennings, secretary, and T. J. Powell, all of Lynchburg.

A Herbert Peron, copywriter, formerly of the *Chicago Tribune,* has joined the staff of the Chicago office of the Capehart-Carey Corporation.

The Harry M. Frost Company, advertising agency of Boston and Lynn, Mass., has moved its main offices from 101 Tremont street, Boston, to the Metropolitan Theater building, 260 Tremont street, Boston. This change was made necessary to keep pace with the expanding needs of the business.

First:—

to announce Lindbergh's entry for the transatlantic flight

to make known Byrd's plans for a New York to Paris flight

Mail Pilot Files Entry for Paris Flight; C. A. Lindbergh Will Fly a Ryan Monoplane

WASHINGTON, Feb. 28.—Formal entry for the Orteig prize of $25,000 offered for the first non-stop transatlantic flight between New York and Paris was filed with the National Aeronautic Association here today by Charles A. Lindberch of St. Louis, Mo., who will pilot a Ryan monoplane.

This is the second formal entry for the flight, a previous one having been made by Lieut. Commander Noel Davis.

Lindbergh is an air mail pilot and flies between St. Louis and Chicago. Twice within the latter part of 1926 he narrowly escaped with his life and was forced to make parachute descents, abandoning his plane in a fog at night when the motor failed him.

The first accident occurred Sept 16 while en route from Lambert, St. Louis Field, to Chicago, when the engine died in a fog at an altitude of about 5,000; the second occurred under similar circumstances on the same journey the night of Nov. 3 at an altitude of 13,000 feet.

In filing his entry today Lindbergh stated that he would use a Ryan monoplane equipped with Wright J-5 Whirlwind engines. The plane is understood to be under construction on the Pacific Coast.

The entry was accompanied with a certified check for $250, as required in accordance with the regulations for the contest. Lindbergh would now be able to make a start any time after April 25, as the regulations specify the entry must be filed sixty days prior to the start of the flight.

Commander Richard E. Byrd and Floyd Bennett are also understood to be planning to enter the contest for the Orteig Prize.

It is also understood that Captain Rene Fonck, the French ace, who made an unsuccessful attempt last Autumn, will make another attempt in the Spring, and that a new Sikorsky plane is being built for him and will be ready about May 1.

"The above story was supplied exclusively to newspaper client of the Capital City News Association, in its service of February 28."

"The service of the Capital City News Association covers the principal executive departments of the government including the White House, State, War and Navy Departments, U. S. Shipping Board, Embassies and Legations.

It constitutes a *complete protective service* within the territory it covers besides furnishing a large proportion of *exclusive* material.

The service is either delivered to Washington Bureaus or sent direct to newspapers by wire collect."

It averages 2500 to 3000 words daily and a summary of 500 words or any length above may be obtained.

Now serving leading newspapers in New York City and throughout the United States

Capital City News Association

517 Bond Building, Washington, D. C.

Wilfrid Fleisher, Publisher — Robert T. Pell



N. W. Reay

Announcement

Control of the St. Paul News passed May 20, to N. W. Reay, publisher and C. D. Bertolet, manager of the paper's National advertising department.

Associated with them in the purchase are Howard Kahn, editor; W. H. Neal, business manager; M. W. Thompson, advertising manager, and C. J. Stein, secretary and treasurer.



C. D. Bertolet

The New Owners

of

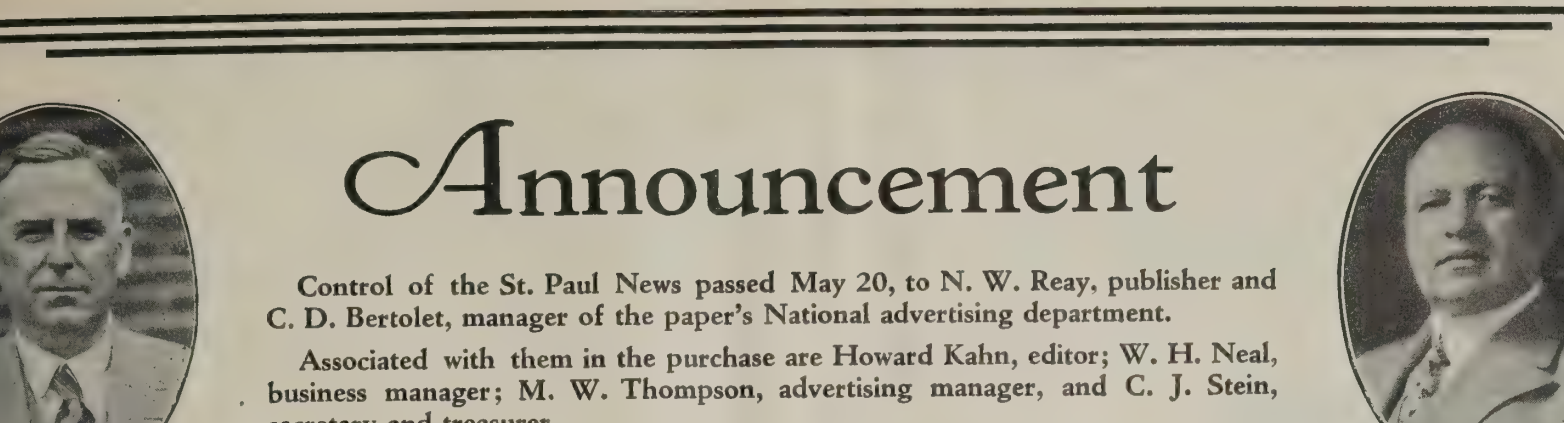
THE ST. PAUL DAILY NEWS

outline

PROGRESS

of a startling nature

Here—Is The Recent Circulation Record!



St. Paul Daily News Leads in Evening Circulation on A. B. C. Figures

Advertising Gains For Five Years

1922 Total Linage	7,046,200
1923 Total Linage	7,728,434
1924 Total Linage	7,998,186
1925 Total Linage	8,479,590
1926 Total Linage	9,125,396

Five Year ADV. Gain **2,079,196** lines

Phenomenal Growth Continues In 1927

January	27,272 lines	Gain
February	16,296 "	Loss
March	67,074 "	Gain
April	76,776 "	"
May (1 to 19)	*123,312* "	"

GAIN (to date) 1927 **310,730** lines adv.

Every National Schedule Should Use St. Paul Daily News

"BOB" SMALL, NOTED NEWSPAPER MAN DIES SUDDENLY IN WASHINGTON

Veteran of 30 Years' Reporting Succumbs to Heart Attack in Sleep—Covered "Big News" Wherever It Broke—At British Front During War

By J. BART CAMPBELL

ROBERT T. "Bob" SMALL, a great reporter and a fine gentleman, is sleeping his last sleep.

Death overtook Small in bed at the



Robert T. Small

Arlington Hotel, Washington, on Sunday while he was asleep. A maid found him at midday with his left arm resting across his forehead. Believing him sound in slumber she departed. Returning several hours later she became alarmed when she observed his position was unchanged. A physician was summoned. He announced Small had slept away the sudden end of an active life, the result of a heart attack. For two years Small had been a sufferer from heart disease.

To the last, Small, dying at the age of 49 after an uninterrupted newspaper career of 30 years, remained absorbed in the big news event of the day. Across his bed and scattered near it were the first pages of Sunday newspapers carrying the dramatic trans-oceanic flight of Charles Lindbergh. The last time Small was seen alive was about 11 o'clock Sunday morning as he made his way to his room with an armful of newspapers. He was served with breakfast not long before. After reading the cabled accounts of Lindbergh's arrival at Paris, Small evidently fell in his final sleep.

Thousands of miles away were his wife and three daughters, who were still at Honolulu where he left them when he recently visited the Hawaiian Islands with them. Beside them he is survived by his father, Rev. Sam Small, noted evangelist and old-time newspaper man whose home is at Clarendon, Va., and a brother, Sam Small, Jr., also a newspaper man, now at Pasadena, Cal.

Mrs. Small and her children left Honolulu Wednesday aboard the steamship Matsonia to return to Washington.

The funeral was held Tuesday. Services were conducted at the New Jerusalem (Swedenborgian) Church here. The pallbearers were David Lawrence, head of the Consolidated Press Association, for which Small was a special writer for several years until his death; Robert B. McClean, H. R. Baukhage, James L. Bray and Horace Epes, others of his Consolidated associates; C. G. Marshall, chief of the news staff of the *United States Daily;* Royal D. Mead, a personal friend, and W. H. (Tommy) Atkins, secretary of the National Press Club. Many members of the National Press Club and of the Gridiron Club, deeply feeling the loss of a dear friend and close associate, were in attendance.

A special committee to represent the National Press Club was appointed by Louis Ludlow, president of the club, to which Small belonged. They were Robert Barry, Frank P. Morse, Graham Nichol, Thomas R. Shipp, W. H. Atkins, C. G. Marshall, Norman W. Baxter, Samuel W. Bell, Avery Marks, David Lawrence, Byron Price, Frank B. Lord, G. Gould Lincoln, Carl D. Ruth and George Authier.

Members of the Overseas Writers organization, of which Small was a member, were also in attendance.

Chief Justice William Howard Taft, a warm personal friend of Small both during and since his occupancy of the White House, was present. Others conspicuous in official life at the National Capital were there to pay final tribute to the newspaper man they so well liked and respected. Floral tributes were numerous.

"Few men have gained the place that Bob Small, as he was familiarly known to his colleagues from coast to coast, held not only in the esteem but the affection of the newspaper world," was the tribute paid by David Lawrence. "He was personally popular as were his writings. He could write a dispatch on national politics which would command attention and he could stir the emotions of his readers equally by a story of a prize fight or a football game or a derby. He was adept at personality sketches and could write a murder trial with the freshness of touch of a young reporter and all the maturity of a veteran hardened to the vicissitudes of crime news. Wherever the 'big story' happened to be, Bob Small went. He had recently traveled from coast to coast. He was well known not alone in newspaper circles but among public men the country over."

"He was a great reporter, which is the highest rung of journalism," wired Marvin H. Creager, managing editor of the *Milwaukee Journal.*

"Greatly shocked and greatly grieved," was the message sent by Morton H. Milford, editor of the *Miami Daily News.*

James M. Thomson, publisher of the *New Orleans Item-Tribune,* who worked with Small on the *Washington Post* in 1898, telegraphed:

"Never in Bob Small's great and useful life was he doing a greater service to his craft and country than in writing the series of Consolidated Press articles on the Mississippi flood situation. The reason for this was because of the ability of a trained interpreter of news in a vitally important situation to get the underlying facts and present them understandably and readably to the public."

Besides the Mississippi flood story, some of Small's important assignments as a special writer for the Consolidated in recent months were the Snyder-Gray and the Hall-Mills trials.

Small literally grew up in a newspaper office. He started his career on the *Atlanta Constitution* when his father was an editorial contemporary of Henry W. Grady and Joel Chandler Harris.

Although he spent most of his life in Washington, Small traveled many times all over the United States and Europe, with occasional trips to Central and South America. For two years he was at the front in the World War, having been with the British armies in France 12 months before the first Americans arrived overseas.

He spent 14 years with the Associated Press, and was known in virtually every newspaper office in the United States despite the fact that Associated Press writers never were permitted then to sign their dispatches. Small became known through the fact that editors so frequently inquired of the central and divisional offices of the "A. P." as to the identity of the writer of the various dispatches which had attracted their own attention and that of their readers.

Melville E. Stone, for so many years the general manager of the Associated Press, once designated Small as one of the four or five graphic news writers of America and it was under the personal direction of Stone that Small was sent month after month and year after year to wherever the "big story" of the day was "breaking."

In his long career, Small was in touch with nearly every big news event and every big personality of the last quarter of a century. His reportorial experience and acquaintance were world wide, while on the executive side of newspaper work he served for four years as superintendent of the southern division of the Associated Press and as acting managing editor of the Washington *Post.*

The absolute fairness of his writings and the unvarying clarity of his point of view won for Small an enviable reputation not only in his own fraternity but among the public men with whom he came in contact. As a correspondent Small not only had the necessary background and knowledge of a long experience, but a personality as well, and the ability quickly to gain the confidence of those with whom he came in contact. Small was not a partisan. He travelled with and enjoyed the confidence of Presidents Roosevelt, Taft, Wilson and Harding. In the campaign of 1920 he reported Governor Cox's tour of the country and while he frankly foretold Democratic defeat his dispatches were universally praised by Democrats for their qualities of fairness and sympathetic treatment.

Small's dispatches from Washington forecast the imperial conferences held in London in the summer of 1921—conferences which have changed for all time the character of the British Empire in its relationship with the dominions.

Small met Mr. Bryan on his return to this country in 1906, and in the same year covered the first gubernatorial campaign of Charles E. Hughes. Small covered the famous Thaw trial in New York, and the Haywood-Moyer-Pettibone trials in Boise, Idaho. He wrote the vivid description of the departure of the American battleship fleet on its trip around the world. His story was of such striking merit that the Associated Press broke a life-long precedent and sent a note on its wires telling editors that Small was the author of the classic they were inquiring about.

It was Small who first wrote of the split in the G. O. P. and the birth of the Progressive Party in 1912.

It was Small who covered the first convention of the Progressives and who, with the exception of 1916, when he was in Europe, covered every national political convention of the two great parties during many years.

In 1916 he succeeded Frederick Palmer as the official American correspondent at the British battle-front in France, where he was stationed with Philip Gibbs, Percival Gibbon and other noted correspondents. Small wrote some of the most brilliant accounts of the later Somme offensives and the operations at Vimy Ridge and Arras.

In 1917 he met General Pershing when the latter stepped ashore in France. Small covered the American Expeditionary Forces until his return to America in 1918, when he became head of the Washington bureau of the *Philadelphia Public Ledger.* In the fall of 1920 he joined the Consolidated Press Association.

Mrs. Small was Miss Ethel Sigsbee, a daughter of Admiral Sigsbee, the "Hero of the Maine."

C. P. WIRES SILENCED IN TRIBUTE TO SMALL

IN tribute to Bob Small's memory the wires on all the circuits of the Consolidated Press Association were silenced at 2 o'clock Tuesday, the hour of the funeral service.

This message was flashed over them:

"To Editors and Operators: In memory of Bob Small, a great newspaper man and a great comrade, we pause now in reverent silence as the funeral service is being held.

"(Signed) The Consolidated Press Association

"David Lawrence, President."

A. E. WOOD, N. Y. WORLD VETERAN, DIES

Succumbs to Accident Injuries at 70, After Serving Paper 32 Years—Was News Editor During World War

Albert E. Wood of 490 Fifth Street, Brooklyn, who had been with the *New York World* for the last 32 years as reporter, day city editor, night city editor, for 11 years as news editor, and recently as analyst, died late Monday evening in the Methodist Episcopal Hospital, Brooklyn, in his 71st year. He leaves his wife, formerly Mary G. L. Howard, a niece of the late Bronson Howard, dramatist, a son and two daughters.

A native of Portsmouth, N. H., Mr. Wood did his first work for a newspaper as delivery boy for the *Portsmouth Morning Chronicle,* later setting type and reporting local news items. He came to New York and spent two years on the news staff of the *Morning Journal,* then went to Minneapolis to establish the *Sunday Mercury.*

After a period as city editor of the *Detroit Tribune,* Mr. Wood returned to New York and reported news for the Journal, *Star* and *Herald* before joining the World in 1895. He handled many important articles for the World and was highly regarded by the late Joseph Pulitzer. His long service in the post of news editor included the World War.

His death was due to injuries received April 29, when he was knocked down by the rear end of a B. M. T. trolley car from which he had just alighted at the Park Row terminus of the Brooklyn Bridge.

TRAIN ITINERARY FIXED

142 Signed for Texas Press League's Booster Trip Through East

Itinerary of the All-Texas special train, which, sponsored by the Texas Daily Press League, will advertise the Lone Star state in the North and East, has been announced to include the following points: Kansas City, St. Louis, Chicago, Detroit, Cleveland, Buffalo, Niagara Falls, Boston, New York, Philadelphia, Baltimore, Washington, Pittsburgh, Cincinnati and Memphis. The train will leave Texas June 19 and return July 4. There will be accommodations for 142 aboard. Including Gov. Dan Moody nearly 100 have made reservations, according to J. L. Greer of the *Denison Herald,* chairman of the transportation committee.

TO RUN FLOOD SERIES

Engineers of national and international repute will give their opinions on flood control, in a series of articles to be printed in the *Chicago Daily News.* Methods of finding the solution, and solutions that have been offered, will be discussed in these interviews, which will appear in connection with the conference on flood control called here by Mayor William Thompson for June 2, 3 and 4.

GIVES $50,000 FOR HOSPITAL

Il Progresso Italo-Americano, New York Italian newspaper, this week donated $50,000 to the Italian Hospital Campaign Committee. The donation was made by Angelo Bertolino, vice-president and treasurer of the company, and is in memory of Carlo Barsotti, founder of the paper.

LINDBERGH HOPS TO PARIS!

THE GREATEST TEST SINCE THE ARMISTICE!

Again, as usual, International News Service was first—and,
Again, as usual, International News Service was RIGHT!

When Captain Charles Lindbergh took off on May 21st on his lone hop across the Atlantic, the International News Service and every news service in the world was subjected to the greatest Speed, Accuracy and Reliability test since the Armistice.

The whole world was at tension. Rumor and false report swarmed on the news wires and were broadcast through the air. But International News Service stuck by its time-honored principle—"Get the news First, but First get it RIGHT!"

At the beginning of the day, after verifying its doubt by communicating directly with the Commander of the Ship, it rightly branded as false the report that Captain Lindbergh's plane had been sighted by the S. S. Empress of Scotland!

At 10:30 in the morning, after communicating directly with the Cable station there, it rightly branded as false, the report that Captain Lindbergh had passed over Valentia, on the coast of Ireland. He was then a full 200 miles from land!

When, two hours later, he actually did appear over Smerwick Harbor, a short distance from Valentia, International News Service received the news instantly—from *its own correspondent*, and sent it out as FACT!

At 12:30 it was again able to brand as false the report that a Squadron of British Planes was escorting Captain Lindbergh over the English Channel BECAUSE ITS OWN CORRESPONDENT HAD JUST REPORTED CAPTAIN LINDBERGH OVER SMERWICK HARBOR!

Finally, when Lindbergh landed, our clients knew it first!

By relying on its OWN ORGANIZATION—and its OWN MEN, International News Service supplied its clients with unimpeachable facts—The News fast—and Right!

From the moment when Captain Lindbergh took off at Mineola, until the moment when his plane taxied to glory on the flying field at Le Bourget—only that which was established fact was supplied as *NEWS*, in the authentic dispatches released to clients of the

INTERNATIONAL NEWS SERVICE

M. KOENIGSBERG, PRESIDENT

241 West 58th St., N. Y.

Again International News Service was *First* and *Right*—
Again International News Service was *First* with the *Right* News.

WRITER'S EXTRADITION UP TO GOVERNOR

Fuller of Massachusetts Considering Case of F. H. Thompson, Wanted in New Hampshire in Atlantic Monthly Case

Fred H. Thompson, *Boston Post* reporter, charged with being a fugitive from justice in connection with the alleged theft of advance sheets of the *Atlantic Monthly* containing Governor Alfred Smith's article on Catholicism and the presidency from the plant of the Rumford Press, Concord, N. H., was held by Associate Justice Lloyd Allen in Newton, Mass., court Tuesday in $1,000 bond for hearing June 7, pending Governor Fuller's response to a request made by Governor Spaulding of New Hampshire for Thompson's extradition to that state.

Thompson is charged with having procured the theft of the magazine article in question. Attorney Edmund Whitman, counsel for Thompson, attempted to show that no crime was committed, that the magazine pages containing Smith's letter was "refuse copy," hence of no value. The judge contended, however, that the only issue before him was whether Thompson was the man who committed the alleged crime and not whether the crime was committed. The prosecuting attorney, Herbert W. Rainie, of Merrimac County, N. H., produced as a witness William E. Callahan, former employe of the Rumford Press, whom Rainie declared would show that Thompson was the same man who was charged with the commission of the crime.

Questioned by Rainie, Callahan declared he was a watchman in the Rumford Press, was in Concord on the night of April 15, when the alleged theft is said to have occurred. He admitted that he obtained pages of the magazine and that Thompson was with him at the time. He pointed out Thompson in the courtroom when asked by Rainie, "Is he in this room?"

Judge Allen ruled that cross-examination of Callahan should be limited to the field covered by Rainie. Attorney Whitman vigorously protested the court's ruling, saying, "I want to show that there was no crime committed, I want to show that on cross-examination. I want to show by this witness that Thompson went to see this man Callahan who he learned had a copy of Smith's letter. When he went to this man. this man said he had had a copy, but had loaned it to a friend. When they went to the friend's house in Thompson's machine, the friend was out plowing. Callahan then suggested that they go to the Rumford Press and Thompson stayed in machine while Callahan went in to a watchman and procured a refuse copy of Governor Smith's article."

Governor Fuller Monday received from Governor Spaulding a request that Thompson be returned to New Hampshire for trial. The Governor also has received from Attorney Whitman a request for a hearing, although no date has been set for one. It is intimated that it will be soon.

A. B. P. OFFICERS REELECTED

Bragdon Again Named President at French Lick Session

J. H. Bragdon of the *Textile World*, was re-elected president of the Associated Business Papers, Inc., at the annual meeting held in French Lick, Ind., May 18. Merritt Lum of the A. W. Shaw Company was again named vice-president and Warren C. Platt, *National Petroleum News*, was re-elected treasurer.

The Executive Committee includes Malcolm Muir, of McGraw-Hill Publishing Company, Inc.; George Slate of the Simmons-Boardman Publishing Company; E. E. Haight of the Concrete Publishing Company; Lt. Colonel J. B. MacLean of the MacLean Publishing Company; Everit B. Terhune of the *Boot and Shoe Recorder* and C. J. Stark of the Penton Publishing Company.

The meeting was the largest executive conference held by the association. The keynote of the gathering was "Helping reader and advertiser to get the most out of the business paper."

COLUMBIA ALUMNI ELECT

Clara S. Hough of New Bedford Named President

Clara Sharpe Hough, novelist and newspaper woman, was elected president of the Alumni Association of the Columbia University School of Journalism at the annual meeting and banquet of that organization in New York, May 21.



Clara S. Hough

G. B. Spiero was named vice-president. He is a New York advertising man. Ben Franklin of the *New York World* was re-elected treasurer, Kenneth J. Smith of the graduative class was chosen secretary. Mr. Smith had charge of arrangements for this year's annual meeting.

Four Houghs are alumni of the school. They are Mrs. Hough's husband, George A. Hough, Jr., his brother, Henry Beetle Hough, and the latter's wife, Elizabeth B. Hough. Mrs. Hough is the author of "Leif the Lucky," a novel of the Viki published last summer. Her second n is soon to be announced. Her husban news editor of the *New Bedford* (Ma *Standard*.

Previous to the funmaking and elect there were several speakers who lau newspaper work as a profession. principal speaker was John L. Heat editorial writer of the New York Wo who defended the press in its featuring such crimes as the Hall-Mills and G Snyder murder cases. In maintain that the newspaper is unjustly condem for playing up crime news, Mr. Hea said that by showing both sides of question, and by its attitude on the torial page, the newspaper can do a g deal in uplifting the ideals of a co munity.

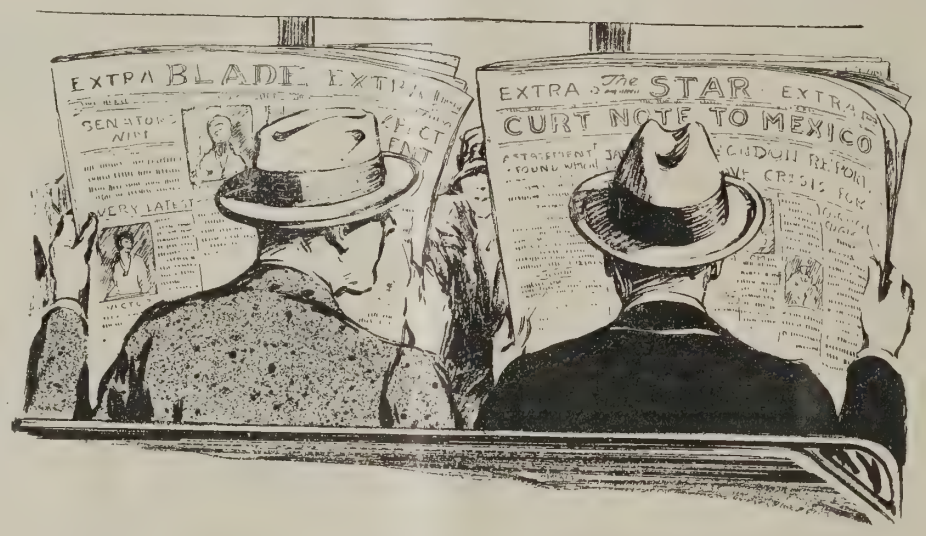
Dr. John W. Cunliffe, director of school, told of the development of school during the past year. He said t the giving of graduate instruction at school would be promoted.

Other speakers were Dr. Talcott W liams, director emeritus of the sch who delivered the annual message to outgoing class, and Dr. Roscoe C. Brown, professor of journalism at School.

Use Editor & Publisher classified c umns for results.

IN THE City of Homes
The Philadelphia Record
Opens the Door of 150,000 Families Every Morning

"This paper doesn't say a thing about it—must have been scooped"



OFTEN times it's "association" stuff. Both papers start from "scratch' —yet one has it on the street first. What is it that enables one paper to "beat" the other?

The news-gathering staffs, the composing rooms, the press rooms may all be the same from the standpoint of efficiency. Yet the one paper gets the news on the street first.

The difference lies in the time gained between the presses and the delivery tables. The paper that gets the news on the street while it is still "news" is pretty apt to have installed Cutler-Hammer Newspaper Conveyors. Right off the presses they come in a steady stream. Up—overhead, around corners, through a ceiling or wall—as fast as the presses turn them out the C-H Conveyor puts them on the delivery or mailing tables.

C-H Conveyors push the deadline back —enable you to get later news in every edition—enable you to beat competition. It means reputation—more public confidence—greater circulation—more advertising. Considering how vital it is, can you afford not to investigate?

There is a C-H Press Control for every type of press in your plant. Tell us the equipment you have and our engineers will make recommendations that will enable your paper to utilize the full value of news.

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1203 St. Paul Avenue
MILWAUKEE, WISCONSIN

The reputation of yo paper depends upon getting news on the st while it's still "news"

C-H Conveyors enable y to get late news on the str FIRST



C-H Conveyors take the papers off th press in a steady stream and lay them down on the delivery or mailing tables

The illustration shows the C-H Conveyor in the Elizabeth Daily Journal, Elizabeth, New Jersey. Circulation, 24,408. Note also the C-H Push Button Control mounted on the press.

CUTLER C-H HAMMER
Press Room Efficiency Depends on Electrical Control

With New Ownership The Brooklyn Standard Union enters to-day upon a new and larger era of usefulness and service to Brooklyn.

Senator R. F. Wagner and Hon. Charles D. Hilles are among the many National and State Leaders who have greeted the new organization with enthusiasm.

ROBERT F. WAGNER
NEW YORK

United States Senate
WASHINGTON, D. C.

Mr. Joseph J. Early,
Brooklyn Standard Union,
296 Washington Street,
Brooklyn, N. Y.

My dear Joe:

I want to congratulate you, as well as the community, upon your assumption of the management and direction of the Standard Union. Your association with the enterprise is, I think, a sufficient guarantee of its success. I look back with pleasant memories to the days when we were in Albany together—you as a newspaper correspondent and I as a legislator.

A warm friendship was formed then which I am sure will last as long as we are both here. It is this friendship which prompts my short note to you. While you and I differed frequently on political policies, and our points of view were in conflict on important public questions, you were always a fair critic and a square shooter.

Your exceptional capacity for newspaper management, your unquestioned integrity, and your experience compells the prediction that the Standard Union will in the future be a paper of increased interest and influence.

I wish you as a friend the best of luck and success.

Sincerely yours,

Bob

CRC

Republican National Committee

William M. Butler
Chairman
Charles D. Hilles
Vice-Chairman
Ralph E. Williams
Vice-Chairman
Mrs. Alvin T. Hart
Vice-Chairman
Roy O. West
Secretary
William V. Hodges
Treasurer
Daniel E. Pomeroy
Eastern Treasurer
Mrs. Charlotte Farrar
Assistant Secretary

OFFICE OF
CHARLES D. HILLES
120 WILLIAM STREET
NEW YORK

May 23, 1927

Mr. Ralph Jonas,
Brooklyn, N. Y.

Dear Mr. Jonas:

I learn with a great deal of satisfaction that you are giving financial support to Mr. Joe Early and his associates of the Brooklyn Standard Union. I have watched Mr. Early's rise over a long course of years with interest.

Your community service to Brooklyn is an assurance that you and your associates realize the opportunities that are presented to your great community in a new period of broader service.

I discovered in Washington that the recent visit of members of the Brooklyn Chamber of Commerce to that city under your leadership as President of that organization directed attention to the fact that Brooklyn is now the largest Borough, and of the fact that you are accomplishing a splendid community work.

With very best wishes, believe me,

Sincerely yours,

Charles D. Hilles

Among Those Associated in the New Management Are:

RALPH JONAS,
President, Brooklyn Chamber of Commerce

WILLIAM M. GREVE,
President, Prudence Bonds Corporation

FREDERICK D. MACKAY,
Vice-President, E. W. Bliss Co.; Vice-President, Brooklyn Riding and Driving Club

WILLIAM H. ENGLISH,
Banker, President Montauk Club

COL. JACKSON A. DYKMAN,
Lawyer, Cullen & Dykman

A. W. BURLINGAME,
Lawyer

ARTHUR S. SOMERS,
Commissioner, Board of Education

ALBERT CONWAY,
Lawyer

ALONZO G. McLAUGHLIN,
County Judge

JOSEPH J. SARTORI,
Bank Director, Restauranteur

WILLIAM F. X. GEOGHAN.
Assistant District Attorney

R. F. R. HUNTSMAN, Publisher — JOSEPH J. EARLY, President

The group of prominent men indicated above purchased The Standard Union at a cash investment of more than a million dollars.

Founded in 1863 by Brooklyn patriots loyal to the cause of the Union, this newspaper has maintained for nearly sixty-five years a record of high character, honesty of purpose, and fearless championship of that which it believed to be best for Brooklyn.

That these policies will be maintained is guaranteed by the character of the men who now control its future.

The largest circulation of any Brooklyn newspaper

(Member of the Audit Bureau of Circulations)

CIRCULATIONS WING SKYWARD ON THE LINDBERGH FLIGHT

(*Continued from page 3*)





L. A. McQueen, Goodrich ad manager, acted fast to get this message to the public.

also disposed of thousands of copies more than usual.

Heavy street sales last Saturday and a demand for Sunday papers that could not be met were the direct results of Captain Lindbergh's flight on circulation of the *Kansas City Star* and the *Kansas City Journal-Post*. The flash on Lindbergh's arrival hit Kansas City in time for considerable chaser circulation on home editions and the story was in good shape for street sales.

The Journal-Post's afternoon street sales advanced about 8,000.



Again–Mobiloil!

Lindbergh uses Gargoyle Mobiloil
in thrilling airplane leap across the Atlantic
from New York to Paris

Mobiloil

VACUUM OIL COMPANY

Carefully planned was this excellent news tie-up handled by Blackman Company.

The Star's increased sale of individual copies especially was noticeable in surrounding towns. "We could not meet the demand for Sunday papers," Frank Seested, circulation manager of the Star, said, "because the Star Monday morning printed Lindbergh's own story. Sales of that edition also were greatly increased, and we have reason to believe the extra circulation on this occasion will result in many new regular subscribers.

"On account of insufficient supply of gravure sections the Journal-Post did not attempt to meet the increased demand for Sunday papers, F. A. Braun, assistant circulation manager, said.

The *St. Louis Post Dispatch* broke all its press production records for a week day with 40,000 street sales above normal Saturday.

At Louisville K,y., the *Courier-Journal* reported its plant "cleaned out. Couldn't print enough." The average excess of 2,000 copies, the publishers said, went early.

Seattle newspapers reported their sales had been doubled. In San Diego, where Lindbergh began his record-breaking cross continent flight, newspapers reported their sales tripled. Los Angeles and San Francisco papers said their sales had been doubled.

The *Chicago Tribune* and *Herald-Examiner* reported enormous street sales, of which no count was available.

In Minneapolis, all three dailies reported big advances. The *Tribune's* Saturday extra announcing Lindbergh's landing was still selling on the street at 8:30 in the evening. The Sunday issue was completely sold out. Ten thousand extra copies were sold Monday morning, carrying Lindbergh's own story in conjunction with the *New York Times*.

Franklin Rook, circulation manager of the *Journal*, reported 3,000 extra Sunday papers sold. The Saturday P. M. sales were increased more than 60 per cent. Rook said that the glamour around the flyer, alone, young and beating everyone to it, aided sales, and not so much the fact that he lived at Little Falls, Minn., and is claimed as a former Minnesotan.

The *Star*, publishing no Sunday issue but a five cent feature section Saturday P. M., reported sales of 5,000 extra copies at 5 cents each.

The Lindbergh flight was characterized by San Francisco circulation managers one of the greatest news stories ever handled from the standpoint of public interest and sustained suspense. They reported heavy sales for each edition of the afternoon papers.

The *Call* doubled street sales. The *Bulletin* considered it the greatest story ever handled, practically doubling sales. The *News* used all boys available and increased sales heavily. Sunday morning papers pronounced it a sell-out for the entire edition.

The *Examiner and Chronicle* were handicapped by inability to print more Sunday editions than color sections already ordered. The Chronicle said the story increased circulation by 20,000 for Monday morning editions.

An average increase of perhaps 50 per cent in street sales was reported by Portland, Ore., newspapers. In one instance, the *Evening Telegram* reported a gain of 132 per cent in its street sales. The *Journal* and *News* also had heavy sales and the continued demand was indicated by the *Oregonian's* report the following day.

There were at least three outstanding instances of advertisers cashing in on the Lindbergh exploit. The enterprising advertisers included the Vacuum Oil Company, with Gargoyle Mobiloil; the B. F. Goodrich Rubber Company, with Silvertown cord tires; and the Franklin Motor Company, advertising its air-cooled engine.

The William H. Rankin Company, handling the Goodrich account, was able to get a full page advertisement in the *New York Sun* on Friday afternoon, the day the daring aviator hopped off from Roosevelt Field for Le Bourget. This advertisement was headed "Lindbergh Hops Off on Goodrich Silvertowns."

Then on Monday copy was placed in a large list of newspapers with the triumphant headline: "Lindbergh Lands in Paris on Goodrich Silvertowns."

Cities in which this advertising appeared included Kansas City, St. Paul, Minneapolis, Chicago, St. Louis, Pittsburgh, Cleveland, Akron, Detroit, Boston, Hartford, New York, Philadelphia, Washington and Baltimore.

L. A. McQueen, assistant general sales manager of the B. F. Goodrich Rubber Company, gave orders at 11 o'clock on Friday morning to the agency that it should have copy in that afternoon's *New York Sun*.

In company with Mr. Rankin and V. Galbo, of the agency, Mr. McQueen w down to the Sun. They were at the Su plant from 12:30 to 3:30. The copy l been approved by noon, and at 3:25 th obtained the first copy containing advertisement. Three o'clock is the de line for the night edition and the adv tisment was ready with only one min to spare.

The agency on Monday received telegram from James O'Shaughnes secretary of the American Association Advertising Agencies, reading:

"Silvertown Page is an historic t umph in advertising."

The Vacuum Oil Company's progra had been carefully worked out in advan Copy was in all newspaper offices waiti for a wire release from the Blackm Company, New York advertising agen There were about 120 newspapers list on the schedule. The cost of the adv tising was estimated to be about $100,0

Paul F. Wiggin is in charge of t Mobiloil advertising campaign for t Vacuum Oil Company.



Halvorsen Newspaper Stuffing Machines

are now being used by many of the leading newspapers from coast to coast and border border. In one plant the machine has saved one-fifth of its cost in six months. ¶ Papers can be delivered in better condition to distributors and to the readers.

After a thorough investigation you will want to invest
Write for full particulars

NONPAREIL MACHINE COMPANY
36 S. Throop Street, Chicago

Modern
Composing Room Furniture

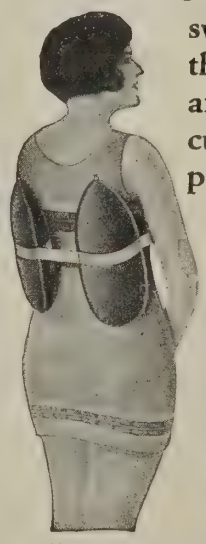
as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

Circulation Builders For the Summer Months

Every man, woman and child wants this practical TORPEDO FLOAT that changes bathers into swimmers. The TORPEDO FLOAT is the simplest, safest, latest, most sought after swimming device made. As a circulation builder it has no equal. The price is so low that every newspaper, and magazine can afford to use it in substantial quantities.



THE BIFF BAG

If you want a good all year around premium, the BIFF BAG is your best bet. Every boy and girl likes it and they all want it. The price is right. Send for quantity prices and catalog containing a number of other Airubber products.



Publishers Space Selling Service

49 West 45th Street **New York City**

"So very few people have any Time for the ~ CONVICT!"

[Extract from following letter from Missouri State Penitentiary]

Special Note

To the reader of this "copy," this letter sent from within prison walls seems unusual to the point of being unique, but there should be nothing unique in the rendering of a great outstanding humanitarian service, as health belongs to the unfortunate as well as the fortunate.

MISSOURI STATE PENITENTIARY
JEFFERSON CITY, MO.

To Dr McCoy From Austin 4/24 192 7
Relationship (If no relation state acquaintance) Business Reg. No. 27069
Street (or R. F. D.) Brack Shop Bldg City Los Angeles State Cal. No. 1 Letter This Week

Prisoners must strictly comply with the following: They may write not to exceed two letters each week. They are not allowed to receive packages of any kind. Newspapers and other reading matter must be received direct from the publishers, or their agents. The reward of good conduct is early release; prisoners should be encouraged to be good. All outgoing letters must be written on this stationery and not to exceed one sheet of paper. DO NOT SEND MONEY IN ANY OTHER FORM THAN BY POSTOFFICE OR EXPRESS MONEY ORDER.

Dear Dr. McCoy:

I was greatly surprised when I received a copy of "THE FAST WAY TO HEALTH" as I had written you only for advice on what to do for "Asthma". Your kindness in sending me this book shall never be forgotten.

So very few people have any time for the "Convict" that I wish you to know you have rendered me a great favor, and I feel, too, you have done an act of charity, which proves your sincere effort to benefit humanity; which is true blue' Christianity.

I enjoy going through the exercises as illustrated and described so plainly in your book, and follow the diet to the best of my ability - according to what I have to select from. I feel a wonderful improvement considering the short time I have had your guide to health, and shall continue my exercises faithful to your teaching until I have overcome my affliction entirely.

Again thanking you for your kindness to me, I am

Yours gratefully,
(Signed) A. O. Austin.
NO. 27069.

The Admiration of North America

Thousands of letters are pouring into newspaper offices and to this office telling of the actual good people are doing for themselves by following Dr. McCoy's advice given daily thru the columns of the country's leading newspapers, and through the question and answer department of the McCoy Health Service.

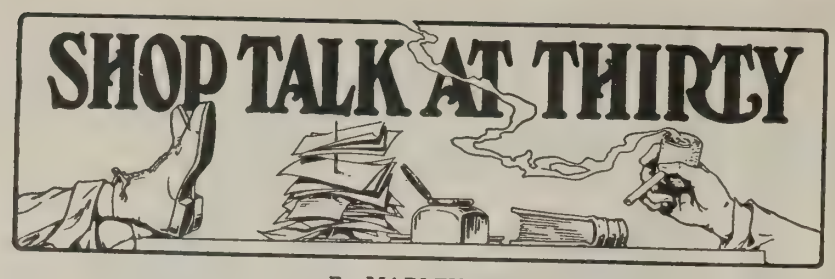
With such reader interest and such expressions of appreciation as this pouring in every day from newspaper readers following Dr. McCoy's Daily Health Articles, is it any wonder that newspapers are proud of their McCoy Health Service as a medium of rendering a genuine public service. As a circulation getter and circulation holder, the McCoy Health Service has no equal. Only one paper in each city can get Dr. McCoy's Daily Health articles. Will that paper be yours? Territory is closing fast. Write or wire today.

McCOY HEALTH SERVICE

Brack Shops Building

Los Angeles **California**

SHOP TALK AT THIRTY



By MARLEN PEW

NEWSPAPER folk of this generation never saw a peace-time story which so fascinated the public mind as has the New York-Paris hop of Charlie Lindbergh. It is the incomparably "good story" of the age, possessed all of the qualities that students of journalistic values consider necessary to the perfect news situation, plus several glittering novelties.

* * *

PRIMARILY, of course, the appeal was to the primitive human emotion which exults at the spectacle of man risking life to gain mastery over the elements or some seemingly invincible antagonist. In this case the conflict was new and startling, a feat dramatic beyond the imagination of even imaginative people and overwhelmingly sensational to persons of routine habits of thought. Add to the dramatic features of the exploit the fact that the adventure was undertaken for a high and sensible purpose, involving deep-rooted patriotic impulses, and you have a protagonism calculated to make the public heart thump like a kettle-drum expressing the wildest, Wagnerian motif. Capping all this was the combination of magnificent youth, lean and wiry strength, death-defying courage, supreme confidence, no brag or ostentation but even genuine blushing modesty, quiet and effective action, a bewitching smile and naive boyishness, making Lindbergh an incomparable hero in the role.

* * *

THE sympathetic factor in this story would be difficult to exaggerate. The clean, young aviator appealed to every normal mind. To the average man he stood out as a model son, a stout piece of human hickory upon whom a father or employer could lean with absolute confidence in business or in home life. He satisfied the brightest dreams of average motherhood, not alone by reason of his gallant battle, crowned by victory and its golden spoils, but for his kid-like attitudes, promise of glorious and fruitful manhood, softness of facial expression and shy tenderness toward his own mother and the mother of a fallen French colleague of the skies. Young manhood instinctively claimed him as a brother in every sense. And unmarried or dissatisfied womanhood, wherever the printed word has carried the news of his adventure, has been suddenly plunged into mad, ecstatic love of him. In our own little circle we saw a hard-boiled newspaper man, who usually rests late on Sunday mornings, up and walking a mile and a quarter last Sunday morning to meet the paper train; a mother was so worried during Saturday night that she sat most of the time at a window and when news was flashed that Lindy was safe, this woman buried her head in her apron and sobbed; a tiny little school girl, in our sight, went through the thrilling emotions of first love, sitting practically all day looking at Lindy's pictures; two young boys fairly went into a trance when the aviator's story was read aloud in the family circle and all day they kept repeating the facts, asking questions and paying little tributes to the new-found knight. Ambassador Herrick says Lindbergh's stunt has done more to cement Franco-American relations than all diplomacy. We believe, also, that his example of decent, purposeful, dignified young manhood contributed to the rank and file of society a moral lesson that will endure when all of last Sunday's pulpit preachments have been forgotten. If we were asked who has contributed the finest, most ennobling thoughts to the whole people in the current year we should unhesitatingly answer "Lindbergh." We can well believe that millions passed a sleepless night when Lindbergh's plane was in perilous flight and hugged close to every known means of comunication to catch the joyous word that he had safely landed at the scheduled point of destination. Never in peace times, the record shows, have newspapers been in such lively demand as during the period of suspense of this trans-Atlantic flight. The circulation jump is comparable only to the excited hours that followed the signing of the armistice that brought world peace.

* * *

SO in this classic adventure we have in bold relief the irresistible factors of conflict, suspense, heroism in grand mold, patriotism, epic love, compensation in terms both practical and ideal and numerous other story values such as charming masculine modesty and decent character easily defeating unwholesome temptations; sudden success rewarding persistent, faithful, thoughtful, honest plugging effort; and the spectacular rise to the pinnacle of fame and fortune of an obscure lad known to his schoolmates as "Cheese" and to his aviator friends as "Lucky" and the "Flying Fool"—the latter, we take it, being in the sense of the unreasoning zealot. We have the notion that it was Lindbergh's sudden and almost unheralded dash to first-page popularity that gave his story its marvelous aromatic flavor. It was absolutely unspoiled by press agents, fakers, climbers or any of the familiar gentry that almost invariably are to be detected in some manner clinging to shooting stars in the news firmament. It was Lindbergh, the good boy unadulterated, that we saw and his motive expressed the grand theme of pioneering under the Stars and Stripes.

* * *

FOR days we have been ransacking memory for a modern peace-time story that might be compared with the Lindbergh adventure for newspaper values. It does not exist. Admiral Peary's discovery of the North Pole probably measures the nearest to it, although it was clouded, at the time, by Dr. Cook's fraudulent "horn-in," and the Admiral was no such captivating hero as is this youthful birdman from the western plains. Most of the story elements involved in the North Pole adventure were intrinsically better than the unassisted trans-Atlantic flight. There was much more to write about. The conflict seemed, at the time, more fierce. But we do not remember that vast numbers of the people actually lost their sleep in suspense over Peary's fate or that they ran wildly about cheering news of his triumphant return. News of Peary's discovery sold papers, but with no such spontaniety as was experienced from the moment Lindbergh hopped into space until the last vital word concerning his safe arrival was reeled from the presses. Capt. Roald Amundsen's South Pole enterprise was relatively tame, although essentially a great story. Comparable American heroic figures, in war-time, were Dewey and Hobson. America never witnessed wilder hero-worship than that which flung itself at the Admiral conqueror of the Spanish fleet at Manila Bay when he came sailing home. The story of Hobson's magnificent daring in sinking the Merrimac in Santiago harbor furnished the best hero story of the Spanish-American war and, I think is a close counterpart to Lindbergh's exploit, from the viewpoint of popularity. One thinks, of course, of the scores and hundreds of heroes of the World War and the stories concerning them that electrified newspaper readers in the 1914-1918 period, but somehow these figures seemed swallowed up by the dumbfounding immensity of the war operations of those days. No individual could stand out against that bewildering background of action to be accepted by all the people. Of all the stories of individual heroism in the World War, we believe the martyrdom of Edith Cavell at Brussels was unapproached for elements that penetrate the hearts and thrill the minds of newspaper readers. Proof is that everyone remembers her name.

* * *

TRUTH is not only stranger than fiction, it is ten thousand times more interesting. All that happened to Lindbergh, written by the best fiction author of the day, would constitute a short-story of only ordinary interest. But when the news flashed, "Lindbergh DOES it!" (which, by the way, was the *New York Times'* admirable Sunday headline) the challenge was supreme. The story needed no writing flourish. It told itself. The simple fact became literature of the best kind. Indeed, Lindbergh's own narrative might have been dashed off by any schoolboy, so far as its literary merit went. It was not remarkable even for incident, yet the eye of the average citizen a it up and begged for more. The fa is the big thing in the newspaper and much better raw than dressed.

* * *

THANKS for the plane ride, Mr. Lin bergh! It was the real thing and grand refreshment. Don't let any sma Alec press agent tell you how! Don't any reporter tease you into talking abo girls! Don't kiss or be kissed, in publi if you can avoid it! Don't appear on t stage or in the movies! If a gratef nation hands you a beautiful home Washington to reward your gallantr don't deed the place to your wife mother! Just keep thinking and talkin about airplanes and some day, when yo hop again, millions of hearts will agai flutter for your safe return. Heroism Mr. Lindbergh, is a dangerous role t play, by far more flickle than the ic winds off Cape Race. If you succeed i gliding through the storms that are sur to beset your path in the streets of Amer ican cities, you will deserve a monumen that will make Miss Liberty's statue loo like a waterplug.

Largest Newspaper West of Chicago

500,000

Copies DAILY

The KANSAS CITY STAR

Where better Classified mediums are being built — the best publicity is helping build them

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

America's Complete Newspaper

NEW YORK Herald Tribune

Thorough Coverage in One of the World's Richest Buying Centers—Coupled with the Ability to Produce Results

Pittsburgh Gazette Times
(Morning and Sunday)
AND
PITTSBURGH CHRONICLE TELEGRAPH
(Evening except Sunday)

These newspapers in News and Advertising have the confidence of their readers. Their readers have the power to purchase.

Sold Singly or Combined

URBAN E. DICE, Nat'l Advg. Mgr.
Gazette Square, Pittsburgh, Pa.
E. M. BURKE, Inc.,
1457 Broadway, New York.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL COMPANY,
742 Market Street, San Francisco, Cal.
Times Bldg., Los Angeles, Cal.
White-Henry-Stuart Bldg., Seattle, Wash.

Sell COLUMBUS and the G·C·O·M

During 1926 The Columbus Dispatch carried more agate lines of paid advertising than any other Ohio newspaper.

Advertisers who use The Daily Columbus Dispatch are guaranteed a total net paid circulation of 113,678. . . . . Many, many thousands more than any other Columbus newspaper.

Dispatch
OHIO'S GREATEST HOME DAILY

IT WILL PAY YOU TO HIRE TRAINED MEN

Ambitious young men, schooled in every branch of the newspaper or magazine field, may be secured to fill that opening on your publication by simply making your wants known to the Personnel Bureau of Sigma Delta Chi, professional journalistic fraternity.

No Charge To Employers

Avail yourself of this free service to replenish your staff whenever the occasion requires. Write or wire John G. Earhart, 836 Exchange Ave., Chicago, Ill., and he will put you in touch with the right man.



Comparative New England as Your Market...

Wage Earners and Wages Paid...

NEW ENGLAND	**1,258,000**	**$1,475,000,000**
6 Western States	**720,000**	**111,700,000**

A Billion and a half payroll a year is a good healthy income for a group of wage earners. Most of it is spent with the grocer, druggist, dry goods and clothing store—furniture store, movie theatre and a little is salted away with the Bank for the rainy day.

The National Advertiser studying the comparative markets has no problem to determine which will give him greater returns for money spent in a newspaper campaign. The New England figures speak eloquently in behalf of unlimited Buying Power. They conclusively prove that New England should be on the list of every advertiser—large or small.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	5,786	.03	.03
**Boston Globe .....(M&E)	286,361	.50	.50
**Boston Globe .....(S)	333,452	.55	.55
††Boston Transcript .....(E)	38,245	.20	.20
**Boston Post .....(M)	394,851	.60	.60
**Boston Post .....(S)	350,627	.55	.55
**Fitchburg Sentinel .....(E)	12,069	.06	.045
**Haverhill Gazette .....(E)	16,415	.065	.05
**Lynn Item .....(E)	17,004	.065	.05
†Lowell Courier-Citizen and Evening Leader ...(M&E)	21,310	.07	.07
**New Bedford Standard Mercury .....(M&E)	32,607	.10	.10
**New Bedford Sunday Standard (S)	29,262	.10	.10
**North Adams Transcript.(E)	10,427	.05	.04
**Pittsfield Eagle .....(E)	18,264	.05	.05
**Salem News .....(E)	21,495	.09	.07
**Taunton Gazette .....(E)	9,414	.045	.035
**Worcester Telegram-Gazette (M&E)	99,207	.28	.25
**Worcester Sunday Telegram (S)	52,740	.21	.18

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
**Bridgeport Post-Telegram (E&M)	44,370	.15	.15
**Bridgeport Post .....(S)	23,171	.10	.10
**Hartford Courant .....(M)	33,017	.09	.09
**Hartford Courant .....(S)	58,674	.13	.13
††Hartford Times .....(E)	56,077	.13	.13
**Middletown Press .....(E)	8,560	.05	.03
†New Haven Register..(E&S)	48,076	.145	.135
**New London Day .....(E)	12,293	.06	.045
††Norwich Bulletin .....(M)	12,842	.07	.05
**Norwalk Hour .....(E)	6,429	.04	.04
††South Norwalk Sentinel..(E)	5,320	.04	.03
**Stamford Advocate .....(E)	10,937	.05	.04
**Waterbury Republican-American (M&E)	25,234	.08	.08
**Waterbury Republican...(S)	15,903	.08	.08

MAINE—Population, 768,014

**Portland Press-Herald Express, Sun & Telegram....(M&E)	59,356	.20	.16

NEW HAMPSHIRE—Population, 443,683

**Concord Monitor-Patriot..(E)	5,773	.0375	.025
††Keene Sentinel .....(E)	3,980	.036	.023
**Manchester Union Leader (M&E)	32,585	.15	.12

RHODE ISLAND—Population, 604,397

	Circulation	2,500 lines	10,000 lines
††Newport Daily News....(E)	6,249	.0336	.0293
**Pawtucket Times .....(E)	28,449	.08	.08
**Providence Bulletin .....(E)	71,443	.20	(B).27
**Providence Journal ....(M)	38,599	.12	(B).27
**Providence Journal .....(S)	74,009	.20	.20
**Providence News .....(E)	28,021	.08	.08
**Providence Tribune .....(E)	21,162	.10	.09
**Westerly Sun .....(E&S)	5,273	.03	.03
**Woonsocket Call .....(E)	14,880	.05	.05

VERMONT—Population, 352,428

**Barre Times .....(E)	7,282	.03	.025
††Brattleboro Reformer ...(E)	3,520	.035	.02
**Burlington Free Press...(M)	14,265	.05	.05
**Rutland Herald .....(M)	11,816	.05	.05
††St. Johnsbury Caledonian-Record .....(E)	4,061	.03	.02

** A. B. C. Publisher's Statement, March 31, 1927.
† Government Statement, Oct. 1, 1926.
†† Government Statement, March 31, 1927.
(B) Combination rate Daily Journal and Eve. Bulletin.

CLASSIFIED ADVERTISING

John Irvin Becomes Classified Manager of N. Y. Telegram—C. W. Horn to Represent Association at Portland Meet—Big Business Built by Little Want Ad

JOHN IRVIN has resigned as assistant classified advertising manager of the *New York American* to become classified advertising manager of the *New York Telegram,* succeeding T. F. Mulhern, made display manager. No successor on the American will be named, C. W. Horn, classified manager, informed EDITOR & PUBLISHER.

Mr. Irvin became associated with the New York American the first of this year, after having spent a year as classified manager of the *New Orleans Item* and *Tribune.* During the first few months of 1927 Mr. Irvin worked under R. E. Seiler, general manager of classified of the Hearst newspapers. Then he was appointed assistant to Mr. Horn.

Previously Mr. Irvin had been for many years classified advertising manager of the *Des Moines* (Ia.) *Register* and *Tribune.*

C. W. Horn, classified manager of the *New York American,* will represent the National Association of Classified Advertising Managers at the Pacific Advertising Clubs Association's convention in Portland, Ore., June 22. Then he is planning to go to Denver when he will speak before the Association of Newspaper Advertising Executives.

Frank McCabe, for many years classified manager of the *New York World,* has joined the Brown Advertising Agency, Inc., in the Times Building, New York.

Little want-ads can build big business. The truth of this saying may be seen in the case of Foster & Waldo, a Minneapolis piano store, which has advertised in the *Minneapolis Tribune* every day for 44 years.

In a letter to P. M. Hughes of the Tribune, C. W. Ream, advertising manager of the piano store, wrote:

"Our belief in the tremendous power of the little classified advertisement is best exemplified by stating that for 44 years the Tribune has never gone to press without a Foster & Waldo classified advertisement for trade-in pianos.

"In other words, this means that Foster & Waldo have had a classified ad in the Tribune for 16,060 consecutive days."

Mr. Hughes is inclined to consider this as a long distance record.

Robert Lesie Belem, formerly classified advertising manager of the *Tulsa Tribune, Memphis News-Scimitar* and acting classified manager of the *Washington Times-Herald,* is now manager of classified advertising of the *Fresno* (Cal.) *Bee.*

FOREST EDITION ON KRAFT

The *New Orleans Times-Picayune* recently published a section for American Forest Week on kraft paper manufactured from Southern pine.

FEW NUGGETS IN MOUNTAIN OF NEWSPAPER PROMOTION

(*Continued from page* 12)

vertising trade publications, thereby getting double value from such advertising.

The *Milwaukee Journal* sent out a large piece made up of full pages about its market. Apparently this originally was a series, "Make Milwaukee Mightier", co-operatively run by local firms.

Color was used well by the *Oklahoma City Oklahoman and Times* in a book about its trading area. In surprisingly few cases was color used to advantage i other publishers.

The *St. Louis Globe-Democrat* miniature house organ, chock full of facts in very small compass, stood out in contrast with the two large pieces. It was easy to read.

The influence of the book published by the 100,000 group of American cities, which appeals to all thinking advertising executives, was reflected in a reprint o material by the *Brooklyn Ea*

A clear and comprehensive letter from the John Budd Company described the Galveston market.

"Keeping Tabs On Schenectady" a monthly sheet of "dope", is issued by the *Union-Star* of that city. "Texas Business", a monthly paper of facts, arrives from the *Dallas Morning News and Journal.* The *Chicago American* announced a new 4-color process by sending a sample of the section.

A grist of letters announcing new rates, mergers, special local events, etc., occupied a large part of the mail, in addition to perhaps a foot-high stack of plain ordinary "ballyhoo", mostly blo ing about linage. It was evident t in too many cases, some figures had b hurriedly thrown together to please publisher, inserted in a full page in newspaper, and then rushed out "as to inform an eager (?) waiting wor Very little originality in form on general run of newspaper promotion apparent.

Every mail brings the executive w controls advertising budgets a tidal wa of promotion literature, perhaps one-th from newspapers. The competition attention and interest is keen. The ne paper publisher in self-protection sho try to improve the value and quality what he sends out and build it from prospect's point of view.

Anyway, we older fellows have t consolation of having lived in an a when the town baseball stadium h knotholes in the fence.—*Florence* (Ala *Herald.*

Obituary

SAMUEL ALBERT MAXON, 86, who has been one of the publishers of the *Oneida* (N. Y.) *Democratic Union,* for the last 34 years, died May 21 at his home in Oneida.

MRS. MURIEL HOLLETT, 45, wife of J. V. Hollett, circulation manager of the *Fresno Bee,* died recently at her home after an illness of more than six months.

CHARLES J. ALLIS, formerly associated with the circulation department of the *Kansas City Star,* died last week at his home in Independence, Mo.

HENRY A. BOEHNE, 35, window dresser for the *Boston* (Mass.) *Herald* and the *Providence* (R. I.) *Journal* for the past five years, died at the Rhode Island Hospital, Providence, May 9.

JAMES EDWARD WALSH, 55, Associated Press operator for the *Providence* (R. I.) *Journal* for 27 years and for the past 15 years A. P. operator for the *Lynn* (Mass.) *Item,* died in Lynn, May 7.

ALBERT C. SPARKS, 57, veteran printer and proofreader for the *Providence* (R. I.) *Evening Bulletin* for the past nine years, died at his home in Providence, May 16.

LILLIAN GARDNER CROOM, society editor of the *Okmulgee* (Okla.) *Times,* and wife of Elmer Croom, Times city editor, died in Okmulgee, May 8.

JAMES E. MCCARTIN, for many years a cartoonist with the *Providence* (R. I.) *News,* died in New Mexico, May 9.

FRANK LLOYD, 72, head of the great British paper making firm of that name and son of Edwin Lloyd, founder of the *London Daily Chronicle* and *Lloyd's News,* died in Croydon, England, May 20.

CURTIS D. STRATTON, for many years railroad and commercial reporter for the *Seattle Times,* died Saturday, May 7, at the Homeopathic Hospital after an illness of several weeks.

MRS. JOHN F. SHORT, wife of the editor of the *Clearfield* (Pa.) *Republican,* died at her home there on May 21.

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined.*

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

Away Ahead!

2,196,676 - 1925
3,699,155 - 1926

1,502,479 - Gain

The New York Evening Graphic shows greater gain in lineage (41%) than any other New York paper.

The Baltimore News

has the largest circulation of any evening newspaper in the entire South
137,022

Baltimore looks to THE NEWS for the news.

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Long Beach Press Telegram
Long Beach, Calif.

Ask them about it

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

South America's Greatest Newspaper

"Buenos Aires IS the Argentine Republic"—

"If you introduce an article in Buenos Aires it is introduced in the whole of the Argentine."

"We know that LA PRENSA has a larger circulation than all the local papers put together, and that this circulation is amongst the very best class."

(Extract from letter written by the distributor in Argentina of important American products, urging his principals to place their advertising in LA PRENSA—)

National sales and distribution in Argentina can quickly be attained by advertising in LA PRENSA.

JOSHUA B. POWERS
Exclusive Advertising Representative
250 Park Avenue New York

THE SEATTLE TIMES

Led All Other Seattle Newspapers Year 1926 in

Local Display
National Display
Classified
Total

By a Wide Margin

In total Advertising, Times led Post Intelligencer by 5,975,435 lines—not including 426,661 lines in American Weekly.

In total Advertising, Times led Star by 9,647,426 lines.

EASTERN REPRESENTATIVE
THE S. C. BECKWITH SPECIAL AGENCY
New York—Chicago—St. Louis
Detroit—Kansas City—Atlanta

ROTO-GRAVURE Sections for Newspapers & Magazines
STANDARD Gravure Corporation
LOUISVILLE, KENTUCKY

Get in touch with the impulses that originate each week in the columns of

EDITOR & PUBLISHER

The Newspaper and Advertising Man's NEWS paper

Impulses that are making themselves felt in better informed, more efficient, more alert newspaper and advertising men wherever EDITOR & PUBLISHER is regularly read.

And do it NOW

while you can get with your subscription one of the very few copies left of the 1927 edition of EDITOR & PUBLISHER'S International Year Book.

This is a service without a parallel in the whole range of business paper publishing, and one that you are sure to appreciate, enjoy, profit by and USE throughout the year.

This Coupon will bring you into the EDITOR & PUBLISHER family at once.

A hearty welcome awaits you—both on our subscription list and in our offices, Suite 1700, Times Building, New York. When in the city and in the neighborhood of Times Square, drop in and use the facilities we have provided for the comfort and convenience of our good friends.

EDITOR & PUBLISHER,
Suite 1700, Times Building,
Broadway at 42nd St., New York, N. Y.

Send me EDITOR & PUBLISHER every week for a year, starting with the next issue, and including with my subscription the INTERNATIONAL YEAR BOOK and the MARKET GUIDE as they are published during the term of my subscription.

Enclosed is $..... in full payment. OR, I shall remit the subscription price on receipt of your bill, in 10 days or so.

Name ..... Local Address .....

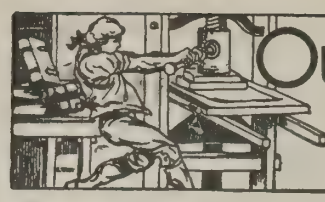
CITY ..... STATE .....

Business Connection .....

Title or Position .....

(Important confidential information for our own files only.)

SUBSCRIPTION RATES: $4 per year—$4.50 in Canada, $5 in Foreign Countries. Shorter terms in proportion.



Our Own World of Letters

By JAMES MELVIN LEE

IN the books relating to journalism that are listed in the International Year Book of EDITOR & PUBLISHER there is one omission. Under the head of histories of individual newspapers "The *New York Tribune*—Incidents and Personalities in its History" by Royal Cortissoz should be included. Privately printed by the New York Tribune, it was not openly marketed to the reading public. Indeed, it was only recently brought to my attention by Arthur S. Draper, assistant editor of the *New York Herald Tribune*.

Of all the histories of New York newspapers this volume is the smallest in number of pages. But it does present in an admirable way the historical narrative of the New York Tribune and indicates the significant dates of those notable achievements which have contributed to the growth of the Tribune.

Small as the volume is, it sheds new light on the life of Horace Greeley, the founder of the Tribune. It brings out with added emphasis the long list of brilliant newspaper men who were trained under Greeley in the office of the Tribune. E. L. Godkin was speaking of these Greeley days when he said:

> During the three or four years before the war, to get admission to the columns of the Tribune almost gave the young writer a patent of literary nobility, and Greeley in those years welcomed talent, male and female, from any quarter and in any field.

The Tribune under the editorship of Whitelaw Reid is then taken up. Here, as elsewhere, the fairness of the volume impresses itself upon the reader. Justice is done to all the newspaper men who worked with Reid. The concluding ten pages (67-77) traces the history of the Tribune since Ogden Reid joined the staff in 1908.

* * *

DRAMATIC critics who want an excellent volume about the modern stage should get a copy of "Modern English Playwrights" (Harper & Brothers) by John W. Cunliffe, Director of the Pulitzer School of Journalism. The volume deserves a place on the shelves of the newspaper library because of the frequency with which dramatic criticism printed in British and American newspapers is quoted.

Director Cunliffe in this short history of the English drama opens his volume with an introductory chapter on the stage of the early years of the century. He then takes up the Victorian transition. Other chapters consider each of the important playwrights from that time down to today.

In addition to "Modern English Playwrights" Director Cunliffe has in preparation a companion volume, "Modern English Plays."

* * *

THE sons of Methodists ministers in and around New York have organized themselves into a society. Their official club organ is *The Methodist Manse*. The current issue is a journalism number which features Methodist ministers' sons who are actualy engaged in newspaper work. Two sketches in this number deserve passing mention—those of Melville E. Stone and E. W. Howe.

CERTAIN chapters in "An Outline of Careers" (George H. Doran Company) edited by Edward L. Bernays deserve special mention in "Our Own World of Letters."

The chapter that sets forth the opportunities of advertising is contributed by Stanley Resor, president of the J. Walter Thompson Company. Mr. Resor answers such practical questions as, "What then is advertising at its best?" next, "What knowledge does this work require?" "How is this work of advertising done?" He concludes his chapter with a discussion of the qualities essential to success in advertising.

The chapter of special interest to the readers of EDITOR & PUBLISHER is the one on journalism contributed by Roy W. Howard. On the swing of the pendulum in journalism he comments as follows:

> Centainly business office methods on American newspapers—production, circulation and advertising—have become much more highly organized and much more thoroughly systematized than has the editorial. Editorial ingenuity has been at relatively low ebb and has recently evidenced neither the enterprise nor the originality that has characterized the commercial side of the business.
>
> An editorial renaissance is overdue. Newspapers have not been improving their standing in the public esteem as they should and as they must. The demands of the times and the needs of the situation are certain to produce the men who will raise American journalism, already the most efficient in the world (excepting possibly a certain small element in the British press) to the high level of efficiency and service which is possible of attainment.

Later Mr. Howard outlines the opportunities as follows:

> To the man for whom journalism spells something far removed from the counting room; to one for whom the term suggests action, romance, adventure, contact with the most interesting people in the community, the state or the world; to one with imagination straining at the leash; to one with an ability to extract a thrill of satisfaction from service to others; to one blest with an observing eye, a logical mind and the power of transcribing thoughts and impressions into simple, direct English—for such the first port of call on life's vocational voyage is certainly that noisy, cluttered scene of organized confusion, the city room.

On the subject of technical instruction in journalism Mr. Howard writes:

> A question frequently asked these days has to do with the value of schools of journalism. No general answer can be made. Some of these courses are probably worse than useless. This is certainly true of those schools where the teaching is in the hands of men who have been failures themselves as newspapermen, and who are without vision as to the needs of either their pupils or the press.
>
> On the other hand, it cannot be denied that splendid work has been done by some of these schools, and in the case of one in particular, under the direction of a man of high character and splendid ideals, an exceptional group of students has been turned out, with an equipment that has undoubtedly contributed very greatly to their rapid advancement.

Those who want to break into the newspaper business will find an excellent method described somewhat in detail by Mr. Howard.

Other chapters of interest to members of the working press include "Editing" by Ray Long, editor-in-chief of the International Magazine Corporation; "Public Relations" by Edward L. Bernays, the editor of the book itself; and "Publishing" by George H. Doran, president of the company that puts out the book.

Editors of business pages will find certain other chapters of practical value. The book itself, of course, was published primarily to be of aid to the young men about to make the choice of a career.

* * *

WHAT should a store advertise? That is the question which Kenneth Collins, advertising manager of R. H. Macy & Company, Inc., answers in the current issue of the *Journal of Retailing*. His answer is not so specific as it might be but, in his opinion, store advertising today puts undue emphasis on "leaders"—"spotlight values," to use a phrase frequently heard in the discussions on retail advertising.

What gives a store individuality? The answer to that question Mr. Collins believes would help to determine what should be featured in advertising. Among the possible things that may give a store individuality Mr. Collins mentions "widest assortments in the city," "style prestige," "consistent price policy," "advantages in the way of credit facilities," "convenience of location," "general excellence of sales force," etc. All these are legitimate subject matter for newspaper advertising. The store that adequately exploits them in newspaper columns will build up a "store preference" on the part of possible buyers.

Another point emphasized by Mr. Collins is the need for a regular clientele. In days gone by people were in the habit of trading at such-and-such a store because it had been a family custom to patronize that establishment. But American people today are living in a restless age and move about frequently. There is no "old established" store to the newcomer unless he has seen the name in t newspaper.

This article by Mr. Collins gives number of tips to solicitors who want put suggestions before advertising ma agers of local stores.

* * *

A PERMANENT assignment to cri cize American newspapers seems have been given by the *American Me cury* to Dewey M. Owens, city editor the *Knoxville Journal*. The specific a signment covered in the *Mercury* i June is "Syndicate Stuff."

After mentioning the origin of sy dicate material, Mr. Owens passes on say that with the advent of monstro Sunday papers the syndicates grew li mushrooms. In his opinion 90 per ce of the syndicate material is the verie dribble and that comic strips, "with ve few exceptions," are all idiotic and a addressed to children under eight.

The fiction syndicated to America

Largest Circulation
and
Largest Volume of Advertising
of any Daily west of the Missouri river
LOS ANGELES
EVENING HERALD
REPRESENTATIVES
Chicago, JOHN H. LEDERER, 910 Hearst Bldg.
San Francisco, A. J. NORRIS HILL, 610 Hearst Bldg.
New York, HERBERT W. MOLONEY, 604 Times Bldg.

Buffalo, The Wonder City of America
Buffalo—a profitable Market for Advertisers
Sales in Buffalo are splendid for advertising goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the
BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes
EDWARD H. BUTLER
Editor and Publisher
KELLY-SMITH COMPANY
Representatives
Marbridge Bldg. New York, N. Y.
Tribune Tower Chicago, Ill.
Atlantic Bldg. Philadelphia
Waterman Bldg. Boston



Over 260,000 Homes in Michigan served by Booth Newspapers
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
National Advertising Representatives
I. A. KLEIN, 50 East 42nd Street, New York City
J. E. LUTZ, 6 N. Michigan Ave., Chicago, Ill.

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Detroit
Fourth Largest City
Complete coverage with one paper.
The Detroit News
Offers advertisers unusual opportunities

The Morning Telegraph
the leading newspaper in Theatricals, Turf, Finance and Motion Pictures, prints all of the day's worth while general news, with exclusive features covered by a great staff of special writers.
It has the largest professional circulation of any newspaper in the United States.

Peoria
The Try-Out City
THE PEORIA JOURNAL Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York · Chicago · Boston

spapers is, according to Mr. Owens, worse than the comic strips. The stories that he could find in Ameri- newspapers were the "soapy, sexy " printed merely to give "a synthetic rl to shop girls and factory drudges." ir. Owens next puts under his micro- de the serial stories syndicated to spapers. Here he finds "nothing in en to save a lot of vapid nonsense with as their main theme." The result of observations are thus given:

e authors strive earnestly to be wicked, dure their readers along with intimations of tions in installments to come. But taken whole, they aren't naughty, but only ridicu- Yet thousands of waitresses and soda- rs follow them daily.

et Mr. Owens would not have you ve that all the stories are so sexy he illustrations he gives. "Some are ly idiotic" and a few are "innocent gh to appear in a Sunday School terly."

r. Owens then takes up comic strips. se, "with only a few exceptions," ed designed "wholly for half wits children unable to read." A very tribute is paid to W. E. Hill of the *ago Tribune* for "what is undoubted- e best Sunday paper of comic strips America." (Chicago papers please .)

ction IV is devoted to the lovelorn rtments containing, according to Mr. ns, "advice to gawky boys and gig- g girls suffering from the pangs of tender emotions." His remarks in e of treatment are very similar to e followed by those who give advice e lovelorn.

aving the heart specialists Mr. ns takes up in the same section the it specialists "led by the celebrated Dr. S. Parkes Cadman, president he Federal Council of Churches of st in America," who "disposes of lish international problems as glibly e inveighs against the alarming deca- e of the youth of today."

conclusion, Mr. Owens takes up the iocracy of the syndicate world, "those ent dignitaries who interpret for us news of the day and inspire us to ger and nobler things." Mr. Owens s first place to Arthur Brisbane who nds head and shoulders above all ers in this exalted class." Second e he gives to Dr. Frank Crane, "the priest of right thinking."

the concluding paragraph appears frank confession, "I have no sugges- for uplifting the quality of syndicate ."

OJECTS TO "WOMAN'S PAGE"

r Not a "Men's Page," Too, Asks Speaker at Kansas Press Meet

While a few women never will be ested in anything but orange juice dieting, the majority are interested e same things men are interested in," ured Mrs. Frank W. Boyd in a paper before the convention of the Kansas orial Association last week.

"What would you think," she demand- "if you should see a paper with a 's page?'" and added that she cares for the woman's page, as generally ructed.

"Men are wondering what women want the way of reading, and so are men," she said. "But men and women equal responsibilities in home, com- ity and government. It naturally ws they would be interested in the reading."

. T. Beck of the *Holten Recorder* elected president; Leslie Wallace of *Larned Tiller and Toiler* was made president; and W. E. Blackburn of *Herington Sun* was reelected secre- treasurer.

PERSONNEL UNCHANGED

llowing the merger of the *DuBois*) *Courier and Express* last week, er Courier management, it was an- ced that A. E. Hasbrook, veteran r of the Express, would continue in capacity, and J. S. Gray as city r. W. B. Moss will continue as aging editor of the Courier.

NATIONAL CAMPAIGN FOR UNDERTAKERS

W. C. Freeman, Writing Copy for Bronx Funeral Director, Sees Need for Closer Relations with Public

William C. Freeman, veteran newspaper advertising man, is back in New York after an absence of five years in Florida. He has resumed his special work in the metropolis which he characterizes as "Personality with the Pen."

"Pop" Freeman, as he is known in newspaper circles, believes newspaper advertising today has proved that it is the most economical and most effective form of advertising employed.

He is doing a piece of work today which he believes will result eventually in securing advertising for newspapers in every community in the United States from an industry that is one of the most important of any in the country—an industry that is not affected in any way by general business conditions, good or bad.

Nearly eighteen years ago Mr. Freeman says he became impressed with the necessity of people knowing reliable undertakers on whom to call in the certainty that these men will show the same tenderness in caring for their dead that they received during life.

After nursing this idea for nearly eighteen years, Mr. Freeman says, he has found an undertaker who is willing to go to the public with practical messages about his profession. The name of this undertaker is Fred H. Blood, of the Bronx, who uses one column once a week in the *Home News*. Mr. Freeman is writing the copy which carries Mr. Blood's signature. It is said of this copy that it meets the approval of the Bronx County Undertakers Association, which has invited Mr. Freeman to talk on advertising at a meeting June 6.

It has been suggested that Mr. Freeman syndicate the copy he is using for Mr. Blood which can be used by any reliable undertaker in any community in the United States. A plan is being developed to do this.

"Very few people realize that the undertaking business represents an investment of more than $1,250,000,000 of capital," Mr. Freeman said. "Very few people realize that the number of deaths in the United States averages 1,300,000 yearly. On the basis of an average of $500 for every funeral the business totals approximately $650,000,000 a year. On the most conservative basis the undertakers of the country can well afford to invest in newspaper advertising at least ten per cent of the volume of business they do yearly, or $65,000,000. Mr. Blood spends $4,680 annually in the Home News and he pays me for my service as much as he pays for the space."

$100,000 SUIT POSTPONED

Former Football Coach Suing Asheville Daily for Libel

The suit of H. P. Sanborn, former athletic coach at the University of North Carolina, against the *Asheville Times*, was recently continued until the August term of court. Wednesday of the second week of August has been set for the hearing.

Sanborn, now a resident of Washington, D. C., is suing the Asheville paper for $100,000, one-half of the amount being for damages he alleges was done to his character through the appearance of his picture in the paper, under which it was explained that he was an escaped convict, and for the loss of his job as a coach with the University. The other $50,000 is asked in punitive damages.

DAILY ENTERTAINS EDITORS

A dozen north Iowa editors and their wives were guests of the *Mason City Globe-Gazette* last week at a luncheon in the Chamber of Commerce rooms of the Gazette building. Lee Loomis, business manager of the Globe-Gazette, presided.

70,178 More families in Indiana in 1927

In the last six years over 70,000 families or nearly 300,000 people have been added to Indiana's population in towns of 1,000 population and over. All the important cities show substantial gains, which means that each city is constantly increasing in buying power.

Most of Indiana's cities house large and well diversified industries that furnish steady employment to its citizens all the year 'round.

These people represent the intelligent American family. Illiteracy is almost negligible—and at least one newspaper enters the home daily.

A well planned campaign in the newspapers listed below reaches this constantly increasing buying force. Why not place Indiana on your list.

		Circulation	Rate for 5,000 lines
**Columbus Republican	(E)	5,027	.03
**Fort Wayne Journal-Gazette	(M)	38,539	.08
**Fort Wayne Journal-Gazette	(S)	30,255	.08
**Fort Wayne News-Sentinel	(E)	44,217	.10
†Frankfort Times	(M&S)	8,231	.04
**Gary Evening Post-Tribune	(E)	17,002	.06
**Huntington Press	(M&S)	5,058	.03
**Indianapolis News	(E)	130,079	.25
**Lafayette Journal & Courier	(M) 7,931 (E) 13,813	21,744	.06
††La Porte Herald-Argus	(E)	6,839	.04
**Marion Leader Tribune	(M&S)	9,898	.04
††Shelbyville Democrat	(E)	4,063	.25
**South Bend News-Times	(M) 9,858 (E) 18,288	28,146	.07
**South Bend News-Times	(S)	26,421	.07
††South Bend Tribune	(S) 23,482 (E)	24,351	.07
**Terre Haute Tribune	(E&S)	22,973	.06

**A. B. C. Publisher's Statement, March 31, 1927.
†Government Statement, October 1, 1926.
††Government Statement, March 31, 1927.

ALABAMA PRESS HOLDS CONVENTION AT SEA

R. B. Vail of Baldwin Times Elected President on Board Ship Returning from New York—Richardson Vice-president

The Alabama Press Association held its 1927 convention in Savannah, Georgia, New York City, and on the Atlantic Ocean between these two cities from May 7 to 15. It was attended by 80 editors, members of their families, and friends who enjoyed the novel tour, which was made possible by the co-operation of the Central of Georgia Railway Company and the Ocean Steamship Company. Plans for it were worked out by F. W. Stanley of the *Greenville Advocate* and Horace Hall of the *Dothan Eagle*, president and secretary, as representatives of the Alabama Press Association, and J. D. McCartney, assistant to President J. J. Pelley of the Central of Georgia Railway and the Ocean Steamship Company.

The party arrived in New York the morning of May 10 on the "City of Birmingham" and left May 12 for the return trip. They were guests of the American Type Founders Company, at Jersey City, N. J., at a luncheon and inspection of the plant. They were entertained at a banquet by the American Press Association. They were given a sightseeing tour of the city by the Mergenthaler Linotype Company. This company entertained at luncheon also. The *New York Times* entertained at a buffet luncheon, including music by the chorus club and band of the Times, after which a trip through the plant was made.

The Metropolitan Life Insurance Company entertained at luncheon. The Waldorf-Astoria Hotel was headquarters while in New York. Special rates were granted.

On the night of the 13th, while at sea, the party met in business session in the music room of the City of Birmingham where committee reports were heard and approved, and officers for the ensuing year were elected. R. B. Vail, editor, *Baldwin Times*, Bay Minette, was elected president succeeding F. W. Stanley, of the *Greenville Advocate*. Lawrence S. Richardson, of the *Jasper Mountain Eagle*, was named vice-president.

Jack M. Pratt, editor of the *Carrollton Pickens County Herald*, succeeded Horace Hall, of Dothan, as secretary-treasurer. Mr. Pratt was also made editor of *Alapressa*, official organ of the association. P. O. Davis, editor, Extension Service, Alabama Polytechnic Institute, Auburn, was re-elected official reporter. N. C. Cady, of the Western Newspaper Union, Birmingham, was re-elected business manager of Alapressa. Gen. John B. Stanley, of the Greenville Advocate, was elected historian, and Mrs. W. C. Thomas, of the *Citronelle Call*, was elected poetess.

FINED FOR FRAUD AD

"Sale" Prices Cause Arrest of Winston-Salem Jewelry Man

Charged with fraudulent advertising, J. L. Young, operator of the J. L. Young Jewelry Company, has been fined $25 and costs in municipal court, Winston-Salem, N. C. Young, through his attorney, appealed, and bond was fixed at $200.

The case centered around a jewelry sale, now in progress at the store. Young sent out circulars advising that his wares were being offered at greatly reduced prices. The Winston-Salem Advertising club investigated the circulars and sale. Different people were sent to the store to purchase articles, which were later checked with the advertisements sent out by Young through the mails, and then taken to jewelers who appraised the value of the articles.

A warrant was then issued for Young's arrest.

TEXAS PAPER INCORPORATED

The *Lockhart* (Tex.) *Post-Register* has been incorporated, with $30,000 capital stock, by R. M. Andrews, W. M. Schofield and H. M. S. Mohle.

Classified

EDITOR & PUBLISHE

Classified Advertising Information

RATES

SITUATIONS (Cash with Order)
1 Time — .50 per line
3 Times — .40 per line
ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .75 per line
4 Times — .60 per line
52 Times — .50 per line

White space charge at same rate per l per insertion as earned by frequency of sertion. Minimum Contract space, th lines. The Editor & Publisher reserves right to classify, edit or reject any adv tisement.

ADVERTISING

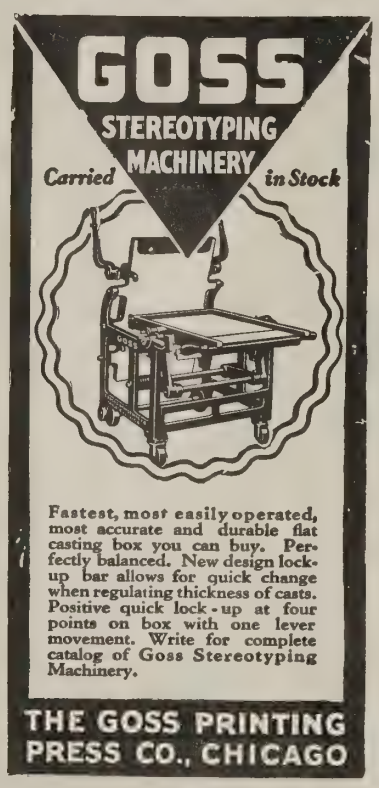
General Promotion

If You Want More Local Advertising put to work for you selling our "Worthwh Features. Write F. G. Hogan Syndic Lemcke Bldg., Indianapolis, Ind., or Kane,

Supplies

Shading Sheets for Art work and Benday fects. Bourges Service, Inc., 144 West 3 St., New York.

Supplies and Equipment



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

NEWSPAPER EQUIPMENT

Offered at Rock Bottom Prices To Move Quickly

20-page Duplex Press, 8 columns, 22¾" cut-off.
8-page Duplex Angle Bar Press.
No. 8 Mergenthaler Linotype, with three magazines.
Monotype Sort Caster.
Hoe Flat Plate Shavers.
Royle Radial Arm Router.
Hoe 8-ton Melting Furnace.

Ready for immediate delivery

Thomas W. Hall Co., Inc.
575 Washington St., New York

Drive and Control for Newspaper Presses

A representative installation on a Duplex Press which will soon be made is that of a 100-h.p., a-c. equipment for a sextuple at the Bergen, N. J., Evening Record.

GENERAL ELECTRIC

FOR BETTER PRINTING
use
Herrick Inks
Cost more. Worth it.

No substitutes. Made from the best materials.
Specializing to requirements of each pressroom.

Ask the Publishers who use them.

WM. C. HERRICK INK CO., INC.
401 West 33rd Street
New York City
Factory: Rutherford, N. J.

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work, also Goss Sextuple.

HOE Pony Quadruple, Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Metropolitan Quadruple stereotype presses—print up to 32 pages.

Available for Early Delivery

WALTER SCOTT & COMPANY
Main Office & Factory.....Plainfield, N. J.
New York Office..Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Block

SAVE A MINUTE

in packing a matrix and you will often beat the other fellow to the start.

Space Packing Felt that is soft, tears easily and stays put, will do it for you.

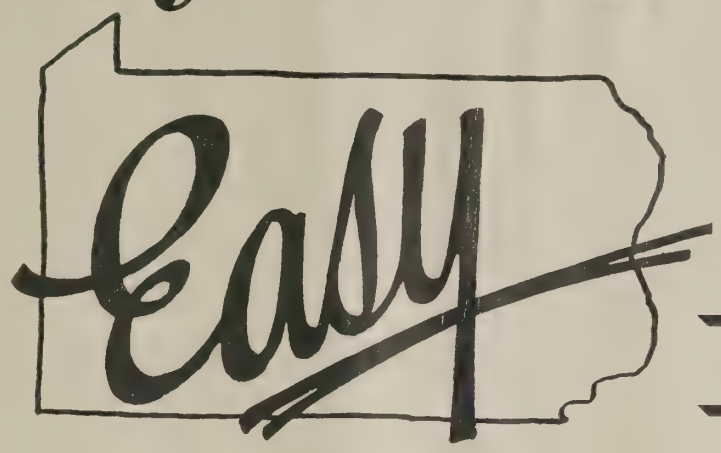
We manufacture it in four thicknesses—No. 25, No. 35, No. 40 and No. 50.

MOULDING BLANKETS all kinds.
Red and Blue Drying Blankets.
Prepared Matrix Paste.
The above are only a few of our specialties.

New England Newspaper Supply Co.
Worcester, Mass., U. S. A.
Cable Address NENSCO—Worcester

Keep your message before the Buyers—advertise in
EDITOR & PUBLISHER

Pennsylvania—



—easily reached—
—easily covered—
—easily sold——

When studying the sales possibilities of a specific territory—the important factors to determine are **Buying Power, Standards of living,** and **Accessibility.**

As to Buying Power and Standards of Living—it is a well established fact that the Keystone State ranks high in wealth, earning and buying power.

As to Accessibility—its geographic position is ideal for an advertising and sales campaign. Situated in the most densely populated section of the United States with a net work of fine highways connecting the city and country, honeycombed with a system of railroads second to none—populated by an industrious class of citizen who is intelligent and progressive—the Keystone State offers a huge market thickly dotted, with large and important cities, where the great majority of its people live, work and spend.

Your advertising message in the Keystone leading Dailies listed below will be read by hundreds of thousands of families. If your message is convincing they will readily buy your product.

	Circulation	2,500 lines	10,000 lines
**Allentown Call .....(M)	33,300	.11	.11
**Allentown Call .....(S)	23,638	.11	.11
††Beaver Falls Tribune .....(E)	7,141	.03	.03
††Bethlehem Globe Times .....(E)	14,147	.06	.06
††Brownsville Telegraph .....(E)	7,818	.04	.04
**Chester Times .....(E)	19,742	.09	.07
††Coatesville Record .....(E)	6,866	.035	.03
**Connellsville Courier .....(E)	6,012	.02	.02
**Easton Express .....(E)	34,476	.10	.10
**Erie Times .....(E)	30,594	.08	.08
††Greensburg Tribune Review..(EM)	14,800	.05	.05
††Hazleton Plain Speaker.....(E) ⎫ ††Hazleton Standard-Sentinel...(M) ⎭	20,582	.08	.07
**Mount Carmel Item .....(E)	4,340	.0285	.0285
**Oil City Derrick .....(M)	6,903	.04	.04
**Pottsville Republican and Morning Paper .....(EM)	15,887	.08	.07

	Circulation	2,500 lines	10,000 lines
**Scranton Times .....(E)	43,000	.13	.12
**Sharon Herald .....(E)	7,656	.0357	.0357
**Sunbury Daily Item .....(E)	5,922	.035	.035
**Warren Mirror-Times .....(ME)	9,685	.043	.043
**Washington Observer and Reporter.....(M&E)	18,130	.06	.06
††West Chester Local News.....(E)	11,941	.04	.04
**Wilkes-Barre Times-Leader .....(E)	26,442	.08	.06
††Williamsport Sun and Gazette & Bulletin.....(ME)	29,931	.09	.09
††York Dispatch .....(E)	20,131	.05	.05

**A. B. C. Statement, March 31, 1927.

††Government Statement, March 31, 1927.

NATIONAL ADVERTISING

THE pronounced preference which National Advertisers show for The Sun is an indication of the effectiveness of its advertising columns.

For four consecutive years National Advertisers have used more space in The Sun than in any other New York evening newspaper.

During the first four months of 1927 The Sun published 1,333,452 lines of National Advertising — leading the second New York evening newspaper by 220,592 lines.

The Net Paid Circulation of The Sun according to the Publisher's Statement to the A. B. C. for the six months ended March 31, 1927, was 265,440—a gain of 8,373 over the corresponding period a year ago.

The Sun

280 BROADWAY NEW YORK

THIS ISSUE: COMPLETE REPORT OF PLAN TO REORGANIZE I. A. A.

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1927

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.C. MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 60. No. 2 | NEW YORK, JUNE 4, 1927 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign | 10c Per Copy

COURNALISM LIBRARY
Not to be taken from this room

CHICAGO TRIBUNE NEWSPAPER SYNDICATE

features

COMICS

Ching Chow .....daily
Deer Family .....daily
Gasoline Alley .....D&S
Gumps .....D&S
Moon Mullins .....D&S
Orphan Annie .....D&S
Harold Teen .....D&S
Texas Slim .....Sunday
Winnie Winkle .....D&S
The Squire of Smithville....daily
"About Broadway" .....daily

CARTOONS

W. E. Hill .....Sunday
McCutcheon .....D&S
Carey Orr .....D&S
Gaar Williams .....D&S

FICTION

Blue Ribbon Daily Serial
Blue Ribbon Sunday Serial
Blue Ribbon Short Stories
Daily True Life Stories

MISCELLANEOUS FEATURES

Daily—Sunday

Doris Blake Chats
Cook Book by Jane Eddington
Antoinette Donnelley—On Beauty
Dr. Evans' Health Articles
Farm & Garden
A Line O' Type Or Two
Men's Fashions
What's Wrong Here
Women's Fashions
Margaret Orr's "Stories of Girls"
Sentence Sermons by Roy L. Smith

WEEKLY

Westbrook Pegler
Donald Ogden Stewart
"Sam 'N' Henry"
Duke Bakrak
Snowshoe Al
"About Broadway" by Hellinger
Book Reviews
Cartoon Fillers
Confessions of Authors
Club Ethics
Etiquette
Fashions (Paris)
Justice Series
Maiden Meditations
Sport Page
Women's Pages
E. W. Kemble's Children's Stories
H. L. Mencken Literary Articles
Burns Mantle Theatre Letter
Weekly Hollywood Letter
New York Society Letter
Builders Page

Now—more so than ever—
The Tribune's comic strip family
builds circulation!

SEVEN great comic strips—each totally different from the other—each appealing! Besides excellent drawing and consistently humorous situations, each of these comics tells a story—each day's playlet depicts developments in the lives of its main characters!

The following comic strips have developed millions of readers for the Chicago Tribune and the New York News—the two newspapers ranking at the top of the heap in daily morning circulation in America!

THE GUMPS, *by Sidney Smith*—the domestic life of Andy, Min and little Chester....Andy's spasmodic business ventures....rich Uncle Bim's dramatic escapes from the Widow Zander's clutches—America's most popular comic strip!

❖ ❖ ❖

GASOLINE ALLEY, *by Frank King*—Fat, amiable Walt, and his charming wife and southern Rachel bring up Skeezix, the beloved comic strip child. The well developed plot of "Gasoline Alley" grows daily more interesting!

❖ ❖ ❖

MOON MULLINS, *by Frank Willard*—Banjo-eyed, boisterous, irrepressible Moon....Emmy Schmaltz, oft-widowed landlady.....little brother Kayo, the "enfant terrible"—inimitable types dominating one of the world's *funniest* comic strips.

LITTLE ORPHAN ANNIE, *by Harold Gray*—Orphan asylum, mansion, boarding school, farm—Annie's topsy-turvy life never lacks variety! A lovable child who philosophizes amusingly about her experiences.

❖ ❖ ❖

SMITTY, *by Walter Berndt*—a bright, normal American boy, ambitious to add to the family income and to have as good a time as possible while doing so.

❖ ❖ ❖

HAROLD TEEN, *by Carl Ed*—Humor and pathos of adolescence—Harold, the 17-year-old dandy, attempts to be whatever type of man the fair Lillums most admires at the moment. The comic strip which sets the styles for the younger set.

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WINNIE WINKLE, THE BREADWINNER, *by Branner*—Winnie demonstrated, long before it became an axiom, that "gentlemen prefer blondes"—a comic strip depicting the vicissitudes of a pretty steno's life.

The seven comics described above consist of a daily strip and a Sunday page each. A rollicking page for Sunday only is

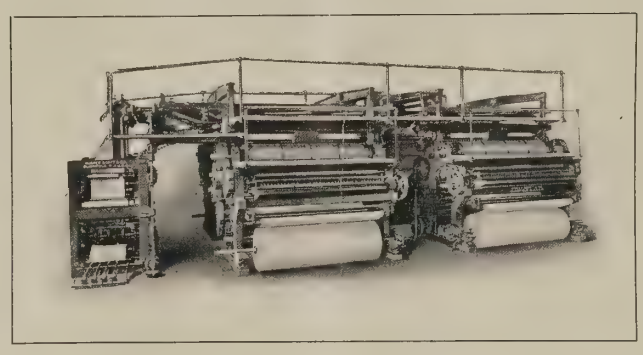
TEXAS SLIM, *by Ferd Johnson*—The youngest of America's successful cartoonists. A protegé of Frank Willard! Texas Slim depicts most humorously the adventures of a tenderfoot—love and fighting in the great open spaces!

LET THESE COMICS BUILD CIRCULATION FOR *YOU!*

CHICAGO TRIBUNE *Newspapers*
Syndicate . . . Tribune Tower, CHICAGO

What "PRICE" *Presses?*

PRICED on a basis of value, over any period of years, Scott "Straight-Unit" and "Multi-Unit" Presses give so little trouble and expense and assure such uniformity in speed and quality in printing that, in the long run, they are certain to cost less than any press which can be purchased and installed at lower cost to start with.



In printing presses, as in any other standard product, you get only what you pay for. Scott Presses are sold for what they are worth and are priced, not just to make a sale but on the basis of built-in value.

Scott *"Straight-Unit"* and *"Multi-Unit" Presses* have solved the problem of speed in presses

Scott

"Multi-Unit" or "Straight-Unit" Presses

WALTER SCOTT & COMPANY

Main Office and Factory - - - - - - Plainfield, New Jersey, U. S. A.
New York Office - - - - - - - - - - - - 1457 Broadway
Chicago Office - - - - - - - - - - - - 1330 Monadnock Block
Cable Address: WALTSCOTT NEW YORK

The MARKET *of the* New York Herald Tribune

The New York Herald Tribune offers a market all its own. There is a smaller difference between the Herald Tribune's weekday and Sunday circulations than between those of any other New York newspaper, proving a definite Herald Tribune field. This is further demonstrated by the closest analysis of its circulation. No other newspaper is in a position to duplicate this market to even appproximately 40%.

The concentration of Herald Tribune circulation parallels those parts of the New York Metropolitan Market—

where most people own their own homes;
where the best class of homes is found;
where the best class of retail outlets is found;
where most automobiles per capita are found;
where the largest portion of people pay income taxes;
where most money is concentrated.

This is a Quality Market—a market defined by the taste and intelligence of Herald Tribune readers. But it is not an exclusive market, either socially or financially—it is too big.

NOTE: There are only 203,996 Personal Income Tax returns from the New York trading area (City and 50 mile zone) in 1923. The Herald Tribune's circulation weekdays is 236,312 in this area and 255,196 Sundays.

The New York Herald Tribune offers:

A market defined geographically and intellectually
A market unduplicated by any other single newspaper
A market of greatest buying power
A market that can be merchandised.

NEW YORK
Herald Tribune

The Philadelphia Bulletin again stands "four square" with the policies of the

Association of National Advertisers

At the 17th Anniversary Convention of the A. N. A. at Detroit on May 11th, 1927, O. C. Harn, one of the founders and past president of the A. N. A., and now managing director of the Audit Bureau of Circulations, said: "The members of A. N. A. should call upon publishers to define the elements of their circulation, and to sell those elements, rather than mere quantity of circulation."

Elements of The Bulletin's Circulation

The Philadelphia Bulletin is a conservative family type of newspaper of the better grade, free of sensationalism of any kind.

That the people of Philadelphia and vicinity appreciate the efforts of The Bulletin to give them all the news of the day, as fairly, as exactly and impartially as it can be laid before them, is attested by the fact that not only has the name of The Bulletin become as a household word among them, but that its circulation reaches far beyond the highest point ever attained by a Philadelphia newspaper.

How The Bulletin's Circulation Was Obtained

The Philadelphia Bulletin is sold on its merits as a newspaper. No prize, premium, guessing contests, or other methods of artificially stimulating circulation have been used.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

(Copyright 1927, Bulletin Company)

ABC report of Average paid circulation for six months ending March 31, 1927

546,527 copies a day

New York.....247 Park Avenue (Park-Lexington Building)
Chicago.....Verree & Conklin, Inc., 28 East Jackson Blvd.
Detroit.....C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Blvd.
San Francisco.....Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.

3,005,090 people live in Philadelphia's Retail Trading Area, U. S. Census figures average 4.5 persons to a family. Dividing the population in this area (America's Third Largest Markets) by the size of the average family, the result shows that The Bulletin goes daily into "nearly every home."

MEMBER OF ASSOCIATED PRESS

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

Vol. 60 — NEW YORK, JUNE 4, 1927 — No. 2

Senator Borah Heads List of I.A.A. Speakers For Denver Convention June 26-29

Contest for Presidency Looms Between Woodbridge and Lou Holland—Detroit Bidding for 1928 Meeting—Carroll Announces A. N. A. E. Program—Hume Outlines Research Bureau Plans

SENATOR WILLIAM E. BORAH of Idaho this week accepted the invitation to address the 23rd annual convention of the International Advertising Association in Denver June 26-29, leaving only one vacancy on the speakers' list. Coincident with the announcement of Senator Borah's acceptance, Earle Pearson, association manager, made public the program for the convention's general sessions and Frederic W. Hume, chairman of the New York committee on the I.A.A. program of future activities, issued a diagram which shows in graphic detail the proposed organization of the I.A.A. educational and research bureau, described first and exclusively in EDITOR & PUBLISHER of last week.

Frank E. Carroll, *Indianapolis News*, and president of the Association of Newspaper Advertising Executives, also submitted this week to national headquarters of the I.A.A. the program of the newspaper departmental sessions to be held in Denver. It is printed for the first time elsewhere in this story.

It became known this week that there is the likelihood of a contest for the I.A.A. presidency. C. K. Woodbridge has agreed to run for third term at the request of the Adcraft Club of Detroit, and it was also said in New York that Lou Holland, former president, has started a campaign for another term. Detroit is going to ask to be the convention city in 1928, and Dallas, Tex., is already making plans for 1929.

The vacancy to be filled among speakers at general sessions is for the evening of Monday, June 27. Mr. Hubert Work, secretary of the Interior, was to have addressed delegates at this time, but has notified the I.A.A. that unforeseen business will prevent his attendance.

General sessions will all be held in the Broadway Theatre, according to word which reached New York on Monday from Joseph Moorehead, general convention chairman. The Broadway Theatre is next door to the Cosmopolitan Hotel, convention headquarters, and has an interior entrance from the hotel lobby to the theatre foyer. The theatre holds about 2,800 people.

The opening inspirational meeting of the convention set for 3:30 in the afternoon of Sunday, June 26, will, however, be held in the Denver Civic Center. E.D. Gibbs, advertising director of the National Cash Register Company, Dayton, O., and chairman of the general program committee, will preside. In addition to the musical program and addresses of welcome being arranged by the local committee, the keynote address will be delivered by Dr. J. Whitcomb Brougher, pastor of the First Baptist Church of Oakland, Cal., and president of the Northern Baptist Convention. The subject of his address is announced as "Service and Success."

President Woodbridge, as the opening speaker on Monday morning, will explain the theme of the convention, which is "The Growth of Industry and the Part Advertising is Playing in Its Development."

Following President Woodbridge on the platform will be Joe Mitchell Chapple, of Boston, Mass., who will talk on "The New Advertising Epoch." Next will be Merlin Hall Aylesworth, president of the National Broadcasting Company of New York on "The Romance of Radio." Final speaker at the Monday morning session will be the only woman speaker at general sessions, Mrs. Emily Newell Blair of Washington, D. C., whose subject will be "The Women That Buy." S. L. Rothafel, ("Roxy") of New York, will speak Monday night.

Col. Paul Henderson, general manager of the National Air Transport Company, Chicago, will open the general sessions of Tuesday, speaking on "The Wings of Business." Other speakers of this day in order will be Francis H. Sisson, vice-president of the Guaranty Trust Company, on "Problems of Prosperity"; Hon. James Rolph Jr., Mayor of San Francisco, on "Community Advertising as San Francisco Knows It," and James F. Owens, vice-president and general manager of the Oklahoma Gas and Electric Company, Oklahoma City.

Senator Borah will be the headliner of Tuesday evening with W. E. Harkness, manager of the auxiliary service of the American Telephone and Telegraph Company of New York, on "Some Commercial Uses of Telephotographs."

The convention closes with a business meeting Wednesday. It is at this time that the proposed plan of the research bureau will be presented to I.A.A. members, and it will be explained by speakers that the association must raise an additional $50,000 a year to support the idea. A speaker at this session will be Harold Stonier, vice-president of the University of Southern California, and president of the Advertising Club of Los Angeles. Mr. Stonier is known to be an ardent advocate of club development work in the I.A.A.

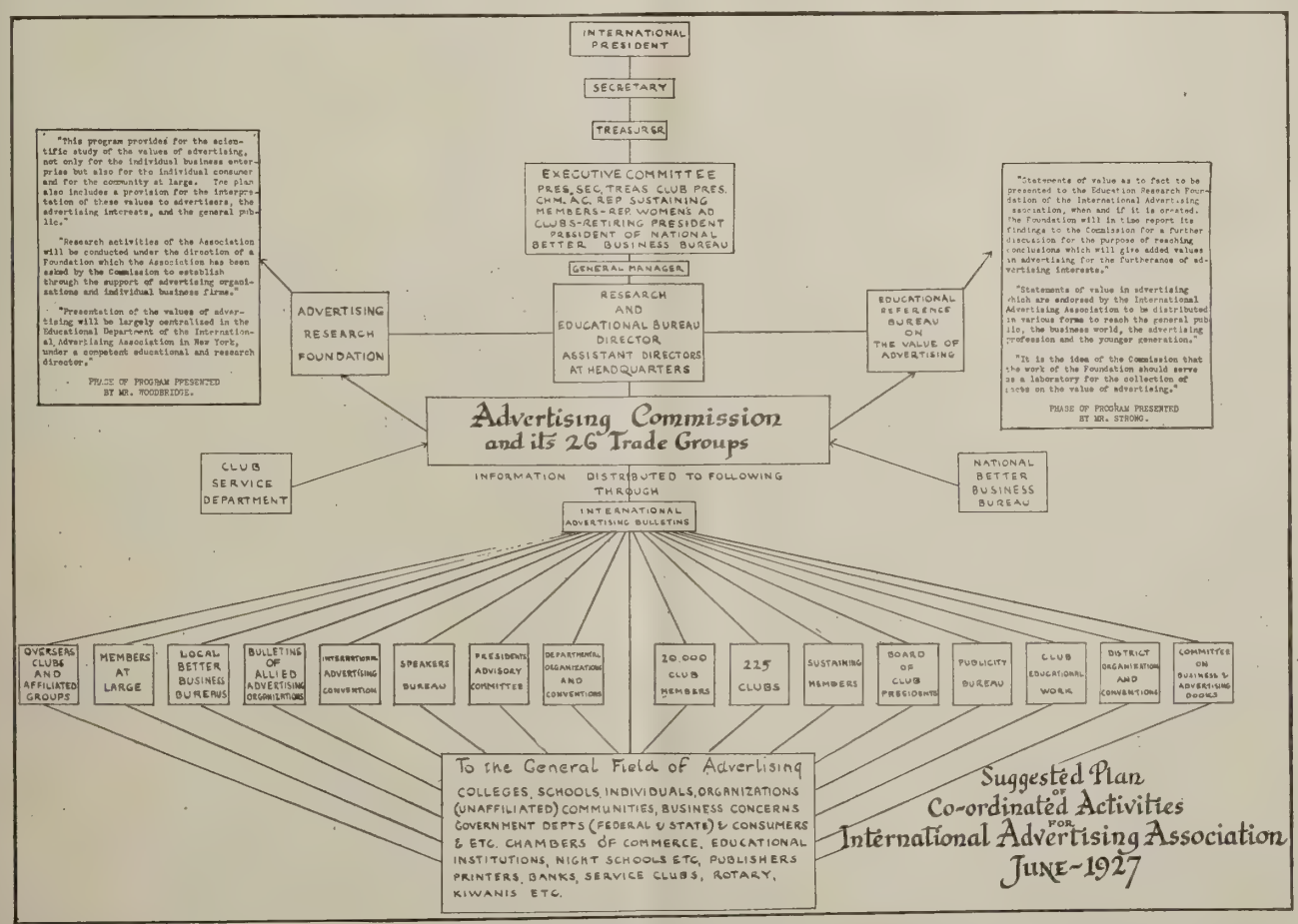
The diagram showing in tentative form the structure of the I.A.A. organization with the addition of the Research Bureau, published herewith, was endorsed at a preliminary meeting of New York leaders at the Advertising Club on Tuesday, May 31. Following the meeting, Frederic W. Hume, chairman of the New York committee advocating the program, discussed the plan with a reporter of EDITOR & PUBLISHER.

"This proposed program and structural re-organization of the I.A.A. would make the association a crucible for all practices of advertising," he explained. "The I. A.A., with a research bureau headed by an outstanding economist, would become the final authority on all problems of advertising and the source of facts in the event of disputes arising between any of the various advertising interests.

"The set-up as shown in the diagram does not differ materially from the present operation of the I.A.A., aside from the addition of the research bureau, operated by a director of national repute, whose findings will be coordinated and distributed through the channels as shown.

"The activities of the Foundation as suggested by President Woodbridge, plus the findings of the educational bureau as recommended

(*Continued on page* 16)



The activities of the new research and educational bureau shown in chart are explained in accompanying article by Frederic W. Hume.

NO CHEERS FROM WHITE HOUSE CORPS AS COOLIDGE PICKS SUMMER HOME

State Game Lodge in Black Hills Is 32 Miles from Rapid City Where Telegraph and Hotel Facilities Are Limited —Single Telephone Line to Lodge

By J. BART CAMPBELL

WASHINGTON, June 1.—Newspaper correspondents at the National Capital are not participating in any semblance of a wild scramble to follow President Coolidge into the Black Hills of South Dakota for his summer vacation.

The thought that Coolidge will make his home at the State game lodge, previously used as a hotel for tourists, which is 32 miles from Rapid City, selected for the executive offices, has been sufficient to dampen the ardor of even the more seasoned newspaper veterans of Paul Smith's and Swampscott.

The newspapermen will be forced to make their headquarters at Rapid City, which possesses extremely restricted telegraph and telephone facilities, and a single commercial hotel.

But one telephone wire now connects Rapid City with the State lodge. Two additional telephone wires are planned, but even they will hardly relieve newspaper correspondents of the necessity of motoring 64 miles at least once daily to and from the latest Summer White House.

The one newspaper published at Rapid City, the *Journal,* possesses an Associated Press membership. The International News Service, the United Press and other news services have not heretofore extended to Rapid City, although arrangements are now being made to have ample telegraph wires strung between Rapid City and Denver and other telegraph centers to take care of the dispatches certain to pile up before hard-worked operators.

To get the news of the President's daily movements to the outside world newspaper correspondents already are anticipating strenuous days and nights during the summer months. The President may decide to motor to the executive offices at Rapid City daily, or perhaps not more often than Tuesday and Friday, the days fixed for his bi-weekly "conferences" with newspapermen, but those whose job will be to describe Coolidge's stay at the State lodge will naturally have to journey there often to absorb proper "color" and information at close range.

Rapid City is situated upon the edge of a prairie, amid the famous Black Hills alfalfa fields. Reports reaching the White House indicate that Rapid City is entirely devoid of trees and does not suggest a vacation resort, although its altitude of 3,300 feet above the sea level provides a comfortable atmosphere despite a blazing sun.

Custer, which is only 14 miles from the State lodge, was considered for a time as a place at which to locate the executive offices and the base of supplies for the Summer White House, especially as it is on the Chicago, Burlington and Quincy Railroad, but it was decided that Rapid City possessed more adequate, if quite limited, facilities.

The State lodge itself, however attractive from a rustic viewpoint, is nothing to compare, in architectural beauty with the summer home Mr. and Mrs. Coolidge and their retinue occupied at Swampscott two summers ago. Nor does it afford the rich furnishings for which the Swampscott home was noted. It also lacks the luxuries that existed for the Coolidges at the White Pine Camp in the Adirondacks last summer. The lodge is, however, commodious, possessing 20 rooms, and is surrounded by rustic log structures which may be used by the Coolidge guests and servants. The President will be able to sit upon the front porch and enjoy the sight of deer and other game animals roaming around, for the lodge is situated in one part of an immense game preserve of 125,000 acres in which there are bear and mountain lion, several hundred buffalo and 2,000 elk, as well as a great variety of wild fowl. The immediate country may not be as wild as it sounds however, for there is a nine-hole golf course near the lodge, and trout fishing may be carried on uninterruptedly, it is reported, within a short walk of the picturesque three-story wooden structure.

A string of saddle horses overlorded by one Dakota Clyde Jones, a ranch product of the Dakotas, who has gained fame as a bronco-twister, is kept for rides over the steep mountain trails and through the valleys leading from the lodge.

Newspaper correspondents already assigned to "cover" the lodge are threatening to take lessons in Washington's riding academies, although the road between the lodge and Rapid City is reported to be admirably suited for automobiling.

Those correspondents who have already "signed up" at the White House to spend the summer between the lodge and Rapid City are: Paul R. Mallon, United Press; Francis M. Stephenson and Ray Henley, Associated Press; John T. Lambert, Universal Service; George E. Durno, International News; Edgar Markham, *St. Paul Dispatch and Pioneer Press;* Harry C. Stevens, *Minneapolis Journal;* Charles R. Michael, *New York Times;* Theodore E. Wallen, *New York Herald Tribune;* J. Russell Young, *Washington Star;* Norman W. Baxter, *Washington Post;* Robert L. Norton, *Boston Post;* Charles S. Groves, *Boston Globe;* Raymond G. Carroll, *Philadelphia Public Ledger* and *New York Evening Post;* James L. Wright, *Buffalo Evening News;* Philip Kinsley, *Chicago Tribune.*

These members of the Washington corps of correspondents are certain, however, to be only an advance guard of a swarm of newspaper, magazine and "special" writers, not to mention still and movie camera men, which will soon descend upon Grand Rapids and "Coolidge Lodge," as it has already been dubbed. The battle for telephone and telegraph wires at Grand Rapids this summer promises to be a memorable one.

LIBEL SUIT TRANSFERRED

$150,000 Action of Klan Wizard to Be Tried in Austin

A plea of privilege of the Austin American Publishing Company having been sustained in 44th District Court, Dallas, the $150,000 libel suit of Imperial Wizard H. W. Evans against the *American* and Gen. M. M. Crane has been transferred to the district court of Travis County, Austin.

A jury held Evans was not a resident of Dallas at time of the publication complained of nor at time of filing of the suit, which grew out of a speech made by Gen. Crane as temporary chairman of the Democratic State convention in 1924. Plaintiff excepted and gave notice of appeal to the ruling. A companion suit pending is against the *Dallas News* and Gen. Crane.

ENTERS SUNDAY FIELD

Beginning June 5, the *Ogdensburg* (N. Y.) *Advance and St. Lawrence County Democrat,* weekly, will change its publication day from Thursday morning to Sunday morning.

RECEIVERSHIP ASKED

Appointment of a receiver to take over and sell the property of the Posten Press, Inc., publisher of the *Svenska Amerikanska Posten* of Minneapolis, Minn., has been asked in the district court at Minneapolis by the Midland National Bank and Trust Company.

MERGER IN GLENS FALLS

The Glens Falls (N. Y.) Post Co., publishers of the *Post-Star,* a morning newspaper with an Associated Press membership, on June 1, purchased the *Glens Falls Times,* the only other local daily. The purchase price was not disclosed. Both papers will be continued under the same names and each will be published in the Post-Star plant.

ONE CENT VERDICT IN $100,000 LIBEL SUIT

"Victory for Free Press," Says F. I. Thompson, Former Age-Herald Publisher—Action Brought by Former Prison Warden

A libel verdict of one cent against the *Birmingham Age-Herald* was awarded Charles R. Davis, former warden of Flat Top prison by a jury in Judge C. B. Smith's court, Birmingham, May 27, in his $100,000 suit against the daily.

The suit was based on an article printed by the Age-Herald, Jan. 30, 1925, concerning the death of Will Clark, a guard at the Flat Top prison, while Davis was warden. The jury deliberated five hours before it announced an agreement. The trial began May 24.

"The verdict is considered a victory for the press of Alabama that is trying to print the truth," said Frederick I. Thompson, former publisher of the *Age-Herald,* when informed Friday night over long distance telephone to Montgomery of the decision of the jury.

In his closing argument Jim Smith attorney for the Age-Herald declared that the article was not libelous and declared that it did not harm Davis' character. He called upon the jury to uphold a free press in Alabama.

Attorney Beddow for the plaintiff demanded that the jury award Davis the full $100,000 in compensation for alleged character defamation.

FRAUD AD LAW MADE MORE STRINGENT

Wisconsin Measure Now Provides Fine and Prison Sentences for Publishers Printing Misleading Food Copy

Wisconsin's statutes against untrue advertising were made doubly stringent recently when the governor signed a new bill creating penalties for "misleading and deceptive" food advertising in the newspapers or other media.

The new statute makes illegal the advertising of food articles, when such advertisement contains "an assertion which is untrue, deceptive or misleading." In addition, it makes unlawful the advertising of any food products that is of an inferior grade to that established by common understanding or law, if such inferiority is not definitely stated.

Newspapers violating the law are subject to fines of from $50 to $200 and their publishers are subject to from 30 to 60 days in jail or to both fine and imprisonment, as are the advertisers of the product.

A. N. A. TO MEET IN NEW YORK

For the first time in several years the next annual convention of the Association of National Advertisers will be held in New York, Arthur H. Ogle, secretary and treasurer announced this week. The date is to be set for some time in the week of October 24. Preliminary plans will be made at a meeting of the A. N. A. executive committee to be held in New York, June 16.

AMARILLO SUN LAUNCHED

Publication of the *Amarillo* (Tex.) *Sun* as a six-day afternoon daily began this week. Denver interests are behind the new paper, with Franklin Schroeder, editor and publisher; Magner White, managing editor, and C. E. Brock, advertising manager.

STARTING ON CHICAG NEWS PLANT AUG. 1

Excavation Must Be Made Bene Railroad Tracks—Bids for Build ing to Be Let in Sep- tember

The *Chicago Daily News* has annour that the intricate and exacting work excavation for the new Daily News bu ing will begin Aug. 1, when excava will start. This task is difficult beca much of the structure will be built c the Chicago, Milwaukee and St. Paul r road, and trains are running constar over half dozen tracks from the Chic Union station a block away.

Building specifications will be given in September, officials of the Daily Ne company announced. The plans have been approved but are substantially agr upon and will be ready in ample time call for bidding in September.

The present schedule calls for the op ing of construction of the building ab Nov. 1 when a general contractor is pected to be on the ground.

The press contract, announced last we in EDITOR & PUBLISHER, calls for instal tion of the huge battery about Sept. 1928. From that time on the newspa part of the building will be near co pletion and by Jan. 1, 1929, it is hoped have the entire business in the n structure.

150 AT DOCK TO GE LINDBERGH PHOTOS

Picture and Film Men in Mad Scramb to Score "Beat" as Majestic Enters Harbor—1,000 Stills On Board

No less than 150 employes of ne picture agencies took part in a m scramble for the honor of being first have pictures of Capt. Charles A. Lin bergh's arrival in Paris, when the Wh Star liner Majestic reached New Yo Tuesday morning this week.

The Majestic carried about 10,000 f of motion picture films and about 1,0 still pictures of him. Within a few hou after her arrival airplanes were taki off from fields near New York with pi tures of the young aviator for Bosto Cleveland, Chicago, Philadelphia a other points. Photographs were also se by telephoto to the Pacific coast.

At 3:30 in the morning of Tuesd news photographers began to gather the barge office at South Ferry.

Soon after dawn the cutter Hudson le the Battery with 50 of these men aboar One hundred remained behind, standi by motorcycles, taxis and high-power automobiles, waiting to grab the pictur when their confreres brought the ashore. Policemen were on duty facilitate their rapid passage throug traffic.

The pictures in box after box—25 all—were brought hastily over the si and the cutter headed back to the Batter A customs inspector and an appraise entered and cleared them en route. The final arrival was marked by sounding automobile horns and motorcycle siren as the celluloid and emulsion wer whisked up Broadway to newspap offices.

Among the pilots who flew with pi tures of their famous fellow-aviator wa Lloyd Bertaud, who expected to guid the Bellanca monoplane to Paris unt dissension between himself and Charl Levine, its owner, disrupted the plan Bertaud took off from Hadley Field a 2:35 Tuesday afternoon to fly to Cleve land with 20 rolls of motion picture fil depicting the triumph of his rival. It wa his first flight since re-entering the ai mail service.

STARTS MORNING EDITION

The *Salisbury* (Md.) *Times,* an eve ning paper, on May 27, started publicatio of a morning edition.

ELLING THE "WORLD'S GREATEST COMMODITY"

erge J. Auer, Newly Appointed Herald Tribune Advertising Manager, Tells Some True Stories of Newspaper Advertising Successes—Recalls 25 Years of Space Selling

By PHILIP SCHUYLER

ORGE J. AUER, for the last five ars national advertising manager *New York Herald Tribune,* was nted May 31 to the post of adver- manager of that newspaper. He eds R. H. Schooley who has joined rculation department to be associ- with Porter Caruthers, assistant ss manager.

Auer, in his new position, has te charge of all advertising in erald Tribune, under the super- o of Mrs. Ogden M. Reid, advertis- rector, and wife of the editor and petor of the newspaper. Mrs. Helen t, recently appointed assistant ad- ing manager, will remain as assis- to Mr. Auer.

Mr. Auer the promotion means ore step upwards in a climb begun rs ago when he was an office boy *Schenectady Gazette,* on a salary a week.

lt quarter of a century Mr. Auer voted to the selling and manage- of newspaper space has been tionary, and the changes witnessed new advertising manager of the York Herald Tribune form in lves an interesting chapter in the of newspaper advertising. Be- s of his consuming interest in the ss he chose to follow, Mr. Auer ntertainingly of that history.

e business of newspaper advertis- one of the most thrilling and in- ng I can imagine," Mr. Auer said eek in an EDITOR & PUBLISHER in- iv. "I say this because a news- advertising man is selling the st commodity known for the de- ent of business.

my career I have seen so clearly newspaper space can accomplish for illed advertiser, that I cannot un- nd why there should be any compet- edia. The newspaper has taken all out of advertising. Once the al advertiser walked in darkness. he saw the light of the local retail the department store, and following ight into the newspapers has led rmous volume sales.

wspaper advertising, is tried adver- safe, sure and without waste. national advertiser can plan his ign by zones, knowing that his ge, placed in the newspapers of ne chosen, will be read by the t possible number of readers. usly this is not possible in the ines, the circulations of which are ed from Maine to Oregon.

the early days when I started in vertising business, it was necessary e salesman to sell the idea of ad- ing. Those days are passing now. it has become merely a matter of media. And in the matter of newspapers are supreme today. have seen many a man become rich h use of paid space in a daily news- I have seen many a business h through wise investments in aper advertising.

n Flinn, twenty odd years ago," a small grocery store in Schenec- He came to me on the Gazette, gether we worked out his first aper advertisement. Dan was per- . He kept on advertising, increas- e space as frequently as he could. Dan owns more than 100 grocery in his section of the state. He afraid of chain store competition. g hold of the advertising rope, he l himself into the chain store class. ce, and it doesn't seem very long here was only one Quinn Drug store enectady. But that single store was the advertising pioneers. Its man- wrote advertising that sold and it in a paper that pulled. Today are six Quinn Drug stores. It is f the largest businesses of its kind w York state outside of metropolitan New York. This success is a newspaper advertising true story.

"Twenty years ago were the days of the eight-page newspaper. Those of us who started then have seen the jump first to 16 and now to 24 and higher. A great



George J. Auer

many stunts have been originated in those years. In 1905 I played a small part in handling the first fashion supplement ever issued by a small daily. The *Chicago Tribune* originated the idea in that year, and the Schenectady Gazette tried it out.

"It was a knockout. The Gazette saw its first 36-page paper at that time.

"In Albany, where in 1910 I became business manager of the *Knickerbocker Press,* I was working on a newspaper that was one of the first to organize a copy service department. That was one of the first really big steps forward in newspaper advertising. I know it went over big in Albany, where, for some time the Knickerbocker Press was alone in its field.

"One of the early ideas that grew out of the copy service department of the Knickerbocker Press, was a series of half page newspaper advertisements for a local photographer. The mother idea was featured in it, long before 'Mother's Day' was started. The copy suggested that 'Mother Would Like to Have Your Picture Near Her, When You Are Far Away,' and also the line 'Keep Your Mother With You Always As She Looks Today.' Another was: 'Don't Go Away Without Mother; Take Her Likeness With You.' Old stuff today, but old enough perhaps to be revived with effect in some places. The Albany photographer built up a large business through the series developed by the Knickerbocker Press. It was an interesting fact of the copy that price was not mentioned in the entire series.

"A stunt that gave me a great deal of fun was pulled on the *Atlanta Georgian* when I was business manager of that paper.

"Randolph Rose was a liquor dealer of Chattanooga, Tenn., who foresaw the coming of prohibition, and without realizing there might be profit in bootlegging, jumped into the cigar business while the jumping was good. He developed three cigars he called, as I recall it, 'White Armor,' 'Silver Armor' and 'Gold Armor.' Mr. Rose wanted to introduce these cigars to Atlanta. The Georgian showed him how.

"Suddenly on Atlanta streets three horsemen appeared," knights clad in white, gold and silver armor. No hint was given as to what their appearance meant. For one whole week they solemnly paraded on the thoroughfares of Atlanta. Of course public curiosity was whetted. But the secret was kept.

"On the Sunday beginning the next week the *Atlanta American,* the Sunday edition of the Georgian," printed a full page advertisement. The three mysterious knights seen on Atlanta streets the preceding week were represented photographically as breaking through the printed page of a newspaper. Underneath was a single line, 'They are coming from Chattanooga to Atlanta?

"Then on strips through the twelve pages of the Sunday section, placed at the bottom of each page, smaller reproductions of the mysterious knights were printed, carrying readers through to the back page, where another full page advertisement explained the three knights as emblematic of the three cigars manufactured by Randolph Rose of Chattanooga and now coming to Atlanta.

"You can believe me those three cigars went over with a bang.

"Those were the days before newspapers placed as many restrictions on their advertising columns as they have today. Nowadays, most newspapers would not permit the strips on the bottom of each page.

"We on the Herald Tribune are moderate and conservative in our ideas on advertising restrictions. We do not have the ironclad rules that exist on some other papers. For instance, we are not as hard on black copy, as some newspapers. We believe an advertiser has the right to make his advertisement seen, but, if he offers anything unusually black, we stipple it.

"Most of the restrictions imposed by newspapers have advanced the general cause of newspaper advertising. Newspaper space is pulling today as never before. As another quarter century rolls around many another man will become rich through the purchase of newspaper space.

"We who are in the business see it going on now. Newspapers are playing a vital part in the development of the electric refrigeration business. Oil burner manufacturers in the New York market at least, are finding purchasers among the readers of newspapers.

"A new building material has come on the market, celotex. In New York, the manufacturers of this product are using two newspapers, the New York Herald Tribune and the *New York Times.* I have been told that one-third of the entire production of celotex is sold in the New York market.

"Thus new business men will forever be coming forward to learn that for national advertising and for local advertising there is no medium that can take the place of the daily paper. There are small corner stores of today that will be big department stores of tomorrow. There are pigmy manufacturers, with brains enough to see the value of newspaper space, who will grow into giants."

Those who have worked over and with Mr. Auer say that it is his ideas that have advanced him in the advertising world, selling ideas he has put into copy, and ideas on management. His progress was plainly rapid. Two years after he first started newspaper work as office boy for the Schenectady Gazette he was promoted to advertising manager of that paper. In telling of it, he modestly emphasized that there was very little for an advertising manager to manage on a newspaper in those days.

After 10 years in Schenectady, Mr. Auer outgrew that city and went to Albany as business manager of the Knickerbocker Press. There he was "discovered" by the W. R. Hearst organization and was named business manager of the Atlanta Georgian. He remained until 1916 when he was brought to New York to be national advertising manager of the *New York American.* This was in 1916, and Howard Davis, present business manager of the New York Herald Tribune, was then working for Mr. Hearst's American. Mr. Davis and Mr. Auer became friends then. Mr. Davis was first to come to the then New York Tribune. Mr. Auer followed him in December, 1922. His first position was in charge of gravure advertising. Then, in 1924, he was made national advertising manager, the position he last held prior to his present promotion.

This week, answering a query, Mr. Auer frankly confessed that at first he balked at the thought of having a woman for a boss.

"But Mrs. Reid has the keen mind of a businessman," Mr. Auer said this week. "She certainly has an enviable grasp on this business of advertising."

Mrs. Reid, he said, presides over the Herald Tribune advertising staff meetings held every Monday morning. Everybody connected with the advertising staff must be in the office at nine o'clock on these mornings. Those who come in late are fined a quarter, donated to the Herald Tribune's Fresh Air Fund.

Mr. Auer will himself preside over the annual meeting of the Herald Tribune's national advertising staff to be held in New York on June 17-18. On those days all Herald Tribune branch managers will come into New York to report on past business and receive instructions for the future.

$200,000 IS BID FOR PORTLAND TELEGRAM

Solitary Offer Received from Portland News for Bankrupt Daily—Employes Seeking to Raise Larger Sum

Only one bid, that of $200,000 submitted by the *Portland* (Ore.) *News,* was offered for the *Portland Telegram,* bankrupt daily, on May 28, the date set for receiving bids by Amedee M. Smith, receiver for the Telegram. At the request of Robert T. Platt, attorney representing the United States National Bank and associates, creditors of the Telegram, action in the matter was withheld until June 1.

Adjournment was taken to permit creditors to study the bid and prepare what representations they may desire to make to the referee, though final judgment in the matter rests with him.

The bid by the Portland News was accompanied by a certified check for $30,000.

After the opening of the solitary bid, employes of the Telegram, represented by Harry C. Frye, chairman of employes' organization, presented a petition urging delay of not less than 10 days nor more than 15 days in which to perfect an organization and obtain further subscriptions for stock, which would permit the employes to offer a bid greater than the one received.

Final disposition of the Telegram property was again postponed June 1 after a meeting at the office of A. M. Cannon, referee in bankruptcy, which was attended by representatives of the creditors, J. E. Wheeler, holder of title to the stock: the present employes of the company and the Portland News, whose bid of $200,000 is the only one which has been received.

The matter was put over until 10 o'clock Friday morning, after it had been stated that there was a possibility that the employes by that time would be able to tender a bid in excess of the one now on file.

MERGER OF BIRMINGHAM AGE-HERALD WITH NEWS EFFECTED BY HANSON

Price Unannounced but $2,000,000 Bond Issue Authorized, $900,000 to Be Issued Immediately—Both Papers to Be Printed in News Plant

BIRMINGHAM, ALA., June 1.—Formal announcement of the sale of the *Birmingham Age-Herald* to the



Victor Hanson

Birmingham News was made in the Age-Herald on Wednesday morning June 1, and in the News on the afternoon of the same day. No reference was made in the announcement to the consideration paid for the paper and Victor H. Hanson, publisher of the Birmingham News and chief stockholder in the purchasing company refused to make any definite statement. It was stated that at no time would the purchase price of the property be announced. Most of the stock in both papers belongs to the Hanson interests.

However, a $2,000,000 authorized six per cent bond issue by the Birmingham News was announced by the First National Bank of Birmingham, $900,000 of which is to be issued immediately, the purpose of the issue being to pay the consideration for the Age-Herald and buy additional equipment. This announcement gives some idea of the approximate price paid for the Age-Herald properties.

Ninety per cent of the stock in the Age-Herald was acquired by the News in the sale negotiated on March 7 by E. D. DeWitt with B. B. Comer, Donald Comer and Frederick I. Thompson. The other 10 per cent has since been bought from R. H. McIntosh and Robert R. Meyer. The News now owns 100 per cent of the stock in the Age-Herald but will operate it as a separate corporation.

Victor Hanson came to Birmingham on Feb. 1, 1909, purchasing a fourth interest in the Birmingham News. Since that time he has acquired full ownership of all three of the papers that were operating in Birmingham at that time, the News, the *Ledger* and the Age-Herald.

The morning paper will be published as the Age-Herald, the evening paper as the Birmingham News and on Sunday the two papers will be consolidated.

Victor Hanson will be publisher of both papers and will have as his assistant James E. Chappell who for the past several years has been assistant to the publisher of the News. Charles M. Fell will hold the position of managing editor for both morning and evening papers. E. M. Henderson will be managing editor in charge of the evening and Sunday papers, Jack Young, formerly with the *Philadelphia Public Ledger* comes to Birmingham to take charge as managing editor of the morning paper.

Judge Charles Feidelson will be chief editorial writer for the morning paper, A. B. Bealle and Seymour Ransom will continue as editorial writers for the afternoon and Sunday paper.

There will be one advertising department with George Biggers as managing director. There will be no changes in the personnel of the business office with the exception of a few additions to the personnel to take care of the increased business.

The National and classified advertising will be treated as a unit morning and evening. Classified advertisers will be given the full 24 hour service. The management of the now consolidated papers expects that the circulation will boil down to 120,000 daily and 130,000 on Sunday or thereabouts.

A portion of the formal statement of E. D. DeWitt who managed the sale follows:

"On March 7, 1927, the undersigned purchased the controlling interest in the Age-Herald from Messrs. B. B. Comer, Donald Comer and F. I. Thompson, with their full knowledge and approval that he was acting for the Birmingham News company, and that the property would be turned over to the News on June 1.

"This day the undersigned has transferred all his rights, title and interest in and to the Age-Herald to the Birmingham News company. These two great newspapers will be combined and both will be published out of the modern plant of the News." The publishing offices and a portion of the plant of the Birmingham Age-Herald have been moved to the Birmingham News building and on June 1, the Age-Herald appeared for the first time with its new line on the head "Morning Edition of the Birmingham News."

W. A. Carns will be mechanical superintendent in charge of both papers. The News has moved four of the type-setting machines to their plant, making a total of 27 now in their batery. They also moved one Scott Double Sextuple Unit Type Press, supplementing their own equipment of two Goss decuples and one Goss single width quad. They will use the one plant for both papers.

The News was started in 1888 by Rufus N. Rhodes. Victor Hanson bought a fourth interest in it in 1909. In 1910 Mr. Hanson bought the majority interest, Mr. Rhodes having died, and Frank P. Glass became associated with him. In 1920 Mr. Hanson and associates bought out Mr. Glass, and in the same year they bought out the Birmingham Ledger.

Mr. Hanson's formal statement on the purchase of the Age-Herald follows in part: "Beginning with this issue the Birmingham News formally and publicly assumes ownership and control of the Birmingham Age-Herald. Future issues of the paper will be printed in and issued from the plant of the News. The weekday editions of the Age-Herald will continue to be published under that name. The Sunday edition will be merged with the Sunday edition of the News, beginning with the coming Sunday, though the consolidated paper will carry the title lines of both papers. Every effort will be made to make the morning paper all that Birmingham could expect of its oldest newspaper.

"Without in any way depreciating the News content of the newspapers, rather improving it in many respects, numerous economies in operation can be effected through the use of one plant instead of two and one complete group of machinery and equipment, instead of two. In addition, the joint operation will add efficiency and serve to improve the product. These economies, according to plans already well advanced, will be passed along to the reading and advertising public, through the establishment of low rates for joint use of the two papers both by subscribers and advertisers." Negotiations for the merger were handled by Palmer, DeWitt & Palmer.

EDITOR & PUBLISHER CALENDAR

June 8-9—American Newspaper Publishers Assn., mechanical conference, Harrisburg, Pa.
June 8-10—Mississippi Press Assn., annual meeting, Clarksdale, Miss.
June 10-11—New York State Press Assn., meeting, Long Island City, N. Y.
June 10-11—Pennsylvania Newspaper Publishers Assn., meeting, Waynesboro, Pa.
June 12-17—National Editorial Assn., annual convention, Omaha, Neb., with subsequent tour of Black Hills.
June 13-14—National Industrial Advertisers Assn., annual meeting, Cleveland.
June 13-14—Daily Newspaper Composing Room Executives of Iowa, meeting, Waterloo, Ia.
June 17-18—Texas Press Assn., annual meeting, El Paso, Tex.
June 17-18—W. Virginia Council of Journalism, first annual outing, Jacksons Mill.

NEWS AGENCY MEN GET "LUCKY" ASSIGNMENT

Howe, McCann and Hillman Sail on U. S. S. Memphis to Report Capt. Lindbergh's Trip Home—Editors Question Play of the Story

James P. Howe, Associated Press; William Hillman, International News Service, and Charles M. McCann, United Press Association, drew the lucky assignment this week and sailed Friday evening on the U. S. S. Memphis, bringing Capt. Charles A. Lindbergh home from his European triumph.

Howe is the son of Ed Howe, former editor and owner of the *Atchison* (Kan.) *Globe*, and known widely as the "Sage of Potato Hill." McCann has been in the U. P. London office some nine years.

Howe may joke with the young flyer about the magnificent offer his father made in the Atchison Globe in 1910 of $1,000,000 for a non-stop flight across the Atlantic Ocean. Ed Howe has declared that he had forgotten all about his promise, but when he was reminded of it he was not worried. He joined in the unanimous praise of Lindbergh and declared he was sure the kind-hearted young man would not hold him to his word.

While plans continued for the elaborate reception of the young air hero in Washington, editors began to question whether or not the story was being over played.

Julian S. Mason, editor-in-chief of the *New York Evening Post*, in an editorial printed June 2, declared, "We are overplaying Lindbergh as badly as we ever over-played a murder trial.

"Of course, we are entering the dog days," he wrote, "and topics of supreme interest are scarce. But that hardly absolves us from publishing overwhelmingly repetitious details about the gallant New York-to-Paris flyer.

"We may well make his own countrymen sick of him before they see him. If he were not as good as he is, we would have spoiled him long ago."

Ralph Turner, assistant news manager of the United Press, said there had been "surprisingly little fault found by editors of the amount of wire space being given over to the Lindbergh story."

"I don't think the story has been overplayed," he said.

SENATOR HITCHOCK MARRIES

Former U. S. Senator Gilbert M. Hitchcock, publisher of the *Omaha* (Neb.) *World-Herald* and Miss Martha Harris of Memphis, Tenn., were married in that city June 1. After the reception Senator and Mrs. Hitchcock left for New York and will sail for England to spend the summer.

BUILDING-LOAN GR[OUP] HAS $5,000,000 CAPI[TAL]

Chicago Tribune Employes' Organization Has Made Rapid Strid[es] in Five Years Since Its Inception

The Medill Building and Loan [Asso]ciation, an offspring of the *Chicag[o Tri]bune*, will celebrate its fifth bi[rthday] July 1. It is one of the largest b[uilding] and loan organizations in Illinois. [It is] capitalized at $5,000,000, having [been] at $1,000,000 and made successi[ve in]creases. More than $3,000,000 [of] stock has been subscribed and is [being] paid for by Tribune employes [on a] weekly payment basis. It has ass[ets] around $1,137,000, representing [money] loaned to stockholders.

Within less than five years, th[e Me]dill association has helped Tribun[e em]ployes to buy and own homes to the total [value] of around $1,500,000, figuring t[hat] the average case the association h[as ad]vanced about two-thirds of the pu[rchase] price. The association lends up [to 75] per cent of a property's value [and] charges no premiums and its i[nterest] charge is a flat 6 per cent rate.

The officers and directors of th[e Me]dill association are W. E. Do[nnelley] president; Orion A. Mather, vice [presi]dent; Alfred T. Ward, treasurer; [Robert] Derham, auditor, and Walter Oko[lowicz] retary; directors, William W[ood] general; W. E. Donahue, adver[tising] R. N. Stonesifer, composing; W[illiam] M. Mullan, black press; J. A. D[ecker] auditing; Joe Hough, engraving; [Orion] Mather, editorial; Tom Burke, m[ailing] and A. G. Bickford, stereotyping.

The Welfare division of the [Tribune] council has made arrangements wi[th the] Chicago Tuberculosis Institute fo[r free] care of its employes at Edward [Hospital] torium. Under this arrangemen[t the] Tribune company will pay for trea[tment] which includes medical and n[ursing] service, board and lodging, and, i[n case] all expenses except incidentals [and] personal laundry.

N. J. PRESS MEETING, JUNE

Members Will Take Boat and Trip to Lenox, Mass.

The seventy-first annual meetin[g and] outing of the New Jersey Press A[ssocia]tion will be held at the Hotel Aspi[nwall] Lenox, Mass., June 24-27.

The trip will be made via. H[udson] River Day Line to Hudson, and by [auto]mobile from Hudson to the Aspinw[all] Lenox.

There will be round table discu[ssions] for dailies and weeklies on Friday [morn]ing. The business session will b[e held] Saturday morning at 10 o'clock, a[nd the] annual banquet will be held Sa[turday] evening. President Frederick L. [Gutes] will preside. The principal speake[r will] be Congressman Harold G. Ho[ffman] from the 3rd N. J. District.

The committee in charge fo[r the] Frederick L. Crane, *Elizabeth [Daily] Journal;* Edmund H. Carpenter, [Perth] *bury Democrat;* W. B. R. Mason, *[Plain]Brook Chronicle,* and John W. [Wood] *Summit Herald.*

EARLY RESIGNS FROM A.

Stephen T. Early, well known in W[ash]ington newspaper circles since 190[8] resigned from the Associated Press [to go] there to become Washington repre[senta]tive of the Paramount News.

BACKS HAWAIIAN FLIGH[T]

Jacob Rosenthal, president of [the] *Manila* (T. H.) *Times,* on Ma[y 20] started a movement for a flight [from] America to the Philippines by ple[dging] 1,000 pesos ($500) toward a purse.

ADOPTS TABLOID SIZE

The *East Salt Lake City Times* [has] converted into a 16-page tabloid [new]paper on June 3.

--AND HE SHOWED NEW YORKERS THEIR TOWN

Alfred Segal Comes from Cincinnati Post to Find Human Interest on Broadway for New York Evening Telegram—Has Written 2,000 Stories in Four Years

By PHILIP SCHUYLER

IDESPREAD inter-city exchange of newspaper reporters might not be a idea.

suggested itself this week, after an view with Alfred Segal, "loaned" to *New York Evening Telegram* by the *Cincinnati Post* to cover the Snyder- trial, and now being used to dis- r human interest on Broadway.

r. Segal might be called an authority human interest stories. Forty-three s old, he has had 24 years of news- er experience. During the last four s he has written under his by-line e than 2,000 human interest stories. has them cut out and pasted in a scrap k.

Just write the way you do in Cin- nati," was the order given to Mr. al when he came to New York. When Snyder-Gray trial was over he was to make his own assignments.

few additions to Mr. Segal's scrap k therefore will include the story of a nk Mr. Segal saw in a New York ter, and the opinion of the prohibition ctor at the sight. Mr. Segal has also rned over the destruction of a church ple, being torn down to make way for kyscraper. He has followed the flight a bullfinch, lost from a New York rtment. He has picked out stories no er reporter has been sent to cover h, for instance, as the reunion of duates of an east side public school.

I couldn't sleep the first night I was in w York," Mr. Segal has confessed, destly. "I was so nervous. I felt t I was going up against giants and uld be devoured."

That was six weeks ago. This week . Segal said:

'I don't know how many stories the w Yorkers are missing, but I do know have found some. I'm sure if New rk newspaper men went to Cincinnati y would find lots of things we, too, are erlooking.

'New York and Cincinnati are very ch alike. The same things happen in cinnati that happen here. But it seems ne of the good things are overlooked.

'I know it surprises me to go through New York newspapers every day and stories which seem to be worthy of ter treatment than has been given to m. That would be true of Cincinnati o, of every other city in the country. e don't get everything even in the small vns.

'Working in Cincinnati is just about same as in New York. The only dif- ence is that I have been working in cinnati so long that I have acquired re or less of a clientele, people who call up and tell me about stories. Here I ve to dig them up.

'For a Memorial Day story, for in- nce, I didn't know any old Civil War teran in New York. I know them in cinnati. Instead I had to look in the ephone directory. There I found the me of a Society called the Loyal gion, and tried it out to see if it wasn't some way connected with the Civil War. re enough, it was a club of old Civil ar officers. I found the aged secretary re, keeping the records, now largely a ord of deaths. The office was on ssau right near the busy whirl of Wall reet. The dramatic contrast between old secretary keeping his books and nearby financial district made what med to me a good story.

'No, you can't really analyze a human erest story. You can't merely name ingredients for others to slap together. is the quality of vision in the man who ites the story. You can't tell what man interest is. It is in the heart of writer himself.

'The writer of human interest must ve been through many experiences, st know the gamut of human emotions. think a newspaper man or woman st be at least 40 years old before he or she can see human interest clearly.

"Sob-sisters cannot write human interest. Most of what goes under that name is shallow, because it is turned over to young girls."

In Cincinnati, Mr. Segal conducts the



Alfred Segal

Cincinnatus column daily on the Post. It was through this column that Mr. Segal started a movement in 1923 for non-partisan city government. The following year the people voted for city management. The column has thus its political influence, but Mr. Segal said he preferred to have it chiefly concerned with human interest and philanthropy.

"When there is a golden wedding in our town," Mr. Segal explained, "we comment on the blessings of happy married life. If a man is killed at work, we point out the heroism in doing the daily task well, no matter how small it is.

"The comments which bring in the largest response in letters from readers are those which have what might be called a spiritual aspect. Not religious, exactly. Well, yes, religious in a broader sense, the broadest sense.

"We are not afraid of handling religion in our column. We will comment as we have on occasion, on the death of a nun.

"We always plead for religious tolerance. We try to point out the best in all religions. When the Jews or Catholics have their holidays, we try to rationalize the symbolisms for our readers.

"Then in Cincinnati we also have a race question that you don't have in New York. Cincinnati is a border town between the North and South. Usually negroes are never noticed there unless they commit some crime. In our column we try to persuade people to show race tolerance. We are always glad to write about a negro man or woman who has accomplished something, achieved success."

Mr. Segal was asked what he thought was the best human interest story he had ever written.

"It was a story," he recalled, "of an old widower 90 years old. His name was James Ring, and he was living at the old men's home. On his 65th wedding anniversary he took a picture of his dead wife and put it in his pocket. Then he walked down from the old men's home to the Galt House, the old hotel he and his wife had come to on their honeymoon from Liberty, Ind. Once at the old hotel, he went up the stairs and sat down near the room, took the picture from his pocket, and kissed it and kissed it."

In New York, Mr. Segal said he is having more or less of a holiday, although he declared newspapermen have told him he is breaking all union rules.

"In Cincinnati evening newspaper men get to work at seven o'clock in the morning and work until 5. I have worked so long on the Post that I get the extra privilege of coming to work at eight o'clock and staying until 6. In New York, I understand most evening newspaper men don't start working until nine o'clock in the morning.

"And I am also told that if a man handles one story in a day, everybody is satisfied. Where I come from we work on any number of stories. We have no specialists there. Everybody just digs for news."

On the Cincinnati Post, in addition to conducting the Cincinnatus column, Mr. Segal writes a daily signed human interest story, and also runs a humorous column called "The Village Gossip." In his spare time he handles assignments.

Mr. Segal has visited New York before and has come here also on assignments. He covered the Democratic National convention at Madison Square Garden, and also came here to report the arrival of the Carpathia after the Titanic disaster. After the war, he was sent to Europe, and wrote daily human interest stories about the Cincinnati soldiers at camps waiting to be sent home.

Just now, he told me this week, he is anxious to get back home to Cincinnati. Six weeks is long enough to live in New York.

Now he is thinking about the home he owns in the Cincinnati suburb, Mrs. Segal, and their three sons, Joseph, 18, and attending the University of Cincinnati, Bernard, 16, and Millard, 13.

"No," Mr. Segal contradicted emphatically. "They are not going to be newspaper men, not if I can help it."

Yes, Mr. Segal repeated, he is most interested right now in getting back home. He might like New York if he was younger.

"I haven't seen many houses since I have been in New York," Mr. Segal concluded. "Most of the newspaper men I have met live in flats.

"I called on a friend of mine here, who, in an evil moment, left Cincinnati to come to New York as a publicity man. I rode up Fifth Avenue on a bus to 168th street, and turned down my friend's street, passed rows and rows of jail-like houses. The last jail was my friend's home.

"'So this,' I said to him, 'is what you left Cincinnati for.'

"'Well I got more money,' my friend rejoined.

"'And that,' said I, 'is all you got.'"

Mr. Segal is going back to Cincinnati.

BECKWITHS VACATION AT ATLANTIC CITY



J. T. Beckwith, president of the S. C. Beckwith Special Agency, New York, with Mrs. Beckwith and their daughter Esther, photographed in Atlantic City, where they recently spent a brief vacation.

TEXAN SUES A. P.

Asks $100,000 Damages for Story of Legislative Investigation

J. Frank O'Rourke, former secretary of the Texas prison commission during the Ferguson administration, has filed suit for $100,000 against the Associated Press. He seeks damages from the A.P. because of an Austin dispatch of last Oct. 22 in connection with legislative investigation of the state prison system.

At the same time O'Rourke sued for a similar amount Lee Satterwhite, former speaker of the Texas house, who was a member of the investigating committee, and nine other legislators. Previously O'Rourke had filed suits asking $100,000 each, against the *Dallas News* and *Fort Worth Star-Telegram*. R. L. Henry, his attorney, said suits might be filed also against papers in El Paso, Austin and San Antonio. All suits so far have been filed in Houston.

FORM-SHEETS THAT SAVE NEWSPAPER WASTE

Simplicity Marks Most Report Blanks Used by Circulation Departments to Record Daily Busine
Following Articles Will Describe Other Departments' "Red Tape"

WITH this issue EDITOR & PUBLISHER begins a series of articles the intention of which is to give a birdseye view of the newspaper business office practices and routine by which the publisher is informed of the daily condition of his institution. The subject will be treated under several main headings, beginning with the circulation department and then taking up the routine paper-work of the display and classified departments, then the mechanical departments, and finally the summary sheets in which the publisher gets, in a weekly or monthly nutshell, the high-spot picture of the period just closed, compared with a similar period last year.

In most instances, the forms which will be reproduced will tell their own story. They will be printed legibly so that newspaper executives who note a method which they think superior to their own may have before them a working model which can be easily followed. Most of the forms have the virtue of simplicity and the comments of the publishers who supplied them at the request of this paper indicate that newspapers have not permitted themselves to be deeply entangled in office red tape.

This applies especially to the circulation departments. Fairly elaborate systems of book-keeping are maintained to insure prompt and complete service to dealers, carriers, and subscribers, but the reports of the circulation manager and his subordinates to the front office usually tell their whole story in a few lines, written in a few minutes.

From the mass of submitted material, half a dozen representative forms have been selected.

Unique among the circulation reports is that of the Ithaca (N. Y.) Journal-News, which in its circulation, as well as other departments, adheres to the 3 x 5 card whenever practicable. The circulation manager's report on this paper is contained on such a card and gives in half the space afforded by other newspapers' forms considerably more information than some of the larger types. This small city daily is largely carrier-delivered and mail subscriptions, and of course, considerable less news-stand and street sale distribution than is found on larger city operations. Information which this card affords that most of the others do not include, the number of new subscribers and number of stops daily, both for city and for mail circulation, and a comparison of the day's circulation under the principal divisions with the same day of the previous year.

CIRCULATION DEPARTMENT
DAILY REPORT

Date_____
CITY
New Today_____ Stops today_____

Carriers
News Stands
Counter Sales
Bulk "
Total City

MAIL
New today_____ Stops today_____
Mail Subscribers
Outside Agents
Total Mail
Grand Total

	192_	192_	This Year
Dealer & Counter			
Carriers			
Total City			
Country Agents			
Mail Subscribers			
Total Mail			
Grand Total			

Mgr. Cir.

12-I-1000

Fig. 1.—This is a white 3 x 5 card returned daily by the circulation manager to the publisher of the *Ithaca* (N. Y.) *Journal-News*. Convenient filing size and completeness of daily and comparative information make this an excellent form for small city dailies.

Daily Circulation Report
RALEIGH TIMES
..... Day of week ....., 192.... Month, Day

		TOTALS	
CITY PAID CIRCULATION: City Carriers			Today's Circulation
News Dealers			
Street Sales			Same Day Last Year
.....			
Mail Subs.			Gain
Total City Paid			
SUBURBAN PAID CIRCULATION:			CASH RECEIPTS TODAY:
Suburban Dealers			Ledgers $.....
Suburban Mail Subs.			City Carriers
Bulk Sales			City News Dealers
Total Paid City and Suburban			Street Sales
COUNTRY PAID CIRCULATION:			.....
Country News Dealers			Total
Country Mail Subs.			
Total Country, Paid			
Total City, Country and Sub., Paid			
CITY AND SUBURBAN, UNPAID:			COUNTRY AND SUBURBAN:
Correspondents			..... $.....
Employees and Service			Country Agents
Exchange			Country Mail Subs.
Office Use and Files			Total
City Advertisers			
Total City and Suburban, Unpaid			
COUNTRY UNPAID: Advertisers and Agencies			Total Gross Receipts: $.....
Samples			Total for Month Through Today $.....
Total Country, Unpaid Copies			
Total Distribution			
Left-overs			Remarks:
Left Overs and spoiled after printing			
Net Press Run			
Spoiled in Printing			
Gross Press Run			
Pages, by Editions			Signed:
Pounds of Paper Opened			
Pounds of Waste			Circulation Manager

Fig. 2.—This is the daily picture of circulation, press-room waste, and cash receipts laid before the publisher of the *Raleigh Times* by his circulation manager. The form is on newsprint, 8½ x 11, punched for looseleaf binding.

Another unusual form is that used by the *Raleigh* (N. C.) *Times*, the publisher of which, John A. Park, has made an intensive study of newspaper accounting in all phases. His circulation form is printed on newsprint, 8½ x 11, and punched at the top for loose-leaf ledger binding. His operation is about twice the size of the Ithaca paper's but the data noted is similar, with the exception that cash receipts for the day from all circulation divisions, and a cumulative daily total for the month are also given. Other data on this sheet is a condensed press-room and waste paper report and a classification of unpaid circulation.

Three separate forms are used by the *Detroit News* to keep its high command apprised of circulation development—a daily circulation statement, a Sunday edition statement, which is filed each Monday, and a weekly report, which presents compactly the data commonly called for in the daily summaries. The News is the only newspaper which has so far submitted a weekly circulation report blank among its forms. The daily blank carries one line which is characteristic of metropolitan practice and not often found on the forms of smaller papers—a report on the weather, which is reflected far more promptly and evidently in the large city daily's street sales than in the small town's carrier-deliveries. The News form is also unique in that it distinguishes between waste paper which is folded and waste which has to be bagged for disposal—not an unimportant item in a plant whose daily production usually exceeds 300,000 papers of 48 to 64 pages.

The Sunday paper report belongs exclusively to metropolitan operations of the Detroit News class. It sum
the reports from all subordinate
of the circulation department, te
few lines what happened to last S
circulation and gives the produc
partments an idea six days in adv
what will be required the fo
Sunday.

The daily and weekly for
printed on white newsprint or n
finish book paper, 5 inches wi
varying in length as follows:
statement, 7½ inches; Weekly su
9½ inches. The Sunday report
inches wide and 12 inches deep.
space is provided for remarks
weekly form is punched for bind

Differing from all of the above
ecution of detail is the form of th
Bend (Ind.) *News-Times* cir
department. This form calls for
tailed report on each of the four
of this morning, evening and
operation, under each of the p
sub-classifications that mark the
newspapers' reports, but omitti
summarizing Total City, Total Su
Total Country, Total Bulk, and
Net Paid and Total Unpaid h
which are familiar to reade
A. B. C. reports. The form is
on white machine finish book p
inches wide and eight inches de
is not punched for binding.

Another form used by this p
the daily circulation report rende
the district manager to the circ
manager, giving the detail of th
of a new subscriber and tracing t
vice rendered the new account
carrier for the few days necess
habituate the boy to the new stop
route. This form is a loose-leaf
sheet about 8 by 11½ inches.

Remarkable for completeness
formation are the forms employed
Baltimore Sun, which keeps its re
at the minimum and makes the
sary forms do all possible s
Many of its departments make nc
ten reports. Separate forms ar
for the morning, the evening a
Sunday editions, however, by the c
tion department, which is conside
many newspaper men to be the b
ganization of its kind in the countr
three reports are similar in the
the most striking difference bein
the evening paper form has provis
a comparative analysis of street s
each of the seven regular editions
Sunday form differs from the
principally in that its first two
ifications are "City and Suburban
"Out-of-Town," while the mornin

DAILY CIRCULATION REPORT

FORM 922 3M 10-26 DATE_____

NAME	ADDRESS	Entered By	Phone	Start	Stop	Comp.	A M or P M	First Day	Second	Third	COMPLETED O K

**Fig. 3.—The *South Bend News-Times* circulation manager gets daily rep
from his district manager, tracing the addition of new subscribers and insu
the start of regular service of the paper. The form is a loose-leaf sh
8½ x 11 inches**

Form 354-4-25

The Detroit News

DAILY CIRCULATION STATEMENT

Date .....Weather .....
Pages .....

	Divisional Total	Grand Total
Sub-Stations		
Newsdealers		
Street Sales		
Counter Sales		
TOTAL CITY PAID		
Suburban Agents ..		
Suburban Mail		
Suburban R. F. D. .		
TOTAL SUBURBAN PAID		
Country Agents ...		
Country Mail		
Country R. F. D. ..		
TOTAL COUNTRY PAID		
Special or Bulk Sale		
TOTAL PAID GROSS	——	——
Advertisers		
Employes		
Correspondents		
City Employes		
R. R. & P. O. Employes		
TOTAL SERVICE COPIES		
Adv. Agents		
Exchanges		
Comp. by Carrier ..		
Comp. by Mail		
Samples		
Office Use and Office Files		
TOTAL UNPAID ..		
TOTAL DISTRIBUTION	——	——
Mail Room Left-Overs		
Street Wagon Returns		
Unaccounted		
NET PRESS RUN ..		
Folded Waste		
Bag Waste		
GROSS PRESS RUN	——	——

Form 139-3-26

REPORT ON SUNDAY PAPER
(To be filed each Monday)

Edition of .....

Sections	Quantity ordered.	Quantity received.	Over run	Press Room.	Left over.
Rotogravure					
Comic					
Special					

Total Distribution .....
Completes Over .....
Loss represented in left-overs $....

Circulation Comparison With Last Sunday

City ..... crease
Suburban .... crease
Country ..... crease
Bulk ..... crease
Total
Gross paid .. crease
Rotogravure
Comic
Special
Loss represented in unaccounted $.....
Remarks:

Form 1105

THE DETROIT NEWS
CIRCULATION WEEK ENDING .....

	Daily	Sunday
Sub-Stations		
Newsdealers		
Street Sales		
Counter Sales		
Employes	——	——
TOTAL CITY.....		
Suburban Agents ..		
Suburban Mail		
Suburban R. F. D....	——	——
TOTAL SUBURBAN PAID		
TOTAL—LOCAL TRADING TERRITORY	——	——
Country Agents		
Country Mail		
Country R. F. D. ...		
TOTAL COUNTRY PAID	——	——
Special or Bulk Sale	——	——
TOTAL	——	——
Service Copies	——	——
Waste Copies	——	——
Gross Press Run ..		

Fig. 5.—Daily and Sunday figures are returned on separate forms by the *Detroit News* circulation department, which also renders a weekly report covering both daily and Sunday issues.

ne evening are classified as "City" and Suburban and Out-of-Town." Another nusual feature of these blanks is the no-ition not only of the day's weather, but f the weather on the corresponding day f the previous year and of any special vents which might have a bearing upon irculation. Comparisons are afforded with ne circulation of the corresponding day f the previous year and of the last pre-ious weekday or Sunday issue.

Noticeable on most of the circulation eport blanks which have been sent to DITOR & PUBLISHER is the lack of pro-ision for "Remarks," under which com-ent might be made to clarify conditions ot wholly revealed by the statistical re-ort. The apparent underlying reason or this omission is the feeling that such space might frequently be used for in-enious excuses for poor performance. Many of the blanks used by other de-artments have a "Remarks" space, which indicates that the privilege of comment is not abused under competent supervision, and when carefully guarded, permits of more intelligent reports.

No attempt can be made in this brief summary to detail the reasons for the apparent importance of certain data to some papers, when others ignore it completely. Sometimes the reason is obvious, but in other cases it is ascribable to local and peculiar conditions. EDITOR & PUBLISHER will be glad to answer promptly any questions relating to these forms, and if the desired information is not immediately available, to obtain it at first hand from those competent to furnish it.

Daily Distribution of Circulation

DATE

	FIRST	SECOND	THIRD	FOURTH	ALL EDT'S
...ity Carriers					
...ealers					
...reet Sales					
...unter Sales					
...wn Town Agents—Suburban					
...ail Delivery—Suburban					
...wn Town Agents—Country					
...ail Delivery—Country					
...ails					
...ewsboys					
...mployees					
...rrespondents					
...'y Employees					
R. & P. O.					
...dvertisers—Check Copies					
...xchanges					
...mps by Carrier					
...mps by Mail					
...mples					
...ffice Use					
...poiled After Printing					
...ft Over					

Fig. 4.—This reproduces another *South Bend News-Times* form returned daily by the circulation manager to the publisher.

CIRCULATION REPORT
MORNING

PAGES ____ DATE ____ 192__

Weather Today ____ Compared with Corresponding Day Last Year: INCREASE | DECREASE — Compared with Previous Week Day: INCREASE | DECREASE
Weather corresponding day last year ____
Special events ____

(A) CITY	Carriers					
	Dealers					
	Street Sales					
	Counter Sales					
	Mail Subscribers					
	TOTAL (A)					
(B) SUBURBAN AND OUT-OF-TOWN	Country Dealers					
	Suburban Dealers					
	Country Mail Subscribers					
	Suburban Mail Subscribers					
	Miscellaneous Wrappers					
	TOTAL (B)					
	TOTAL (A) and (B)					
(C) SERVICE COPIES	Street Car Employes					
	R. R. & P. O. Employes					
	Miscellaneous					
(C) UNPAID COPIES	City Advertisers					
	Advertising Agent					
	Employes (Business Office Mail Room)					
	Files					
	Extra to Carriers					
	Office Use					
	Exchanges					
	TOTAL (C)					
	Published Press Run					
MISCELLANEOUS	Returned by Supervisors					
	Bulk Sales					
	Samples					
	Lost Packs					
	Mail Room Spoils					
	Press Room Spoils					
	Left Over (Business Office Mail Room)					
	Unaccounted for					
NET PRESS RUN						
PRINTED WASTE						
GROSS PRESS RUN						

Clerk.

CIRCULATION REPORT
EVENING

PAGES ____ DATE ____ 192__

Weather Today ____ Compared with Corresponding Day Last Year: INCREASE | DECREASE — Compared with Previous Week Day: INCREASE | DECREASE
Weather corresponding day last year ____
Special events ____

(A) CITY	Carriers					
	Dealers					
	Street Sales					
	Counter Sales					
	Mail Subscribers					
	TOTAL (A)					
(B) SUBURBAN AND OUT-OF-TOWN	Country Dealers					
	Suburban Dealers					
	Country Mail Subscribers					
	Suburban Mail Subscribers					
	Miscellaneous Wrappers					
	TOTAL (B)					
	TOTAL (A) and (B)					
(C) SERVICE COPIES	Street Car Employes					
	R. R. & P. O. Employes					
	Miscellaneous					
(C) UNPAID COPIES	City Advertisers					
	Advertising Agent					
	Employes					
	Files					
	Extra to Carriers					
	Office Use					
	Exchanges					
	TOTAL (C)					
	Published Press Run					
MISCELLANEOUS	Returned by Supervisors					
	Bulk Sales					
	Samples					
	Lost Packs					
	Mail Room Spoils					
	Press Room Spoils					
	Left Over (Business Office Mail Room)					
	Unaccounted for					
NET PRESS RUN						
PRINTED WASTE						
GROSS PRESS RUN						

STREET SALE COMPARISON

DATE	EDITIONS: CITY	HOME	1 STAR FINAL	FINAL	2 STAR	SPORTS	SPORTS FINAL	TOTAL
INCREASE								
DECREASE								
INCREASE								
DECREASE								

Clerk.

CIRCULATION REPORT—SUNDAY

19

	Compared with Corresponding Day Last Year: INCREASE	DECREASE	Compared with Day Previous: INCREASE	DECREASE
Weather Today ____				
Weather Same Day Last Year ____				
CITY AND SUBURBAN (A)				
Carriers				
Newsdealers				
Misc. Subscribers				
Street Sales				
Counter Sales				
Total (A)				
OUT OF TOWN (B)				
Country Newsdealers				
Suburban Newsdealers				
Country Mail Subscribers				
Suburban Mail Subscribers				
Misc. Wrappers				
Total (B)				
TOTALS (A) AND (B)				
SERVICE COPIES (C)				
R. R. and P. O. Employes				
Miscellaneous				
UNPAID COPIES (C)				
City Advertisers				
Adv. Agents				
Miscellaneous				
Files				
Total (C)				
TOTALS (A), (B) AND (C)				
Extra to Carriers				
Office Use				
PUBLISHED PRESS RUN				
Wholesalers' Returns				
Bulk Sale				
Left Over				
Samples				
Lost Packs				
Spoiled				
Unaccounted for				
NET PRESS RUN				
Printed Waste				
GROSS PRESS RUN				
Pages				
Special Events				

Figs. 6, 7 and 8.—White for morning, pink for evening, and blue for Sunday are the simple, yet complete blanks filled out daily by the *Baltimore Sun* circulation department.

IVY LEE VISITS MOSCOW

Russian Problem "Psychological," Is Press Agent's Quoted Comment

The following dispatch from Berlin was published on the ticker service of the Exchange Telegraph, in London, on May 18: "Mr. Ivy Lee, Director of the Press Department of the Standard Oil, Pennsylvania Railroad, Harriman and other American concerns, has recently passed through Berlin on his way to Geneva from Moscow, in which latter city he spent a week and had conversations with a number of prominent Soviet leaders including Rykoff, Litvinov and Tomski. His visit to Moscow is connected here with discussions of Japanese industrialists with the Russians, which have awakened considerable American interest. Mr. Lee declares he discovered in Moscow an earnest desire for the re-establishment of connections with America. He says the Russian situation has been best summed up in the words of the German Reichsbank President, Dr. Schacht: 'The Russian problem is a problem of pyschology.'"

DAILIES BOOSTING TOLEDO

Blade and News-Bee Using Prizes and Promotion Copy

Toledo newspapers are campaigning to sell Toledo to Toledoans.

The *Toledo Blade* offers $1,000 to learn what Toledoans and suburbanites know and think about Toledo.

An award of $500 will be made to the person residing in or near Toledo who prepares the best list of 25 outstanding points about Toledo—the things that make the city grow and prosper.

The next 24 lists will share in the remaining $500 in proportion to the quality of the replies.

RAYMOND GOES TO LONDON

N. Y. Times Man Sent Abroad—Formerly Free Lanced on Continent

Allen Raymond has been transferred from New York to the London office of the *New York Times,* it was announced by officials of that newspaper this week. Mr. Raymond has been with the Times for about two and a half years on the city and cable desks and the city staff.



ALLEN RAYMOND

Prior to his connection with the Times, he did freelance work in Europe, acting for two years as Paris correspondent of the North American Newspaper Alliance, and later for the *London Daily Sketch.*

Mr. Raymond is 34 years old. He began newspaper work in 1913 after study at Wesleyan University. He served in the A. E. F. during the World War as corporal in the 306th Battalion, Heavy Tank Corps.

Mr. Raymond is married and has two children. He is a son of Judge Robert F. Raymond, senior justice of the Massachusetts Superior Court, and a nephew of the late Bradford P. Raymond, for many years president of Wesleyan University.

TRANSLATES AZTEC EPIC

John Cornyn, Mexico correspondent of the *Chicago Tribune,* has unearthed and translated from the Aztec into English, in the trochaic meter of the original, a long lost epic of the "fair god" which bears the title, "The Song of Quetzalcoatl." Mr. Cornyn is a master of Aztec language and for many years a professor of literature in the National University of Mexico.

"ISOLATE LINDBERGH" ORDERS WENT AWRY

Carefully Laid Plans of New York Times Men Wrecked by Impact of Mob at Le Bourget Fiel- Battle to Get News to U. S. Told

Edwin L. James, Paris correspondent of the New York Times, in a dispatch printed Friday, May 27, described in detail the difficulties encountered by newspaper men at Le Bourget flying field in covering the historic landing of Capt. Charles A. Lindbergh, New York to Paris flyer.

He himself, with other Times' reporters, had received orders to "isolate" the successful aviator in order to get Lindbergh's story, which the Times had contracted for. How well they succeeded, Mr. James told in the following manner:

PARIS, May 26.—There come moments in every newspaper man's life when he is all but overwhelmed by a feeling of his insufficiency to tell what he has seen—when superlatives seem mere inadequacies.

That happened to this writer once on Armistice Night in the martyred city of Verdun. It happened again the other night when Captain Charles A. Lindbergh landed his plane on the airfield in Le Bourget to be welcomed by a reception committee of 150,000 people gone suddenly insane with joy. Four days later I still retain bruises, which are passing, but memories which will never pass.

When people talk this week about Captain Lindbergh's flight one hears over and over, the question, "But you were at Le Bourget?" It is considered the mark of an extra privilege to have witnessed one of history's greatest mob scenes.

Official programs, formal reception committees, a regiment of soldiers, stout steel fences — all were enveloped and swept under a human sea when all those present, in one swift instant, took it into their collective heads to help welcome the aviator who became great that night.

The reporters assigned to cover Captain Lindbergh's arrival will not forget that night. And neither will they forget one of the toughest mobs they ever tackled. The Battle of the Argonne was a simple matter compared to it.

The Paris bureau of the *New York Times* had made elaborate preparations to cover the event. The preparations were so elaborate that they almost—perilously almost, as will be shown here—left the editors back in Manhattan in the lurch.

We had arranged complicated telephonic communications. We had made handsome relay plans to rush parts of the story to Paris, over six miles from Le Bourget. We had a fine automobile ready to bring the aviator back to the capital to give his own story for which the New York Times had made a contract. We had stenographers ready to take it down. We had photographers with a battery of cameras and many plates on the spot.

Oh, it was a wonderful plan. Only when the story broke it was not worth one paper franc. Not even complete official documents for entrance to the field were worth while, for an ordinary police card was enough to begin with.

With everything set as described, Percy Philip, Carlyle MacDonald, Harold Callender and myself, plus our office clerk, named Maloussey, went out to the scene of the conquest at 6 o'clock.

We had planned to be smart and have dinner at the airport restaurant so as to be free and fed before 7:30 o'clock, the earliest hour at which Captain Lindbergh was expected. The restaurant will hold about fifty people and 5,000 had the same brilliant idea we had.

When we were through with dinner, Philip took his job at the elbow of the man representing the Commercial Cable Company, which had its own wire into Paris—only it did not stay open. There was Philip, all set and not to be moved, ready to choke the poor operator if any one else's bulletin of the aviator's arrival got out ahead of ours. Maloussey was to signal him from the corner of a building when the plane touched the ground. Great headwork that! MacDonald, Callender and myself went out on the field, ready to escort Lindbergh to the waiting automobile—mostly in triumph—before the eyes of several hundred envious confrères.

Honestly, that was our plan, and it looked all right at 7 o'clock—and, anyhow, those were our orders from New York. The editor said "isolate" Captain Lindbergh, and we were ready.

In order to make entirely sure of keeping the grounds and the crowd in order, a regiment of soldiers with rifles and bayonets and 700 Paris policemen supplemented the field's usual staff. Yes, the authorities had made great preparations, just as we had.

Along about 8 o'clock the crowd began to grow. MacDonald took a look around and estimated that 10,000 people were round about, standing alongside the airfield.

There was—note that I say there was—the very strongest fence, some seven feet high, with spikes on the top, which up to that night had kept out every one who ought not to enter. The gate was guarded by twenty policemen who let pass those who had credentials; which meant any card with your picture on it.

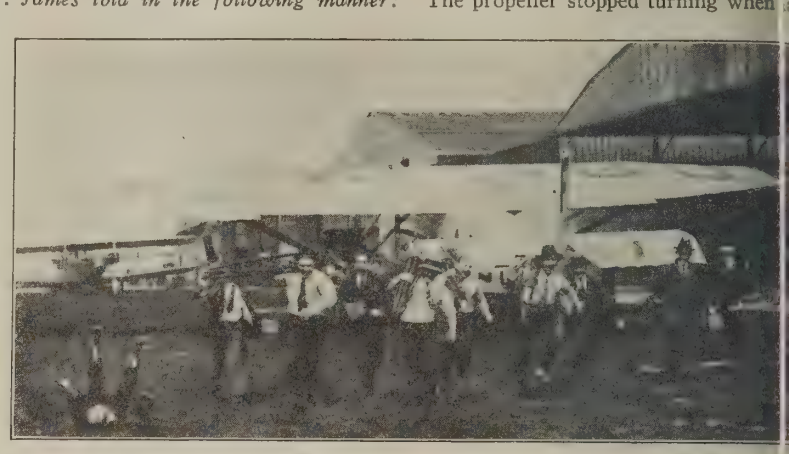
By 8:30 some thousands of people had got into the field and were kept in orderly line along the edge of the big concrete landing floor.

In front of the soldiers stood a row of some fifty cameras and motion picture machines which were aligned under the direction of a precise and pompous Colonel. And off to one side was the official Reception Committee, engaged in deciding at what hotel they were going to put the evening's hero. They also were deeply planning to "isolate" him and to see that those New York Times reporters did not do any "isolating." Well, if we did not they did not. If there was one real tragedy of the evening it was that of the official Reception Committee. Some of them have not seen Captain Lindbergh yet.

Now, that was the scene as the sun went down about 8:30 o'clock and a chill wind began to blow across the field.



The gentleman walking briskly at Capt. Lindbergh's right, according to the Le Bourget camera man, is a reporter. Who he is and how he got over, under or through the cordon of French rifles remains unrevealed.



"Voila Lindbergh" was heard many times during the hours of waiting for arrival at Le Bourget. Each alarm sent the camera crew dashing madly a new quarter, as shown above.

People were beginning to get free for the evening and the crowd started growing. By 9 o'clock there were 50,000 or 60,000.

It got dark and the stars came out, but it was one of those nights that stay kind of dark despite a million stars; or maybe it was the bright lights that made it seem so.

And the crowd kept growing! Then police began getting rougher.

Callender and I figured at this stage that if we wanted to get there to isolate Lindbergh we ought to get from behind those troops. We walked with Mac and walked until the line was thin and there were not many policemen and there were not many lights.

Then we walked behind one big flare where it was dark behind the blinding rays. We made ourselves small and waited.

Ten o'clock struck. A sort of shiver went through the crowd and we were thinking of the tears which were going to be shed, when all of a sudden the thousands were electrified by the sound of a motor. There was a plane up above us somewhere. The landing lights went up. Every one thought it was Captain Lindbergh and a vast silence swept over and through as more than 100,000 pairs of eyes strained. And then the sound of the motor died out and the lights went down.

It was Lindbergh, as was shown by his story later. He had mistaken the location of Le Bourget and gone elsewhere looking for it.

But the crowd did not know that. Their hopes died down and they settled for the inevitable wait until there was no more hope.

Then there was that whirring again. Callender strained his eyes and shouted: "My God, look!"

There, 500 meters above us, was a gray-white monoplane, right over our head. Then it faded and the noise of the motor stopped.

We thought it a hallucination, and a glance at the crowd showed that very few had seen it. Certainly the officer in charge had not, for the lights did not go on.

Then in a moment, cold forgotten, the flares went on, and turning we saw, just as if thrown on a silver screen, a white-gray monoplane, twenty feet from the ground and softly settling.

"Mac" got off first, I was second, with Callender alongside. We raced as hard as we could toward the plane, which landed perhaps 500 yards from we stood. Suddenly we found ourselves fronting the whirring propeller b straight at us.

We tried to halt. Good Lord! crowd hit us like a shot out of a ca The propeller stopped turning when Donald was only six feet away fr

The men from the military side c field had now reached Captain Lind and were pulling him from the We could see he was struggling. H to the ground once and then was o shoulders of a dozen men.

By this time we were jamme against the plane, with a mighty roa hind us. Ducking, we went unde Spirit of St. Louis and then out the tail.

And then we turned to look and s sight words cannot paint. One hu thousand men and women, with p men and soldiers mixed among were sweeping down toward Ca Lindbergh and his plane.

That sight of those countless bol heads between us and the flares can be forgotten. Fences, line soldiers ception committees—all had been lowed up.

And then we saw Captain Lindb with several French aviators tryin fight their way out.

Throwing away their rifles, sol formed a ring around him, only t swept away. One man swung his to free a path for Lindbergh—and hi aviator on the head.

And suddenly we saw that we lost Lindbergh. We knew later tha of the French officers had put his about him, and shoved him into human mass and then wormed out him into a little side building, where lights were turned out and the av was kept for two hours in darkness r than have his protectors take the ris having him mobbed.

"Say," remarked MacDonald, "I the editor who sent that message been here to 'isolate him.' That's I wish."

Skirting the crowd, we tried to back to see what had happened to Pl

All at once the crowd turned started toward the aviators' clubh where Ambassador Herrick had waiting. Some one had turned on li in the second story, and mob psycho told the crowd that Lindbergh was th He was not there, but tens of thous waited until 1 o'clock in the mornin try to catch a sight of him.

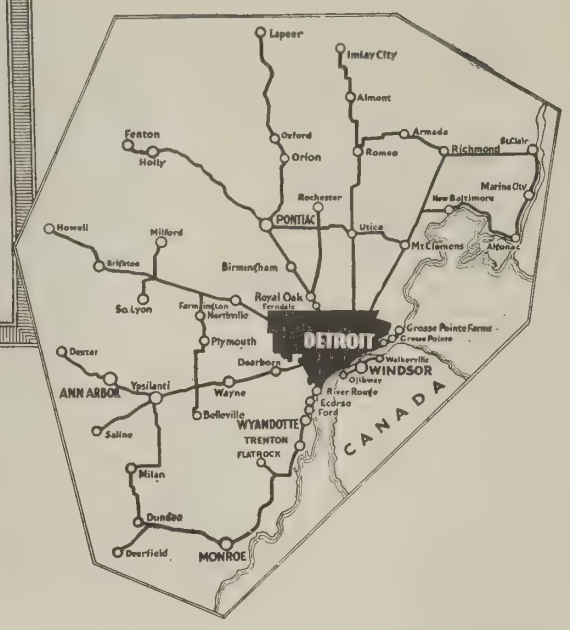
Malloussey had been swallowed u the crowd, but Philip had got off his and then a series of bulletins giving first news of the aviator's arrival.

"Well, boys," I said, "its Satu night and now it is nearly 11 o'cl

(Continued on page 49)

"It has been our experience that the trading area is the most practical unit that we have used. For the past three years we have been using trading areas which we have built up from a study of newspaper circulation."

T. O. GRISSELL
Marketing Director George Batten Co.



In the area pictured above is located one-third of Michigan's population and one-half of its taxable wealth.

The Detroit News

has concentrated in the local trading area 95% of its circulation weekdays and 80%, Sundays

In the local trading area—the unit found by Mr. Grissell to be the most practical for national advertising—The Detroit News has always maintained its greatest circulation. Here The Detroit News has concentrated 95% of its great weekday and 80% of its still larger Sunday circulation.

The use of The Detroit News in the Detroit trading area assures a complete coverage of the English speaking homes, for here The Detroit News has been a favorite for more than 54 years. Here, too, are the distributing points, the dealers and one-third of the total population of Michigan. In Detroit and The News Mr. Grissell would find the highest development of the principle of local trading territory merchandising.

The Detroit News in its territory not only completely covers the English-speaking homes but is the favorite medium of the dealer and local advertiser. It is the dealer's source of news, information and advertising co-operation.

To sell the Detroit market thoroughly and economically The Detroit News must be used. And it should be used alone, for it, alone, will do the work, enabling you to employ more impressive space at less cost.

The Detroit News

For 54 Years Detroit's HOME *newspaper*

Sunday Circulation 365,000—330,000 Weekdays

CADETT, BRITISH NEWS MAN, SURVEYS HIS YEAR SPENT ON U. S. DAILIES

Finds Our Newspapers Excel in Brightness and Personal Touch But Inclined to Noisiness of Adjective and "Familiarity" —British Papers Dignified, but Often Dull

By MYRA M. WATERMAN

AFTER a little less than a year in the United States, T. T. E. Cadett, of the *London Times,* and winner of the Walter Hines Page Traveling Fellowship of the English Speaking Union, believes that he knows more about America than most Americans do.

Since June 30, 1926, when his year of travel in the United States began, Mr. Cadett has worked on seven newspapers, done factory labor, lived with students in a fraternity house and watched the workings of Congress. In making a study of American life he has considered it just as important to be on a party with co-eds as to hear Senators. At the University of California he became "one of the boys" to the extent of participating in every activity of the fraternity at whose house he stayed for two weeks. When one of these activities consisted in stealing a fire-axe from a ferry boat Mr. Cadett took such an interest in the proceedings that he still has the axe.

In Chicago he donned a working shirt and did manual labor in the Cyrus McCormick factory, where the working men accepted him as a laborer like themselves.

In the capacity of reporter and feature writer, Mr. Cadett has worked on the *San Francisco Chronicle, Wichita Beacon, Chicago Daily News, Atlanta Constitution, Washington Star, Christian Science Monitor* and the *New York Times.* He has seen every section of the country and has made his way among all sorts of people. Keenly alive to every situation, this 28-year-old man has stored many impressions of America. As sub-editor of the foreign department of the London Times, Mr. Cadett will handle American news.

"The average Englishman," he says, "would find no excuse for the crudities of William Hale Thompson, for instance, when he says that if King George were to come to Chicago he would 'punch his snout.' After my stay in Chicago and my meeting with Thompson I can understand why he said such a thing and can make the English people feel that it was not as unpardonable as it appears."

Mr. Cadett believes that the ignorance of Americans about Great Britain is only equalled by the ignorance of the average Britisher about America. The Englishman is inclined to look upon America as New York surrounded by a great deal of vague land. His knowledge of the West, gained from moving pictures, mostly, is no more superficial, however, than is that of the New Yorker who has never been west of Buffalo.

"The greatest mistake that most people make in coming over here," he says, "is to generalize about the country. Only two things can be generalized about. One is the great hospitality of America, and the other is her political apathy. "This latter, he explains, is due to the fact that Americans have little to worry about from politics, rather than that they have a lack of interest in politics as such.

Although he has evinced interest in every form of endeavor, it is the newspapers, that Mr. Cadett, as a newspaper man, has studied most carefully. In comparing the press in America to that of Great Britain, he finds the most startling divergence in the fact that America can not be said to have a national press at all. Divided as she is into so many widely separated sections, American newspapers represent, at the greatest, their own sections. With the loss of a national element in newspapers comes a failing in the efficacy of the editorial as a molder of opinion.

There is more of the personal touch about American newspapers, Mr. Cadett finds. The news is more personal than is news in England, and it is dealt with in more personal a manner. This gives the



T. T. E. Cadett

advantages of brightness and vitality, but also the disadvantages of a possible descent into the vilest vulgarity. "English papers," he says, "have the possible disadvantage of dullness, perhaps, but they have the advantage of dignity."

One of Mr. Cadett's sternest criticisms of the press in the United States is that it has too much power, not editorially, where its power is less than in England, but in the manner in which it takes matters into its own hands.

"In America," he says, "the press is allowed to try a man before he is tried, as in the Snyder case. In England no paper is allowed to comment on trials; it merely gives the details of the news in an impersonal fashion."

In the American press Mr. Cadett finds a tendency to more and more shouting. This, he thinks, will eventually grow so bad that there will be a complete revulsion.

"Now," he says, "America employs so many superlatives that when something important happens there is no way of expressing it."

Large headlines are unknown on the better papers in England. Their place is taken by a placard worn by news-venders, telling the important events of the day in large letters. In this manner the venders make of themselves walking headlines and the newspapers display more conservative type.

As for sensational journalism, Mr. Cadett says: "We have it, but it is not as noisy as in America. The printed matter may be just as vulgar, but it is not displayed so prominently and so does not give such a sense of shock. The whole tenor of life is not so noisy. In England we have tabloids, but they are not so sensational, they're just silly. England's worst is mawkishly sentimental rather than salacious."

Mr. Cadett's knowledge of the English press has been gained through three years' work for the London Times, during which time he traveled in many of the countries of Europe as correspondent.

ART COLLECTION TO CITY

Charles P. Taft, publisher of the *Cincinnati Times-Star* and Mrs. Taft, have given their valuable art collection, their residence and $1,000,000 to the people of Cincinnati, contingent on the raising of an additional $2,500,000 for the purposes of the Institution of Fine Arts by Dec. 31, 1928.

AND THAT'S HOW COPY READERS GET THAT WAY!

IF copy desk people are as villainous, as empty of humor, as reporters imagine they are, they must have gotten that way. And some light upon how that came about may be found in a recent demonstration in the *Sacramento Bee* news room.

A spelling bee, conducted at the state fair, suggested the idea, and the head copy reader, taking the same words, played school master to the reportorial staff. Such everyday trick words as accommodate, accumulate, bilious—say, boy, hand me that dictionary a minute, will you?—were tried with rather startling results.

Not a one spelled them all correctly. The highest mark was 85 per cent; most of the answers were between 40 and 60 per cent; and one—the society editor, by the way—had the grand total of 14 out of 50 words right.

INSURANCE AD GROUP ELECTS

Clifford Elvins of Toronto Named President at Hartford Meet

Clifford Elvins, formerly vice-president of the Insurance Advertising Conference, was elected president at the closing sessions of the fifth annual convention held in Hartford, Conn., last week. He is the advertising manager of the Imperial Life Insurance Company of Toronto, Canada.

John W. Longnecker, advertising manager of the Hartford Fire Insurance Company, was elected vice-president, and W. W. Darrow, advertising manager of the Home Fire Insurance Company of New York City, was re-elected secretary and treasurer.

STORE'S NEW AD P BENEFITS ALL PAP

Boston Store, Milwaukee, Chang Paper Preference by New geting System—Departme Heads Satisfied

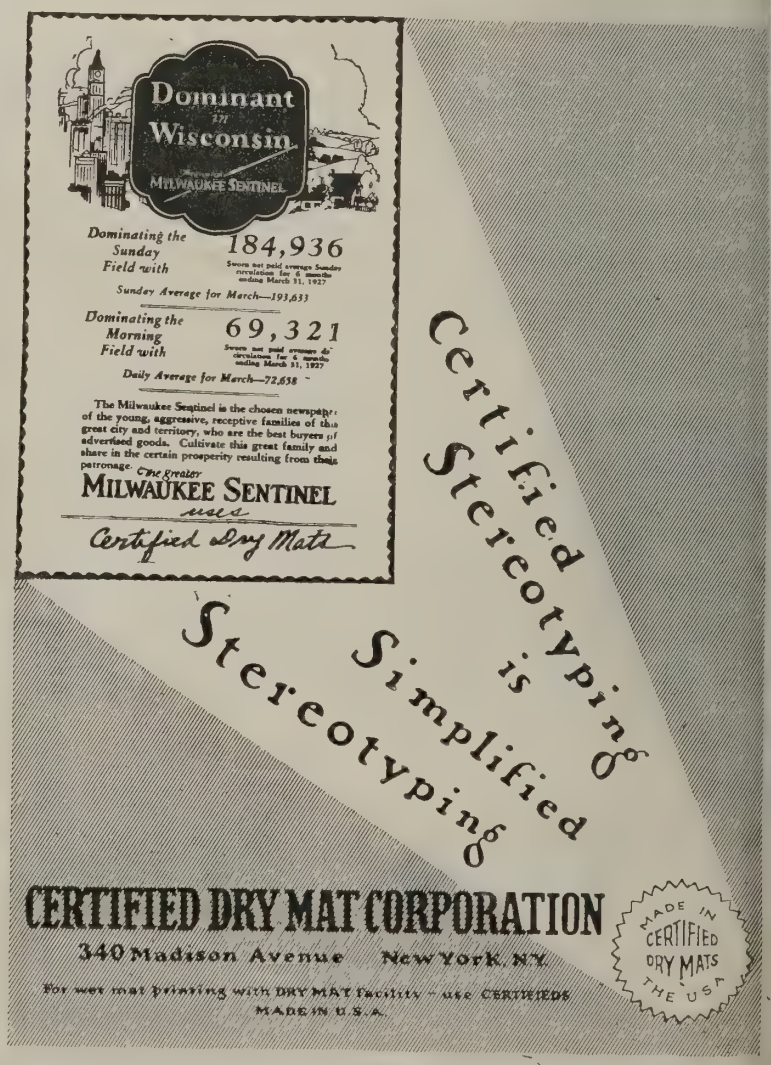
In many stores the advertisi partment is up against a situation the buyers always insist upon us their advertising space in one new Demands of this nature create a lem for the advertising office with contracts of other papers on their according to an article in *W Wear Daily.*

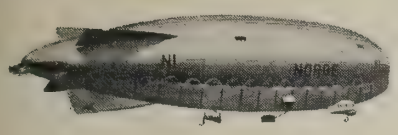
The Boston Store in Milwaukee, had such a problem, the first being so popular that it was mo ficult to persuade a department m to run his advertising in the papers. To overcome this situatio store, about eight months ago, a the following plan:

1.—Space in the first paper wo charged directly to the departme the amount of actual space used.

2.—Advertising costs in the rem seven papers used would be pro among all departments based on th centage of the department's gross to total store gross sales.

This plan, according to R. G. Ce advertising manager, has worked well that now the buyers, realizing they are charged for space in the dailies whether or not they avail selves of the opportunity of using send down extra advertising cop these papers. This often results, Mr. Cerlette, in a department h two exclusive ads in the papers o same day rather than just one a tisement in the first paper, and no l is there any complaint when a de ment's advertising goes into any other than the leading daily; in fac buyers are now anxious to use the media.

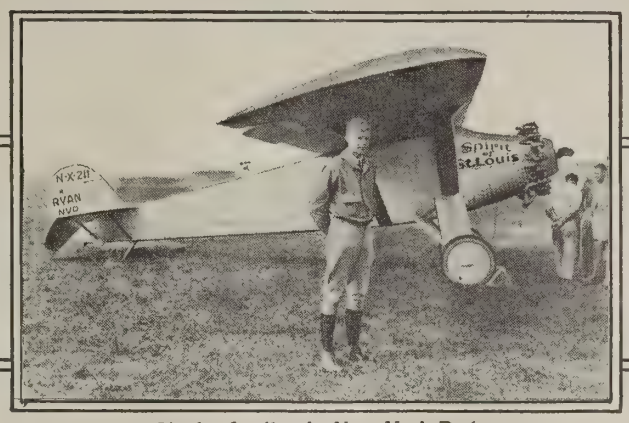








Roald Amundsen-Lincoln Ellsworth, North Pole dirigible flight 1926



Charles Lindbergh, New York-Paris flight.



Commander Byrd and Pilot Bennett, North Pole airplane flight, 1926.



Peary's North Pole discovery story, 1909

LINDBERGH'S STORY

Another great news event reported by The New York Times

The New York Times in printing Lindbergh's own story of the New York-Paris flight added another to its long roll of news stories of enduring importance.

Peary, Amundsen, Scott, Howard Carter, Byrd, Ellsworth, Stefansson, Beebe, McGovern and many others are among those who have told their news of exploration, adventure and science first in The New York Times.

News that will live in history is told first and complete in The New York Times. Intelligent, thinking persons rely upon The Times for its unrivalled news.



Captain R. F. Scott, who reached the South Pole and perished.



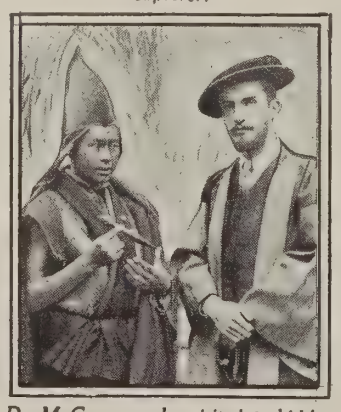
William Beebe, Sargasso Sea expedition in Arcturus.



Vilhjalmur Stefansson, Arctic explorer.



Howard Carter, discoverer of the tomb of Tut-ankh-Amen.



Dr McGovern, who visited forbidden Lhassa.

The New York Times.

MEMPHIS COMMERCIAL APPEAL, Inc.

Announces

Appointment of

JOHN M. BRANHAM COMPANY

as

National Advertising Representative

of

THE COMMERCIAL APPEAL

and the

MEMPHIS EVENING APPEAL

Effective June 1st, 1927

The Circulation

of

The Memphis Commercial Appeal

and the

Memphis Evening Appeal

continues upward

Here are the net paid figures for the first 25 days in May:—

The Commercial Appeal (Daily) - - -	105,711
The Commercial Appeal (Sunday) - -	138,871
The Memphis Evening Appeal - - - -	44,403

These papers dominate Memphis and its trade empire—a vast region, 150 miles from east to west and 300 miles from north to south—that has not faltered for years in its rapid advancement. Millions now are being invested in Memphis in department store, hotel, railroad, manufacturing and wholesale expansion.

Use the South's greatest papers to cover this great market where the recent flood already has been forgotten, where millions are being spent in rehabilitation of the World's richest agricultural region and where present development is attracting attention of business and capital from every section of the country.

Represented by

JOHN M. BRANHAM COMPANY

Chicago New York St. Louis Kansas City Atlanta
Detroit San Francisco Seattle

SENATOR BORAH HEADS LIST OF I. A. A. SPEAKERS

(*Continued from page 3*)

by Walter A. Strong, publisher of the *Chicago Daily News,* will be headed up through the direction of the research bureau after having been submitted both to the executive committee and the national commission.

"It is proposed that whatever findings are presented and approved by the executive committee will be passed on by the commission and disseminated as shown.

"You will also observe that it is proposed to re-establish the house organ or mouthpiece of the association in the shape of *Associated Advertising,* which was abandoned last year. A committee now exists to take charge of its rehabilitation on a much broader basis. In addition to this house organ there will be a bulletin service sent out from headquarters on special or highly technical points and also educational booklets or courses as requested, to be directed by the research bureau."



JAMES F. OWENS

Mr. Hume revealed one interesting detail in the course of the interview. It was the original plan of the Detroit members to appoint a "Czar of Advertising," similar to Judge Kenesaw M. Landis, the baseball Czar, he said. When this was put before prominent advertising men such as Stanley Resor, president of the J. Walter Thompson Company, New York advertising agency, and Frank Presbrey, president of the Frank Presbrey Company, New York advertising agency, they balked at the suggestion, declaring that no advertising man would stand for having a dictator to watch over his business.



COL. PAUL HENDERSON

"And so instead of this idea, the suggestion of the research bureau was substituted," Mr. Hume declared. "It was then decided that the function of the bureau would be as a crucible for the crystalization of advertising practices."

The program of the Association of Newspaper Advertising Executives, newspaper departmental of the I.A.A. has been divided by the committee in charge into four general classifications, local display advertising, national advertising, classified advertising, and problems concerning the entire department.

William E. Donahue, manager of local display advertising of the *Chicago Tribune,* will preside over the session devoted to local display. Speakers at this session to be held Monday afternoon, June 27, will be R. L. Whitman, advertising manager of the J. C. Penny Company, on "Chain Store Merchandising," and Miss Claire Samels, advertising manager of Carson, Pirie, Scott & Co., Chicago, on "The Selection of Media."

The following subjects have been drawn up for open discussion at the local display meeting:

"What are the principal advantages and disadvantages to the advertiser of a 'shopping news'? Are newspapers changing policies relative to the acceptance of advertising from retail stores located in other cities? What are the best arguments to induce independent grocers to advertise to compete with chains? How can a newspaper best help the retail advertiser?

"What service should and should not be extended to the retail advertiser? What market data should be compiled for the retail advertiser? What are the best arguments replying to the idea of a few retail advertisers that advertising is not as effective as formerly? What is the effect of a large volume of bargain advertising on linage and on business generally? What are effective methods of stimulating interest in staff meetings? What are practical methods of developing local linage for light days?



S. L. ROTHAFEL



MRS. EMILY H. BLAIR



DR. J. W. BROUGHER



HAROLD STONIER

President Carroll will preside over the Tuesday meeting the subject of which will be national advertising. Three speakers will address this session. They will be F. St. John Richards, eastern manager of the *St. Louis Globe-Democrat,* and president of the Six Point League of New York newspaper representatives on "Co-ordination of the Publication Office and the Special Representative in Developing National Advertising"; Arthur H. Ogle, secretary-treasurer of the Association of National Advertisers on "The Kind of Co-operation that Pays the Newspaper and the Advertiser"; and Steve Kelton, assistant business manager of the *Houston Chronicle,* on "Methods of Developing More Advertising on a Substantial Basis."

Subjects for open discussion on the general topic of national advertising will include: "How can newspapers check the tendency to place national advertising through retailers? What merchandising service should and should not be extended to national advertisers? Can a small newspaper afford to give merchandising service?

"How important is survey work in developing national advertising? What are the most effective methods of developing national advertising? Is it advisable to obtain a special representative who confines his newspapers to one geographical area? What are the best methods of charging advertising and handling claimed deductions when the advertisement as printed measures less than the order, due to shrinkage?"

Three classified advertising managers will take part in the A. N. A. E. program this year, namely Charles W. Nax, classified advertising manager of the *St. Louis Globe-Democrat,* and president of the Association of Newspaper Classified Advertising Managers; Charles T. Horn, classified advertising manager of the *New York American* on "Building Classified and Making it Pay"; and Harry Gwaltney, classified advertising manager of the *Milwaukee Journal,* "What Classified Advertising Needs Most." This battery of classified executives will be assisted by a reserve corps of 12 classified managers, representing newspapers of varied sizes, types and publication hours which will be present to answer questions in open discussions.

Carl P. Slane, publisher of the *Peoria Journal-Transcript,* will preside over the Wednesday afternoon session of the newspaper departmental, set aside for the consideration of general problems concerning the entire advertising department. The speakers will be Rhey T. Snodgrass, advertising manager of the *St. Paul Dispatch and Pioneer-Press* and Roger H. Ferger, advertising manager of the *Cincinnati Enquirer.*

Subjects for open discussion will include: "Should newspapers stop selling guaranteed positions? What is the best system of payment for advertising solicitors? What is the solution of the rate differential problem for automobile advertising? What is the best closing time for an afternoon paper in a city of [illegible] 000? What are the merits of the A. [illegible] rule that prohibits a newspaper [illegible] printing a competitor's statement? W[illegible] can be done about the evident disre[illegible] by many newspapers of the efforts to [illegible] tail the use of excessive areas of bla[illegible]

The convention of the A. N. A. E. close on Wednesday afternoon with report of the resolutions committee election of officers.

DECLINED PULITZER PRIZE

When the Pulitzer traveling scholship awards were announced with rest of the Pulitzer prizes the first this month, the name of Katherine T[illegible] journalism student at the Columbia U[illegible] versity School of Journalism, w[illegible] through error, left off the list. M[illegible] Toy, who comes from Utica and who [illegible] for the past several years done new[illegible] paper work there, was offered one of [illegible] $1,500 traveling scholarchips, but [illegible] clined the offer. Her alternate was Jac[illegible] S. Hohenberg. Miss Toy plans to [illegible] married this summer and declined t[illegible] scholarship for that reason.

GETS BOWLING LINAGE

Much linage from virtually a ne[illegible] source was obtained by the *Chica[illegible] Evening American* this spring wh[illegible] proprietors of bowling alleys were i[illegible] duced to take space under the capti[illegible] "Bowl For Healthful Recreation Twelve and sometimes 14 bowling ac[illegible] demies used space under the illustrat[illegible] caption, the aggregate space used bei[illegible] about three-quarters of a page.

now

195,000 Daily
425,000 Sunday

and The largest home-delivered circulation of any paper in its territory

Los Angeles Examiner

Clarion-Ledger Publisher Speaks From Experience

WHEN T. M. Hederman, editor and publisher of the Daily Clarion-Ledger, Jackson, Miss., installed the Ludlow system for setting ads and heads, a little more than a year ago, he had two things in mind—clean-cut, attractive pages for his advertisers, and greater production in the composing room. To insure plenty of leads, slugs, and plain rules, he also installed an Elrod. How well these machines have fulfilled his expectations is shown in the following letter:

"We cannot praise our Ludlow equipment too much. With our varied selection of Ludlow typefaces, we can satisfy our most exacting customers. We are handling our ads in much better shape than before, as shown by the improved appearance of our paper.

"The Elrod is giving us entire satisfaction. In fact, now that we have used it for some time, we cannot see how we ever got along without one.

"Since installing the Ludlow and Elrod machines, an increase in production has been noticeable."

Let us tell you how the Ludlow will enable you to increase the effectiveness of advertisements in your paper, and at the same time give you more efficient production in your composing room.

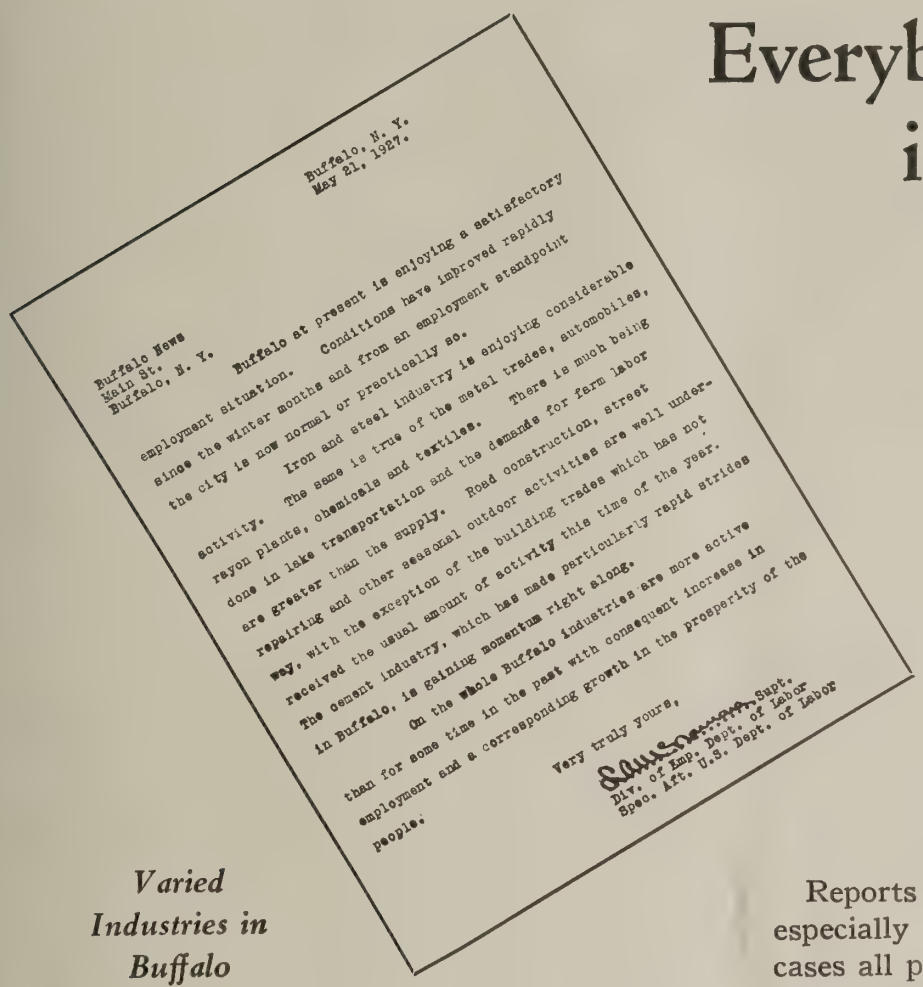


Ludlow Typograph Co.
2032 Clybourn Avenue, Chicago

Boston: 470 Atlantic Avenue
New York: 63 Park Row
Atlanta: 41 Marietta Street
San Francisco: 5 Third Street

LUDLOW QUALITY SLUG COMPOSITION

Buffalo the Wonder City of America



Buffalo, N. Y.
May 21, 1927.

Buffalo News
Main St.
Buffalo, N. Y.

Buffalo at present is enjoying a satisfactory employment situation. Conditions have improved rapidly since the winter months and from an employment standpoint the city is now normal or practically so.

Iron and steel industry is enjoying considerable activity. The same is true of the metal trades, automobiles, rayon plants, chemicals and textiles. There is much being done in lake transportation and the demands for farm labor are greater than the supply. Road construction, street repairing and other seasonal outdoor activities are well under-way, with the exception of the building trades which has not received the usual amount of activity this time of the year. The cement industry, which has made particularly rapid strides in Buffalo, is gaining momentum right along.

On the whole Buffalo industries are more active than for some time in the past with consequent increase in employment and a corresponding growth in the prosperity of the people.

Very truly yours,

Supt.
Div. of Emp. Dept. of Labor
Spec. Agt. U.S. Dept. of Labor

Everybody's Working in Buffalo

Favorable employment conditions are being enjoyed in Buffalo according to a letter from L. A. McNamara, Buffalo Superintendent of the Division of Employment. There is considerable activity in practically all lines, according to Mr. McNamara, which is keeping people on the pay rolls and purchasers in the stores.

❖

Reports from leading retail outlets are especially favorable this year. In a number of cases all previous selling records in volume and revenue have been broken.

Where people are busy there is business for advertisers who are alert in pressing their claims. Buffalo, therefore, holds forth a most promising opportunity for productive merchandising effort. Will you take advantage of this opportunity?

Varied Industries in Buffalo

Buffalo's prosperity is largely due to diversified industries. When it's hard times for some it's boom times for others. Consequently, good employment conditions are more likely than with only a few industries. 63% of all lines of manufacture are in Buffalo.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

EDWARD H. BUTLER
Editor and Publisher

National Representatives

KELLY-SMITH COMPANY

Graybar Building	Waterman Building	Atlantic Building	Tribune Tower
New York City	Boston, Mass.	Philadelphia, Pa.	Chicago, Ill.

PROGRAM COMPLETED FOR 42D ANNUAL N. E. A. CONVENTION IN OMAHA

Six Trophies to Be Awarded Contest Winners—"Sage of Potato Hill" to Reminisce—First Session Opens at Hotel Fontenelle, June 13—To Tour Black Hills

GOVERNORS of two states, prominent publishers, advertising agency officials and press association presidents will appear on the program of the forty-second annual convention of the National Editorial Association to be held in Omaha, Neb., June 13-15, the completed program, just issued by President Herman Roe at N.E.A. headquarters reveals. A feature of the convention will be the awarding of six cups and trophies for excellence in journalism and advertising. Ed Howe, the "Sage of Potato Hill" will tell of his 60 years' experience in a printing office.

Following the convention the delegates will entrain for a two weeks' tour of the Black Hills section of South Dakota.

The complete program follows:

MONDAY, JUNE 13.

Morning Session, 9:30 o'clock, convention hall—Hotel Fontenelle.

Invocation—Dr. Frank G. Smith, First Central Congregational Church of Omaha.

Addresses of Welcome—On behalf of the Omaha Chamber of Commerce, Alvin Johnson, president; City of Omaha, Honorable James Dahlman, mayor; State of Nebraska, Honorable Adam McMullen, Governor; Nebraska Press Association, H. D. Legget, president.

Opening Poem by Dr. A. L. Bixby, columnist, *Lincoln State Journal.*

Response to Addresses of Welcome—Herman Roe, president, N. E. A.

President's Annual Address—Herman Roe, publisher, *Northfield* (Minn.) *News.*

Appointment of Committees — Credentials, Audit, Officers' Reports, Necrology, Resolutions, Nominations.

Report of Executive Secretary—H. C. Hotaling, St. Paul, Minn.

Report of Treasurer—W. W. Aikens, *Franklin* (Ind.) *Daily Star.*

Report of Regional Secretaries — Western Division—Ben H. Read, Los Angeles, Cal. Eastern Division—Chas. B. Spatz, Boyertown. Pa.

AFTERNOON SESSION, 2:00 O'CLOCK.

Community Singing—Led by Charles Gardner, secretary, Ak-Sar-Ben, Omaha.

Roll Call of States—Five Minute Responses by Officers of State Press Associations.

"Journalism and the State"—Honorable Theodore Christianson, Governor of Minnesota, publisher, *Dawson Sentinel.*

"Sixty Years in a Printing Office"—E. W. Howe, *Atchison* (Kan.) *Daily Globe.*

TUESDAY, JUNE 14.

Morning Session, 9:30 o'clock.

Invocation—Dr. A. A. DeLarme, First Baptist Church of Omaha.

Report Legislative Committee—J. C. Brimblecom, chairman, Newton, Mass.

"How the Fieldman Earns His Salt"—Edwin A. Bemis, president, National Association State Press Field Managers; secretary and field manager, Colorado Editorial Association, Boulder, Col.

Address—Rev. Roy L. Smith, minister, Simpson M. E. Church, Minneapolis.

AFTERNOON SESSION 2:00 O'CLOCK.

Community Singing—Led by Chas. Gardner, Secretary, Ak-Sar-Ben.

Report of Advertising Committee—W. H. Bridgman, chairman, Stanley, Wis. (Report presented by H. Z. Mitchell, member of the Committee, *Bemidji* (Minn.) *Daily Pioneer*).

"What National Advertisers Want to Know About the Small Town Newspaper Market"—George W. Cushing, manager, Detroit office, American Press Association.

Address—Honorable W. P. Harding, president, Great Lakes-St. Lawrence Waterway Association.

WEDNESDAY, JUNE 15.

Morning Session, 9:30 o'clock. Invocation—Dean S. E. McGinley of the Trinity Cathedral (Episcopal), Omaha.

Awarding Trophies National Editorial Association's Better Newspaper Contests:

Best Editorial Page—Cup offered by *Inland Printer,* Chicago. Judges: John W. Carey, president Iowa Press Association, Sioux City; John H. Casey, School of Journalism, Columbia, Mo.; J. Barrye Wall, president Virginia Press Association, Farmville, Va.

Greatest Community Service—Cup offered by EDITOR & PUBLISHER, New York.: Judges: Norman J. Radder, School of Journalism, University of Indiana, Bloomington, Ind.; Andrew W. Hopkins, University of Wisconsin, Madison, Wis.; J. M. Stoddard, president, Washington Press Association, Waterville, Wash.

Best Weekly Newspaper—President's Cup offered by Herman Roe, Northfield, Minn. Judges: F. W. Beckman, editor *Farmer's Wife,* St. Paul; Geo. P. Collins, president, North Dakota Press Association, Carrington, N. D.; Elmo Scott Watson, editor *Publishers' Auxiliary,* Chicago.

Newspaper Production Contest — Trophy offered by *National Printer Journalist,* Milwaukee. Judges: J. V. Weber, president, Minnesota Editorial Association, Slayton, Minn.; Louis Zimmerman, secretary, Wisconsin Press Association, Burlington, Wis.; Sam I. Harben, secretary, Texas Press Association, Richardson, Tex.

Advertising Contest—Trophy offered by Bonnet-Brown Corporation, Chicago. Judges: C. L. Hobart, president, Missouri Press Association, Holden, Mo.; H. Z. Mitchell, Past-president Minnesota Editorial Association, Bemidji, Minn.; W. J. Keyes, Manitoba, Canada.

Best Front Page—Cup offered by the *American-Printer,* New York. Judges: John E. Allen, editor, *Linotype News;* W. A. Parker, American Type Founders Company; E. G. Gress, editor, American Printer; H. Frank Smith, New York City.

"A Woman's Experience in Journalism"—Miss Bernice C. Downing, state vice-president, National Editorial Association, Santa Clara, Cal.

AFTERNOON SESSION 2:00 O'CLOCK.

Community singing—Led by Charles Gardner, Secretary, Ak-Sar-Ben.

"Subscription Contests That Win"—E. R. Purcell, publisher *Broken Bow* (Neb.), *Custer County Chief.*

Report of Committees: (a) Officers' Reports; (b) Resolutions; (c) Audit; (d) Necrology; (e) Credentials; (f) Nominations.

Election of Officers. Selection of 1928 convention city.

PENNSYLVANIA MEET JUNE 17-18

Speakers Named for Summer Convention at Waynesboro

David Lawrence, publisher of the *United States Daily;* William P. Beazell, assistant managing editor of the *New York World,* and Ross W. Kellogg, director of the Empire State School of Printing, have been named as speakers at the summer convention of the Pennsylvania Newspaper Publishers' Association which will be held at the Buena Vista Hotel, Waynesboro, Pa., June 17-18, A. W. Fell, manager, announced this week. Another speaker will be Strickland Gillian, humorist.

A program of golf and sightseeing has been arranged for members attending the convention, which is expected to be the largest summer meeting ever held. The association is composed of both daily and weekly papers.

GUILD ELECTS O'DONNELL

Hugh A. O'Donnell, assistant business manager of the *New York Times,* was elected president of the Catholic Writers' Guild of America last week. Dr. James J. Walsh was chosen first vice-president; Charles H. Ridder, second vice-president; Edward B. Kelly, treasurer, Thomas C. Quinn, secretary, and J. Hilary Bouillion, councillor.

SEES RECORD FINANCI ADVERTISING IN 192

Rudolph Guenther, Agency Man, More Money Being Spent f Newspaper Space Than Ever Before

Rudolph Guenther, president of advertising firm of Rudolph Guent Russell Law, Inc., reecntly forecast other record year in financial adverti and asserted the investment trend never more actively determined than the advertising appropriations made 1927 by banking institutions and corp tions engaged in marketing securitie

From an international point of view large number of foreign loan flotati already made in 1927 have tended to scure the century-old problems of ta regulations and restrictions, said Guenther, who interprets the further s plying of European markets with Am can capital as indicative of a new era the political and business relationsh among the nations.

"It is reasonable to believe that 1 will witness the use of newspaper magazine advertising space on a sc never before attained in the history American finance," Mr. Guenther s "This is supported by the fact that t far in 1927 more money has been app priated, generally speaking, for inve ment and so-called institutional adver ing than in the same period of 1926, wh was a record year for all time."

O. C. Harn

Managing Director of "A. B. C." Is Thus Reported In An Associated Press Dispatch:

DETROIT, May 11. (AP)—Mere multitude of circulation does not constitute a sure guide for the advertiser looking for a sale of his products, but it is the "right kind" of patrons that counts, O. C. Harn, managing director of the Audit Bureau of Circulations, told delegates attending the convention of the Association of National Advertisers here.

"We have been passing through a distressing period of indiscriminate buying. Circulation of newspapers and magazines has been infected, with no attendant increase in value, but with decided increase in the cost of advertising.

"You advertisers have but yourselves to blame. Publishers do not want to perpetrate this uneconomic thing, but you force them to do it when you tend to select your list of media from the newspapers solely on the factor of having the largest circulation in the town.

"Make the publishers sell you the elements of their circulation. Don't be afraid to buy the smaller circulation, if the indications are it has a larger proportion of the right kind of patrons."

In Southern California, business firms have for years put into practice Mr. Harn's sound recommendation. Always they have chosen the

Los Angeles Times

which is delivered to more homes—and prints more advertising—than any other Los Angeles newspaper.

Eastern Representative:
WILLIAMS, LAWRENCE & CRESMER CO.
285 Madison Ave., New York *360 North Michigan Blvd., Chicago*

SUPREMACY IN building circulation!

A SUBSTANTIAL, bona-fide increase of thousands in circulation—all NEW subscriptions, all PREPAID, and all secured within ten weeks' time, will solve a publisher's most pressing problem ninety per cent of the time. Increased circulation, increased linage, increased revenue! The HOLLISTER CIRCULATION ORGANIZATION has clearly proven itself the world's greatest and most efficient circulation builder, with successful campaigns on such newspapers as The Philadelphia Inquirer, The Cleveland Plain Dealer, The Memphis Commercial Appeal, and many others to attest its supremacy. Until June 1, address care THE CHICAGO HERALD & EXAMINER.

HOLLISTER'S
Circulation Organization
dome Ad.: 717-8 Commercial Exch. Bldg., Los Angeles

Display and Classified Advertising Checking Proofs distributed for NEWSPAPER Publishers by a

Simple and practical plan of service that automatically relieves a publisher's office of all detail work and gives his agencies and advertisers a much more satisfactory service than is otherwise possible.

OVER 400 SUBSCRIBERS

—Write for details— and Trial Test Offer.

The Advertising
CHECKING BUREAU *Inc.*
79 Madison Ave. NEW YORK — 538 So. Clark St. CHICAGO

NUMBER EIGHT OF A SERIES

THE DISTINGUISHED NEWSPAPER

TRADE LINOTYPE MARK

A Community Sing in Second Bass

Market advertising has developed into a chorus in the deeper notes. The chain stores took up the lead, evidently believing stentorian tones essential to a hearing, and the local merchants, themselves anxious to be heard, were quick to join in. Today the market page of the ordinary newspaper is, in effect, a community sing in second bass.

The situation is not as it should be. In the first place, wares and prices boomed forth in over-sized, over-black type are more apt to be avoided than heeded. Secondly, grant the reader's interest in an advertiser's message. Even then he is unlikely to reach the end of an illegible type line. Next rises the fact that foodstuffs advertised in noisy fashion do not readily associate themselves in readers' minds with the more subdued, more attractive national advertising fostered by the manufacturers of these products. And last—but most important from the publisher's standpoint—raucous, unattractive advertisements unquestionably tend to cheapen the paper in which they appear.

Needless to say, The Distinguished Newspaper avoids such advertising, realizing that in so doing it is not only maintaining its own high standards, but is likewise making its space more valuable to its market page advertisers. The two pages following demonstrate the practical application of this policy. They show, too, how Linotype Typography enables The Distinguished Newspaper to raise the tenor and profits of its market advertising.

MERGENTHALER LINOTYPE CO., BROOKLYN, N. Y.

LINOTYPED IN THE CLOISTER FAMILY AND NARCISS

B12.38

Most Chain Store Advertising Is Too Black

The Result Is a Loss of Legibility and Attractiveness That Cannot Help But React Against It

The average reader's initial contact with a newspaper page is nothing more than a cursory glance. In one fleeting glimpse he determines whether or not he will delve into the contents of the page. From his first impression he decides if he will take the time to read even the heads.

Visualize the likely reaction of an average reader toward a page such as this. There certainly can be little invitation for him to read on. Masses of bold, black type greeting his unexpectant eye are more likely to send him on to another page than they are to stimulate his interest and arouse in him a desire to investigate the contents of the one before him.

Still there are advertisers, particularly on the market page, who persist in the use of over-bold type. Each apparently believes that billboard methods are the only ones which will assure him a hearing. Not one of them gives a thought to the mass effect such ads are certain to produce. The result is the adding of black to black and a proportionate increase of illegibility, as witness the advertisements below and to the right.

Considered individually, these ads are far from attractive, yet they are unexaggerated specimens of market advertising in the ordinary newspaper. The ad below, for example, uses a heavy-toned, hard-to-read type and alternates lines of full faced caps with lines of condensed caps and lower case, and *vice versa*. The variety of type sizes employed is equally confusing, particularly in view of the ad's lack of balanced arrangement. The border, presumably designed to gain attention, does nothing more than contribute to the advertisement's generally disordered appearance.

The specimen to the right is balanced in arrangement, but little can be said for its legibility. Chiefly accountable for this is the use of large caps in a condensed face, too-heavy rules, and top and bottom signatures reproduced in reverse.

METROPOLITAN ★ MARKETS ★

MAIN STORE TELEPHONE-1100

Saturday Specials

LAMB CHOPS RIB 35c lb. LOIN 45c lb.

Sunshine Crackers
Sodas . . . . . .
Commons 16c
Oysters . . . . . per lb.
Pilots . . . . . .
Cream Lunches .

ONIONS 4 lbs. 25c

LARD lb. 19c

FRESH SWORDFISH, lb. 25c

RIPE BANANAS, doz. . 35c

Fruit Jar Rings 3 pkgs. 25c

Fine Freestone Peaches 3 lbs. 25c 6 lb. bas. 49c

Three Service Stores

229 Afton Ave. . . . . Anywhere
Smith Block . . . . . Anywhere
137 Barrow St. . . . . Anywhere

U-CARRY-IT STORES

SPECIAL! SPECIAL!

AUNT JEMIMA PANCAKE FLOUR large pkge 29c

CALINUT OLIO . . . per pound 19c

TOILET TISSUE . . . 5 large rolls 38c

BEST SUGAR . . . 10 pounds 59c

DEL MONTE PEAS 3 No. 2 cans 44c

OTHER DEL MONTE SPECIALS

TOMATOES	CORN	PEACHES
3 large size cans 39c	3 No. 2 cans 44c	2 large cans 45c

LETTUCE . . . . . 3 for 10c

CAULIFLOWER . . . . . each 9c

STORE LOCATIONS

1770 Harrison Boulevard
Hollingsworth Building
429 Holton Avenue
Center Street, Sea Beach
3225 National Avenue
440 Sansome Street
890 Main Street
4220 Locust Avenue

U-CARRY-IT STORES

THE SQUARE DEAL MEAT SHOPS

Where Your Dollars Do Their Duty

Successful foodstuff merchandisers, whether they operate one store or a chain, realize that price alone is not a sufficiently strong selling appeal. Accordingly they employ a certain portion of each advertisement in which to tell prospective customers of some featured quality or service. By so doing they reach a clientele that might otherwise be totally uninterested.

An Opportunity to Save on Aunt Jemima's Pancake Flour

Provides the easy making of very delicious pancakes that just dissolve in one's mouth. The large package is the most economical, especially at the low price of 29c

Calinut — A widely known brand of oleomargarine. Per pound 19c

Toilet Tissue — Northern tissue of quality. Large roll 5 for 38c

Sugar — Best Sea Island cane in convenient 10 lb. sacks . 59c

Lettuce — Home grown. All fancy, solid heads . 3 for 10c

Cauliflower — Best of the local crop. No. 1 fancy large heads, each . . 9c

Oranges — Quality fruit. Large and juicy. Per dozen . . . 49c

Four Del Monte Specials

Peas — Medium size sugar peas. No. 2 cans . 3 for 44c

Tomatoes — California packed. Large size cans . . 3 for 39c

Corn — Best Crosby corn. No. 2 size cans . . 3 for 44c

Peaches — Yellow clings in syrup. Large cans . 2 for 45c

U-CARRY-IT STORES

Eight Convenient Locations

3225 National Avenue
440 Sansome Street
890 Main Street
4220 Locust Avenue
Hollingsworth Building
429 Holton Avenue
Center Street, Sea Beach
1770 Harrison Boulevard

THE SQUARE DEAL MEAT SHOPS

◆ ◆ ◆

Light Face Types Improve Ads

They Make Market Advertising More Attractive and Add to Appearance of Page

How different is the probable reader's reaction to this page of market advertising in comparison with the one opposite. Where the page from the ordinary newspaper repels, this extends the reader an invitation. It is for this reason that the market page of The Distinguished Newspaper is a profitable medium for the advertisers of food products.

The whole difference between the two pages is typographical. Where the one attempts display with the copious use of black type, the other achieves it by a free employment of white space. At the same time, no features of the ads opposite have been sacrificed. These reset specimens, on the contrary, find room for merchandising copy in addition to listing and pricing every item contained in the originals. They utilize the same amount of space in each instance, yet through the employment of more legible type faces, the avoidance of all-cap lines, and a balanced arrangement, these advertisements attain a far greater attractiveness and readability than those opposite.

By way of illustration, consider the ad to the left. The upper signature of the original has been replaced by sales copy under an attention-getting head. Copy has been added to each listing to better describe the item offered and each item and price has been set in smaller, more legible type. The four products of the same brand are grouped for emphasis. The lower signature and simpler rules are unquestionable boons to the ad's effectiveness.

The outstanding improvement is achieved by the specimen below in the discarding of the confusing rule arrangement embodied in its original. In this, too, the type used is more readable and a wide range of sizes has been avoided. Caps and lower case have been employed throughout and room gained for copy in several instances.

The signature shown in the lower left hand corner of this page shows a lighter treatment of the same idea, namely the use of a border fitting to the company name. It is handled thus to maintain an even tone over the entire page.

Save on Your Saturday Shopping at the

METROPOLITAN MARKETS

Lamb Chops Rib Cut per lb. . 35c Loin Cut per lb. . . 45c

Fresh Swordfish Just received from New England, per lb. 25c

Special Offering of Sunshine Crackers Soda, Common, Oyster, Pilot and Cream Lunch crackers, at the unusually low price of. . . . 16c per lb.

Quality Lard The pure, kettle rendered product suitable for all cooking . . 19c

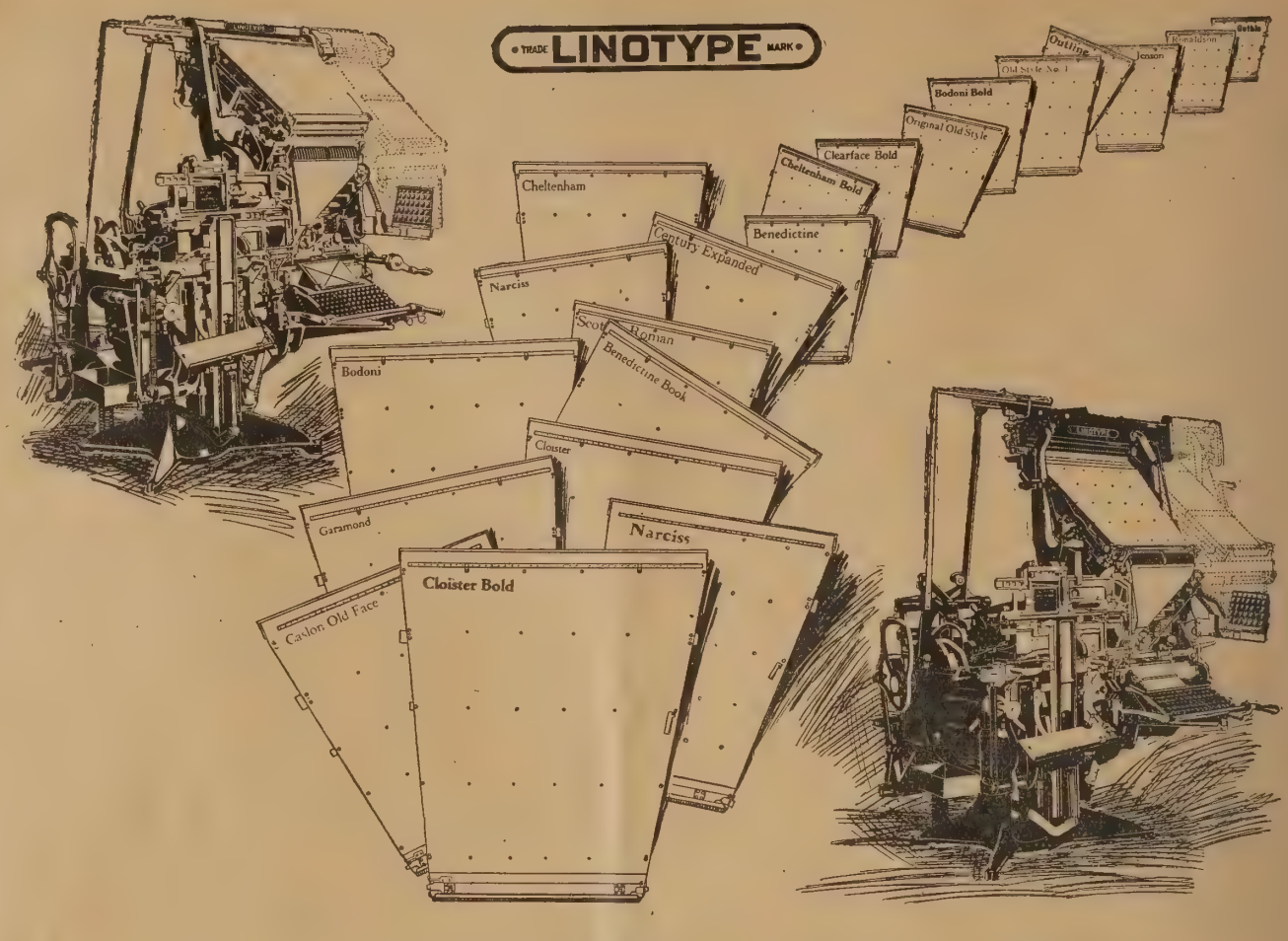
New Onions Red and Yellow varieties of local crop . 4 lbs. 25c

Ripe Bananas . . . 35c the doz.

Fresh Picked Freestone Peaches
3 lb. basket 25c . . . . . 6 lb. basket 49c

Fruit Jar Rings . . . . 3 pkgs. 25c

Telephone 1100
for Prompt Deliveries
Main Store: 229 Afton Avenue, Anywhere
Branch Stores: Smith Block, 137 Barrow Street



Interchangeability—Efficiency—Economy

In Linotype composition, interchangeability is synonymous with efficiency and economy. One ad employing a variety of type sizes, or a variety of ads each in a different face, present no problem to the composing room that is Linotype equipped. The run of the hook can be handled quickly and profitably.

Multiple magazines and multiple distribution—Linotype features—make it easy to change from one size to another in a single ad, or from one face to another in a series of ads. It is equally simple to mix faces on the Linotype. The operator can set intricate advertisements without leaving his keyboard.

These superiorities, coupled with the attractiveness and useability of Linotype faces, explain why The Distinguished Newspaper has adopted Linotype methods. They enable it to achieve high typographical standards at the same time it is reducing ever-present production costs.

Applied more specifically, Linotype methods aid The Distinguished Newspaper in making its market page something better than "a community sing in second bass." They put that publication in a position to give its market advertisers more attractive advertising, increase its own value as a medium, and show a sizeable profit on the effort.

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO · · · · CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

LINOTYPED IN THE CLOISTER FAMILY AND NARCISS

KEY TO CONSUMER BUYING ABILITY

Statistical Rating of Counties and Cities for Products of General Appeal, Graded in Six Major Classes of Quality and Cost—An Original, Simplified and Tested Formula from Basic Data

By NELSON H. SEUBERT

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ERMONT, a predominantly rural and comfortably middle-class commonlth, is the third state for which the ly to Consumer Buying Ability" is lished. This series, which began in TOR & PUBLISHER of May 21, has alady given in detail the town and county rlyses for Massachusetts and New mpshire, and will continue each week il every state in the union has been orted.

As stated in the previous two articles, here repeated for the benefit of ders who see this series for the first e, its conclusions are based upon the mise that estimates of consumer buyr ability rest upon two basic elements—ulation and income. These two elents, when properly related, will give close approximation of the potential alth or buying power of any comnity for products whose appeal is gen-l.

But when all the elements which have n frequently used in constructing inces to buying power have been named er—manufactured wealth; farm values; mber of retail outlets, etc.—two basic ments stand out as of prime considerain. They are population and income. ven the human animal in great enough nsity in a certain community with ney above the average, and you have a ying power in that community which ist be reckoned with for a large numr of products.

The following factors commonly used indexes to buying power are subject to rtain criticisms:

vings Bank Deposits—Savings are oftentimes for the proverbial rainy day and do not represent annual or active buying power.

nk Clearings—These figures are limited to certain cities and also are distorted by duplication. The same check may clear through many different cities and be recorded in all of them. The figures are also limited to a checking business.

alue Added by the Manufacturer—These figures are not current enough. All profits may go to a general office in some other city. The same is also true with money expended in sales effort. The figures do not mean that this wealth is passed on to the people in that community and is available for consumer buying.

Value of Farm Crops—These figures do not take into consideration the cost of raising. Bumper crops may mean a loss. They also represent only a part of the population.

Value of Manufactured Products—Margins of gross profit vary greatly in various industries, and also this index is subject to the same criticisms as those of the value added by the manufacturer.

Value of Live Stock—The same criticism as the Value of Farm Crops.

Value of Mineral Products—The same criticism as Farm Crops.

Number of Passenger Cars—Some cars are bought for transportation (Fords), others for business purposes and some for pleasure, hence the figures are not an accurate indicator of the ability to buy luxuries or an indicator for a general buying power index.

Number of Retail Outlets—These indicate accessibility and may help to determine the method of selling. The lack or scarcity of retail outlets might be reason for direct consumer selling or a mail order business. They indicate where purchases are made but not where the people live who buy the merchandise, hence they can only distort any picture of buying power.

An arbitrary weighting which checks fairly accurately is given to the various classes as follows: In Class I, the class for cheap necessities and bulk staples, percentage distribution of population counts 90 per cent and percentage distribution of income 10 per cent because no matter how much of a necessity an article may be, the money available for buying will have an influence and should be set over against the population figures. For brevity's sake "percentage of population distribution" will hereafter be referred to as "Population" and "percentage of income distribution" as "Income." In the same way quality, high priced luxuries and non-staples of mass appeal should come somewhere near following the figures under Class V because that is a weighting of population and income with income counting 90 per cent and population 10 per cent. Here again the money is the important factor in the luxury products market. Still the density of population will be bound to have its effect because of the way the Browns try to keep up with the Smiths (social demands). Class VI is for the *fancy* priced exclusive luxuries of high unit value and the weighting is the same as Class V except that incomes of $10,000 and more were substituted for all incomes. The reason for this substitution is obvious.

Here then are the descriptions of the six classifications and their corresponding weighting of population and income:

Class I Cheap necessities and bulk staples. Population 90 per cent. Number of incomes 10 per cent.

Class II Moderate priced necessities and packaged staples. Population 70 per cent. Number of incomes 30 per cent.

Class III Quality priced necessities and staples. Cheap luxuries and low priced non-staples. Population 50 per cent. Number of incomes 50 per cent.

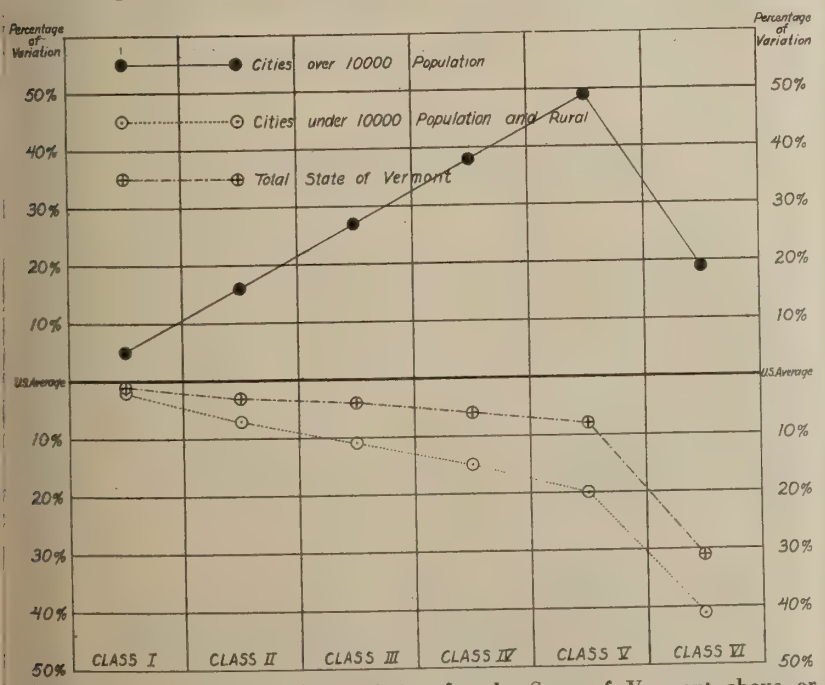
Class IV Fancy priced necessities and staples. Moderate priced luxuries and non-staples. Population 30 per cent. Number of incomes 70 per cent.

Class V Quality priced luxuries and non-staples. Population 10 per cent. Number of incomes 90 per cent.

Class VI Fancy priced exclusive luxuries of high unit value. Population 10 per cent. Number of incomes over $10,000 90 per cent.

The computation of the index numbers was done in the following manner:

The population of the United States is represented as 100 per cent (1925 esti-



This chart shows the relative variation for the State of Vermont above or below the United States average for cities of 10,000 or more population, cities of less than 10,000 and rural population and the entire State for each merchandising class.



All cities of more than 10,000 population, according to latest Census estimates, are indicated on this outline map of

VERMONT

Base County and Town Map Copyright by American Map Co., N. Y.

BUYING POWER ANALYZED BY PRODUCT CLASSES FOR VERMONT

Note: Figures below represent percentages of U. S. total carried out to four places: To use, mark off four places and insert decimal point.

Counties in bold face capitals—Cities in capitals and lower case

	CL No. 1	CL No. 2	CL No. 3	CL No. 4	CL No. 5	CL No. 6
VERMONT	3072	3016	2962	2906	2850	2149
ADDISON	151	130	109	87	66	31
BENNINGTON	194	202	209	216	223	266
Bennington	99	109	119	129	139	168
CALEDONIA	219	211	204	196	188	114
CHITTENDEN	401	422	444	467	488	349
Burlington	220	236	252	267	283	201
ESSEX	62	59	55	51	48	17
FRANKLIN	259	247	235	224	213	136
GRAND ISLE	31	27	23	18	14	3
LAMOILLE	96	82	68	53	39	38
ORANGE	141	124	107	89	72	43
ORLEANS	205	189	173	156	140	124
RUTLAND	407	419	433	448	460	351
Rutland	147	163	179	194	210	159
WASHINGTON	343	355	367	381	393	260
Barre	96	112	128	144	160	104
WINDHAM	229	230	232	233	234	175
WINDSOR	334	319	303	287	272	242
CITIES OVER 10M	562	619	677	735	792	632
UNDER 10M AND RURAL	2510	2397	2285	2171	2058	1517

mates) the percentage of population in each State, County and City over 10,000 population was figured and carried out four places beyond the decimal point in order to have a figure for the smallest communities. The same process was followed with the "number of all income tax returns" (1924 returns) the total for the United States was represented as 100 per cent, or, carried out four places beyond the decimal point 100.0000 per cent.

To use this chart:

First determine as accurately as possible which of the six classifications best fits your product. The figures under this class in the chart are the only ones that you use. When this is determined, comparison can be made between the buying power of any city or trading area and your sales or advertising circulation by the following method:

Take your sales figures or your advertising circulation figures of the particular city or trading area under consideration. Translate these figures into a percentage of your total figures for the United States. Carry these figures out four places beyond the decimal point (i.e.) if your sales are about 2 per cent, you might have an actual figure something like this, 1.9837 per cent).

The next step is to point off four places in the buying power index which then becomes a percentage of the total buying power of the United States. You now have two comparable percentages. A comparison of these two percentages will immediately show you whether you are placing enough sales or advertising effort on that city or trading area. Any group of cities, counties or trading areas can be compared by merely adding together the figures of the various cities or counties that make up the area or group. Then follow a similar process as outlined.

INSURANCE MAN SAYS NEWSPAPERS ARE BEST

Grigg, Mutual Life Advertising Manager, Declares Them Most Effective Medium for Reaching Homes

Newspapers were rated first as advertising media by B. W. N. Grigg, advertising manager of the Mutual Life Insurance Company, in a recent article in Canadian Insurance.

"Other media have their uses but any product to be brought to the attention of the Canadian public as a whole will be featured in the newspapers first," he wrote. "District managers will supplement this, but the almost universal verdict of advertising men is that the newspaper is the most effective publicity medium.

"The average readers of newspapers are Mr. and Mrs. and the children. They have a heart. They are attracted by a picture with an emotional and at the same time a rational appeal and the advertiser of life insurance must not think that the technicalities of his business interest average readers. They do not.

"In advertising life insurance—

"Be constructive: Feature the benefits of life insurance rather than the penalties following neglect of its privileges. Shun 'horrible examples.' Let us make our advertising attractive not repellant.

"Be tactful: Do no stress too much the amount of business in force. Size is of less consequence than quality. Let us give the public the impression that we are in a friendly competition for results, not bigness.

"Concentrate: Do not experiment with too many advertising devices. Every day sees some new development, 'something different.' Concentrate on a few things. Let the experimenters try the new things."

"Be disinterested: Above all other organizations a life company should exemplify the quality of disinterestedness. In the life insurance business, in the head office, the field and in advertising—He that saveth his life shall lose it: He that loseth his life shall save it."

LOAFING AROUND THE WORLD

E. L. Powell, Now Retired After 39 Years as A. P. Reporter

This freedom, most newspaper men look forward to, is just a little bit of all right.

If you want confirmation get in touch with E. L. Powell, for 39 years a reporter of the Associated Press and now retired, that is, if you can catch up to him. Mr. Powell was in New York this week following a six months' world tour covering 16,000 miles. He was on his way to Portland, Ore., and is looking forward to a trip to be made in the near future to the South American republics.

"I haven't got tired of idleness yet," said Mr. Powell. "I guess I'm not like most tourists. What I appreciate most of all is the freedom I'm getting now from the old grindstone. I even haven't any ambitions to write a book."

Mr. Powell is unlike the newspaper man of the joke who retired when he had $50,000, all but $1 of which he inherited from a rich aunt. He saved his money and now has plenty to loaf on, helped out by the pension allowed him by the A. P.

"The average newspaper man is rather reckless with his money, I think," Mr. Powell continued. "I didn't happen to have any systematic method of saving money. I blundered along, but I always put something by for this chance I'm enjoying now of loafing around the world."

Mr. Powell was graduated from the University of Oregon with the class of 1887. After a short time as reporter on the *Portland* (Ore.) *Evening Telegram*, he joined the A. P. in Portland. He later worked in the Chicago and New York offices of the A. P. For the past seven years he was correspondent at Manila.



Over 260,000 Homes in Michigan served by Booth Newspapers

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN
50 East 42nd Street
New York City

J. E. LUTZ
6 N. Michigan Ave.
Chicago, Ill.

POOL BUYING POWER

An organization of dry goods and hardware dealers within a radius of 100 miles of Kansas City for pool buying, selling and advertising, was effected last week. An advertising campaign to include a monthly full-page advertisement in the *Kansas City Star* will be put in effect June 15.

GIRLS EDIT FARM PAGES

The *Davenport* (Ia.) *Democrat and Leader* printed its second annual special farm pages devoted to rural women's and girls' clubs on May 25. Last year these pages were written and edited by the farm women of Scott county and this year by the club girls.

RUMOR NO DEFENSE

Tulsa Judge Strikes Out Portions of Daily's Libel Answer

The extent to which a newspaper may rely on the wide prevalence of report and rumor in giving their subject matter publicity, was discussed by District Judge T. G. Chambers at Oklahoma City, Okla., in passing on a preliminary motion in a $200,000 libel action against the *Tulsa* (Okla.) *World*.

The fact that rumors have been general in the community cannot be pleaded in mitigation of damages by the newspaper giving them publicity, Judge Chambers held, striking certain portions of the World's answer to the petition of Fletcher S. Riley, justice of the Oklahoma supreme court, plaintiff in the libel suit.

Justice Riley brought his action against the World and State Representative O. O. Owens of Tulsa.

"AN INTERNATIONAL FAMILY"

That Is Definition Given Allied News Agencies by Speaker at Warsaw

Representatives of allied news agencies, comprising officials of the prominent news distributing organizations of the world, gathered in Warsaw, Poland, May 28, for a two-day conference for consideration of questions of news exchange, transmission facilities, and other topics of mutual interest. Delegates from 25 different countries were in attendance, the Associated Press of this country being represented by its general manager, Kent Cooper.

Speaking at a luncheon in honor of the delegates, Foreign Minister Zaleski of Poland referred to the system of exchange of news among the allied agencies and called them "a great international family, powerful for the promotion of peace and international cooperation."

The next conference will be held in Constantinople in 1929.

The Fashion in Mats

For the big town newspapers

Metropolitans and Marathons

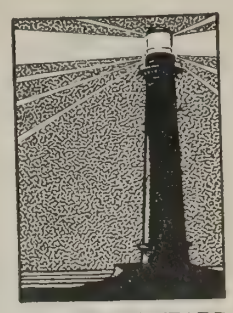
For the newspapers of smaller cities

Improved Standards

It is gratifying to know WOOD DRY MATS are essentially an American product, in conception and in manufacture. In their development no German formula or process has had a part. They are the only truly American dry mats—and they are the best. Output unlimited and unfailing service.

Wood Flong Corporation

Stillwater, New York



SCRIPPS-HOWARD



Harry I. Cohen

THE Houston *Press* takes pleasure in announcing the appointment, as national advertising manager, of Harry I. Cohen, formerly publisher of the Galveston Tribune.

Represented by
ALLIED NEWSPAPERS, INC.
250 Park Avenue
New York, N. Y.

Chicago
Detroit
San Francisco
Los Angeles
Seattle

Houston Press

A Scripps-Howard Newspaper

CANTON REPOSITORY PLANS NEW PLANT

To Erect Two-Story Structure in Business District and Install New Equipment—Owned by Brush and Moore

Plans have been drawn up for a new two-story brick, steel and concrete plant for the *Canton* (O.) *Repository*, recently purchased from George B. Frease by Louis H. Brush and Roy D. Moore. Plans for the structure were drawn up by Mr. Frease before the sale and will be carried out practically without change



LOUIS H. BRUSH

The new plant will have a frontage of 66 feet on Cleveland avenue, 200 on Fifth street, N. W., and 124 feet on Dewalt avenue. The location is in the business center of Canton. Although only two stories will be completed, the sub-structure and steel framing provide for a six-story building.



GEO. B. FREASE

In the plant a new Goss press with eight units in line will be installed. It will be of the mezzanine type and the drive control will be Cline-Westinghouse, with Cline reels.

The stereotype plates for the presses will be mechanically conveyed to the press units, and the rolls of newsprint, of which the Repository uses about 150 carloads a year, will be conveyed from the basement storage rooms by a miniature railway system with switches and turntables. New linotype and other machinery will contribute to make the new plant one of the best in Ohio.

Noted as one of the oldest papers in Ohio, the Repository has the distinction of being the only one among the five oldest papers in the state to have retained its original name. It was in 1815 that John Saxton, grandfather of the wife of President William McKinley, founded the Repository and in one of its earliest issues he chronicled the fall of Napoleon I at Waterloo. After 56 years of consecutive service, Saxton lived to publish in the same paper the story of the fall of Napoleon III at Sedan in 1870.

The Repository Printing Company was incorporated in 1885 by William McKinley, at which time George B. Frease became one of the stockholders, having become editor of the paper at the age of 22 years.

In its new home it will be directed by Louis H. Brush, president; and Roy D. Moore, general manager of the five Ohio newspapers in the Brush-Moore group—The Repository, the *Salem News, Marion Star, East Liverpool Review-Tribune*, and the *Steubenville Herald-Star*.

CRIST REWARDS HIS STAFF

In appreciation of the way his staff handled the Lindbergh Atlantic Flight story, Harris M. Crist, managing editor and treasurer of the *Brooklyn Daily Eagle*, rewarded the city editor, staff photographer, and three reporters for their efforts by sending them letters of congratulation and bonuses. Those who were commended by Mr. Crist for their excellent work on the story of the century were: Edwin B. Wilson, city editor; Martin Kunkel, photographer; and Wilbur Rogers, I. Kaufman, and Frank Emery, the reporters who wrote the stories of the take-off from Roosevelt Field and of the progress and landing of the St. Louis flyer.

THREE STAFF CHANGES MADE BY C. P. A.

William Hard, Lemuel F. Parton, and Owen L. Scott Get New Assignments Following Death of Robert T. Small—Trio Are Well Known

Three important changes have been made in the staff of the Consolidated Press Association, following the death of Robert T. Small.



WILLIAM HARD

William Hard, well-known newspaper writer, joins the staff of the Sunday service of C. P. A. to write a weekly dispatch on national affairs and furnish anecdotal paragraphs on men and events in the news; Lemuel F. Parton becomes special staff correspondent of the leased wire service; and Owen L. Scott, western division news editor, will be relieved of his executive duties in order to permit him to write dispatches from the middle western territory wherever big stories break.



L. F. PARTON

Mr. Hard has covered for newspapers and magazines the outstanding political developments of a large part of the world. He began newspaper work on the *Chicago Tribune* in 1902 shortly after graduation from Northwestern University with highest collegiate honors.

In a fifteen-year period of writing fo leading newspapers and magazines, M Hard traveled all over the United State and Europe, in India and in other par of the world.

Mr. Parton has had a varied and color ful career as a reporter and editor begir ning on the *Chicago Tribune*. After cover ing stories in every part of the country, h assumed the duties of city editor of th *Los Angeles Herald*, later moving on t San Francisco where he became the sta reporter of the Bay District, serving o the Associated Press and then under Free mont Older, and finally as associate edi tor of the *San Francisco Bulletin*.

Parton covered the mining booms a Goldfield and Cripple Creek, and later went to Central America to search for Toltec ruins. He covered the revolution in Haiti when Nord Alexis was driven out.

When Facism burst on the world Parton was present at its beginnings, after which he traveled through most of Europe and the Levant. Returning to New York, he covered the McMillan expedition in the North and took his turn at the wheel steering the Bowdoin home, to return again to Labrador to meet the world fliers.

Mr. Scott began newspaper work in Wisconsin and received his training in the west with the Associated Press.

TO LAUNCH STAFF PAPER

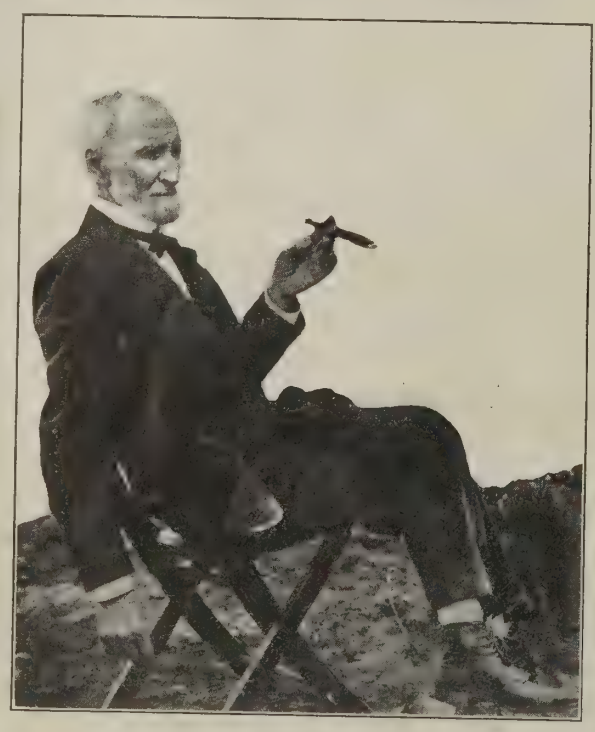
"The C. D. N.," monthly staff organ of the *Chicago Daily News*, is to make its first appearance June 21. The title probably will be changed after the first issue, for a $25 prize will go to the best title submitted before July 12. The paper will be eight pages of four columns each.

"The C. D. N." will be edited by Paul R. Leach, of the editorial staff.

N. Y. TELEGRAM BROADCASTING

The *New York Evening Telegram* and the 25 Scripps-Howard newspapers have arranged to broadcast the heavy-weight elimination fights being staged by Tex Rickard, promoter.

Uncle Joe Cannon's Memoirs



For Immediate Release

THE CITIES ALREADY CLOSED

Greater New York	Chicago	St. Louis	Detroit
Kansas City	Denver, Colo.	Portland, Ore.	Youngstown
Syracuse	Washington	Springfield, Ohio	Seattle
Minneapolis	Wilkes-Barre, Pa.	Albany	Harrisburg
Charleston, W. Va.	Springfield, Mass.	Oakland	New Orleans
Columbus	Louisville	Buffalo	St. Joseph
			Akron
			Indianapolis

And many others

Uncle Joe Cannon always was a man of action and affairs. He was not a writer. L. White Busbey, his confidential secretary for twenty years, has made of the great mass of material a most readable and fascinating biography. The manuscript has been specially edited and arranged for newspapers by Charles Willis Thompson.

The result is a series of 15 colorful feature articles covering the whole period of Cannon's career—from childhood, through his boyhood struggles, the years in local politics, the rise to national politics and his outstanding years of service as Speaker of the House of Representatives. Cannon reveals the truth about many important historical incidents, recalling to public intelligence many interesting facts which have hitherto escaped printer's ink.

It's all here, vividly related—Slavery, Abolition, the Civil War, the Lincoln Assassination, Frauds, Bribery, Corruption, Compromise—the work of the Secret Service—the struggle for Tariff Revision—Free Silver—Temperance—step by step to the World War and the League of Nations. With simple honesty and rare flashes of humor Cannon tells us intimately of all the important happenings which transpired during the generation he so gloriously typifies.

Uncle Joe vividly recalls his fifty years of service in Congress, his active and brilliant Speakership, his intimate associations with men of affairs. He reveals facts and incidents which have never found their way into print before. He tells reminiscently of the Presidents he knew—their characteristics—their personalities. Some of the things he tells about are amusing. Some—surprising.

Here, in these fascinating articles, in current history related by one who lived actively through it. One who had a part in the making of that history. One who has been closely connected with all the important political situations in this country during the past five decades. Every article is a BEAT, crammed with news, with facts, with information of first importance. Every article is a historic document, revealing sidelights of political and governmental life in which every American newspaper reader will be interested.

THE McCLURE NEWSPAPER SYNDICATE :: 373 FOURTH AVENUE, NEW YORK



Announcing

A Powerful, New 2-Paper Combination In Birmingham!

THE Birmingham News has purchased The Birmingham Age-Herald and, effective June 1, 1927, the two properties will be operated conjointly.

Published as heretofore, the morning paper will continue to carry the title line of The Birmingham Age-Herald. The Evening News will continue as heretofore. On Sunday, beginning with the issue of June 5th, the Sunday editions of The Birmingham News and The Birmingham Age-Herald will be combined, thus giving the people of Birmingham and Alabama complete twenty-four hour newspaper service.

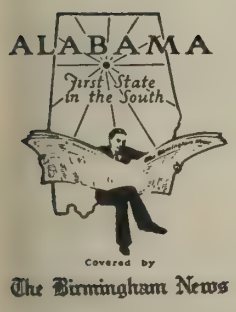
In purchasing The Age-Herald and merging it with The News a great service is rendered the people of Alabama for it will give them the type of morning newspaper they most desire, conducted along those broad, liberal and constructive lines which, over a long period, have characterized The Birmingham News and played so important a part in making it the great newspaper it is today.

New rate cards and complete data on the now improved newspaper situation in Birmingham will be mailed upon request.

APPROXIMATE CIRCULATION

All Duplications Eliminated

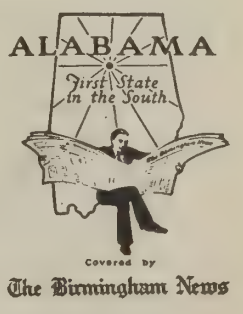
Morning & Evening	Sunday
120,000	**130,000**



The Birmingham News

The South's Greatest Newspaper

Morning *Evening* *Sunday*



NATIONAL REPRESENTATIVES

KELLY-SMITH CO., New York, Chicago, Boston, Philadelphia—J. C. HARRIS, Jr., Atlanta

ADVENTURES IN NEWSPAPER PUBLISHING

IV.—DOUBLING CIRCULATION IN SIXTEEN MONTHS

By N. E. W. SOUTH

This is the fourth of a series of intimate stories written from "the inside" by a newspaper publisher who, for obvious reasons, cannot disclose his own identity or that of the newspaper about which he writes.

A FELLOW publisher recently wrote me as follows:

"I have been told that while you were with the *Blanksburg Evening Eagle* as managing owner, you accomplished the rather unusual feat of doubling the paper's net paid circulation within less than sixteen months. I have also been told that you did this without the use of premiums or contests, and that the circulation thus gained is the kind that sticks. Please, how did you do it, if you really did?"

Well, we really did it, all right, and, as I look back on it, I am of the opinion that we were able to accomplish this "rather unusual feat" of lifting the Eagle's daily net paid circulation from less than 8,000 to close to 17,000 within the comparatively brief space of sixteen months—and that, too, without employing premiums or contests—largely because we took first the step that should be taken first in building circulation that sticks. By that I mean that before we ever sent out even one circulation canvasser or in any way asked the good folk of Blanksburg to subscribe to the Eagle, we found out from them just what they wanted in the way of a home town evening newspaper.

I know the sort of evening newspaper that I myself like to read, and it would have been no trick at all to have given the people of Blanksburg just that. But did they want that type, or some other? No one on the Eagle could enlighten me. Every one had his notion about what kind of paper we should get out, but that notion was based almost wholly on personal likes and dislikes; no one had ever made a reader study of the community to find out what it preferred, and the combined editorial, circulation and business office ignorance on this head was abysmal.

And so, I took the first step first, as I have said, and sent out men, not to canvass for subscriptions, but to find out from the people of Blanksburg what kind of an evening paper they would like the Eagle to be.

These men went among all classes of citizens—merchants, bankers, mechanics, clerks, factory workers and coal miners. They spent days in the business, industrial and residential districts, and by and large they called on as many men as women.

And what did these good people ask for?

Well, I think every one who saw the reports, and the data gatherers themselves, were amazed at the predominant demand, which was: *"Give us all the church news."*

This request came not only from women, but from hard headed business men as well, and it was made by all classes of citizens.

I had carefully instructed our canvassers to get detailed explanations of all answers that seemed interesting, and whenever this answer was made, it usually carried this explanation with it:

"Wants to know not only what the preachers are doing, but about the various auxiliary bodies of the churches, such as ladies' aid societies, men's clubs, Y. W. C. A., Christian Endeavor, sewing circles, etc."

The second most insistent demand was: *"We would like all the deaths."*

Next came the demand for what is known to us in the harness as society news. "Tell us all about the weddings, the parties, the teas, the dances, and where every one is visiting out of town," is about the way the Blanksburgers put it.

"Oh, we'd like to have the rest of the local news, too—who's been runover by an automobile, who's been arrested, what city council is doing, the fires, and all that sort of thing. Oh yes, we want that, too."

State news? Yes, but only the most important. National news? Same answer. Foreign news? No, we don't care what's happening in Europe, Asia and Africa. Politics? We're tired of it except at election time.

Comics? Oh, you mean the funnies? Yes, indeed, we want them. We also want a continued love story. What kind? Well, you know, er—er—well, the kind that tells about young people today and their adventures. Anything else? Well, yes, the daily radio programs and a cross word puzzle.

But if you couldn't have all these things, what would you choose? Why, all the local news, of course, and then the funnies!

This was the composite answer of several thousand people, and I'll admit that when I found the leading demand was for "all the church news" I was somewhat nonplussed. But when I learned that in the city of Blanksburg, with a population of 35,000, there were more than 50 churches, I began to understand how seriously the people were taking their religion and the reason for their request for "all the church news."

Here was the actual "low down," and just as soon as we could turn around, we began publishing "all the church news" in the Eagle, all the deaths, and every time any one gave a party or left town for a day or two or longer his or her name got into the society columns.

The outstanding local news we featured on page one. Hitherto, the first page had been given over almost wholly to national and foreign news, with the local news placed helter skelter among the ads on the inside pages. Now page one became an almost solid local news page; a national or foreign happening had to be overwhelming to get there, and it also had to be almost as important to make an inside page. In other words, the town had asked for a local newspaper, and we gave it just that.

Political news had also been featured for years; now it was all but given the gate, and not a soul whimpered, not even the dyed in the wool politicians. A full page of comics made its appearance, and Beatrice Burton began giving the fiction devotees the modern love stories they yearned for.

For about two months we got out this sort of paper, and then, believing that it had found itself, we started a territory wide canvass for circulation. Meantime, word of the new Eagle had spread by word of mouth, and without any active work on our part the circulation had begun to creep upward.

The canvassers were instructed to talk the new type of paper and to ask for trial subscriptions only.

"Take the Eagle for a few weeks, that is all we ask," they said to business men, to factory workers, to women in the homes. "Then, if you are not satisfied with the local news we are giving you, and the funnies and the continued love story, stop the paper and it will be all right with us."

Every day on that basis they gathered them in in large numbers. And when the trial period was over—they stuck.

They stuck because they were getting the kind of paper they wanted—and *also because the paper was delivered to them at the time they wanted it.*

When I went to Blanksburg I found that the paper was being delivered in large part after dinner. Again and again, when surveying the town to find out the sort of paper it wanted, citizens would say:

The paper comes to us too late. We don't want it after dinner. That's when we want to go to the movies or out riding in our car. We want it before dinner when we have time to read it."

The voice of the people again—and so I moved up the press time of the Home edition a full hour and told the circulation manager that if life was as sweet to him as it was to me, he'd see to it that the Eagle reached every subscriber in Blanksburg and its trading territory at least an hour before the dinner hour, which for our purposes I fixed at six o'clock.

I think this early delivery of the paper did as much as the contents to turn trial subscribers into permanent readers. In other words, Old Man Service packed his old punch and scored the usual K. O. for his backers.

Of course, to accomplish before dinner home distribution over a territory reaching fifty miles to the west, fifty-five miles to the east and southeast, forty-five miles to the south, and thirty miles north, we had to employ fast motor delivery and a corps of independent carriers in every town within these limits where we had a considerable number of subscribers. But the expense more than paid for itself in increased advertising from Blanksburg's merchants, who soon began to feel the effects of the greater and wider distribution of the Eagle. Given hard surface roads, any enterprising evening paper can make similar quick distribution.

Oh, yes, we delivered the Home Edition—that is, the final edition—to these trading territory towns as well as in Blanksburg itself, and that helped to hold the circulation there. The readers felt just a wee bit pleased to think that they were getting as late an edition as the folks right in Blanksburg. We gave these smaller towns their local news, too, please do not forget. That was the basis of our circulation canvass therein, that was what the people there asked for, and, given that, they came with us as readers, and remained on as such.

That about tells the story, with the exception of the R. F. D. list. For years it had been the practice on the Eagle to let a name, once it got on the list, stick there the uttermost limit, pay or no pay. I inaugurated the rule that as soon as an R. F. D. subscription expired, off the list it came. The result was, that instead of getting less than five per cent of renewals, the ratio rose to 80 within a ye and new R. F. D. subscriptions m than made up for those that were extended by the cold cash method.

We also kept the readers of the Ea in Blanksburg and surrounding tow paid up. They soon came to know t they could not have the paper for nothi —that its price was so much and wor it. And that, I think, is another reas why the number of Eagle readers h remained more than doubled months aft the canvass for circulation was end

Don't guess—find out from the peop themselves what kind of paper th want; give it to them wholehearted and with all kindliness; give to the when they want it; in turn, make the pay adequately and promptly for I ask you, is there an easier, mo commonsense, more satisfactory and le costly method of increasing a new paper's circulation and holding that ci culation indefinitely?

DAILY WINS LIBEL APPEAL

$5,000 Verdict Against San Antoni Evening News Is Reversed

The $5,000 libel verdict obtained b Charles R. Southwell against the *Sa Antonio Evening News* has been reverse by the Court of Appeals and remande for new trial. The suit was based on story concerning a "mysterious fire which damaged Southwell's blueprir concern in 1924.

254,452

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

May, 1927

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of May, 1927, was 198,123.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

Got the "Saturday slumps"?

A sure cure is NEA color comics.

NEA

NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

SERVICE

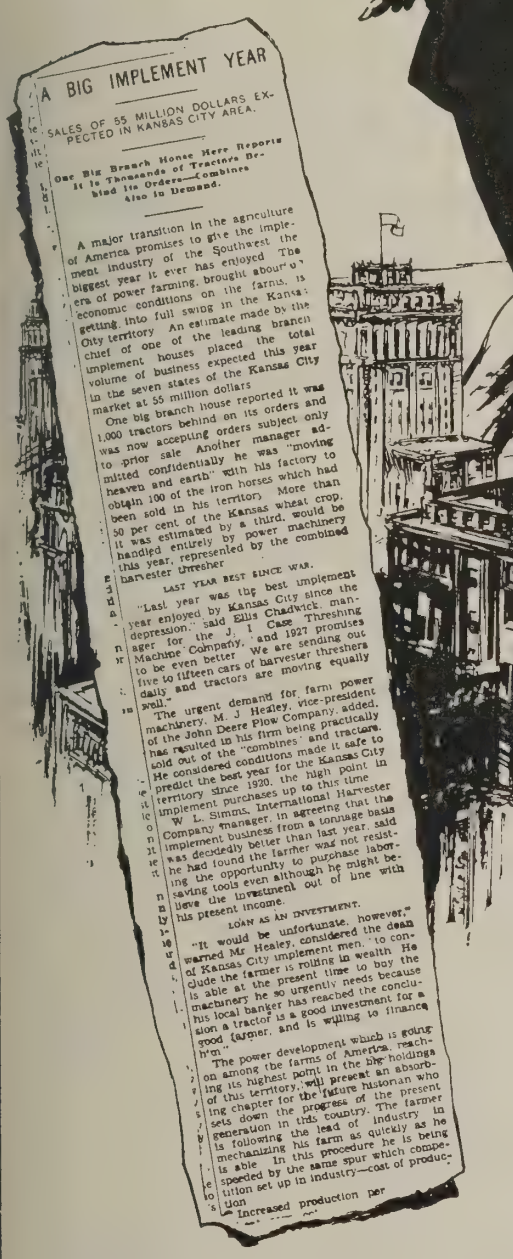
THE CHARLES PARTLOWE COMPANY

America's Largest Circulation Building Organization

RESULTS COUNT

OCCIDENTAL BLDG. INDIANAPOLIS, IND.

From
The Kansas City Star
May 15, 1927



A BIG IMPLEMENT YEAR

SALES OF 55 MILLION DOLLARS EXPECTED IN KANSAS CITY AREA.

One Big Branch House Here Reports It Is Thousands of Tractors Behind Its Orders—Combines Also in Demand.

A major transition in the agriculture of America promises to give the implement industry of the Southwest the biggest year it ever has enjoyed. The era of power farming, brought about by economic conditions on the farms, is getting into full swing in the Kansas City territory. An estimate made by the chief of one of the leading branch implement houses placed the total volume of business expected this year in the seven states of the Kansas City market at 55 million dollars.

One big branch house reported it was behind on its orders and 1,000 tractors was now accepting orders subject only to prior sale. Another manager admitted confidentially he was "moving heaven and earth" with his factory to obtain 100 of the iron horses which had been sold in his territory. More than 50 per cent of the Kansas wheat crop, it was estimated by a third, would be handled entirely by power machinery this year, represented by the combined harvester thresher.

LAST YEAR BEST SINCE WAR.

"Last year was the best implement year enjoyed by Kansas City since the depression," said Ellis Chadwick, manager for the J. I. Case Threshing Machine Company, "and 1927 promises to be even better. We are sending out five to fifteen cars of harvester threshers daily and tractors are moving equally well."

The urgent demand for farm power machinery, M. J. Healey, vice-president of the John Deere Plow Company added, has resulted in his firm being practically sold out of the "combines" and tractors. He considered conditions made it safe to predict the best year for the Kansas City territory since 1920, the high point in implement purchases up to this time.

W. L. Simms, International Harvester Company manager, in agreeing that the implement business from a tonnage basis was decidedly better than last year, said he had found the farmer was not resisting the opportunity to purchase labor-saving tools even although he might believe the investment out of line with his present income.

LOAN AS AN INVESTMENT.

"It would be unfortunate, however," warned Mr. Healey, considered the dean of Kansas City implement men, "to conclude the farmer is rolling in wealth. He is able at the present time to buy the machinery he so urgently needs because his local banker has reached the conclusion a tractor is a good investment for a good farmer, and is willing to finance him."

The power development which is going on among the farms of America, reaching its highest point in the big holdings of this territory, will present an absorbing chapter for the future historian who sets down the progress of the present generation in this country. The farmer is following the lead of industry in mechanizing his farm as quickly as he is able. In this procedure he is being speeded by the same spur which competition set up in industry—cost of production.

Increased production per

"Best Year since 1920"

So says M. J. Healy, vice-president of the John Deere Plow Company, in forecasting implement sales in 1927. Similar comment was made by W. L. Simms, local manager of the International Harvester Company, and by Ellis Chadwick of the J. I. Case Threshing Machine Company.

Big Demand for Implements

It is estimated that the farmers in the 7-state area surrounding Kansas City will buy, this year, implements and tractors to the value of 55 million dollars.

Cheering as these facts are to all concerns doing business directly with farmers, they are equally important to general commodity manufacturers.

More than any other metropolitan city, Kansas City rests upon a foundation of agriculture. Wheat, corn and livestock are the principal sources of Kansas City's wealth. Kansas City is the greatest primary wheat market and the world's largest milling center.

Confidence Is Rural Keynote

The investment of 55 million dollars in farm implements in one year is a reflection of agricultural prosperity. It means that the farmer's credit is good. It means that he is confident. It means increased acreages, increased production, a stronger tone throughout the whole financial and industrial structure of the Southwest.

To Kansas City merchants it means increased patronage not alone from the out-of-town customer, but from the Kansas City trade as well. There will be more jobs in Kansas City, larger payrolls, increased factory output and a stimulation of wholesale and retail activity.

Both City and Country Benefit

Between city and rural residents there is occasion for mutual congratulation in this spontaneous program of expansion whose demands in agricultural implements alone will be 55 million dollars.

The Southwest is a rural market as well as an urban market. In fact, rural residents outnumber city dwellers 2 to 1.

How important, then, for advertisers to address both classes of population. To The Daily and Sunday Kansas City Star, which cover the suburban market, should be added The Weekly Kansas City Star to cover the equally important rural market.

Meet Opportunity Full Front

Such a combination is adequate advertising. It is meeting opportunity the full way. The Weekly Star, with more than half a million paid-in-advance circulation, is the largest farmer's weekly in the world.

Advertisers who use The Daily Star and Weekly Star or The Sunday Star and Weekly Star are allowed a special discount of 25% from the already low advertising rates for The Weekly Star.

Morning 250,000

Evening 250,000

Sunday 300,000

Weekly Star 500,000

Ask about Daily-Weekly and Sunday-Weekly combination, complete coverage of a great prosperous empire at low daily newspaper advertising rates.

THE KANSAS CITY STAR

New York Office
15 East 40th St.
Vanderbilt 10172

The Weekly Kansas City Star

Chicago Office
1418 Century Bldg.
Wabash 1067

THE NEW WO

Packs more production into a cubic foot of space, into a minute of time, and into a dollar of operating cost.

It comprises four new elements of a fundamental character.

The first, the Ultra-Modern Printing and Folding Unit, increases the pressroom's normal running speed more than sixty percent.

The second, the Automatic Paper Replenishing Device, cuts out all slow-downs or stoppages for paper replenishment, and thereby adds its quota of increased production to the sixty percent already mentioned. It also reduces spoils in like measure.

The third, the Two-Page Insert, enables a publisher, whatever the size of his paper, to step up or down the number of pages run by twos instead of by fours. This saves newsprint and lessens the work of every department.

D PRESSROOM

The fourth, the Automatic Production Controller, so accurately coordinates press and delivery rooms that neither more papers nor less are printed and delivered than the actual number desired.

This device automatically relieves both departments of the uncertainties and wastes inseparable from the wholly undependable rule-of-thumb system now in use. The delivery room knows at a glance what it has got and what is to come, while at the pressman's desk is at all times to be seen the condition of the run, and the amount contributed by every press.

These and other essential improvements not yet described may be seen daily in operation at our shops at Plainfield, New Jersey.

OSCAR C. ROESEN
Manager of Sales

WOOD NEWSPAPER MACHINERY CORPORATION
501 Fifth Avenue, New York City

EDITORIAL

DIVORCE COURT CENSORSHIP

WE have seen few protests against the adoption of the English divorce court censorship by the state of Delaware. Some newspaper editorials contend it is quite all right to bar newspaper men from court-rooms where domestic tragedy is being recited. They even express hope that the idea will be adopted by other states. It surely will if there is no newspaper objection. The average lawyer would be glad to see reporters muzzled. Only judges that have a broad concept of the rights and duties of free press would object. Thoughtless legislators might think it very clever to act for the suppression of this class of news and, of course, all the professional moralists would warmly welcome this escape from face-to-face contact with the ugly facts of life as they are revealed in divorce actions, on the familiar theory that what is kept out of sight really does not exist. All smug people, sure that the newspapers, not society, must be reformed, would promptly fall in line. Deceitful husbands and sneaky wives would embrace with open arms the opportunity of shuttered divorce courts.

This proposition is, of course, wholly unconstitutional. It is un-American, unprincipled and dangerous to a degree. If press privilege is to be so easily tossed away in divorce courts there is no logical reason why news suppression should not be carried to other courts and finally to all courts. If public opinion is not the ruling factor in divorce causes, should it be in criminal or even in equity causes? If we have lost our appreciation of the public opinion standard in one matter, may we not easily lose it in other matters? If democracy does not work in the judicial branch, may it not be regarded as a failure in the executive or legislative branches? In its ultimate logic the new rule is: If there is anything in the democratic system that is unpleasant, just ignore the constitution and throw it out!

Divorce court censorship does not stand the test on any ground but mawkish prudery. If newspapers make indecent use of divorce court testimony they may be punished by laws that apply to the publication of lewd, salacious, indecent literature and be barred from the mails. Why create a censorship to prevent what existing law already prevents? It is said that divorce court censorship is a blessing because it protects the innocent relatives and friends of persons involved in scandalous relationships. But that is one of life's natural perils and as we go on broadening our culture we are less inclined to inflict vicarious blame on anyone. If relatives and friends of divorce litigants are to be protected, shall we not protect the families and friends of defendants in criminal actions?

Following the enactment of the censorship in England there was a large increase in the number of divorces. One of our esteemed contemporaries holds that this is a good thing, meaning that the beneficent new law gave relief to a large number of people who were unhappily mated but were too timid to face public opinion. Our own judgment is that no person with true cause for divorce has ever needed to fear public opinion, here or in England, but that a shuttered court is a safe refuge for men and women with evil designs upon each other. Under this censorship collusion, perjury and shyster lawyer plotting are sure to thrive.

It cannot be contended that certain newspapers have not abused divorce court news and EDITOR & PUBLISHER will be last to rise in their defense, or give comfort to any newspaper that publishes indecency. Indecent publication is, however, the exception rather than the rule. There have been some ugly examples of it in recent years, but not without ultimate punishment in some form for offenders. Every practical and conscientious newspaper man knows where the line between decency and indecency is drawn, and it is entirely possible for them to write news in the divorce courts which is just to persons written about, fair to their relatives and friends and a service to society.

Salute New York Times for landing the Lindbergh narrative and also for generously handing over to the gallant birdman the profits of syndication, and more money than mail carriers ever expect to see, let alone possess.



Remove far from me vanity and lies: give me neither poverty nor riches; feed me with food convenient for me.—Proverb, XXX; 8.

RETOUCHING CABLED PICTURES

THE cabled and radioed pictures of Lindbergh that we have seen in Eastern papers have been unsatisfactory and we wonder why it is that editors reproduce the copy as it comes from the transmitting process without any retouching. There is such a thing as legitimate retouching to make these pictures soundly printable. The crudities may be wiped out with a few strokes of the brush, and so long as the artist's work is true to the subject the charge of faking cannot be laid. When the picture is full of waves and crude lines, which, however, outline the image perfectly, retouching is a necessity. Size reductions will also serve to eliminate the crudities of large originals. Of course, there is the time element to be considered. We are sure that some of the poor pictures we have seen were received late and were pushed through without consideration of imperfections. But even a half-hour's brush-work by a good retoucher would have done much to make these pictures more accurately reflect their originals.

We (i.e., typewriter and self) have again sagaciously declared on the office bulletin board in favor of the two weeks that precede the first Monday in September.

"DESTRUCTIVE SILENCE"

EARNEST ELMO CALKINS coined two lines in his address at the Insurance Advertising Conference last week which will be remembered: "Advertising is business insurance; why do not the insurance companies advertise?" and "The men who insure the world against everything that can happen do not insure insurance against the destructive power of silence." Another telling line was that if insurance men would advertise they might sit in their offices like nose and throat specialists and people would crowd their offices for a chance to buy.

This is not only good oratory but the soundest sort of business sense. Every advertising man in this country knows that the great uncut melon is the insurance business. Insurance can reduce its selling cost and increase its sales in unimagined proportions by heeding the advice of advertising experts who, year after year, vainly point the way to an immense new source of profit.

But there is still a greater reason for the introduction of sensible insurance advertising methods. If more profit is made, the cost of insurance to the public may be lowered. Insurance is expensive, somewhat by reason of the antiquated commission sales methods in use. Advertising has reduced the cost of other commodities and can cut insurance rates. The people of this country are also entitled to the education that effective insurance copy would provide.

The boy seems to stand up well under the fierce glare, over there, and continues to yield the sweetest kind of copy.

NOW YOU ASK ONE

A LONDON journalist has written his confessions. His early motives in writing were: Ambition and escape from environment, 50 per cent; vanity, 25 per cent; earning a living, 20 per cent; something to say, 5 per cent. Now, with the passing of years, he has revised his motives, which he gives as follows: Earning a living, 50 per cent; vanity, 25 per cent; something to say, 25 per cent. It sounds reasonable, doesn't it?

CIRCUMLOCUTION

AN agency recently put a high-powered sch of advertising in a magazine of national ci tion for the manufacturer of a hou commodity. A large sum of money was appropr Naturally, the agency informed the manufacture he did not need to buy local newspaper circul (We are all familiar with the line of talk th the basis of such advertising negotiations). A days before the first magazine advertisement wa to appear the agency addressed urgent letters t advertising departments of local newspapers in cities advising that the goods were on sale at fied local stores and suggesting that the newsp get busy with local merchants and sell them to "tie up with the magazine campaign." The a also supplied copy for local merchants to sign. piece of copy incidentally urged the public to bu magazine which contained the manufacturer's nouncement, "for sale at all newsstands."

We submit that this is awkward business, in ways than one. In the first place, if the na magazine circulation cannot deliver local sal satisfy the advertiser, or meet the expectation agency, why has it been used to the exclusi local media? Why should a local newspaper g on an eleventh hour pursuit of local mercha induce them, at their expense, to rally to the su of a magazine campaign paid for by the ma turer? The relations that exist between newsp and local merchants very often do not perm such drives in behalf of some foreign agen producer. Isn't it downright impudence to ask papers to rush to the circulation support of a zine by soliciting advertisements to sell new copies that contain an advertisement? Perhaps facturers think they are making friends and porters among local merchants when they fra these little drives to force them to advertise brand wares, but we do not understand that chants appreciate the attention, either on the p manufacturers or newspapers that fall for their

Why all the circumlocution? The business in we take it, is not the publication of pretty pi in magazines, but something which will connect Bill Smith, of 198 First Street, Blankville, v piece of furniture for sale at Soandso's Big corner This Street and That Avenue. Mrs Smith surely reads the newspaper. It is as a part of her daily life as is washing dish winding the alarm clock. When she "sees it paper" she has learned something. Maybe she the magazine every week, or once in a while. she reads it after she has bought it. A pi furniture advertised in the magazine may cat eye, but if she is not told just where to go t that furniture the whole effect may be lost bewilderment. But if "the paper" says tha furniture is on sale at Soandso's Big Store a connection has absolutely been made. Why n direct, rather than indirect advertising, partic when it can be done with the same money? all the twisting and squirming to reach Mrs Smith's eye?

Write nothing for publication which you not understand.

GOOD LIBEL RULE

THE courts of the nation should follow th if they do not already do so, which was c by the Court of Appeals at Albany, N. Y week. The condition it corrects has long ha newspapers in defense of certain libel action

A New York woman brought suit against a paper for the publication of a news item whi ferred to the fact that a summons had been against her and reciting the alleged facts in the Before the complaint was filed the proposed su settled out of court. The woman sued for libel tending that the publication was untrue, that false to say that she had been sued when only moned and that the publication of news conc the issuance of a summons was not privileged

But the highest state court finds that "an act begun by the service of a summons, with or w complaint;" also that "A lawsuit, from beginn end, is in the nature of a judicial proceeding.

PERSONAL

ENRY J. ALLEN, editor of the *Wichita Beacon,* and William Allen ite of the *Emporia Gazette* were both ne program for commencement week he Kansas Wesleyan University at lia, Kan., May 31. Governor Ben ren was also a speaker.

Iniel W. Hoegg, editor of the *Port-* (Me.) *Express,* and Mrs. Hoegg, il May 25 for Ostend, Belgium, re Mr. Hoegg will attend the Inter-nal Rotary Convention as one of elegates from Portland.

Tin Hungerford, Jr., of the *Carroll Herald,* has returned from a five ths' trip around the world. The lat-art of the time was spent in Japan D. H. Lawson, general manager e *Japan Advertiser,* Tokio, who got start in newspaper work over 30 ago under Mr. Hungerford's father e Carroll Herald.

eph Marshall Gardiner, son of J. ardiner of the *Leavenworth Times,* week was appointed to the United s naval academy, Annapolis, by sentative D. R. Anthony, Jr., of as.

S. Montanaro became publisher of *rriere,* Italian language newspaper l from Schenectady, N. Y., effective 1.

IN THE BUSINESS OFFICE

LLIAM B. FORTLAGE, business nanager of the *Cincinnati Commer-Tribune,* was elected member of the l of Governors of the Advertisers of Cincinnati, May 25.

hur Gerkin, until recently assistant ger of the Business Survey of the go *Tribune,* has been promoted to ant to W. E. Macfarlane, advertis-nanager.

ert L. Arnold has joined the staff e *Miami Daily News,* as chief of romotion department.

ris Lawlor, once with the *Hartford nt* and for some years connected the automobile interests, has re-l to newspaper work as advertising ger of the *New Britain* (Conn.) *d.*

rles Emerson, dean of Florida news-men, is now doing special work . H. Dunlap, advertising director, *Daily News.*

l L. Estes, advertising manager *Tyler* (Tex.) *Courier-Times,* has attend the Rotary International ntion at Ostend, Belgium.

H. Legg, L. P. Zimmerman, D. easoner, have joined the *Miami News'* local display advertising

lip H. Baldwin, advertising mana-*Newark Sunday Call,* was given imonial dinner last week at the ess Club, on his forty-fifth an-ury as a member of the Call staff. e W. Farrell, business manager of *ewark Evening News,* was toast-.

IN THE EDITORIAL ROOMS

NCIS PERKINS, music editor the *New York Herald Tribune,* il on June 10 for Europe. He will to New York on August 17. His the Herald Tribune will be filled H. Noble, of the *New York Sun* department.

ge Waldron, city editor of the (N. Y.) *Observer-Dispatch,* is re-g from a fractured skull and other s suffered when he was hit by a at fell during a severe wind Mr. Waldron has been removed ome from the hospital.

K. Currie has been named news litor on the *Omaha Daily Journal-an.*

s Durkin has returned to the staffs *Newark Star-Eagle* and *Newark Call* after several weeks' illness.

min M. Lee, former Charlotte, newspaperman has been named editor of the *Seashore News,* a Charleston, S. C., weekly.

Vincent O'Brien has joined the *Portchester* (N. Y.) *Item* staff.

Dennis Tilden Lynch, member of the staff of the *New York Herald Tribune,* and newly elected president of the Newspaper Club, has returned to the city after a vacation, part of which was spent at his summer home in the Catskills.

Tom Smith formerly with the *St. Petersburg Times* and *Tampa Telegraph* is now assistant city editor of the *Fort Myers* (Fla.) *Daily Press.*

Richard Adelbert Van Namee, news editor of the *Lowville* (N. Y.) *Journal and Republican,* was honored this week on completion of his fifty-fifth year on the paper. He began as a printer's apprentice in 1872.

Six members of the Albany Society of New York went to Hawthorne, N. J., last week, to honor Alexander McBride, for many years night editor of the *Albany* (N. Y.) *Argus.* He is 92 years old.

Harold Pickering, reporter for the *Salt Lake City Telegram,* has been promoted to the copy desk, succeeding Paul Grimes, who has resigned to go to Denver.

Clement Hannum, 1927 graduate of Oklahoma Baptist University and formerly sport writer for the *Shawnee News,* will become assistant sport editor of the *Tulsa World* in September.

Vance Shelhamer, a student at Washington State College at Pullman, has been named sports editor of the *Spokane Press.*

Alfred T. Albro of Riverside, R. I., has been named Riverside correspondent for both the *Providence* (R. I.) *Journal* and *Evening Bulletin.*

Lesley Goates, member of the sports staff of the *Salt Lake City Deseret News,* and Mrs. Goates are parents of a son born recently.

Michael J. Ahearne, reporter, has been elected president of the Social and Benefit Association of the *Worcester* (Mass.) *Evening Post,* to succeed John J. Sullivan, Jr., advertising manager, who declined renomination.

William Holland, deskman, *Worcester* (Mass.) *Gazette,* has returned to duty after several weeks' illness.

Henry Cabot Lodge, III, of the Washington Bureau of the *New York Herald Tribune,* is spending two weeks visiting in the New York office.

J. Allen Thomas, head of the English department in the Drumright, Okla., high school, has become city editor of the *Alva* (Okla.) *Review Courier.*

Randy Edmunds, sports writer, from Atlanta Ga., has joined the staff of the *Charlotte* (N. C.) *Observer.*

HOLDING NEW POSTS

STUART STROBRIDGE, from assistant city editor, *Fargo* (N. D.) *Forum,* to telegraph editor, *Rochester* (Minn.) *Post-Bulletin.*

Gilbert Smith, from *Kansas City Kansan,* to staff, *Kansas City Post.*

Harold Semple, from sports editor, *Utica* (N. Y.) *Observer,* to copy desk, *Albany* (N. Y.) *Evening News.*

Lionel C. Moise, from music and real estate editor, *Salt Lake City Tribune,* to editorial department, *Salt Lake City Telegram.*

Charles Ives, 2nd, from Sunday and feature editor, *New Haven Union,* to telegraph editor, *Bridgeport* (Conn.) *Telegram.*

SPECIAL EDITIONS

ASHTABULA (O.) STAR-BEACON, 24-page Better Homes section, May 25.

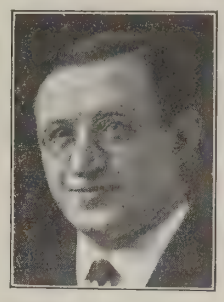
Charlotte (N. C.) *Observer,* 64-page tabloid magazine section devoted to the textile resources of Piedmont Carolinas, June 1.

Kewanee (Ill.) *Star-Courier,* 30-page Building edition, May 24.

Boston (Mass.) *Herald,* new Ritz-Carlton Hotel section, five pages, May 24.

FOLKS WORTH KNOWING

SOME newspaper workers play golf, others play chess—anything to take their minds off the daily grind during their off hours.



GEORGE HAHN

For years George Hahn, editorial writer on the *New Britain* (Conn.) *Herald,* has rested the newspaper end of his mind when "off duty" by working the musical end of the cerebrum. He has "fussed with music" for so long—some 30 years — that he has become quite an expert, according to competent judges.

Recently three elaborate musical compositions written by Mr. Hahn were on a program of music by potent local composers in New Britain. These were a "Prelude" and a "Romance," for two pianos and "The Woods At Dusk," scored for violin, 'cello, flute and piano.

On June 7 radio station WTIC at Hartford, Conn., broadcast a suite of five numbers written by Mr. Hahn. The suite was entitled "To A Child," and the separate movements were entitled, "Merry Dawn Beams From the Sky," "The Baby's Kiss," "Frolic in the Garden," "Mama's Prayer," and "Kiddies' Parade." It was the first time that the station has broadcast an original suite for orchestra.

Quite a number of Mr. Hahn's compositions have been published in Boston, his "Army Frolic" being one of the popular marches. He is not a composer of tunes alone, but includes the harmony —frequently ultra-modernistic—and writes the scores complete.

MARRIED

C. HAYDEN FOSTER, of the advertising department of the *Chicago Tribune,* to Miss Zena Orendorff of Springfield, Ill., in Randolph, Ill., May 21.

Paul Vohs, news editor of the *Parsons* (Kan.) *Sun,* to Miss Martha Long, June 1, at the home of the bride's parents in Kansas City, Kan.

Edward Jove of the roto-etching department of the *Chicago Tribune,* to Miss Mae Kuth.

Roy D. Elliot, head of the R. D. Elliot & Co. advertising agency of Boston, to Miss Ann E. Armstrong of Arlington, last week.

Harry Hosking, business manager of the *Belleville* (N. J.) *News,* to Miss Alma Knudsen of Belleville, June 4.

ON THE MECHANICAL SIDE

BOSTON (Mass.) TYPOGRAPHICAL UNION on May 25 returned to office President Thomas F. Kane for the third term, also Vice-president William M. Truselle.

William J. Baker, of the *Ithaca* (N. Y.) *Journal News* mechanical staff has left to take charge of the stereotype department and press room of the *Owen Sound* (Ont.) *Sun-Times.*

Arch D. Hinch was re-elected president of Indianapolis Typographical Union No. 1 in the annual election held last week.

For the third time, Owen F. Roberts has been elected president of Utica, N. Y., Typographical Union, No. 62.

J. C. Baker was elected president of the Kansas City Typographical Union No. 80, last week.

John Fitzgerald, press room foreman, *New Haven Union,* has gone to the press room of the *New Haven Journal Courier.*

Rochester Typographical Union No. 15 has elected Theodore H. Freeze president.

(*Continued on page 34*)

This Is

Caroline Cookey

Woosome Widow and High-Powered Vamp, of the Radiating Cartoon Chronicle

GOOD TIME GUY



Caroline Cookey

Whose Eyes Would Melt a Frozen Asset and Turn Pig-Iron Into Putty

By

Frank Smiley

(William M. Conselman, Author of ELLA CINDERS)

With Drawings by

Mel Cummin

STARTING ON MONDAY, JUNE 27

Wire Now

Metropolitan Newspaper Service,

Maximilian Elser, Jr. General Manager. Earl J. Hadley, Associate

150 Nassau St., New York City

(*Continued from page 33*)

R. C. Phelps, manager of the job printing department of the *Toppenish* (Wash.) *Tribune,* has resigned. He is succeeded by R. B. Cummins of Seattle.

CHANGES OF OWNERSHIP

CHARLES W. PIERCE of Waltham has purchased an interest in the *Barre* (Vt.) *Gazette,* a weekly established in 1834. He will become active in its management. Mr. Pierce was publisher of the *Waltham* (Mass.) *Daily News* for 18 years until he sold the paper in 1923 to Albert Langtry.

NEW PUBLICATIONS

WANETTE (Okla.) TIMES has started publication, with H. L. Case as publisher.

SCHOOLS

PROF. H. E. BIRDSONG, head of the department of journalism, Butler University, Indianapolis, has accepted an offer to become head of the journalism department of Temple University, Philadelphia, Pa.

Barrett Clark, critic and writer, will give a course in dramatic criticism in the summer session of the Pulitzer School of Journalism, Columbia University, beginning on July 11, when the regular session opens.

The *Kansas City Journal-Post* has offered a prize of $10 a month for three months to the summer school student of the Kansas City School of Advertising who writes the best advertisement on the Journal-Post's travel and pedestrian accident insurance.

George Snodgrass of Barberton, O., has been appointed editor-in-chief of the Ohio State University *Lantern,* and Henry S. Walker, of Columbus, business manager.

Officers of the Press Club at Union College, Schenectady, N. Y., have been chosen as follows: President, Clifford W. Connell; vice-president, Robert E. Woodworth; business manager, Raymond G. Briggs, and secretary, Andrew W. Mitchell.

Twenty-one journalism students from Oklahoma City University recently made a tour of Texas and a part of Mexico visiting newspaper plants. Gilbert I. Garretson, teacher of journalism was in charge. A ten-page mimeograph paper was printed daily during the trip.

Seymour N. Pitcher of Watertown, has been chosen chairman of the Press Board at Hamilton College, Clinton, N. Y. Other members of the board are: David H. Beetle and Donald McNeil, both of Utica; Robert L. Webster of Ithaca and Frederick N. Davis of Buffalo.

ASSOCIATIONS

FRANCIS J. GABLE of the Unity School of Christianity was elected president of the ADVERTISING CLUB OF KANSAS CITY recently. Other officers elected: Ben H. Henthorn, first vice-president; Eleanor Gaddis, second vice-president; H. M. Hanna, third vice-president; W. R. Snodgrass, treasurer.

In the presence of the membership of the CANADIAN WOMEN'S PRESS CLUB and a large number of friends and relatives from various parts of Canada, memorials to the late Col. George H. Ham of the Canadian Pacific were unveiled and dedicated at the Anglican church of St. John at Whitby recently. The memorials took the form of a stone and timber porch erected at the entrance of the church by the Women's Press Club, and a handsome memorial window dedicated by members of the family to Col. and Mrs. George H. Ham and to Mr. and Mrs. John Blow, parents of Mrs. Ham.

CHICAGO PRINTERS' CLUB has leased the second floor of the building at 11 North La Salle street for five years at a term rental of $40,000.

A new policy for the RICHMOND ADVERTISING CLUB, whereby it would become a limited and highly technical organization, is planned by Littleton Fitzgerald, recently elected president. Mr. Fitzgerald is advertising manager of the American National Bank and American Trust Company, Richmond.

DES MOINES (Ia.) ADVERTISING CLUB has elected Dick Vawter, production manager for the *Merchants Trade Journal,* president for the ensuing year. Other officers were elected as follows: Jack Neal, vice-president; Henry Kroeger, secretary-treasurer; and Louis Crampton, Paul Miles, Martin Mauger and N. A. Winter, board of governors.

Arthur J. Crockett, vice-president of the Priscilla Company, is the new president of the BOSTON (Mass.) ADVERTISING CLUB. Others elected at the annual meeting held last week were: Alden Kenyon, vice-president; George D. Moulton, treasurer; and Edwin E. Leason, secretary.

Chester F. Edwards, advertising manager of the John C. MacInnes Company, has been elected president of the ADVERTISING CLUB OF WORCESTER, MASS. George H. Johnson is retiring president.

BUFFALO LEAGUE of ADVERTISING WOMEN has elected Miss Henrietta E. Kawentel, president, and Miss Marjorie Benstock of the *Courier-Express* staff, vice-president; Clara Letzing, corresponding secretary; Jeanette Eichel, recording secretary, and Ellen Scanlon, treasurer.

H. Wirt Steele has been elected president of the ADVERTISING ASSOCIATION of HOUSTON. Other officers are: A. M. Cohen, vice-president; A. D. Collins, secretary-treasurer; J. B. Westover, H. A. McCelvey, Ray Godard and George Bruce, directors.

George Hausman of the *Hutchinson News* became the new champion of the KANSAS EDITORIAL GOLF ASSOCIATION at the close of the two-day tournament held in Wichita. He defeated Rolla Clymer of the *Eldorado Times,* one up in the finals. Hutchinson will entertain the golfing editors next year.

LONG BEACH (Cal.) ADVERTISING CLUB held its seventh annual banquet and installation of officers May 18 at the Virginia Hotel. The Los Angeles Advertising Club sent 100 members to attend the ceremonies. Officers installed for the coming year were President, J. Oliver Brison; first vice-president, James A. Evans; second vice-president, Harold C. Freeman; treasurer, C. C. Lewis; executive secretary, Walter E. Mellinger; manager Better Business Bureau, M. E. Ridenour.

Sydney A. Sullivan, sales promotion manager of L. S. Ayres & Co., was unanimously elected president of the ADVERTISING CLUB of INDIANAPOLIS last week.

DAVENPORT (Ia.) ADVERTISERS' CLUB last week elected Lee Turnbull, advertising manager of the *Davenport Times,* president.

NEWSPAPER WOMEN'S CLUB of NEW YORK will give a supper-dance aboard the French liner, *The France,* on the evening of June 9 for members and their friends. Josephine Ober, of the *New York World,* is chairman of the affair.

Western and Southern Life Insurance Company won first prize in the recent advertising contest sponsored by the JUNIOR CHAMBER of COMMERCE of Cincinnati.

ASSOCIATION of YOUNG ADVERTISING MEN of New York recently elected Ralph Steele Sherratt, advertising director of the Winthrop Chemical Company, president.

Edgar M. Ledyard of the United States Smelting and Refining Company has been re-elected president of the SALT LAKE CITY ADVERTISING CLUB.

AURORA (Ill.) ADVERTISING CLUB has elected Charles W. Hoefer, advertising manager, *Beacon News,* president.

G. A. Rebentisch has been elected president of the PORTLAND (Ore.) ADVERTISING CLUB.

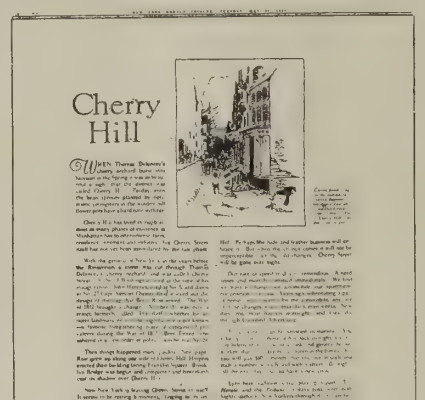
George Wilson, of Houston, was re-elected president of the TEXAS STATE COUNCIL of ALLIED PRINTING TRADES, at the Wichita Falls convention recently.

A. B. Stover has been elected president of the ADVERTISING CLUB of ITHACA, N. Y.

CLASSIFIED ADVERTISING

Putting General Interest and Atmosphere Behind Classified Promotion —Kansas City Star Tells Prospects How to Write Copy—Handling Telephone Ad Takers

"CHERRY HILL" was the heading of an attractively laid out full page classified promotion advertisement in the *New York Herald Tribune* this week.



"Cherry Hill" classified promotion page from *New York Herald Tribune*

As every New Yorker knows, Cherry Hill is the name of one of the city's oldest and most picturesque sections.

"But," the question immediately arises, "what possible connection can Cherry Hill have with classified advertising, except vaguely, perhaps, with the real estate classification? What indeed?

The question was carried to the Herald Tribune. There the questioner was informed that all promotion copy for the paper is written by Miss Elsa Lang. Ask her, she knows. Miss Lang, however, doesn't talk for publication. She lets the copy she writes play interpreter to her ideas. And this is the interpretation:

There are two important methods of selling classified through promotion copy. First and foremost there is the testimonial with the daily reminder to readers to turn to the back pages and the classified section. Secondly there is copy that can be mainly entertaining and interesting without being wasteful. This second type of copy is most neglected by classified promotion writers. They ask, as EDITOR & PUBLISHER asked. "What connection is there between Cherry Hill and classified?"

The answer is that this type of copy puts general interest and atmosphere behind classified. It will be noticed in the Cherry Hill advertisement reproduced herewith that the text which swings smoothly through an entertaining description of the old section of New York turns very easily into a thought about classified.

Other picturesque sections of New York will be described in future similar classified promotion for the New York Herald Tribune.

Other copy written by Miss Lang has hinged about the theme of the "Classified Community," the homely human interest of classified. She has also written promotion copy tying up classified with books and reading in general. And just to be amusing, single column cartoons were used at one time, with humorous text telling the funny side about classified.

All this, it is explained, puts general interest and atmosphere into classified advertising, a function secondary, but not to be neglected for the daily reminder and selling testimonial copy.

To stimulate activity among his telephone advertisement takers, W. H. Hershey, classified advertising manager of the *Cincinnati Enquirer,* has adopted a rule that every one on his staff must obtain a minimum of $25 a day in advertisements in order to remain wi department.

Lively competition has resulted the rule. Several of the telephone sold as high as $300 a day and n took in less than $30. For the weeks the plan has been in ope the average of the department has between $35 and $40 a day.

"The advertisement takers are b ing expert saleswomen," Mr. H said. "In many instances they are ing the advertising order from on copy to three and seven consecuti sertions. They are also as customers to arrange the advertise in an intelligent manner, creating percentage of repeat orders and faction from patrons."

Suggestions on how to write help wanted ads are being offered *Kansas City Star* in boxes sca through its classified columns.

"Do not defeat a sale or the p of your ad with meaningless abb tions that readers do not under Good copy will bring response fro sirable applicants," the Star says.

"State positions to be filled; necessary experience and referenc quired; opportunity of advance salary; general attractiveness of po name of firm; when to apply; wh colored; other references."

The Star advises such careful pr tion of the ad before it is phoned ad taker.

Henry Eberle, for the past six at the classified counter of the *Cin Enquirer,* has been promoted to street solicitor for classified.

William G. DeRosset, classifie vertising manager of the *Wo* (Mass.) *Post* spoke before the Club of Worcester last week.

FLASHES

Sweet are the uses of geography minute Capt. Charles Lindbergh "gaunt Missourian" and the next "youthful Detroiter."—*Windsor Border Cities Star.*

Making people happy is a simpl ness. Fill the child's stomach; woman's wardrobe; fill the man's —*San Francisco Chronicle.*

Women are said to have little tive genius, but we'll bet that one o invented alimony.—*Florence* (Ala. *ald.*

If it were only as easy for pe raise taxes as it is for legislat *Atlanta Constitution.*

Alas, it is man's fate to keep on ing older long after he is old eno *Toledo Blade.*

The modern girl fills her hop with letters her sweetie told her t —*Windsor* (Ont.) *Border Cities*

Some radio entertainers play ordinary saw. Listeners could su new use for the ordinary axe.—*W* (Mass.) *Gazette.*

This smaller paper money will right if it doesn't disappear —*Worcester* (Mass.) *Gazette.*

What a swell section boss was one of our railroads when M neglected to join the migratio here.—*J. J. Montague in New Herald Tribune.*

A Few Recent Purchasers of Intertype IDEAL News Series

Hershey (Nebraska) Times
Frazee (Minnesota) Press
Marfa (Texas) New Era
The Seattle Daily Times
Womens Wear Daily (N. Y.)
Toronto Daily Star
Altoona (Pa.) Mirror
Cleveland Plain Dealer
Shebeka (Minn.) Review
Breman (Indiana) Enquirer
Stuart (Iowa) Herald
Portland (Me.) Star
Gallatin (Mo.) Democrat
Wilkes Barre (Pa.) Pictorial
Shreveport (La.) Caucasian
Fall River (Mass.) Herald
St. Augustine (Fla.) Record
Protection (Kansas) Post
Drumright (Oklahoma) Journal
The New York Times
Staten Island (N. Y.) Advance
Catholic News (N. Y.)
Long Island City Daily Star
Columbus (Miss.) Discoverer
Freehold (N. J.) Transcript
Columbus (Kans.) Advocate
St. Paul (Nebr.) Phonograph
Palmdale (Calif.) Reporter
Stockton (Calif.) Record
Montebello (Calif.) News
Telluride (Colo.) Daily Journal
Rockyford (Colo.) Enterprise

La Nacion, Buneos Aires, Argentine
Burlington (Ia.) Hawk Eye
Porterville (Calif.) Recorder
East Rutherford (N. J.) Advertiser
Norwalk (Ohio) Reflector Herald
Gary (Indiana) Post Tribune
Catskill Mountain News, Margaretsville, N. Y.
Ector County News, Odessa, Texas
Atlantic County Republican, Mammonton, N. J.
Il Risveglio Coloniale, Pittsfield, Mass.
Eastland County News Ranger, Texas
Gray County Press, Pampa, Texas
West Texas Gusher, Odessa, Texas
Port Umpqua Courier, Reedsport, Oregon
Daily Record-Abstract, Portland, Oregon
North Arlington (N. J.) Plain Dealer
West Hudson Record, Kearny, N. J.
Bergen County Times, Hackensack, N. J.
Liberty Bell, Chicago, Illinois
Gloversville (N. Y.) Leader-Republican
Ionia County News, Ionia, Michigan
West Texas Gusher, Midland, Texas
Northwest Review, Winnipeg, Canada
The Saratogian, Saratoga Springs, N. Y.
New Jersey Courier, Toms River, N. J.
Escondido (Calif.) Times Advocate
Woodlawn (Pa.) Gazette
Greenville (Pa.) Progress
Richmond (Ind.) Item
Dallas (Texas) Times-Herald
Mangum (Oklahoma) Star

The Intertype Ideal News face, originally developed for *The New York Times*, has passed the rigid tests of optometrists and type experts throughout the country.

The Ideal News face is a *familiar* face, modified only in certain *details* to meet the mechanical problems of modern high speed newspaper plants.

All of its fundamental characters which made it live so many years have been preserved.

Write for specimen and literature showing why the Ideal News face is so easy to read.

Intertype matrices will run in other slug-casting machines

8 Point on Solid Slug

The Intertype News Series is meeting the approval of all those who believe that types should be made for the needs of the newspaper reader. The qualities which make the Intertype News Series easy to read are not free from the usual mannerisms of the standard newspaper type faces.

It's Familiar and Friendly.

The Intertype News Series conforms to the familiar and friendly design to which the majority of newspaper readers are accustomed, and yet gives a clearness to print which is not to be had by the use of ordinary lightface type. Intertype estab-

7 Point on Solid Slug

The Intertype News Series is meeting the approval of all those who believe that types should be made for the needs of the newspaper reader. The qualities which make the Intertype News Series easy to read are not free from the usual mannerisms of the standard newspaper type faces.

It's Familiar and Friendly.

The Intertype News Series conforms to the familiar and friendly design to which the majority of newspaper readers are accustomed, and yet gives a clearness to print which is not to be had by the use of ordinary lightface type. Intertype established the fact that easy to read type is familiar type. Unfamiliar type quickly tires the eyes. Intertype then set about to

6½ Point on Solid Slug

The Intertype News Series is meeting the approval of all those who believe that types should be made for the needs of the newspaper reader. The qualities which make the Intertype News Series easy to read are not free from the usual mannerisms of the standard newspaper type faces.

It's Familiar and Friendly.

The Intertype News Series conforms to the familiar and friendly design to which the majority of newspaper readers are accustomed, and yet gives a clearness to print which is not to be had by the use of ordinary light-face type. Intertype established the fact that easy to read type is familiar type. Unfamiliar type quickly tires the eyes. Intertype then set about to improve familiar type. The changes from old standards

5½ Point on 5 Point Slug

84TH, 19 WEST—Gentleman appreciating cleanliness; electricity; $7; breakfast. Hawley, Schuyler 3155.
84TH, 316 WEST (Apt. 2E)—Beautifully furnished double room; near bath; reasonable.
85TH, 342 WEST (Clarke Studio), professional people, business girl, elevator; references.
85TH, 327 WEST—Large, front; every convenience; housekeeping privilege; $10. Ludwig.
85TH, 119 WEST—2 rooms, bath, parlor floor; desirable front basement with kitchenette privileges.
85TH (2,345 Broadway)—Large front; private bath, foyer; kitchen privileges. Weaver (46).
85TH, 342 WEST—Lady share large room lady; piano, twin beds. Hallock.
85TH, 349 WEST—Charming large, sunny front living room: smaller, $8. Nash.
85TH, 349 WEST—Attractive room, private family; student or business women. 3W.
86TH (Riverside Drive)—Artistically furnished room; business women; references. Telephone Trafalgar 9667.

Write nearest branch for larger specimens

Standardized INTERTYPE TRADE MARK

Designed in 5½, 6½, 7 and 8 Point

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St.; *London; Berlin*

WITH THE GENERAL ADVERTISERS

American Oil Burner Association "Experimenting" with Local Dealer Campaign—New England to Spend $500,000—Publishers to Aid Maine Advertising Drive

AN experimental local dealer campaign is being run by the American Oil Burner Association in the newspapers of the home territory of one of the association's directors, J. D. Barnhill, executive of Lord and Thomas & Logan, advertising agency handling the account, informed EDITOR & PUBLISHER this week.

This is not to be confused with the campaign being conducted by the Oil Heating Institute, reported recently by EDITOR & PUBLISHER. The last named account, also handled by Lord and Thomas & Logan, was described by Mr. Barnhill as "a leadership campaign," conducted under a policy of paid space in the magazines and free space in the papers.

Larger manufacturers of oil burners are members of the Oil Heating Institute. They have agreed to contribute one per cent of their net factory earnings for advertising, and, under advice of Lord and Thomas & Logan are spending the sum raised exclusively in the magazines, according to Mr. Barnhill, who has informed EDITOR & PUBLISHER that the Institute is "a $500,000 account."

Leod D. Becker, is secretary of the American Oil Burner Association, New York, which is endeavoring to get its local dealer members to buy space in their home town papers. In this newspaper campaign, now "in the experimental stage," Lord and Thomas & Logan will simply provide the mats, Mr. Barnhill said. Mr. Barnhill declined to disclose in what city the experimental local dealer campaign was being placed. He also would not predict how many local dealer associations would buy space at local rates. He said the only one who knew how many local dealer associations there are was Mr. Becker, who had left New York this week to attend the sales convention of the Williams Oil-O-Matic Company to be held in Bloomington, Ill., June 6-7.

Railroads, hotels and state and community publicity bureaus in New England will spend $500,000 this year in advertising New England's recreational attractions throughout the entire United States and Canada, according to schedules recently sent to the New England Council.

New England advertisements will appear in newspapers as far west as Chicago and as far south as Washington, carrying the "Come to New England" message. Work by the New England Council is along the line of co-ordinating advertising effort in the interests of all New England.

Hugh Mitchell of New York, representing the H. K. McCann Advertising Company, has been in conference with the Maine Development Commission which, under present plans, will function July 16 in the expenditure of $100,000 in the next two years for advertising the State of Maine.

The commission will run a series of five or six quarter-page advertisements in newspapers of large cities such as New York, Boston, Cleveland and Detroit, calling attention to the industrial, agricultural and other advantages of Maine.

The Maine Daily Newspaper association has been asked by the commission to name a committee to aid the latter organization in advertising matters. The newspaper men named F. B. Nichols of the *Bath Times* and W. R. Reed of the *Bangor News* to serve on this committee. These appointments were made at the quarterly meeting of the association held in Augusta. Those present were Leigh D. and Charles F. Flynt of the *Augusta Kennebec Journal*, Fred. R. Lord and Roy Wardwell of the *Portland Press-Herald* and L. B. Costello of the *Lewiston Sun-Journal*.

Advertising, according to Miguel Suarez, chairman of the Cuban National Tourist Commission, greatly stimulated the influx of Americans into Cuba despite some of the adverse conditions created by the hurricane. More than 5,000 additional tourists visited Cuba during the past season.

Mr. Suarez is stopping for a few days at the Biltmore Hotel, New York. Magazines were used during the past year, but present plans call for an intensive newspaper campaign in the states east of the Mississippi River.

The Blanke Refined Health Coffee & Tea Corporation has been organized at St. Louis, with $450,000 capital stock, by C. F. Blanke, president of the C. F. Blanke Tea & Coffee Company, and his associates in the latter company. A national advertising campaign in magazines, newspapers and trade papers will be conducted through the advertising agency of Nelson Chesman & Co., St. Louis.

SELLING MARKET JOINTLY

Davenport (Ia.) Times and Democrat Issue Joint National Rate Card

The *Davenport* (Ia.) *Times* and the *Davenport Democrat* have issued a joint rate card for national advertising. E. P. Adler is publisher of the Times and Frank D. Throop is publisher of the Democrat.

Commenting on the move Mr. Throop said:

"The joint rate card of the Times and Democrat does not indicate a reorganization or the admission of the Democrat to the Lee Syndicate, but simply means that the Davenport market will be sold on one rate card with advertising appearing in both Times and Democrat.

"The new rate of 14 cents is a total of the rates charged by the Times and Democrat of the past. We newspapers feel that a market so sold is an advantage to the advertiser and provides better coverage and better cooperation with less expense of administration by advertiser and agency."

AD TIPS

Harry Atkinson, Inc., 322 South State street, Chicago. Placing the account of Bennett Products Company, Chicago.

Brooke, Smith & French, Inc., 206 Eliot street, Detroit. Has secured account of the Federal Motor Truck Company.

Chappelow Advertising Agency, 1709 Washington avenue, St. Louis. Placing the following accounts, R. E. Funston Company, St. Louis, shellers and packers of pecans; Stokely Bros. & Company, Newport, Tennessee, growers and canners of vegetables and Tebelmann Baking Company, St. Louis, cake bakers.

Crowell, Williams & Co., 612 North Michigan avenue, Chicago. Has been appointed to handle the advertising of Mme. Huntingford Laboratories, Chicago, manufacturers of a mouth wash.

Erwin, Wasey & Co., 844 Rush street, Chicago. Preparing a list on Carnation Milk Products Company, Oconomowoc, Wisconsin.

Groesbeck-Hearn, Inc., 415 Lexington avenue, New York. Now making plans for the National Onion Association.

Kling-Gibson Company, 310 South Michigan avenue, Chicago. Now placing the account of Vincennes Radio Company.

Pickus-Weiss Company, 307 North Michigan avenue, Chicago. Issuing schedules to newspapers generally on Hollenbach & Company, Chicago, manufacturers of sausages.

Spector & Goldensky, City Centre Building, Philadelphia. Has secured account of the Rath Manufacturing Company, Philadelphia.

Turner-Wagener Company, 400 North Michigan avenue, Chicago. Issuing schedules to daily newspapers on Mills Chemical Company, Girard, Kansas.

O. S. Tyson & Co., Inc., 16 East 41st street, New York. Placing account of the Lawrence Cement Company, New York, to advertise their Dragon Portland cement.

NEW OFFICERS OF BUSINESS PAPER GROUP



Officers of Associated Business Papers, Inc., photographed at French Li Ind., where the annual convention was held recently. They are (left to righ Frederick Feiker, New York, managing director; Joseph Bragdon, New Yo president; and Merritt Lum, Chicago, vice-president

ADVERTISING AGENCY AFFAIRS

A. R. Huffman Named Assistant Manager by Austin F. Bement, Inc.- Frowert Opens London Office—Howard Dickinson Retires from Agency Business

A. R. HUFFMAN has been appointed assistant manager of the Chicago office of Austin F. Bement, Inc. Formerly he was with Lord and Thomas & Logan, Chicago. For two and a half years he was a space buyer with Porter Eastman-Byrne Company, Chicago.

To serve American and French advertisers in England and South Africa, the Percival K. Frowert Company, Inc., New York advertising agency, has opened a London office, with Leslie Childers in charge.

Howard W. Dickinson, vice-president of the George Batten Company, retired from agency work on June 1.

R. S. Heaton has been appointed vice-president of the Prather-Allen Advertising Company, Cincinnati. He was recently head of the Cincinnati office of the Campbell-Ewald Company.

Henry F. Baker, recently president of the Pure Silk Hosiery Mills, Inc., Chicago and Chattanooga, Tenn., has joined the Corman Company, New York advertising agency.

The M. P. Gould Company, New York advertising agency, has announced the addition to its staff of R. S. B. Perry, formerly sales and advert manager of the Wilcolator Com Newark, N. J. He was one time the *Saturday Evening Post.*

S. H. Giellerup has returned t staff of the George Batten Com New York.

Agnes Carroll Hayward, western ager for the last five years of the F Presbrey Company, Inc., in Chicago opened up her own office as advert counsellor and specialist in advert to women.

Al Mades, formerly with se Seattle newspapers, has been appo manager of the Metropolitan Adv ing Service in the Central Bui Seattle.

The Advance Advertising Compar Cleveland, has been incorporated w capital of 500 shares of no par common stock.

GOLF MEET PLANNED

The champions of the Winter an rival Summer Advertising Golf L will contest for national golfing hon the Summer League tournament held at Cooperstown, N. Y., June 18

"The Largest Business of Its Kind in America"

HOTALING'S NEWS AGENCY

NEW YORK

Distributors of Out-of-Town Newspapers

RETAIL BRANCHES

NEWS-STANDS—43rd & Broadway
North End of The Times Bldg.

WOOLWORTH BUILDIN
Barclay St. Entran

FOREIGN NEWS DEPOT
The TIMES BUILDING

FROM "NEWSPAPER HEADQUARTERS," 308 West 40th STREET
We make five deliveries daily to the principal hotel news-stands.
(Call Longacre 4649)

Any daily, Sunday or weekly newspaper in the world secured. Lo prices quoted on quantity and standing orders.
Back numbers of New York and out-of-town newspapers carried in stock

THE PROVIDENCE NEWS is satisfied with the dependable service of their "CLINE SYSTEM" of Press Control

WESTERN REPRESENTATIVE
THE G. LOGAN PAYNE CO
CHICAGO, ST. LOUIS AND DETROIT

EASTERN REPRESENTATIVES
PAYNE, BURNS & SMITH, INC.
NEW YORK AND BOSTON

The Providence News

Providence News Block, 50 Weybosset Street
PROVIDENCE, R. I.

TREASURER'S OFFICE

February 24, 1927

Cline Electric Mfg. Co.,
47 West 34th Street,
New York City.

Attention Mr. R. J. Baker

Gentlemen:

We are pleased to express our complete satisfaction of the 100-H.P. drive installed by you last September. We find it to be a great improvement over our old drive, and due to the absence of back lashing it should materially extend the life of our press. Where we formerly found it necessary to replace shearing pins weekly, we have not made a replacement since the operation of the new drive. The automatic control is another splendid feature, and Mr. Coonan, the foreman of our pressroom, has said that its pick-up from one speed to another is remarkably steady and eliminates all jolting of press gears.

I know there are other excellent features about the drive which I do not now recall, but I take pleasure in saying it has given complete satisfaction, and we are delighted with its dependable performance.

Very truly yours,

T. J. Wakeman

Treasurer.

RIW:CEG

The Cline Electric Mfg. Co. furnish Motors and Control Equipments for Printing Presses and Auxiliary Machinery for Newspaper and Job Presses.

CLINE ELECTRIC MFG. CO.

MAIN OFFICE, CONWAY BUILDING, 111 W. WASHINGTON ST., CHICAGO, ILL.

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
SAN FRANCISCO
CALIFORNIA

CLINE SYSTEM — CLINE ELECTRIC MFG. CO. CHICAGO — QUALITY MARK SERVICE FAME — CLINE WESTINGHOUSE

EASTERN OFFICE
MARBRIDGE BLDG.
47 WEST 34th ST.
NEW YORK CITY

BUILDING NEWSPAPER CIRCULATION

Worcester (Mass.) Evening Post Brings 24 Carriers to New York —And Lancaster Intelligencer Comes, Too— Trenton Newsdealers Fined



Group of twenty *Worcester* (Mass.) *Post* carrier boys and four executives of the circulation department photographed at Grant's Tomb, New York, May 30. The boys won the trip to Manhattan in a recent contest for new readers. Standing in the rear now are (left to right): Martin J. Kelly, city district manager; Walter C. Beaudoin, county road manager; James T. Kelly, assistant circulation manager and I. Isenberg, county circulation manager. Standing at left, front row: F. W. Bope, promotion manager, *Editor & Publisher*.

AS a climax to a circulation contest among the carriers in Worcester and surrounding towns, the *Worcester* (Mass.) *Evening Post* brought the 24 winners to New York, May 28, on a three-day sightseeing trip.

The journey from Worcester to New London was made by bus, the rest of the trip by Sound steamer. In charge of the boys were James T. Kelly, assistant circulation manager; I. Isenberg, county circulation manager; Walter C. Beaudoin, county road man, and Martin J. Kelly, city district manager. The party made the Hotel McAlpin its headquarters, and were treated to the best of everything by the paper.

In planning the trip, H. H. Sloan, the Post's circulation manager, got in touch with F. W. Bope, promotion manager of EDITOR & PUBLISHER. Mr. Bope arranged the itinerary for the boys, making sure that they saw the sights of New York. Mr. Bope is shown with the boys in the picture reproduced above, taken by EDITOR & PUBLISHER's staff photographer at Grant's tomb.

John H. J. Kuntz, circulation manager of the *Lancaster* (Pa.) *Intelligencer and News Journal*, and Fred L. Kendal, city carrier manager, also brought a group of 17 boys to New York last week to see the sights. The trip was awarded for generally good route work.

Three Trenton newsdealers have been fined $100 each by Vice-Chancellor Bentley for violation of an order of the court of chancery for interfering with the sale of New York newspapers in Trenton.

The court granted an injunction against the Trenton newsdealers restraining them from interfering with New York newspapers pending a dispute over the prices of the newspapers. "Mickey" Tracey, Tony Calu, and John Fuccello were the defendants fined.

The oratorical contest on the Constitution conducted by a group of important newspapers has come to a close for this year.

The contest was under the direction of the American Publishers' Committee, consisting of Frank B. Noyes, of the *Washington Star*, chairman; Adolph S. Ochs, of the *New York Times*; Walter A. Strong, of the *Chicago Daily News*; William L. McLean, Jr., of the *Philadelphia Bulletin*; Frederick I. Thompson, of the *Mobile Register*; Irwin Kirkwood, of the *Kansas City Star*, and Harry Chandler, of the *Los Angeles Times*.

Sam Frank, assistant circulation manager of the *Bayonne* (N. J.) *Times*, sailed May 28 with his mother for a two months' tour of Europe. Mr. Frank is only 20 years old. He owns three trucks used by the Times in serving various dealers of the city. Nine years ago he was a newsboy for the Times.

Sidney D. Long, business manager of the *Wichita* (Kan.) *Eagle and Evening Eagle*, this week reported that the new evening paper has had a "remarkable welcome" by the city. On May 21, the paper printed a publisher's sworn affidavit giving the total city circulation as 16,348.

Morning and Evening Eagles are being offered at a joint rate of 20 cents a week, including the Sunday edition.

George Young, Catalina swim winner, will appear in Richmond, Va., June 25, under the auspices of the *Richmond News-Leader*, to participate in the newspaper's seventh annual water meet.

George L. Adams, formerly with the circulation department, *Seattle Times*, has established at 406 Battery street a new business, termed the Adams News Company, which is handling national magazines on a wholesale basis.

ADVERTISING SMOKER IN N. Y.

More than 2,500 tickets were sold for the smoker given on Friday evening this week at the 69th Regiment Armory in New York by the Advertising Men's Post of the American Legion. Money raised was to be given for Mississippi flood relief. In charge of arrangements were Herbert Schaeffer, of the William H. Rankin Company, and Frank Miller, of the Kelly-Smith Company, New York newspaper representatives. Both Mr. Schaeffer and Mr. Miller are vice-commanders of the post. James C. Brewer of the Seaman Paper Company is commander. The membership now totals more than 500.



The Indianapolis Radius

—Indianapolis and the 70-mile radius it directly influences.

—2,000,000 population—over 92% native born white.

—annual purchasing power $750,000,000.

—high standards of living and buying—Indianapolis, the twenty-first city in U.S., is thirteenth in retail sales.

One newspaper *sells* this rich market

HERE in the compact area of The Indianapolis Radius are 2,000,000 prosperous people, unified by race, geography, transportation, language, and mutual interest. . . . Every factor favorable to profitable selling is present here!

Indianapolis is the heart of trade for The Indianapolis Radius. It is the industrial center, the financial center, the jobbing center, the shopping center, the news center.

And fortunately for advertisers, one newspaper dominates the territory. In daily circulation, in advertising volume, in journalistic prestige, The Indianapolis News is the out-and-out leader—and has been so for years! The NEWS sells The Indianapolis Radius—no other advertising cost is necessary.



The INDIANAPOLIS NEWS *sells The Indianapolis Radius*

FRANK T. CARROLL, *Advertising Director*

New York: DAN A. CARROLL 110 East 42nd St. Chicago: J. E. LUTZ The Tower Bldg.

Virginia's Greatest Newspaper

The Richmond News Leader Leads in every phase of newspaper supremacy.

CIRCULATION: "The News Leader Covers Richmond Like A Roof" is a fact—not a mere slogan. There are only two other newspapers in the United States with as great a degree of saturation of their markets as The Richmond News Leader.

The News Leader also reaches and covers the thirty counties which comprise Richmond's trading area—making a total coverage of 550,000 people with a tremendous purchasing power.

The Richmond News Leader has the largest circulation of any newspaper in Virginia.

ADVERTISING LINEAGE: In both foreign and local advertising The News Leader leads in Richmond. In 1926 The News Leader gained 581,826 lines of advertising, while the other Richmond paper lost.

CONFIDENCE: The News Leader has the confidence of its advertisers—and of its reading public. The citizens of Richmond and a large part of Virginia have come to depend upon the reliability and the policy of The Richmond News Leader.

National Representatives

KELLY-SMITH COMPANY

Marbridge Bldg. New York City | Waterman Bldg., Boston, Mass. | Atlantic Bldg., Philadelphia, Pa. | Tribune Tower Chicago, Ill.

J. B. KEOUGH, ATLANTA, GA.

Advertise to Richmond and its Trading Area through Virginia's Greatest Newspaper

The Richmond NEWS LEADER

"On News Leader Square"

Covers Richmond Like a Roof

WHAT'S WHAT IN THE FEATURE FIELD

L. M. Siler of NEA Service, Finds Lindbergh a Good Newspaper Man—Current Radio New Feature Offered by International—Post Syndicate Has Insurance Feature

KINGS and the world in general have praised Capt. Charles A. Lindbergh as a courageous airman and an all-round likable fellow. Now L. M. Siler, of NEA Service, Inc., has "discovered" him as a really good newspaper man.

Since the *New York Times* had bought the rights to the Captain's signed stories on the New York to Paris adventure, NEA also wanted by-line material. Mr. Siler, who is manager of the New York bureau of NEA, found what he wanted in the detailed reports Lindbergh had made to the air-mail service covering the hair-raising escapes from death he has had in airplane accidents.

"These reports were as though written by a highly trained newspaper reporter," Mr. Siler said. "No detail was lacking. The stories didn't have to be 'dressed up' at all."

The reports made by Lindbergh made two separate articles, which were distributed to clients by NEA.

Austin C. Lescarboura, formerly managing editor of the *Scientific American,* is writing "Current Radio," offered by International Syndicate, Baltimore, Md.

Frank J. Williams has written a series of 15 articles for the Post Syndicate, Inc., New York, on "The Rise of the Great Insurance Houses."

Zoe Beckley, writer for Famous Features Syndicate, Inc., New York, is touring the middle west to obtain interviews with prominent women leaders for her forthcoming series on "Speaking of Prohibition."

George C. Clark, an artist formerly on the staff of the *Cleveland Press,* has joined the art staff in the New York office of NEA Service, Inc. He succeeds L. W. Redner, resigned. NEA has created a new strip, based on the Book of Knowledge. Text is being handled by W. R. Braucher, while art is by P. V. Bessey.

John T. McCutcheon, cartoonist for the *Chicago Tribune,* and John C. Shaffer, publisher of the *Chicago Evening Post,* are among the Chicago Hoosiers who left June 4 to attend the third annual Indiana Literary Field Day at Culver Military Academy, Culver, Ind.

Among the first biographies of Capt. Charles A. Lindbergh are those written by George B. Fife for the New York World Syndicate, and by M. D. Tracy for the United Press.

WOMEN IN ADVERTISING AND JOURNALISM

Dorothy Dayton, New York Sun, Interviews Mrs. Coolidge—Miss Saville, Christian Science Monitor, Named President of Boston Library Group—Mrs. Walters Heads Houston Club

DOROTHY DAYTON, special writer of the *New York Sun,* this week interviewed Mrs. Calvin Coolidge, Washington, reporting that the First Lady of the Land leads a more strenuous life as a house manager and a social leader than is generally known.

Miss Gladys L. Saville, librarian of the *Christian Science Monitor,* Boston, has been elected secretary of the Special Libraries Association of Boston, Mass.

Mrs. Bertie Lee Walters has been elected president of the Houston Woman's Advertising Club. Mrs. M. L. Gill was elected vice president; Mrs. E. B. Bennett, corresponding secretary; Miss Elizabeth Leavenworth, recording secretary, and Miss Mary Dickey, treasurer.

Miss Elmira Owens has been named society editor of the *Okmulgee* (Okla.) *Times.* She succeeds Mrs. Lillian Gardner Croom, who died two weeks ago.

Mrs. Irita Van Doren, editor of the *New York Herald Tribune* "Books" returned on May 28 from a six weeks' business trip to Europe.

Anna Cutler, writer of the Shoppers' Column of the *Cincinnati Enquirer,* has arranged to do her column and a monologue by radio every week for WSAI.

Miss Elizabeth Emmons has joined the *New York Herald Tribune* Institute staff as dietitian. Miss Emmons is taking the place of Lettie Gay, regular Institute dietitian, who is on leave of absence until November. Miss Emmons is a graduate of Cornell University, and has been writing booklets on home economics and food testing.

Miss Rose Seltzer of the *Cincinnati Enquirer* classified staff has been appointed first classified assistant by W. H. Hershey, classified manager.

Jeannette Carroll was re-elected president of the Women's Advertising Club of Providence, R. I., May 23.

Miss Martha Dalrymple, of the *New Orleans Item-Tribune* staff, has been appointed dramatic editor. She was on the staff of the *Chicago Daily Journal* two years and is a graduate of the University of Wisconsin.

THIRD DISTRICT ELECTS

Allen T. Pryor of Greensboro Heads Regional I. A. A. Clubs

Allen T. Pryor, of Greensboro, was elected chairman of the third district, International Advertising Association, at the final business session of the convention in Greensboro, Thursday, May 25. He succeeds B. Y. Kinzey, of Richmond, Va. Other officers elected were John Poole, of Washington, D. C., vice-chairman, and A. S. Myers, of Greensboro, secretary-treasurer.

The 1928 convention will be held in Greensboro next spring, this city being chosen unanimously for the second consecutive time. Reports of the various advertising clubs of the southeastern district, and discussion of the International Advertisers' Association convention, to be held at Denver, Col., at an early date, featured the closing session.

Plans for organizing advertising bodies in each of the eight states comprising the third district were announced.

MARRIED 67 YEARS

In its search for the oldest married couple in Brooklyn or on Long Island, to whom special honors will be paid in connection with the centenary of the Mansion House on Brooklyn Heights, on May 30, the *Brooklyn Eagle* has discovered a couple who have been married for 67 years and 6 months. This venerable Darby and Joan are Capt. and Mrs. E. Ruckman Wicks of Amityville, L. I., who were married on December 16, 1859, and who have ever since made their home in that Long Island village. Capt. Wicks is 90 years old; his wife is 85.

The Wichita Eagle

Kansas' Greatest Newspaper

Now Giving

A 24-hour News Service

Morning—Evening—Sunday

New Rate Card

Effective June 1, 1927

Morning Eagle .....15c. per agate line flat
Morning and Eve. Eagle 18c per agate line flat
Sunday Eagle .....17c. per agate line
Sat. Eve. and Sun. Morning, 20c. per agate line

Combination Not Compulsory

Evening Eagle sold only in combination.

The Wichita Eagle offers advertisers the greatest city, suburban and total coverage obtainable in Wichita.

Represented Nationally by

The S. C. Beckwith Special Agency

World Bldg., New York; 43 No. 61st St., Philadelphia; Union Trust Bldg., Chicago; Interstate Bldg., Kansas City; Syndicate Trust Bldg., St. Louis; Ford Bldg., Detroit; Atlanta Trust Bldg., Atlanta; Sharon Bldg., San Francisco; Higgins Bldg., Los Angeles.



20,681,928 Pairs of EYES

Think of this vast number of people—enough to fill the Sesqui Stadium at Philadelphia 137 times; the Yale Bowl 258 times; the Yankee Stadium 333 times —enough to fill to overflowing three cities like Greater New York.

All these people—nearly one-fifth of the entire population of the United States—are now enjoying the eye comfort that comes with the use of

TRADE LINOTYPE MARK

IONIC No. 5

Newspapers in all parts of the country, with a combined circulation of 6,893,-976, already have adopted it—and statistics tell us there is an average of at least three readers to each paper.

This is not the accomplishment of years, but of months—for Ionic was unheard of a year ago. Metropolitan dailies and rural weeklies find it equally well suited to their needs. It is made in four sizes—5½, 6½, 6¾ and 7 Point.

Ionic is a space saver, an eye saver, and a time saver in the stereotyping department and pressroom. It has the hearty approval of internationally known eye specialists, psychologists, educators, publishers, advertisers and readers.

The eyes of the world are on Ionic.

Mergenthaler Linotype Company

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

TRADE LINOTYPE MARK

Linotyped in Caslon No. 3 and Cloister except large title lines

PAID PUBLICITY MEN STIFLE NEWS ALONG RIVIERA—OFFICIALS HOSTILE

Difficulties of Reporting Told by Correspondent—Favorable Propaganda Demanded—Writers Summoned by Police —Anglo-American Group Growing

By A RIVIERA CORRESPONDENT

THREE years ago the French Riviera knew nothing about Anglo-American newspaper men. English and American syndicates and individual newspapers were largely represented by French reporters attached to one or another of the local French papers. A growing increase in the number of important British and American visitors and year-around guests, together with a realization that much important news on the Riviera had formerly been stifled by the paid publicity agents of the various centres, such as Monte Carlo, led first to the idea of sending "special correspondents" from Paris and London, and finally resulted in keeping English-speaking reporters in the district—some for the winter season and some the year around.

This rapid increase in the number of Anglo-American newspapermen on the Riviera has developed a peculiar situation. The French directors of the various cities' Boosters Clubs, the various hotel organizations, and the wide-spread and powerful propaganda department of Monte Carlo (which includes two clever English-speaking writers, whose business it is to supply the world with the proper sort of news regarding the gambling centre of the world) expressed themselves as amazed at the fact that the papers of England and America had not been satisfied with the former service. The French journalists who had formerly held the jobs then went out of their way to point out that the news that the newcomers were sending from the Riviera was often of such a sensational character that it could not be printed in the district. Reports of suicides in Monte Carlo—always officially denied by every person except those who were on the spot—were cited.

Some months ago a disaster of a landslide at Roquebilliere, near Nice, was by mischance reported in a prominent London paper as having occurred in a suburb of Nice. The town is actually situated 20 miles from Nice. The English correspondent was called before the police, and even after he had shown carbon copies of his telegrams and proved that an agency report, sent by a local Frenchman, was responsible for the error in his paper, he was told, that a second offense would result in his expulsion from France. Further comedy was added when the City Fathers of Nice announced that they intended to sue the said paper for libel.

The climax came when the report of troop concentration on both sides of the Franco-Italian border was sent from Nice. With a dozen tanks in plain sight in the Gare de Riquier (Nice) the authorities attempted to deny that there was any movement of troops or munitions. The Garibaldi arrest operated in Nice was denied until the prisoner had arrived in Paris. Two weeks after the Fascist affair had died down foreign correspondents learned that all of their telegrams which looked at all suspicious had been sent to the Prefecture for censorship before they were sent.

Then the war-clouds disappeared, the Roquebilliere disaster was seemingly forgotten—but the tourists failed to appear in the numbers expected. The officials and the local press made a determined assault on the foreign journalists, attempting to blame them for having killed the season. One English reporter, who was especially charged, attempted to prove that it was the high cost of living, following the lowering of the exchange rate, that had ruined the season. He wired a story giving comparative prices for food and drink, covering this year and last, and was eventually informed by friends that certain committees on the Riviera considered him undesirable. "Were my figures true?" he asked. "Certainly, but those are not the news items that should be sent regarding the Riviera." The Syndicate d'Initiative of Nice now subscribes to English press-cutting services so as to keep track of what the foreigners send.

Following the campaign against the foreign newspapermen conducted by the local papers and the local booster committees it was decided to form a club of foreign correspondents including any and all who wrote for papers outside of France, or for papers in France published in other than the French language. From 40 to 50 members were recruited. The new organization came near to blowing up at its second luncheon when the President of the Syndicate d'Initiative de Nice so apparently insulted one of the members, a doyen of the Anglo-American press association of Paris, that the remainder of the speeches had to be discontinued. The English journalist had but asked for co-operation between the local booster groups and the foreign press. The reply was to the effect that if he wanted his news with his coffee and rolls in the morning, etc.

A group of foreign journalists on the coast will for a long time prove an impossibility because of the language question. The make-up at present roughly includes 3 Americans; 14 British; 3 Germans; 3 Australians; 6 Italians; and a number more than equal to the above of Spaniards, Czechs, Austrians, Hungarians, Danes, Swedes, Russians (God knows what papers they write for), a Chinaman, a man from Indo-China, an Egyptian, etc. A majority of these men make their living from the news items they send regarding the activities of the Riviera colonies of their nationals. But very few other than the English and American and agency men ever send wires.

The Riviera is experiencing a death battle between two newspaper factions centred in Nice and the struggle for French journalists to gain control of the "syndicate of foreign journalists" has caused most of the English and American reporters tentatively to withdraw from the group, since they are unwilling to be mixed up in what may turn out to be an old fashioned political battle in Nice, centering around the election of a new mayor and the creation of new laws regarding foreigners in the district. It has seemed impossible to keep the journalists' club free from the city's influence and now it is reported that an unofficial offer has been made to do all possible for the foreign reporters, provided a Frenchman, friend of the administration of the city, is elected president.

When called before some unofficial censors relative to a wire sent the night before, an impulsive Britisher produced the front page of one of the leading local papers and read the headlines, "Los Angeles and its suburb Miami ravaged by typhoon." His questioned wire was to the effect that the French Mediterranean squadron had arrived at Nice. It was admittedly true.

But compared to the Riviera, Monaco is a graveyard for news. One English correspondent, who is now officially and admittedly in the pay of the casino, is attempting to arrange a Monte Carlo syndicate service for 20 British papers. If he succeeds he will gain a monopoly on British news from the principality.

News, cables and feature stories on the Riviera are yet untouched. This is partly because Paris, London and New York, do not realize that it is a day's work to go from Nice to Cannes—Nice to Monte—Menton to Hyeres—and find some person. But one fifth of the villas have phones. The rule of aristocracy is living at least a mile from a tram line.

Starting 1927 With Another Record of Advertising Gain

The combination rate of the San Antonio Expres and San Antonio Evening News is growing i favor—not only with local but national advertiser It provides a complete coverage of these two grea newspapers with the least possible duplication.

This, together with the confidence readers hav in The Express and Evening News and the influenc they have as a result of this confidence, is chiefly th reason why these two leading newspapers gaine 1,851,893 lines in 1926 over the previous big recor of advertising in 1925.

Continued recognition of the value of the Sa Antonio Express and San Antonio Evening News a advertising mediums was conclusively shown by th splendid patronage given these two newspape during the first four months of 1927.

Exactly 576,064 lines gained in 4 months

First 4 months in 1927	6,747,67
First 4 months in 1926	6,171,61
Gain	576,06

San Antonio Express
Every Morning and Sunday

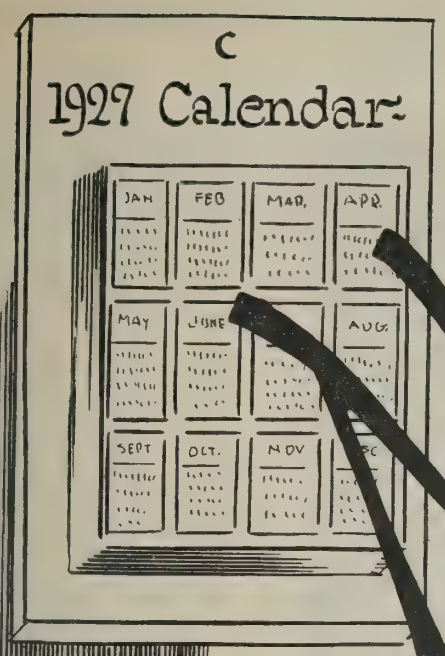
SAN ANTONIO EVENING NEWS
Every Evening — Except Sunday

Give maximum results from advertising. Take advantage of the combination rate.

The Service Department is prepared to give efficient co-operation to advertisers in their merchandising problems in San Antonio and Southwest Texas.

THE JOHN BUDD COMPANY
National Advertising Representatives

New York Chicago Saint Louis Atlar
San Francisco Los Angeles Portland



Now!—is the time to go after the South's increased buying power . . .

With business in the South on the up grade—with every branch of industry working at full speed—with the wealth and buying power of this prosperous and growing market constantly expanding—no section of the United States offers such a fertile field for obtaining quick, economical and thorough distribution for the *New* and *Growing South.*

These newspapers listed below have helped make the New South. They enjoy the confidence of its great mass of readers. They can help you establish your product.

Let your product grow with the New South.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
†Birmingham News Age-Herald...(E&M)	124,518	.27	.27
†Birmingham News .....(S)	154,360	.30	.30
*Mobile News-Item .....(E)	13,141	.05	.05
*Mobile Register .....(M)	23,326	.08	.08
*Mobile Register .....(S)	34,630	.10	.10
FLORIDA			
†Daytona Beach News.....(ES)	9,083	.065	.065
*Florida Times-Union (M) 50,640.....(S)	63,430	.12(S.15)	.12(S.15)
*Lakeland Ledger .....(E)	7,055	.03	.03
†Miami Herald .....(M)	44,668	.11	.11
†Miami Herald .....(S)	48,751	.12	.12
*Orlando Reporter-Star .....(E)	10,306	.06	.06
*Orlando Sentinel .....(M&S)	10,105	.06	.06
*Pensacola News and Journal....(E&M)	9,389	.07	.07
†††St. Augustine Record .....(E&S)	3,382	.04	.04
*St. Petersburg Independent.....(E)	12,874	.065	.065
*Tampa Times .....(E)	27,813	.08	.08
*Tampa Tribune (M) 41,400.....(S)	53,248	.10(.14S)	.10(.14S)
*West Palm Beach Post .....(M)	12,081	.07	.07
GEORGIA			
*Augusta Herald .....(E)	14,190	.05	.05
*Augusta Herald .....(S)	14,797	.05	.05
†Macon Telegraph .....(M)	25,011	.08	.08
†Macon Telegraph .....(S)	25,011	.08	.08
*Savannah Morning News (M), 21,766.(S)	22,691	.06(.07S)	.06(.07S)
KENTUCKY			
*The Lexington Leader.....(E)	19,739	.07	.07
*The Lexington Leader .....(S)	19,772	.07	.07
†Paducah Sun .....(E)	9,695	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
*Greensboro Daily News.....(M)	30,066	.08	.07
*Greensboro Daily News .....(S)	33,311	.09	.08
*Salisbury Post .....(E)	7,718	.04	.04
SOUTH CAROLINA			
*Columbia State .....(M)	23,096	.08	.08
*Columbia State .....(S)	25,242	.08	.08
*Greenville News & Piedmont.....(M&E)	36,285	.11	.11
*Greenville News .....(S)	25,199	.08	.08
*Spartanburg Journal .....(E)	4,471 }	.05	.05
*Spartanburg Herald (M) 6,943.....(S)	9,048 }		
TENNESSEE			
*Chattanooga Times .....(M)	31,623	.10	.10
*Chattanooga Times .....(S)	31,078	.10	.10
†Memphis Commercial Appeal .....(M)	103,168	.18	.18
†Memphis Commercial Appeal.....(S)	136,115	.25	.25
*Nashville Banner .....(E)	59,574	.11	.11
*Nashville Banner .....(S)	59,843	.12	.12
VIRGINIA			
*Danville Register and Bee.....(M&E)	15,660	.06	.06
*Danville Bee and Register.....(E&S)	20,919	.07	.07
*Newport News Times-Herald.....(E)	8,394 }	.05	.05
*Newport News Daily Press.....(S&M)	5,777 }		
*Roanoke Times & World News...(M&E)	27,321	.08	.08
*Roanoke Times .....(S)	16,912	.07	.07
*Staunton News-Leader (M), Leader..(E)	7,064	.035	.035

* A. B. C. Statement, March 31, 1927.
††† Government Statement, March 31, 1926.
† Government Statement, March 31, 1927.

ALERT COAST GROUP SCANNED LEGISLATION

California Publishers Warded Off Censorship Attempt and Legal Rate Tinkering in Last Legislature

The California Newspaper Publishers' Association, headed by Harry S. Webster, business manager of the *San Bernardino* (Cal.) *Sun and Telegram*, in a campaign before the California legislature for protection of the newspaper interests, headed off attempts at censorship, saved the statutory safeguards for a legal newspaper and prevented the abolishing of legal publications that would have taken thousands of dollars in annual revenue from the newspapers.

The legislative session recently closed in California marked the first united effort of the newspapers of the State to be on the job at the State capitol as a business organization.

In co-operation with the California Press Association, Executive Secretary Ben H. Read of the California Newspaper Publishers' Association was stationed at the capitol for the greater part of the legislative session, establishing an office from which bulletins were issued to the newspapers of the State and closely watching all legislation that might affect newspapers.

"Two particularly obnoxious measures were killed off that would have been annoying to publishers had they become law," declared Mr. Read. "These were inaugurated by women's clubs in one portion of the State. One of them made it a misdemeanor to print the name of any person under the age of 16 years in a newspaper story of any crime. The other made it a misdemeanor to print the name of the victim of a statutory offense. The publishers' association opposed these measures on the ground that they were unnecessary and imposed an unwarranted censorship, because all newspapers respect the good names of women and children.

"A bill to wipe out all of the qualifications for a newspaper of general circulation, qualified to print legal notices, and thus permit any sort of a sheet to carry these notices, was personally headed off by President Webster, after it had reached the floor of the Assembly. An amendment was sponsored by the association to the law requiring a newspaper to do all of its mechanical work at the office of publication in order to qualify for printing legal notices. Under the amendment, which has been signed by the Governor, it will hereafter be necessary for a newspaper to do only 50 per cent of the composition and 50 per cent of the press work at the place of publication in order to qualify as a legal newspaper. Court decisions had made the former law so drastic that practically no newspaper in the State could meet its provisions."

Measures attempting to require newspapers to accept all city legal notices "at a reasonable rate," which publishers interpreted to mean any rate city trustees might determine as "reasonable" and to print county legal advertising at a rate no higher than the commercial display rate of the newspaper, were defeated.

A series of bills, which sought to abolish requirements for publication of notices in certain transactions involving estates and permit the notices to be only "posted," were amended to retain publication requirements.

"Newspapers gave support to the program of the Committee on Revision of the Criminal Code," continued Mr. Read, "which put teeth into California's anti-crime laws and also were favorable to a measure which permits any municipality to levy up to five cents on the $100 valuation for advertising purposes and a similar measure raising the amount counties can levy for advertising purposes from two cents on the $100 valuation to four cents."

HEARST REPRESENTATIVES MEET MUSSOLINI



E. B. Hatrick, who has charge of all of the W. R. Hearst film interests, is here shown photographed at Rome with Premier Mussolini at the conclusion of a conference which resulted in an arrangement between the Instituto Nazionale L. U. C. E. and the Hearst news-reel interests for the exchange of pictures.

The municipal advertising levy bill will have far-reaching effects, as it gives the smallest communities power to advertise themselves in outside mediums as well as in the local press. Even communities of as few as 1,000 inhabitants thus find themselves able to raise by taxation a $500 advertising fund. While towns of ten or fifteen thousand population will have enough money to advertise throughout their section of the State.

"Our investigation into legislation has aroused us to the vital necessity for newspapers to give more attention to what is going on in their State legislatures and at the national capital," Mr. Webster pointed out. "In this day of direct legislation it seems that 'to the alert goes protection.' Other lines of business have found it necessary to watch legislation and the California Newspaper Publishers' Association expects to make that one if its major activities."

FIRE DESTROYS PLANT

The plant of the *Garden City* (Kan.) *Weekly Telegram* was destroyed by fire May 26. Frank Ewing is owner and publisher. The Telegram is being printed in the plant of the *Herald*.

From the Linotype Mailbag

"Can Count on Prompt Response"

"It is so satisfactory to know that whenever we write you or order any parts from your company, we can absolutely count on a prompt response. It is the best service we have ever come in contact with, and, by the way, our experience has furnished us a field to make comparisons with."

BROYLES & CAMPER

Chico, Calif.



HOLDING ROTO EXHIBIT

How copy is prepared for the rotogravure section of the *Chicago Tribune* is shown in an exhibit in the local advertising conference room in the Tribune Tower.

LOYALTY CAMPAIGN STAR

Peoria Merchants to Use 230 N paper Pages in Year's Time

The Local Loyalty League of P Ill., consisting of 344 firms and viduals is sponsoring a "Trad Peoria" campaign in co-operation the *Peoria Journal-Transcript* whi to run one year and includes 230 of paid newspaper space. Billbo booklets and Loyalty League P stamps will also be used to stres idea.

First newspaper copy appeared cently warning citizens against ordered merchandise which ar through the mails with the request it be kept and payment sent by r mail.

The League's campaign was lau with an eight-page special Peoria torial Section in the Journal-Transc

MORE LOCAL LINEAGE FOR YOUR PAPER DAY BY DAY

To attract and keep foreign advertisers your local display records must show a regularity day in, day out, year after year.

We make active weekly or semi-weekly accounts out of dead local prospects—and without extra cost to you. Write for particulars.

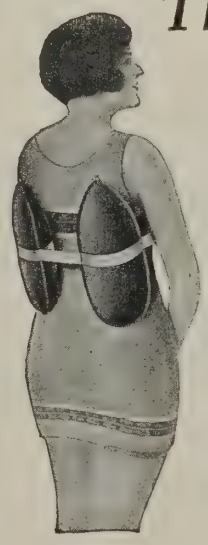
THOS. W. BRIGGS CO.

Columbian Tower Building

MEMPHIS, TENN.

Here Are Two Real Circulation Boosters

The TORPEDO FLOAT



—an ideal summer premium. Every man, woman and child wants this practical TORPEDO FLOAT that changes bathers into swimmers. It is the simplest, safest, latest, most sought after swimming device made. As a circulation builder it has no equal. The price is so low that every newspaper and magazine can afford to use it in substantial quantities.

The BIFF BAG

If you want a good all year around premium the BIFF BAG is your best bet. Every boy and girl likes it and they all want it. The price is right.



Send for quantity prices and catalog containing a number of other Airubber products.

Publishers Space Selling Service

49 West 45th Street New York City

EDITOR & PUBLISHER

as usual

will spread a feast of
unusually good things

in honor of

The Annual Convention of the International Advertising Association

to be held this year in Denver

June 26 to June 29

The June 25th issue will be the "I. A. A." Convention Number

From cover to cover its contents will be of a nature to rivet the attention of every individual who will be in attendance at the Convention deliberations —in other words, of the entire newspaper and advertising craft.

There will be special articles in just the right key and on just the livest subjects—there will be many interesting and vitally important compilations, prepared especially for this number—there will be plenty of pictures and of the Convention "small talk" for which EDITOR & PUBLISHER is always and everywhere famous.

Despite the distance, arrangements have been perfected to place a copy of this issue in the hands of every delegate personally almost the moment he arrives in Denver.

But few issues of any business publication can have as much certainty of being seized upon with avidity or read with eagerness as this great I. A. A. Convention Number.

What a wonderful opportunity does the June 25th issue present to you, if you have anything to say to newspaper and advertising men, at a time when their whole thinking will be concentrated on the theme of the hour.

Your newspaper—your product—your service—belongs as a part of what EDITOR & PUBLISHER will be to its readers and do for them at this time of times for the newspaper man and the advertising man.

And—don't forget that the thousands of EDITOR & PUBLISHER readers who stay at home will be just as keen to know what you have to say as those who attend the Convention.

Advertising forms close promptly on June 20th

Would you like to know more about it? Or, as you must know how admirably this Convention Number always functions, how much space shall we reserve for you?

J. S. METCALFE, DEAN OF STAGE CRITICS, DIES

Served 36 Years on Life, Later Joining Wall Street Journal—Once Editorial Writer and A. N. P. A. Manager

James Stetson Metcalfe, 68, dean of New York dramatic critics, and one time manager of the American Newspaper Publishers Association, died at his New York home on May 26. He had been living in retirement for some time. His last position was dramatic editor of the *Wall Street Journal.*

Mr. Metcalfe was born in Buffalo, June 27, 1858, the son of James Harvey Metcalfe, a banker, and Erzelia Frances Stetson. He was educated at Phillips Andover Academy and graduated from Yale in 1879, receiving the degree of Master of Arts in 1892.

From 1883 to 1884 Mr. Metcalfe was editor and publisher of *The Modern Age,* and he was an editorial writer on the *Buffalo Express* from 1884 to 1885. In 1886 he became editor of the *People's Pictorial Press* and was manager of the American Newspaper Publishers Association from 1886 to 1889.

For 31 years Mr. Metcalfe was dramatic editor of *Life,* in addition to being a stockholder in the publication. For several years he was also literary editor and art editor of Life, and once managing editor of the *Cosmopolitan Magazine.* He was associated with *Judge* in 1921, and in 1923 became dramatic editor of the Wall Street Journal.

Recently Mr. Metcalfe celebrated his fiftieth year as a dramatic critic at a banquet given by the informal supper club of critics—the First Nighters—of which he was president. Thus he was the undisputed dean of American critics. In 1915 the Metcalfe dramatic prize was established at Yale; in 1918 he received the Chevalier Legion of Honor.

As a dramatic critic, Mr. Metcalfe's life was more than unusually interesting. In 1905 he was barred from practically all the New York playhouses, 47 in number, and instituted suit against their owners. He charged them with a conspiracy to keep him out of the theatres because of his reviews of their productions. But a bill was later introduced at Albany which made it a misdemeanor to refuse to sell a theatre ticket and grant admission to persons applying therefor.

While at the height of her career, Bessie Tyree retired from the stage and was married to Mr. Metcalfe in 1904. At every first night the couple was conspicuous.

SAMUEL E. CARROLL

President and General Manager, Keokuk (Ia.) Gate City, Dies

Funeral services were held in the Christian Church, Keokuk, Ia., May 27, for Samuel Edgar Carroll, 65, president and general manager of the *Keokuk Gate City* and secretary-treasurer of the Iowa Daily Press Association. He had been prominent throughout his life in the Iowa newspaper field. The body was taken to Perry, his old home, for burial.

Mr. Carroll was born near Oquawka, Ill., April 1, 1862, and spent his boyhood in Washington, Ia. His first newspaper experience was in Greenfield, Ia., and later he became publisher of the *Adel Record* and retained ownership of that paper while serving as city editor of the old *Des Moines Leader,* then owned by the late Henry Stivers. In 1891 he moved to Perry and published the *Perry Bulletin,* moving in 1904 to Iowa City as publisher of the *Iowa City Daily Press.* He purchased the *Republican* and *Weekly Democrat,* merging the three papers as the *Iowa City Press-Citizen.* In 1922 he sold his interest in that paper and came to Keokuk, purchasing interests of Charles E. Warwick and becoming associated with P. R. Findlay in the Gate City. Two years ago he acquired the Findlay interests. Last year he was made president and general manager of the paper.

Surviving are his wife, two sons, Dale E. and Clarence C. and four brothers.

SIR JOHN S. WILLISON DIES IN TORONTO

Noted Canadian Journalist Was First Newspaper Man Knighted by King—Edited Toronto Globe —Noted as Author

Sir John Stephen Willison, K.B., LL.B. 71, one of the best known Canadian journalists died in Toronto, Can., May 27. His name has become familiar throughout the Dominion as the editor of the *Toronto Globe,* the *Toronto News,* and as an author and public speaker. Sir John's knighthood and his honorary university degree came to him in recognition of his journalistic services. He was the first working journalist to be singled out by the King for special honors.

A native of Huron County, Ontario, Sir John got his early newspaper training in London, Ont., and in Toronto. In 1908 he was made Canadian correspondent for the *Times* of London. He was editor-in-chief of the Toronto Daily News from 1902 to 1917. He was president of the Canadian Reconstruction Association from 1918 to 1921, and was also president of the Municipal Banking Corporation.

Long recognized as an authority on the relations of Canada with the United States, he was the author of "Anglo-Saxon Amity," "United States and Canada" and "The New Canada." He married Rae Wood Turner, president of the Canadian National Ladies' Guild for Sailors. Of their two sons one was killed in action in France in 1916.

JOHN GOLOBIE

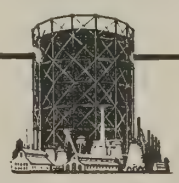
Pioneer Oklahoma Editor Dies—Completes Book in Hospital

John Golobie, pioneer Oklahoma editor who recently sold his interest in the *Guthrie* (Okla.) *State Register,* weekly, to his partner J. M. Dolph, died May 30, in Oklahoma City. He had recently finished his autography "A Citizen of Six Centuries" publication of which will be directed by Victor Murdock, editor of the *Wichita* (Kan.) *Eagle.* The manuscript was written in Mr. Golobie's hospital room.

Golobie wrote his life story in the shadow of death, his physicians advising him that in all probability he could not live to complete it.

The title is "A Citizen of Six Centuries" because of the author's belief that the people of the little Jugo-Slavian valley where he was born in the 1850's had not progressed in civilization to within 600 years of the land to which he came, an illiterate immigrant youth.

The immigrant lad became a power in Oklahoma press and politics, and his



FOR linotype, stereotype and mat work—and in the engraving and photographic departments—there is no other source of heat so dependable as

GAS

In your business, as in your home, whatever the need for heat, "You can do it better with Gas."

American Gas Association
420 Lexington Ave., New York City

funeral was attended by hundreds of prominent citizens, as well as high state and city officials.

Obituary

LEO V. RYAN, 40, formerly a copy-reader on the *Indianapolis Star* and *Indianapolis News,* died last week in Detroit where he had gone two weeks before to work on the copy desk of the *Detroit Times.* Ryan died of a heart attack while at work on the Times copy-desk.

HERBERT W. BOWEN, 71, former U. S. minister to Venezuela, died in Woodstock, Conn., recently, He established the *Yale Daily News,* one of the first college dailies in the country.

MRS. ORRIN J. DAVID, wife of O. J. David, one of the publishers of the *Seattle* (Wash.) *Daily Journal of Commerce,* died at the Swedish Hospital in Seattle, Tuesday, May 24.

G. T. KLINE, 36, member of the *Salt Lake City Tribune's* circulation department, died recently from a heart attack.

PETER E. GILSON, a member of the advertising department of the *Boston* (Mass.) *Globe* for the past 12 years, died at his home in Waltham, Mass., May 24, following an attack of pneumonia.

SAM S. CASSIDY, editor, owner and publisher of the *Mountain Scorcher,* a Democratic newspaper, printed at Whitesburg, Ky., died recently at Morehead, N. C.

GILBERT S. BLACKTON, 24, a district circulation manager for the *Columbus* (O.) *State Journal,* died this week.

CAPT. CHARLES S. CONNER, former newspaper editor, died at Pasadena, Cal., May 20 after more than a year's illness. Prior to 1919 Capt. Conner had worked on the staffs of the *New York World, Washington* (D. C.) *Times,* and the old *Los Angeles* (Cal.) *Tribune.* He was at one time publicity director of the National Cash Register Company and advertising manager of the Internatic Time Recorder Company.

WILLIAM KNIGHT, former sport writer for the *Providence* (R. I.) *Jc nal,* and recently head of a Provide publicity agency, died at City Hospi Providence, May 23, of tuberculosis.

CLARENCE EUGENE COLLIER, 53, fc man of the *Dallas Dispatch* compos room, died suddenly at his home recen Collier, native of Tennessee, had b with the Dispatch 16 years.

CHARLES E. CHASE, 81 years old, sociated with his son Ace Chase in publication of the *Ankoa* (Minn.) *Her* died May 27 from injuries received w run down by an automobile. He born in Lincoln Center, Me., May 1846, and went to Minnesota in 1873. was also the father of Ray P. Ch Minnesota state auditor.

J. W. BURGESS, founder of the *D ville* (N. Y.) *Breeze,* who years made a national name with his colu under the signature of "Old Zimr hackle," died recently in California.

WAYNE GRISWOLD, 82, chief solic and director of the *Montreal Stand* died May 26 at his home. He had b ill since last November. He came Canada from the U. S. in the early se ties and joined the advertising staff the *Montreal Star.* Several years l he returned to the United States and interested in the steel and iron busin having offices in New York. In 191 returned to Montreal and joined the vertising staff of the *Witness.* He later with the *Herald* and eight y ago went to the Standard.



In 27 Daily Installments

A smashing new serial in which "The Gray Phantom," lovable adventurer outwits the police, on one hand, and an underworld gang on the other, to clear his name of murder and rescue his sweetheart.

Not a Sequel to Any Other Story

LEDGER SYNDICATE
Independence Sq., Philadelphia

If I would

"just be a good boy" . . .

then, I have been promised in the due course of time I'll inherit a newspaper property with established earnings of more than $100,000. . . . But I'm

NOT MADE THAT WAY

I refuse to stand still. That's what I should have to do if I were to remain "a good boy."

In seven years since graduating I have sold advertising, done all manner of reporting, been assistant city editor, circulation manager, financial editor, and legislative correspondent.

NEVER! ! !

I never have stood still. I won't now, and never will.

My job is probably "safe" until I resign, unless this ad peeves my very kind and well-intending boss. (He's much more than boss to me.)

But there must be an opportunity somewhere worth the surrender on my part of what is called a "sure thing." This opportunity should be accompanied by $10,000 a year.

Box No. C-647
Care Editor & Publisher

ORGANIZE CRIME STUDY COMMISSION



American Crime Study Commission was organized in the Hotel Stevens hicago May 30, by a group which included eminent jurists from all parts he country. In the photograph are (seated, l. to r.): Judge Carlos S. ly, Superior Court, Los Angeles; Judge W. W. McCrory, San Antonio, , District Criminal Court; Former Governor Chas. Whitman, New York, rman of the conference and president of the American Bar Association; iam Randolph Hearst and Judge Ben Lindsey, Denver. Standing, (l. to r.): . Meigs, publisher, *Chicago Herald and Examiner*; Geoffrey Konta, New attorney; Bradford Merrill, general manager of the Hearst newspapers; es T. Williams, Jr., Washington, editor, Universal Service; William C. den, president Chicago Bar Association; Judge A. C. Backus, Milwaukee; C. Butler, president Illinois Association for Criminal Justice; Sanford s, Commissioner of Corrections, Massachusetts; Judge Manuel Levine, Court of Appeals, Cleveland; and Judge Frank Murphy, Recorder's Court, Detroit

REPRESENTING THE NEWSPAPERS

Frank Duffy Elected President of Six Point League in New York— Thomas F. Clark Company to Represent St. Petersburg (Fla.) Independent After June 30

RANK DUFFY, president of the hn Budd Company, was elected ent of the Six Point League of aper Representatives of New York annual election held June 2 at the tising Club. He succeeds F. St. Richards, *St. Louis Globe-Dem-*

rge A. Riley, American Press As- on, was re-elected vice-president, W. D. Ward, was re-appointed rer. W. A. Snowdon, of Story, s & Finley, Inc., was chosen secre- relieving George W. Brett of the ltz Special Advertising Agency. nbers of the executive committee T. E. Conklin, Veree & Conklin; Finley, Story, Brooks & Finley; Prudden, Prudden, King & Prud- H. G. Halsted, Paul Block, Inc.; . Lawrence, Williams, Lawrence & er; M. P. Linn, S. C. Beckwith l Agency; M. D. Bryant, Bryant, n & Brunson, Inc.; F. P. Motz, John M. Branham Company; John a, of O'Mara & Ormsbee; and ichards.

League at the annual meeting also teps to provide further legal repre- on in the case of the Federal Trade ission's complaint.

rank Duffy, the new president of eague, has been in the special business for 36 years, the last which have been spent with the Budd Company, he now heads. n he was 16 years old, Mr. Duffy selling newspaper space in New The year was 1891. Those were ys when 34th street was way up nd most advertising agencies were nal street. First he worked with Eiker, who represented the *Chi- Herald*, the *Buffalo News*, and the *rgh Dispatch*. Mr. Eiker had in the old Tribune Building. r Mr. Duffy became associated . J. Billson, a famous special who large list of newspapers. His next tion was with Veree & Conklin, he remained two and a half years joining the John Budd Company. uffy became president of this com- ast year at the death of Mr. Budd, illed his business to his employees.

Mr. Snowdon, the secretary-elect, has been connected with Story, Brooks & Finley for the last 15 years. Prior to that time he was a member of the staff of the *Philadelphia North American*.

The Thomas F. Clark Company, Inc., has been appointed national advertising representatives of the *St. Petersburg* (Fla.) *Evening Independent*, effective June 30.

PATRICK DALY

Patrick Daly, for more than 40 years editor of the *Canadian Freeman*, dropped dead at his home at Kingston, Ont., on May 26 after motoring with his daughter from Ottawa. The late Mr. Daly for the past few years had been employed in the reading room of the House of Commons.

DAILIES GIVE LUNCHEON

Visiting newspaper writers in Galveston reporting the international beauty pageant May 23, were entertained by the *Galveston News and Tribune* at luncheon at the Hollywood Dinner Club.

SUPREME
METAL FURNACE
For Remelting and Refining Metals
IMPROVED SIMPLEX METAL FEEDER
For Composing Machines
ALFRED W. CHANNING, Inc.
Manufacturers and Distributors of Equipment for Printers
27 Thames St., N. Y.

First:—

to announce Lindbergh's entry for the transatlantic flight

to make known Byrd's plans for a New York to Paris flight

Mail Pilot Files Entry for Paris Flight; C. A. Lindbergh Will Fly a Ryan Monoplane

WASHINGTON, Feb. 28.—Formal entry for the Orteig prize of $25,000 offered for the first non-stop transatlantic flight between New York and Paris was filed with the National Aeronautic Association here today by Charles A. Lindberch of St. Louis, Mo., who will pilot a Ryan monoplane.

This is the second formal entry for the flight, a previous one having been made by Lieut. Commander Noel Davis.

Lindbergh is an air mail pilot and flies between St. Louis and Chicago. Twice within the latter part of 1926 he narrowly escaped with his life and was forced to make parachute descents, abandoning his plane in a fog at night when the motor failed him.

The first accident occurred Sept. 16 while en route from Lambert, St. Louis Field, to Chicago, when the engine died in a fog at an altitude of about 5,000; the second occurred under similar circumstances on the same journey the night of Nov. 3 at an altitude of 13,000 feet.

In filing his entry today Lindbergh stated that he would use a Ryan monoplane equipped with Wright J-5 Whirlwind engines. The plane is understood to be under construction on the Pacific Coast.

The entry was accompanied with a certified check for $250, as required in accordance with the regulations for the contest. Lindbergh would now be able to make a start any time after April 25, as the regulations specify the entry must be filed sixty days prior to the start of the flight.

Commander Richard E. Byrd and Floyd Bennett are also understood to be planning to enter the contest for the Orteig Prize.

It is also understood that Captain Rene Fonck, the French ace, who made an unsuccessful attempt last Autumn, will make another attempt in the Spring, and that a new Sikorsky plane is being built for him and will be ready about May 1.

The above story was supplied exclusively to newspaper clients of the Capital City News Association, in its service of February 28.

The service of the Capital City News Association covers the principal executive departments of the government including the White House, State, War and Navy Departments, U. S. Shipping Board, Embassies and Legations.

It constitutes a *complete protective service* within the territory it covers besides furnishing a large proportion of *exclusive* material.

The service is either delivered to Washington Bureaus or sent direct to newspapers by wire collect. It averages 2500 to 3000 words daily and a summary of 500 words or any length above may be obtained.

Now serving leading newspapers in New York City and throughout the United States

Capital City News Association

517 Bond Building, Washington, D. C.

Wilfrid Fleisher, Publisher — Robert T. Pell

COURT RULES LEGAL ACTIONS BEGUN BY SUMMONS ARE PRIVILEGED

New Decision Gives N. Y. State Newspapers Greater Latitude in News Coverage—Case Against N. Y. Post Remanded for New Trial

NEW YORK STATE newspapers are given greater license in the publication of facts concerning legal actions instituted by summons in a decision handed down May 31 by the Court of Appeals, Albany, reversing the decision of the Appellate Division, First Department, which reversed a judgment of the New York Supreme court of $8,000 in favor of Mrs. Annie McCoy Campbell, New York Christian Science practitioner, against the *New York Evening Post.*

The lower court had also dismissed the complaint, which is now reinstated and a new trial granted with costs to abide the result.

In writing the opinion of the court, Judge Cuthbert W. Pound, says: "An action is begun by the service of a summons, with or without a complaint. The summons is the mandate of the court and is subscribed, except where the party appears in person, by an attorney or an officer of the court. A law suit, from beginning to end, is in the nature of a judicial proceeding. The service of a summons begins the suit. A newspaper may publish of A that B has begun an action against him by the service of a summons. No reticence is demanded on that score. It may go further and state that the complaint has been filed in the county clerk's office. To stop there, and hold that the newspaper states the contents of the complaint at its peril, is to revive a rule of privacy in relation to litigants that no longer exists. To say that privilege protects the publication of the complaint when the summons is served by order of the court on a non-resident and does not protect the publication when the defendant is a resident is to state a distinction that has no basis in common sense. We are not bound to keep up such frivolous legal fictions.

"Judicial proceedings in New York include, in common parlance, all the proceedings in the action. We may as well disregard the overwhelming weight of authority elsewhere and start a rule of our own, consistent with practical experience."

Judge Pound discussed the argument that an action instituted by the service of a summons may not be further prosecuted and a complaint may never be served or filed and declared that a newspaper is not bound to await the outcome of any action before being permitted to publish a fair account of whatever facts may be learned from the papers served or filed.

The action of Mrs. Campbell was the first of five libel suits to reach the highest court and David Paine, counsel for the Post, argued the proposition of privilege in the face of many contrary decisions on the subject in other states, and his views are now unreservedly upheld by the court. The publication in the Post of March 30, 1922, was a rewrite of a story in the morning edition of the *New York Times,* written by Bruce Rae and gave the details of a fraud action instituted against Mrs. Campbell and Allen A. Canton by Mrs. Elizabeth S. Nichols, a wealthy patient of Mrs. Campbell. It was then begun by the service of a summons and later a complaint was served and filed in the county clerk's office, where they were seen by Mr. Rae, who also called on Mrs. Campbell and discussed the case with her. She testified at the trial that she requested that the story be not published, which was denied by the reporter. The complaint alleged that through the influence of Mrs. Campbell, Mrs. Nichols was induced to purchase $10,000 worth of stock in a corporation in which Canton was interested and to loan her $6,000. Mrs. Nichols never prosecuted the action and two years after its inception consented to a discontinuance when she discovered after a full investigation that Mrs. Campbell had not obtained the money and the charges of fraud could not be sustained.

Her counsel, W. Davis Conrad, argued that the pleadings on file in the county clerk's office did not constitute a judicial proceeding of which a fair account may be published. Mr. Paine contended the pleadings served and filed according to established legal procedure did constitute a judicial proceeding and were privileged, and made especially so when a party to the action had made a statement and commented on the contents of the pleading. The court, however, did not base its reasoning on this fact in holding the pleadings to be a judicial proceeding and privileged.

INJUNCTION SUIT DISMISSED

Syndicate Features Taken from Portland Telegram Remain with Journal

(*By telegraph to* EDITOR & PUBLISHER)

PORTLAND, Ore., June 1.—The court fight made by the *Portland Telegram* to prevent the *Portland Oregon Journal* from publishing certain comic-strip features used by the Telegram under contract with the Bell Syndicate, Inc.; of New York was dismissed today by Circuit Judge Bagley, who had been called here to decide whether or not the Telegram was to be granted an order to permanently restrain the Journal from using these features.

Judge Bagley held that the contracts between the Telegram and the Bell Syndicate were personal contracts and non-assignable, and for that reason if sold as part of the assets of the bankrupt estate of the Telegram the purchaser would get nothing.

Judge Bagley also held that under the facts the Journal had done nothing to induce the Bell Syndicate to breach its contract.

In his ruling the judge held that the contracts are still existing, but were withdrawn instead of being cancelled by the syndicate, the breach being made after the Telegram Publishing Company had been adjudged bankrupt. Should the Telegram hereafter continue its corporation it would have grounds for asking the Bell Syndicate to fulfill its contract, he ruled.

Judge Bagley held that the Bell Syndicate was not in court, as it had not been served with notice of the suit, and therefore injunction relief was not available against the syndicate.

"BIG SIX" RE-ELECTS ROUSE

New York Typographical Union Gives Big Plurality to President

Leon H. Rouse was re-elected president of Typographical Union Number Six, "Big Six," New York City, by a margin of 2,119 over D'Arcy Milliken, according to the official tabulation made public last Saturday. The vote was Rouse, 4,635; Milliken, 2,466; and William A. Power, 1,373.

James J. McGrath was elected secretary to succeed the late John S. O'Connell, defeating Edward C. Rybicki.

Other officers elected were John J. Sullivan, vice-president; Charles E. Connor, trustee; Samual Hart, auditor; William F. Towne, Francis Barrett, John Redmond and Robert H. Campbell, delegates to the I. T. U. convention.

NEW ADVERTISING PAPER

The Advertising Manager, a monthly trade journal for newspaper executives, was launched in May at Wheeling, W. Va., with Albert N. Dennis as manager and Dean G. Warner and F. D. Walton as associate editors.

TRUTHFUL EDITOR TELLS HIS READERS ALL

LAST week's issue of the *Montgomery* (Tenn.) *Vindicator,* published at Sevierville, said:

"The late appearance of the Vindicator this week is attributable to several causes, the most principalest of which is that Ye Editor went off on his fourth annual spree for this spring and it took him four days to get back and the remainder of the week to get over it."

W. R. Montgomery, known throughout the Southeast for his wit and sarcasm, is editor of the Vindicator.

ACQUITTED OF MURDER

Illinois Woman Freed by Jury in Death of Circulation Man

Mrs. Mary W. Thornton, indicted for the murder of the Rev. Simeon R. Reno, rural subscription solicitor for the *Champaign* (Ill.) *Gazette,* March 19, was acquitted by a Douglas county circuit court jury last week at Tuscola, Ill. Four ballots were taken. The court instructed the jury that if "it found the evidence indicated the defendant did not intend to shoot" it must acquit.

Mrs. Thornton had been known as a firm believer in her personal interpretations of the Bible and she and the retired pastor-solicitor had argued scriptures on various occasinos. On the day of the fatal shooting, Mr. Reno was making one of his frequent calls to her home to solicit her subscription. One of the children admitted him and as he was leaving the house he was shot, falling dead on the porch.

PRIZES FOR STAFF

A system of prizes and fines has been announced by Ballard Dunn, editor-in-chief of the *Omaha Bee-News,* and Fred Hunter, managing editor. Three prizes of $10 are to be given each month to members of the staff for the best news story of the month. The best headline each month and the best roto picture idea of the month. At the same time a system of fines for carelessness was announced.

TO CELEBRATE 70TH YEAR

The *St. Louis Westliche Post* will celebrate its 70th anniversary on May 29. It is the oldest daily in St. Louis and many leading newspaper men were members of its staff. Joseph Pulitzer started his newspaper career on this publication. The founders were Carl Schultz, the German-American who served as Senator from Missouri and later in the Cabinet of President Hayes, and Emil Pretorius. Richard Einsiedel is editor-in-chief, and August J. Fertig is publisher and general manager.

TO EXHIBIT U. S. PAP IN COLOGNE

American Section at Interna Press Show Planned at Lunch Tendered by J. C. Oswald in New York, June 1

An exhibit of American daily weekly newspapers and periodical be arranged for the first Interna Exhibition of the press of the wo Cologne, Germany, in 1928, unde auspices of the International Pres hibition according to plans initiat some leaders in the fields of the g arts at a luncheon conference on W day at the National Arts Club as of John Clyde Oswald, secretar manager of the New York Emp Printers Association.

Hofrat Horst Weber, publishe printer of Leipzig, Germany, told success of the great Book Exhibit Leipzig in 1914, at which the States was not represented. H plained that the Exhibition in 192 be an extension of the idea which erned that great Book, Printin Graphic Arts Exhibition and wou sult in "a parade of the world's

Sections of the Exhibition acc to Herr Weber will be devoted historical development of the newsp periodicals, technical journals, ad ing, photography, kinematography machinery.

The daily newspaper section of th hibition will include the first news of the 17th century; the intell newspapers of the 18th century newspapers of the wars of liberati the 18th century; the political pr the 19th century; and the developm the independent press, of public o and of industrial opinion.

Other speakers were Mr. Os E. F. Eilert, president, United Typ of America; James O'Shaugh executive secretary, A. A. A. A.; A. O'Donnell, assistant business ager, *New York Times,* A. J. P president, Photo Engraving Boa Trade, New York, Victor Ridder, New York *Staats-Zeitung,* R. E. fusz, secretary, Periodical Publ Association.

ASKS CLEMENCY FOR HUSB

Mrs. George R. Dale, wife o editor of the *Muncie* (Ind.) *Post ocrat,* recently visited Governor Ed son and asked executive clemenc her husband, who is under senter 90 days at the state penal far criminal libel. He was sentenc Judge Clarence W. Dearth of M Dale's appeal was lost in the I Supreme court and ruled out c United States Supreme Court.

BECOMES SEMI-WEEKLY

The *Drumright* (Okla.) *Journal,* management of E. G. McCoy, has converted into a semi-weekly an become a daily in a few months.

FOR PROMPT SERVICE

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(ITIZENS GIVE STATUE TO HONOR EDITOR

Jnes B. Borland, Managing Editor of ranklin (Pa.) News-Herald and Nature Writer, Honored by Townspeople—Unveiling Held May 21

A testimonial statue and fountain to Jnes B. Borland, managing editor of the *-nklin* (Pa.) *News-Herald* was unrled in City Park, Franklin, Saturday,



ames B. Borland and his new testimonial fountain.

ay 21. The fountain was presented by izens appreciative of Mr. Borland's icles on nature topics. It can be seen im the editor's office in the News-rald building.

ranklin C. McIntosh delivered the sentation address, while the fountain s unveiled by Nita Mae Murrin and lph Calvin Murrin, children of Mr. rland's nephew, James A. Murin. Anher speaker was Tom W. Gerber, repreting Karl A. Bickel, president of the ited Press Associations. A poem, itten especially for the occasion by ry D. Flint, of Sharon, was read.

ISOLATE LINDBERGH" ORDERS WENT AWRY

(*Continued from page* 10)

at one phone line isn't much good. e other lines don't work. Let's go k to Paris and send a piece to New rk."

hat sounded *so* logical!

f course, having come so early we did know what had happened on the d.

his was what happened: When the s of Lindbergh's arrival was flashed to is every one in the capital who had ar or could get one conceived the ht idea of going straight out to Le rget and shake hands with this alther admirable young man.

ome five or six thousand cars started. ut the same time a large part of crowd at Le Bourget decided to go e and read about it in the morning ers. About five or six thousand cars ted back to Paris.

hose coming out and those going in about a mile below Le Bourget. ugh said!

or about twenty minutes we could not our chauffeur. It took him that to get out of the crowd. Then we e ready.

o make a long story short, we got the traffic jam and stayed there two rs. Our profanity was no better, no se, than that of thousands of others. ughtless people laughed about it, but reporters suffered the tortures of the ned.

aturday night—the world's biggest y in hand, and New York 3,000 miles v. with us stuck in a traffic jam!

hilip had gone off over plowed fields a tree-climbing six-horse Citroen of his own. He went ten miles through trees and fields to another road, but Callender, Mac and I were stuck.

Then Mac got an idea.

"Let's go over to that bistro and telephone to Warren," he said.

Warren was the night man back in Paris. We cheered Mac—until we found the country phone was cut off at 11 o'clock, and then we cursed him.

Every twenty minutes we moved two feet and then we stopped and sweated and cursed.

"Say, James," asked Mac, "do you think we will get fired for this? If so, that makes it a tragedy."

"Thank the Lord I work for the Sunday department," said Callender, "and we can get it by then."

Then he offered to buy our story for Sunday two weeks hence.

It was heartrending.

And then it dawned on us that the other reporters were caught there, too. We walked up and down the line and found half a hundred, and later we discovered that we had made the evening's second hero out of a young reporter whom we taunted about his paper going to press within an hour. That boy, when our backs were turned, leaped out of his car and ran five miles to Port Villette, where he got a taxi. His story was one of the best written that night.

Moving along like snails we saw suddenly a little side road, more of a path than anything else. We took one look and turned.

We found ourselves in what seemed to be a cross between a plowed field and a sandpit. We were in the midst of excavations for a new city suburb.

We struggled on until we hit a hard field, on the other side of which glowed the lights of a village. There we arrived only with two broken springs and got on a fair road which led us back to the main Paris road. But in that struggle we had passed the traffic jam and at the corner found three policemen keeping things moving.

At 1:45 o'clock we reached our office, having taken three hours to do twelve miles. Philip had beaten us by ten minutes.

We started in getting the story together. Then we remembered we had not got Captain Lindbergh.

Where was he?

We knew where the reception committee intended to take him, but he was not there, as we found out by telephone. We called the chairman of the committee.

"Hell," he said, "I haven't laid eyes on him."

"Ambassador Herrick is a good fellow," some one said, "he will tell."

Off Mac went and found Captain Lindbergh sitting on the edge of a bed in the embassy drinking a glass of milk.

When Mac told him we had intended to isolate him, he answered:

"There seem to have been a million other people with the same idea."

Captain Lindbergh gave a brief sketch of his flight and invited us to see him after he had had some sleep.

Mac came back, all proud of himself. We all wrote until about 4 o'clock Sunday morning.

Next day we got a cable saying we had done good work and it all got there in time.

Next time Lindbergh does it, if France will mobilize her army to keep Le Bourget clear, we shall try to isolate Lindbergh.

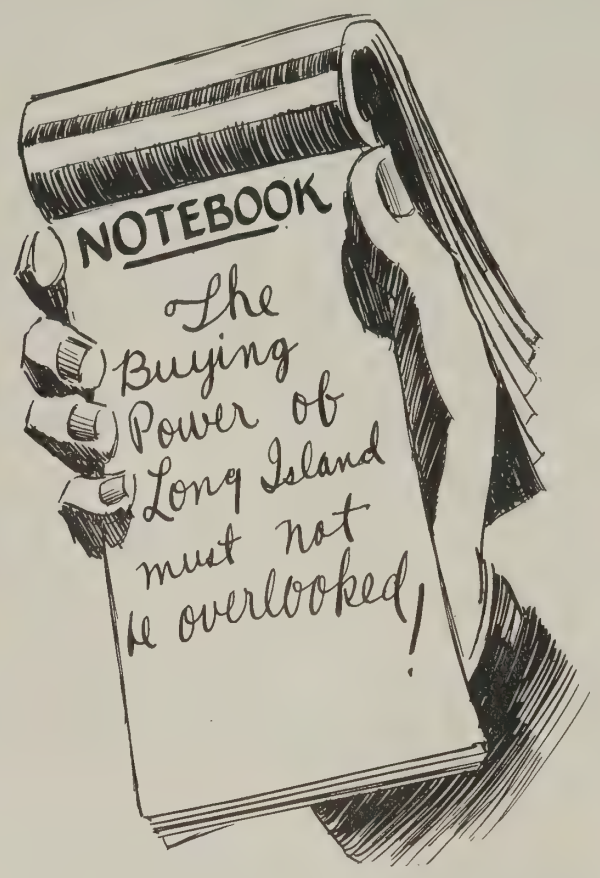
CHANGE ON RUTLAND HERALD

L. R. Noble, Business Manager, Effective June 1—New Rate Card

L. B. Noble on June 1 became business manager of the *Rutland* (Vt.) *Herald*, owned by William H. Field, general manager of the *New York Daily News*.

Mr. Noble was at one time on the staff of the *Philadelphia Public Ledger* and more recently has been associated with Mr. Field on the Daily News.

The Herald has issued a new rate card for national advertising, effective June 1, with a flat rate of 5½ cents.



Don't overlook the Long Island Market. In spite of its proximity to New York it can be developed most successfully only with the aid of its local papers, which play an important part in the daily lives of its inhabitants.

The Long Islander takes pride in his community. He is interested in its growth and development and for this reason he not only encourages but patronizes local enterprises.

Every retail trade is well represented by modern and well equipped stores. Products advertised in the local papers are not only featured but pushed by the retailer.

This market with its 600,000 consumers can be cultivated with comparatively small cost thru the weekly papers listed below. These are the papers that chronicle the intimate events of the family and are eagerly awaited every week.

If you have a salable product these papers will help you create greater sales. Try them out on a try-out campaign.

Town	Paper	Publication Days	Circulation	Rate per Inch
Babylon	Leader Suffolk	Friday	3,400	.35
Bay Shore	Consolidated Press (South Shore Sentinel, Islip Press)	Thursday	2,750	.45
Elmhurst	Newtown Register	Saturday	2,500	.75
Farmingdale	Post	Friday	1,100	.30
Floral Park	The Sunrise Trailer	Friday	5,200	.60
Freeport	Recorder	Friday	3,100	.42
Great Neck	North Hempstead Record	Wed.	2,400	.50
Jamaica	Queens County News	Friday	14,675*	1.00
Lynbrook	New Era	Tue. & Fri.	2,800*	.60
Mineola	Central Island Weeklies (Hicksville, Westbury, New Hyde Park)	Friday	4,000	1.00†
Oyster Bay	Enterprise & Pilot	Friday	2,000	.45
Patchogue	Advance	Tue. & Fri.	3,226*	.55
Queens Village	Queens-Hollis Times	Thursday	8,000	1.00
Woodhaven	Leader-Observer	Thursday	8,600*	.84

*Sworn Net Paid Circulation.
†This rate includes the Farmingdale Post.
Figures not marked with a star indicate total run of paper.



By MARLEN PEW

THE furious fall campaign was at an end, the people of the state had registered their choice at the polls and one whom we shall call Big Tom was at home receiving the congratulations of his friends and neighbors. The citizens of the commonwealth had named him Governor. Flushed cheeks confessed his pride. Men and women lined the hall and dining room to shake his hand. Presently a torchlight procession, headed by a brass band, turned the corner of the street and halted before the door of the new hero.

"Speech," they cried, and he obliged. Midnight came and the crowd vanished. One man alone remained. The Governor-elect had asked him to wait. Big Tom approached this man glowing with gratitude. He grasped his hand and led him into the silent, darkened library.

"I am a proud and happy man tonight," said Big Tom, as he sank into a chair, "but I want to tell you, my good friend, that this day's victory belongs more to you and to your wonderful newspaper than to me or the party leaders. I realize that your support has been impersonal and that you are looking to me to deliver to the people and the state the service we have promised during this campaign. I pledge my best effort to you and I mean it. But I feel that for all you have done for me I should tell you that there is nothing within the gift of the office of the Governor of this state that you cannot have. I have asked you to remain tonight to have you tell me now, if you can, what I can do for you that will express in substantial terms my deep sense of gratitude." The newspaper man beamed and promptly admitted that he had one request to make, and one only. It was no sudden whim or new desire. Yes, there was something Big Tom might give in his official capacity that would not only square the personal account, but put the newspaper man in his debt for life. He hoped that it might be the first act of his new administration. This was said with an enthusiasm which seemed to surprise the Governor-elect.

"Tell me what it is," said he. The newspaper man looked at his watch. "It is nearly one o'clock, you are tired and my story is a long one," he said. "Shall I tell you some other time?" Big Tom hitched his chair close to that of his friend and replied, "No, tell me now, if it takes all night. You have me guessing."

* * *

THIS is the story the newspaper man told: Eighteen years ago on the 21st of June, at twilight, a young man and a girl were driving along a wooded road in a top buggy in San Tempo County, which as you know, is in the valley country in the southern section of our state. The girl, Sylvia Barnes, was the daughter of a prosperous farmer of that district and the young man, Joe Foster, had purchased a small adjoining farm only a few months before and lived alone in a tumble-down shack. The girl's father had early expressed a dislike for the new neighbor and he had warned the members of his family to turn cold shoulders toward him. However, one day, when the winter's snows had vanished from the fields and Joe Foster was pushing his team through a long furrow of his corn lot, near a gushing spring, he glanced up into the smiling eyes of Sylvia Barnes, sitting at her ease in the crotch of a rail-fence. From that meeting romance blossomed in the hearts of this young couple, but theirs necessarily must be a clandestine love. During the buggy ride on the evening of June 21, Sylvia had accepted the hand of the young farmer and an elopement plan had been made. The lovers were driving toward the Barnes farm when suddenly from a lane, old Barnes appeared astride his jenny mule. He saw—and fire of hate flashed into his eyes. In an instant he was on the ground. "Sylvia, go home," he commanded. Then he put out his long hickory-stout arms and grasped Joe Foster by the shoulders and dragged him to the road.

"You damned scoundrel," bellowed Barnes, "I'll teach you to keep on your own side of the fence." It was an unequal fight and when two boys from a neighboring farm chanced to pass along the road half an hour later Joe Foster's unconscious and bleeding body lay in the dust of the ditch. His horse had wandered off and Barnes and his daughter had disappeared. Foster finally got to his feet, dusted off his torn Sunday suit, shook his fist in the direction of the Barnes farm and shouted, "I'll kill that man for this."

* * *

ON the morning of June 22, Maxwell Barnes's body, riddled with buckshot, was found on the floor of his kitchen The murder tool was a sawed-off shotgun which had been exploded through a window as the old man sat in the darkness by the cook-stove. The murder was done at midnight, and the shot had startled the family, but so terrorized were Mrs. Barnes, her daughter and a farm-hand that it was hours before they summoned courage to give the alarm. Before seven o'clock, however, a deputy sheriff had arrived at the house and surveyed the scene. This keen-eyed official immediately noted the footprints outside the window through which the fatal shot had been fired. They were peculiar prints, showing both the stars and the crescent pegging of a new pair of lumberman's boots. A shattered piece of newspaper, that had served as a wad for the gun, lay on the floor, near the wall. The deputy traced the tell-tale boot-prints to the road and to the west for a half mile, turning then into the lane of Joe Foster's farm. He traced them to the barn and found the boots that fitted the prints hanging on a peg. Entering the shack he found a torn newspaper which corresponded with the gun-wadding. The farm boys who had heard Joe Foster's tragic threat gave their testimony. A warrant for Foster was issued and within a few hours the county was being scoured by fifty angry farmers. That night Foster was located in the woods, calmly cutting rails.

* * *

JOE FOSTER denied the charge. He said: "I did not kill Mr. Barnes, but I had sworn I would shoot him and I did intend to. In fact, last night around eleven o'clock I loaded my gun and walked up to his house and saw him sitting in the kitchen. I brought the gun up to my shoulder and then—well, I couldn't do it. I love Sylvia Barnes and I knew that if I fired that gun I would lose the woman I want as my wife. So I walked back to the shack and as I was excited, I thought best to hitch up my team and come out here in the woods and work off my temper cutting rails. You'll find my gun, just as I loaded it, hanging to a shelf over the door of my bedroom." The sheriff and his men received the story with contempt. It was weak stuff.

"Don't lie to us," said one, "we found your gun in the barn and it wasn't loaded. It had been fired and the paper you used to wad it was also found. The jig is up with you, young man, so some along," and Joe Foster took up his residence in the county jail.

* * *

THROUGHOUT his trial the young farmer stoutly maintained his innocence. His story did not vary a hair's breadth from that told when he was arrested. He could not explain how the gun had been exploded, and made no attempt to. So strong was the circumstantial evidence that the jury found him guilty, but owing to lack of corroborative testimony, specified his guilt in the second degree. He was sentenced to life imprisonment and is serving his tin we talk.

* * *

A FEW weeks ago an aged phys lying ill in a hospital in this asked that two men visit him, as h a confession to make. I was one of two men. A nurse at the hospital phoned to me and I thought t strange circumstance as I had neve fore heard the name of the phys Arriving at the hospital I found th old doctor had also called in to the confession an aged farmer fro Tempo County. The latter was quainted with the sick man, but to that he had not seen him in near years. Presently the physician call close to his bedside, said that he that his death would occur within hours and that he wished to ma "shameful confession." I shall giv his story practically in his own w

"For 18 years I have lived th of a damned coward and now, st in the shadow of death, I am ab

The largest evening paper circulation in Baltimore

151,059

May, *net paid*

May, 1927, sets a new circulation record for daily papers in Baltimore.

The NEWS, with its May net paid circulation of 151,059, enjoys a margin of 24,141 copies over that of the Evening Sun, its nearest competitor.

You reach more of Baltimore through the

BALTIMORE NEWS

Largest circulation of any daily paper in the South

ADVERTISERS who understand the Iowa situation know from experience that the consumers' market there cannot be properly sold without the use of newspapers in these twenty-one key cities.

IOWA DAILY PRESS ASS'N
DAVENPORT, IOWA.

Ames Tribune	Iowa City Press Citizen
Boone News-Republican	Keokuk Gate City
Burlington Gazette	Marshalltown Times-Republican
Burlington Hawkeye	Mason City Globe-Gazette & Times
Cedar Rapids Gazette	Muscatine Journal & News-Tribune
Centerville Iowegian & Citizen	Oelwein Register
Council Bluffs Nonpareil	Oskaloosa Herald
Davenport Democrat & Leader	Ottumwa Courier
Davenport Times	Sioux City Journal
Dubuque Telegraph-Herald	Sioux City Tribune
Fort Dodge Messenger & Chronicle	Washington Journal
Fort Madison Democrat	Waterloo Evening Courier
	Waterloo Tribune

GIVE YOUR READERS
DAILY HEALTH TALKS
by Dr Frank McCoy
"The Mayo of Health Writers"

A health service that is different—home treatments without medicine or costly apparatus, based on a knowledge of food chemistry and the mechanics of the body

WIRE OR WRITE
McCoy Health Service
Brack Shops Building, Los Angeles, Cal.

Selling Automobile

For twelve consecutive yea automobile manufacturers ha used more space in THE SU than in any other New Yo evening newspaper.

Not only automobile advertiser but all concerns that wish reach the prosperous buyi people of New York find t advertising columns of TH SUN unusually productive.

The Sun
280 Broadway New Yor

IN THE City of Homes
The Philadelphia Record
Opens the Door of 150,000 Families Every Morning

IT WILL PAY YOU T
HIRE TRAINED MEN

Ambitious young men, schools in every branch of the newspap or magazine field, may be secure to fill that opening on your pu lication by simply making yo wants known to the Personn Bureau of Sigma Delta Chi, pr fessional journalistic fraternit

No Charge To Employe

Avail yourself of this free ser ice to replenish your staff whe ever the occasion requires. Wri or wire John G. Earhart, 8 Exchange Ave., Chicago, Ill., a he will put you in touch with t right man.

another cowardly thing. I want you
w men to pledge yourselves that you
vi repeat no word that I am about to
elyou until my carcass is six feet under-
rind and my soul is swimming in hell-
r Then you will be at liberty to act
s ou may see fit, and I hope you will
a: success."

'e pledged ourselves, with the provi-
c that the best interests of society
cld be served by silence, as we might
t· determine. The sick man accepted
i condition and then startled us by
xaiming, "I am a cowardly murderer
n for my crime an innocent man is
cy languishing in a felon's cell." He
. related the true story of the Barnes'
nder. He had lived in the neighbor-
ol and was one of several men who
a hated Maxwell Barnes as if he were
.ake. These men, in youth, had been
mbers of Morgan's Raiders and Max-
Barnes had betrayed them at a
rial moment in the Civil War cam-
an, costing the life of a beloved fel-
raider. That Barnes' life was to be
n forfeit was their solemn pledge. The
aers drew lots to determine who,
ng their number should do the job
n to the physician the tragic number
e He had trailed Barnes from state
o tate for several years and when the
aner finally settled in San Tempo
Cnty, the physician opened an office
near-by village. A sense of loyalty
ois fellow raiders, two of whom also
ed in the county, haunted him and
:e the murder an inescapable objec-
, but year by year the physician post-
:ed the act through fear of conse-
:ices. Never, however, did he aban-
c the project.

: was always looking for some safe
;," he confessed. On the fatal 21st
ffune the doctor happened to be visit-
n a patient in the neighborhood of the
:nes' farm. Two of the farm lads
ae into the house in great excitement
r related the story of how old Barnes
a beaten Joe Foster in the road and
c Joe had threatened to murder him
n night. The boys said that it would be
csurprise to them if Foster would do
n shooting before morning, as he was
er ugly, but their father scoffed, saying
n Foster would 'sleep it off.' "

t this point in the narrative the dying
n raised himself on his arm and ex-
laned, "When I heard those boys say
n it was like receiving a reprieve
rin God. For years I had been dread-
g that frightful job and here the kill-
ng was to be done for me by a man I
a never seen. My heart was leaping
In I left that house and started back
he village. I drove along slowly as
n a trance. Suddenly a doubt crept
n my mind. Would Foster do it?
Vald he do it that night? So impera-
v did this question become that I
ld not resist turning back. I would
nd the night watching events that
ent my soul's relief. I tied my horse
n he woods and crept to the garden
end Barnes' house. It was then
rund nine o'clock and pitch dark. For
w hours I waited in fearful anticipa-
o Shortly before eleven o'clock I
e·d twigs cracking under a man's
o s and a black figure was silhouetted
gnst the weatherboarding of the kitch-
n For ten minutes the figure moved
nriously about. My brain was on fire.
iw the man crouch by the window,
ne a gun to his armpit and then, to
y amazement, he suddenly turned and
aced briskly to the road. With my
e·es twitching I followed him, tracing
is steps to Foster's barn. The man
tned up his team and drove off towards
e woods. Entering the shack I found
c:er's sawed-off shotgun hanging on
e wall. It was loaded. In a frenzy
f lisappointment and rage I seized it
n ran up the road. At every step
cg the way I kept repeating, 'now or
e:r.' I have since realized that I
a insane on that walk. I cannot re-
g:ber all that I did, but I do know
n I approached the kitchen window
n saw old man Barnes sitting asleep
n armchair, the dying embers of a
cl fire in the stove occasionally glint-
greflections on his bald head. I drew up the gun and fired through the window. I heard a crash of glass and I saw the figure of the man roll onto the floor. In a frenzy of dread I ran back to Foster's barn, threw down the gun and made off to find my rig in the woods. I was at home and in bed before two o'clock. In a few hours I heard that Barnes had been murdered and that Foster was accused. I stood the strain of his approaching trial for a few weeks and then could bear the suspense no longer and made a trip to California, hoping to ease my tortured thoughts. When I learned that the boy had been convicted I took to drink and for years I have wandered about the country, living a dissolute life and here I lie wrecked and dying. I have never had the courage to face my guilt, and it is too late now for me to do anything that would repair the harm I did to Joe Foster. Tomorrow my heart will stop and then you men can do what I have been too cowardly to do—bring that poor fellow out of the blackness of the penitentiary. I have nothing to leave him but my shame."

* * *

THE confession ended there and my companion and I consulted in low tones. I had never heard of the Barnes murder, but the old farmer knew perfectly what had happened and promptly confirmed the fact that the doctor had left the community shortly after Foster's arrest. Indeed, the farmer turned to me very calmly and said, "This story is not a big surprise to me. For years I have believed that Joe Foster was innocent. There has been a rumor in San Tempo County for a long time that the truth did not come out at the trial and probably never would. I believe every word of this story."

We returned to my office to talk over the question of whether we should remain silent, in these circumstances. I felt that I had encountered a cowardly fiend who should face exposure even if his death were imminent. My companion was inclined to agree with me. We thought of a number of questions we should ask him, and, pending a decision what our procedure should be, decided to return to the hospital. When we arrived a nurse informed us that the doctor had but a moment before expired.

* * *

THE newspaper man who related this story to the governor-elect then told how, for weeks, he had investigated every phase of the matter and had not only been able to check the accuracy of the facts but had actually obtained confirmation through two old men, themselves Morgan raiders, who knew that the doctor had drawn the tragic lot to kill Barnes, the betrayer. These men were among the most prosperous farmers in the community. The newspaper man drew from them the fact that both had been silent for the protection of the guilty doctor, but both pitied Foster. It was agreed that if they were protected and if Foster were pardoned they would "see to it that he gets along well if he comes back to San Tempo county and goes to farming again." The first act of Big Tom's administration was the pardoning of the lifer Joe Foster and the newspaper man who actually experienced this romance lived to see the convict's bitter sacrifice in part compensated.

* * *

OUR friend, the newspaper man, was a caller at this writer's office a week ago. He told the story on condition that it would be camouflaged in this re-telling. But the essential facts were as stated here and—have you guessed it? Joe and Sylvia now live in a new house built on a hill in San Tempo County and the children race happily over the new ploughed ground in June and sometimes sit in the crotch of the old rail fence, down by the spring. One of the marvels of the countryside is how Joe has prospered through the uniform kindliness of his neighbors, and the especial kindness of two rich old farmers who live nearby.



Merchandising Men's and Women's Clothing in

ILLINOIS—

If you merchandise men's and women's clothing come to the Illinois Market where you will find a ready response for your product.

There are nearly 3000 wholesale and retail outlets, many of whom prefer tying up with the advertised brand. Most of the dealers are well rated, enjoy good credit and know the value of featuring the advertised brand.

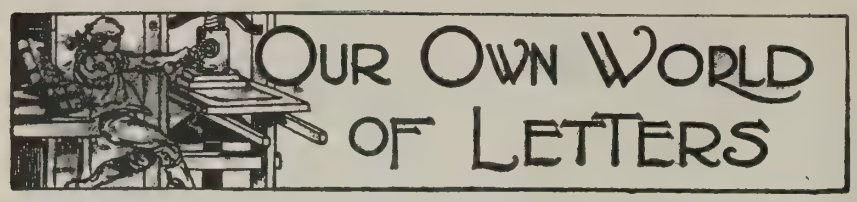
For example, there are 174 dealers of men's clothing rated from $35,000 to $125,000. 43 dealers rated over $125,000. Nearly 500 rated at $35,000.

Most of these dealers advertise in the local papers listed below. They know the selling power of these papers and any manufacturer who advertises his own product in these papers is assured of 100% co-operation.

These papers can give you the information you want on this great market. Why not enlist their aid?

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Alton Telegraph	(E)	11,035	.05	.05
†Aurora Beacon-News	(E)	19,440	.07	.07
**Belleville Advocate	(E)	6,840	.03	.03
†Chicago Daily Journal	(E)	125,007	.26	.24
**Freeport Journal-Standard	(E)	9,791	.05	.05
†Joliet Herald News	(E)	20,107	.07	.07
†Mattoon Journal Gazette	(E)	5,857	.04	.04
**Moline Dispatch	(E)	12,292	.05	.05
**Monmouth Daily Review Atlas	(E)	5,574	.035	.035
**Peoria Star	(S) 23,872 (E)	31,103	.085	.07
**Waukegan Daily Sun	(E)	5,666	.035	.035

**A. B. C. Statement, March 31, 1927.
†Government Statement, March 31, 1927.



By JAMES MELVIN LEE

A BOOK that should have been mentioned before in this department is "Over My Left Shoulder" (D. Appleton & Co.) by Robert H. Davis. With the exception of the two contributions which open the volume, its contents consist of matter which the author has previously printed on the editorial page of the *New York Sun* under the standing head, "Bob Davis Recalls." The first two contributions, "Concerning the Most Dramatic Moment of My Life" and "All that I Know About the Art of Going to Sleep," originally apeared in *Liberty*.

Over his left shoulder Mr. Davis sees many interesting things in a panorama of men and matters of moment. Sometimes he sees cabbages, sometimes kings. But being a good reporter he always finds something interesting in what he sees. It makes no difference whether his shoulder view may be at actresses or cowboys prize fighters or prima donnas, artists or gold-diggers—the gold-diggers that are bred on prairie wilds, not the kind that prey in lobster palaces.

Typical of the stories found in this volume is the one in which Davis sought out the hiding place of O. Henry. The time was in 1903 when F. L. H. Noble had left the *New York American* to become Sunday Editor of the *New York World*. The assignment of Noble to Davis was:

"Go out and locate O. Henry. He has a breezy, brilliant and snappy style. I want him to write introductions to our Sunday stories. Offer $40 a week. If that fails to do the trick, jump to $50. The limit is $60."

Davis finally located O. Henry at the Hotel Marty. The latter, in shirt sleeves and with suspenders down, was seated beside a washstand "upon which reposed a huge bowl containing perhaps five pounds of cracked ice in which nestled a half dozen fine Bartlett pears."

"I am looking for Sydney Porter, otherwise O. Henry," said Davis.

"I am both," was the reply. "Here's a chair. Have some fruit. It is nice and cool. I suffer like hell in New York from the heat. What can I do for you?"

"I have a proposition to make. In fact, I have three propositions. But I shall make the last one first. The New York World authorizes me to offer you $60 a week to write introductions varying from 300 to 700 words in length, for special features appearing in the Sunday issue."

Davis had already taken two bites out of a Bartlett pear before he made the proposition. Then O. Henry remarked, "If this last proposition is the best, you needn't make the other two. I accept your proposition. Moreover, Mister, you can have the balance of the pears."

The connections of O. Henry with the World are thus outlined by Davis:

Noble subsequently retired from the editorship of the Sunday World and was succeeded by the late Colonel Caleb Van Hamm, who inquired, "Who is this man Porter?" I explained that he was one of Noble's selections, and that his rate was $60 a week for such introductions as were required for Sunday features.

Van Hamm uttered one brilliant, laconic sentence: "Can him."

I conveyed to O. Henry as gently as possible the information that his introductions were unsatisfactory. He seemed to be very much pleased. Subsequently he made a connection with the Evening World, in the columns of which appeared some of his best short fiction, among them "The Trimmed Lamp." These stories were gathered in the volume entitled "The Four Million."

At the expiration of that agreement I came to the editorship of the Frank A. Munsey publications and made a seven-year contract for first reading of O. Henry's entire output.

A companion chapter to the one that carries the O. Henry head is XLI, "On Shaking Hands Incognito with Joseph Pulitzer." Something that Davis had helped to write pleased Pulitzer who wanted to see its author. Details are given in the chapter, but this comment by Pulitzer is worth quoting as an expression of his views on how news should be covered:

"I want the men who gather the news and who edit it to exhaust each story as quickly as possible, and then proceed to the next one. Accentuated common sense is all that is needed to get out a good newspaper. This story is complete in every detail. Thank God, it won't require telling again."

An introduction is contributed by Irvin S. Cobb who speaks of Davis as a great reporter, a great editor, and author of authors. He then expresses a wish that the reader will like this book by Bob Davis, but admits that he is "prejudiced in favor of the defendant." All of us are.

* * *

OSCAR HAMMERSTEIN'S fight with the old *New York Press* is retold in *Liberty* for May 28. Mary Garden had disappeared and did not show up at Hammerstein's theatre for ten days. Then she came back and sang as if nothing had happened. New York newspapers, except the Press, thought the disappearance merely a publicity stunt. The article in Liberty presents the facts which were that Mary Garden, "miffed" because Hammerstein had engaged Lina Cavalieri to sing in "Thais," decided to quit. Cavalieri sang "Thais" just once, then Mary came back. Hammerstein never denied the story that the disappearance was merely a bit of press-agency.

But the New York Press continued to hector Hammerstein first about this and then about that. It sent reporters to every performance only to find fault. Finally Hammerstein, though he seldom wrote letters and never had a stenographer, did pen a picric note to the Press in which he used, "Please, in the future, do keep your two reporters out of my theatre. It is necessary to disinfect it every performance only to find fault.

George Blumenthal, who is running a series about Hammerstein in Liberty thus sums up the result of the note:

The Press didn't like that. Neither did the reporters. The latter caught Mr. Hammerstein, famous silk hat and all, on Broadway one day. They trod on his hat and punched him several times on his cherublike cheeks. Mr. Hammerstein sued the Press for libelous articles—and won. It was not long after that the paper ceased printing. Munsey bought it and junked it.

* * *

HAROLD DE WOLF FULLER, formerly editor of *The Nation* and now editor of *New York*, indicts in the current issue of his journal American newspapers for having two standards: one on their editorial page, and an entirely different one for front page news. He expresses his inability to understand why newspaper publishers do not practice on their news pages what they preach on their editorial departments.

The explanation is simple. The editorial page prints what the editor thinks the people ought to have, while the other pages are frankly marketed to the reading public as containing the news, be it good or bad. A newspaper may have regrets from an editorial point of view, but it simply must print news of murders, robberies, and other crimes.

The late Charles William Eliot of Harvard University has paid a fine tribute to the full publicity that is given to crime in American newspapers and does not hesitate to say that such publicity constitutes one of the greatest safeguards of American democracy.

The New York Public Library has just published the report of its Director. The section headed "Newspaper Division" opens as follows:

Murder held first place in the interests of readers of bound files of newspapers. Short story writers appreciated the interest of the public in murder, and many came to consult current reports as set forth in the newspapers, before they set themselves down to the task of reworking these accounts into the form of fiction.

The newspaper editor may regret that a sensational murder has occurred in his community. But the paper must print the news about it. College professors, church bishops, as well as the man on the street, are interested in murder cases and want details. The quotation from the report of the director of the New York Public Library is rather a positive proof of the deep interest of the reading public in stories that involve murder. Of cour there are reasonable limits beyond whi no respectable newspaper ever goes. Po sibly some reporters have gone too f down the line. But at that, they ha not gone as far as some clergymen wh have become temporary reporters.

So long as the public is admitted court rooms where details of a murd may be heard, there is no valid reas why those who can't get inside the cou house should not have an opportunity get details in the columns of their new papers. Criticism of accounts of murde printed in American newspapers mig have much better been directed at t lawyers who conducted the cases inste of at the reporters who merely told wh took place. Fortunately, the bar in so states is paying attention to this matte

* * *

McREADY HUSTON, who h been on the editorial staff of t *South Bend* (Ind.) *Tribune* since 191 contributer to *Scribner's Magazine* f

in
Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"
"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday news papers *combined*.

THE PITTSBURGH PRESS
A Scripps-Howard Newspaper
Member of the A. B. C.

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

Largest Circulation
and
Largest Volume of Advertising
of any Daily west of the Missouri river:
LOS ANGELES
EVENING HERALD
REPRESENTATIVES
Chicago, JOHN H. LEDERER, 910 Hearst Bldg.
San Francisco, A. J. NORRIS HILL, 610 Hearst Bldg.
New York, HERBERT W. MOLONEY, 604 Times Bldg.

Make Your Title A Mark of Pride with
Hardened Steel Newspaper Heads
—they last forever
::
A. J. SOSSNER
361 West Broadway
New York

Away Ahead!
2,196,676 - 1925
3,699,155 - 1926
1,502,479 - Gain
The New York Evening Graphic shows greater gain in lineage (41%) than any other New York paper.

Sell COLUMBUS and the G·C·O·M

During 1926 The Columbus Dispatch carried more agate lines of paid advertising than any other Ohio newspaper.

Advertisers who use The Daily Columbus Dispatch are guaranteed a total net paid circulation of 113,678. . . . . Many, many thousands more than any other Columbus newspaper.

Dispatch
OHIO'S GREATEST HOME DAILY

n another one of his delightful tales
d the headline, "Daughters."

* * *

W Mussolini has muzzled the press
Italy again attracts the attention of
eVation for June 1. According to an
tcial in that issue, orders are given to
tes over the phone with strict instruc-
ns that no notes whatever shall be
d of them. But The Nation, quoting
m the *Milwaukee Leader* prints the
oing:

ust 5, 1926. It is forbidden to refer in
y to the interview which the Indian poet
o gave to a reporter of the *Vienna Neue*
ie *Presse*, in which he denies the Fascist
or that he is an admirer of Mussolini.
ust 25, 1926. It is ordered not to say
thg about a manifesto of London intel-
ls which demands the abolition of forced
stents.
ust 30, 1926. Suppress all mention of the
he of war materials in Italy by foreign
r ents.
ember 23, 1926. Don't publish the final
the attorney general in the process deal-
vh the murder of the Fascist Luporini
e Anti-Fascist Nenniolini in Florence.
ery word referring to the economic, finan-
al political penetration of Albania by Italy.
w emphasized that these orders came direct
ussolini.)
ctcr 13, 1926. Nothing must be said
t he thefts committed by Italian soldiers
heotels of Meran, South Tyrol.
bhary 25, 1927. The Prefect forbids any
ti of the departure of Under Secretary of
e Grandi to San Remo for the purpose of
ti the German Foreign Minister Strese-
n

* * *

MES HAMILTON PICKEN, lec-
rer in advertising in the School of
merce at Northwestern University,
nauthor of "Principles of Selling by
l (A. W. Shaw Company). The
ising manager and the circulation
ager will find some valuable tips for
rious form letters used by Amer-
ewspapers.

WHAT OUR READERS SAY

ARFIELD YOUTH DISAPPEARS

o EDITOR & PUBLISHER: The en-
eclipping will give you information
t Donald Bridgeman, a boy who has
k during his spare time in this of-
ad who has disappeared from home.
rents believe that he is working in
wspaper or printing office somewhere,
e making every effort to locate
urge and plead with him to return
e.

a sending you this information in
pe that perhaps by publication in
urnal, you can assist in locating
ad, if so, you may be assured that
cents and we shall be most grate-

EDWARD M. BRENNAN,
Publisher *Fairfield* (Conn.) *News*.

CENSORSHIP NOT CURE

EDITOR & PUBLISHER—I have read
great deal of interest the editorial
ng the statement of Theodore F.
Mnus and your comment.
fd that Mr. MacManus had only
e of intentions but he has suggested
nly that is not a cure. The Ameri-
ess would be short lived if the
sewould be pursued.
tis day and age when we have so
iversified minds and people are so
formed upon the character of their
rnent, be it state or national, a plan
orship would be in vogue under
MacManus's suggestion that would
erous and would curtail the free-
d the American press.

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

Organization specializing solely in news-
building design, manufacturing and pro-
problems.

S. P. WESTON
Newspaper Buildings
Plant Layouts
Production, Operation
West 42nd Street New York

We are not excusing newspapers that follow along sensational lines but we must bear in mind that crime, which is the foundation of many of the sensational reports published in newspapers, did not originate in the editorial rooms of a newspaper. We are no more responsible for crime than we were for the World War.

I have always contended that treating these subjects judiciously in the news columns and then editorializing will do more to remedy conditions than any censorship plan that can be devised.

I want you to know how I feel about your editorial and how logical your argument is from the viewpoint of the average editor.

C. E. BROUGHTON,
Editor, *Cheboygan* (Wis.) *Press*.

LIBEL STATEMENT QUOTED

To EDITOR & PUBLISHER: In the May 14 issue of EDITOR & PUBLISHER, you have the story of a libel suit against the *Sioux City Tribune*, and I want to take exception to the first line in the second paragraph, in which EDITOR & PUBLISHER says "the suit is based on a statement in The Tribune a year ago in which the paper said that," etc.

I am enclosing a statement of our story announcing the libel suit and want to call your attention particularly to the fact that it was a quotation of the Mayor of Sioux City in council meeting, and was merely reprinted in The Tribune as his statement, not as ours.

Cordially,
EUGENE KELLY,
Manager.

CARTOONS IN ADVERTISING

To EDITOR & PUBLISHER: An editor whose moral consciousness has not become smeared with the scum of commercialism asks this question:

"What do you think of Briggs drawing cartoons in exact feature style and character for ads? It seems a bit unfair. A paper paying for the service is in the peculiar position of seeing the cartoons in a rival paper which is paid for printing the cartoons."

I am glad that the editor pushed this question into the limelight. It gives opportunity for discussion of a subject that is of vital concern to every newspaper. As I see it, the very reputations of newspapers are at stake.

Answering for myself the question propounded by the editor, I think that Briggs has cheapened his famous cartoon in the eyes of the public, impaired if not destroyed its value as a news feature, and at the same time sold out for a consideration those who bought and paid for what they had a right to consider an exclusive news service.

As a protest against the policy of syndicating cartoons as a news feature and at the same time using the same cartoon, title and characters to propagate cigarette advertising, I cancelled a contract for another cartoon. The cancellation was made not because the cartoonist had offended, but on the theory that if one cartoonist could sell out his constituency and get away with it, there was reason to believe that others may do the same thing, inasmuch as the commercial practice seems to be done with the knowledge, and thereby the tacit consent, of the syndicate company controlling the cartoons.

I question the legal right of selling a cartoon as an exclusive newspaper feature and then selling the same cartoon, with only a change of the dialogue text, to fit an advertising scheme that may be published by any paper selected by the advertiser. The point is that advertisers have by the practice capitalized without cost to themselves the cartoon characters that have been created for newspapers and made valuable and popular by newspaper publication generally as a news feature. The characters or the title are copyrighted for use as such. To use the characters or titles in any other way is, in my opinion, a violation of contract. But more than this, it is a violation of the standard of ethics and the principles of fair play.

It must be remembered that the newspapers make the cartoonist. The cartoonist does not make the newspaper. Were it not for the advertising and publicity given cartoonists by newspapers and the wide distribution by syndicating through newspapers, cartoonists now nationally known would be practically unknown outside of very narrow limitations.

The plea is made by syndicate houses that they can not control cartoonists; that they reserve certain privileges for free lance work outside. If that be true, then the cartoonists, or those whose greed for money is so great that it stunts their normal conscience and ethical obligations to the newspapers and to the reading public, are due for a fall from the pinnacle of fame on which they are mounted.

Reader confidence, it is a truism, is the basis of all newspaper success and the tolerance of any practice that might destroy or impair it is suicidal. Upon the newspapers themselves rests the final responsibility.

JOHN W. BAKER,
General Manager,
Ithaca Journal-News.

SNYDER-GRAY CASE

To EDITOR & PUBLISHER: There is no very good reason why I should write this, but I cannot, it seems, overlook such a luxury as writing something for the papers.

Like Art Mefford of the News, I withstood the entire Hall-Mills war, and my record there was even worse than his. Because I worked on it in 1922, too, from the first day to the last. And, like Art, I insist that was the world's best murder story, and it is going to be hard to beat it. Like Art, I insist, too, that the element of mystery was decidedly lost in this Snyder-Gray thing which has just drifted off over the horizon. But unlike Art—and Art being a good reporter, has a lot of foundation for what he says—I can't insist that the Snyder-Gray murder was as badly manhandled as he says it was.

In one thing, I agree. There was a lot of foolish guff handed out on it. But the fact remains that there wasn't any faking to speak of. Art O'Sullivan and Irene Kuhn put over the only real exclusive story from first to last for The Mirror—and the trial proved them right in every detail.

Certainly a lot of rumors were printed. That had to happen, just as it happened in Somerville and New Brunswick. Certainly a lot of things appeared in the newspapers that couldn't be entirely verified. But that happened on the Hall-Mills story, too. The Snyder-Gray story, as a murder story, was no different than any other, except in one detail. And it is just possible that that detail has been overlooked in your article on what made it a "selling story."

Most of the reporters who handled it agree that the one big outstanding thing in the Snyder-Gray story and trial was the cruel, viscious brutality of the story Henry Judd Gray told in his confession, and again on the witness stand. People read the story of that trial in horror and amazement, just as the reporters listened to it. I've fooled around on most of New York's recent big murders, and I've read a lot about out of town killings. But for savage, brutal visciousness, none of them ever approached the Snyder-Gray story—and there was, in addition, the cold, calculating way it was planned. To my mind, the story wasn't so badly bungled as Art Mefford says it was, and because it was a story that told the real cruelty of humanity, it was a story which humanity read. Every one of 'em shuddered and kept right on reading. And that, as they say, is that.

WILBUR E. ROGERS.

VON BLON WAS M. E.

To EDITOR & PUBLISHER: In my History of the *Stars and Stripes* which appeared in EDITOR & PUBLISHER April 23 and 30, an important detail was omitted. Philip Von Blon who was mentioned as a leading member of the editorial council actually became managing editor upon the resignation of Harold W. Ross in March 1919. There were several withdrawals from the staff at that time incident to demobilization, and Von Blon and Major Watson were under a rather severe handicap in keeping the paper going with a reorganized staff. Hawley and Wallgreen remained with the weekly to the end which helped greatly, as did the obtaining of Herbert Stoops to do a series of cartoons.

MAJOR DONALD STONE.

If Quality

of circulation is your first consideration

The Evening Star

With Sunday Morning Editions
Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll
Chicago Office—Tower Building
J. E. Lutz

Thorough Coverage in One of the World's Richest Buying Centers—Coupled with the Ability to Produce Results

Pittsburgh Gazette Times
(Morning and Sunday)
AND
PITTSBURGH CHRONICLE TELEGRAPH
(Evening except Sunday)

These newspapers in News and Advertising have the confidence of their readers. Their readers have the power to purchase.

Sold Singly or Combined

URBAN E. DICE, Nat'l Advg. Mgr.
Gazette Square, Pittsburgh, Pa.
E. M. BURKE, Inc.,
1457 Broadway, New York.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL COMPANY,
742 Market Street, San Francisco, Cal.
Times Bldg., Los Angeles, Cal.
White-Henry-Stuart Bldg., Seattle, Wash.

South America's Greatest Newspaper

"Buenos Aires IS the Argentine Republic"—

"If you introduce an article in Buenos Aires it is introduced in the whole of the Argentine."

"We know that LA PRENSA has a larger circulation than all the local papers put together, and that this circulation is amongst the very best class."

(Extract from letter written by the distributor in Argentina of important American products, urging his principals to place their advertising in LA PRENSA—)

National sales and distribution in Argentina can quickly be attained by advertising in LA PRENSA.

JOSHUA B. POWERS
Exclusive Advertising Representative
250 Park Avenue New York

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

ROTO-GRAVURE
Sections
for
Newspapers
& Magazines
STANDARD
Gravure Corporation
LOUISVILLE, KENTUCKY

Where better Classified mediums are being built — the best publicity is helping build them

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

NEW TYPE HYDRAULIC PRESS

Scott Product Tested in Plant of New York Herald Tribune

A new type of hydraulic press for mat making, manufactured by the Scott Printing Press Company, is being tried out by the *New York Herald Tribune*. Arthur H. Burns, mechanical superintendent, described it for EDITOR & PUBLISHER this week as a machine with several "worth while additions."

"It has a steam head like an ordinary steam table," he said. "The upper platen, however, above the form is hollow and has a vacuum connection that sucks the steam out through the blankets quickly.

"It will make a dry mat in about one minute, and a wet mat and dry it in three minutes, or half the time used by an ordinary steam table.

OCCUPY NEW HOME

Pensacola News and Journal Now Printing from Remodelled Plant

The *Pensacola News and Journal*, John H. Perry, president, recently moved into their remodelled 3-story plant, which formerly was the Army and Navy Club building. The papers now have 15,000 square feet of floor space and improvements in all departments.

Business, advertising and circulation offices are on the main floor, with the press room, housing a new Goss sextuple, in the rear. Editorial rooms are on the second floor, and also a large paper storage room capable of housing 50 tons of newsprint. On the third floor is the composing room and a large auditorium with a seating capacity of 300. The auditorium has been placed at the disposal of local organizations as a meeting place.

The papers printed a special Housewarming Number May 18, to celebrate occupancy of the new quarters.

PRAISES U. S. SYNDICATES

Visiting Japanese Newspaper Man Here Studying Journalism

Praise for the syndicate system as it operates in this country was given this week by Yoshihide Hara, editor of the *Fukuoka Nichinichi Shimbun*, in an interview in New York. Mr. Hara is one of five Japanese newspaper men on a world tour to study newspaper methods of different countries.

"The syndicate system which exists in this country," said Mr. Hara, speaking through an interpreter, "is a wonderful contribution to the newspaper field in the distribution of cartoons and feature stories. This system does not exist in Japan." Mr. Hara said he was surprised at the large amount of paper one gets for the money in this country, especially on Sunday.

Mr. Hara has attended classes of journalism at the University of Missouri and University of Wisconsin and has visited newspapers in most of the large cities of the United States. He sailed Tuesday on the Aquitania for a tour of France, Germany and Russia before returning to Japan.

CHANGES IN SACRAMENTO

A reorganization of the editorial staff of the *Sacramento* (Cal.) *Union* has just been announced by W. W. Chapin, publisher. A. L. Lyon, formerly of the *San Francisco Call*, succeeds Hal E. Kelly as managing news editor, while Walter F. Healy, formerly assistant city editor, becomes the city editor. Kelly proposes to purchase a paper in southern California. James de Ball, former San Francisco newspaper man, has joined the reportorial staff.

DAILY ACTS AS IMPRESARIO

The *Sacramento* (Cal.) *Bee* recently completed arrangements to bring the Chicago Grand Opera Company to Sacramento for two concerts next March. The Bee has underwritten the venture to the extent of $25,000 and added $5,000 for expenses.

Classified

EDITOR & PUBLISHER
Classified Advertising Information

RATES

SITUATIONS (Cash with Order)
1 Time — .50 per line
3 Times — .40 per line
ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .75 per line
4 Times — .60 per line
52 Times — .50 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Minimum Contract space, three lines. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

ADVERTISING

General Promotion

If You Want More Local Advertising put us to work for you selling our "Worthwhile" Features. Write F. G. Hogan Syndicate, Lemcke Bldg., Indianapolis, Ind., or Kane, Pa.

Supplies

Shading Sheets for Art work and Benday effects. Bourges Service, Inc., 144 West 32nd St., New York.

Supplies and Equipment

FOR SALE

COX-O-TYPE WEB PERFECTING FLAT BED PRESS

Prints 2-4-6-8 pages directly from the type forms. Practically new, in use only two years. Will sell at a bargain. Replaced by Duplex Flat Bed Web Perfecting Press.

DUPLEX PRINTING PRESS COMPANY
Battle Creek Michigan

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

The Classified Service of EDITOR & PUBLISHER can locate efficient salesmen.

Drive and Control for Newspaper Presses

A representative installation on the Pacific Coast is that of four 100-hp. drives at the Oakland Tribune, on Hoe Presses.

GENERAL ELECTRIC

BLANKETS
of all kinds for all makes of
Rotary Newspaper Printing Machines
Automatic Efficiency Felt Blankets
Monocork Blankets
Oil-proof-face Rubber Blankets
Cutting Rubbers and Conveyor Wire.

You can save waste paper, increase production and obtain better printing when your machines are properly blanketed.

We specialize in the manufacture of Newspaper Printing Blankets and carry a complete line, including all widths and thicknesses.

New England Newspaper Supply Company
Worcester, Mass., U. S. A.
Cable Address NENSCO
Worcester, Mass.

GOSS STEREOTYPING MACHINERY *Carried in Stock*



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

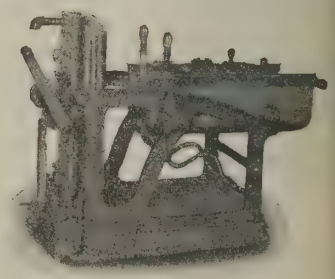
THE GOSS PRINTING PRESS CO., CHICAGO

Rebuilt GOSS & HOE PRESS BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO NEW YORK – LONDON

Hoe Patented Duo-Cooled Equipoise Curved Casting Mould

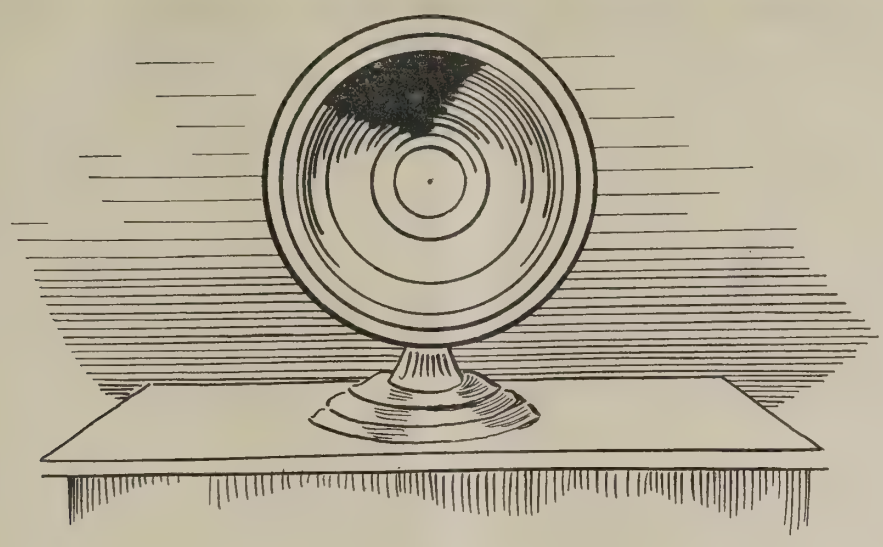
"It is essential to Success to be the first out with the news—and Minutes count."

This Hoe Curved Casting Mould is a time-saver, designed especially for Speed and Efficiency. Cold Water circulating through the stationary Lid and the concave Side, gives quick coolng for rapid Casting.



IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC. 504-520 Grand Street, New York City
7 South Dearborn Street CHICAGO, ILL.
Pere Marquette Bldg. NEW ORLEANS, LA.
7 Water Street BOSTON, MASS.



NEW YORK STATE

Your Greatest Radio Market—

Manufacturers of Radio Sets and equipment should focus their advertising on New York State. Facts show that the Empire State is the most responsive market in the country. Approximately 700,000 radio sets are now in service, which means that one out of every four families is a set owner.

Not only can you reach the Radio Fan thru the newspapers listed below, but you can enlist the aid of 1900 dealers who feature radio.

The newspapers listed here have first hand information on the Radio Market and can help you with your sales campaign. They are waiting for your call.

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News (E)	44,444	.13	.13
**Albany Knickerbocker Press (M)	35,073	.12	.12
**Albany Knickerbocker Press (S)	57,820	.17	.17
**Amsterdam Recorder-Democrat (E)	7,845	.04	.04
††Auburn Citizen-Advertiser-Journal (E)	10,295	.065	.055
**Brooklyn Daily Eagle (E)	77,991	.24	.24
**Brooklyn Daily Eagle (S)	90,532	.24	.24
**Buffalo Courier Express (M)	110,686	.22	.22
**Buffalo Courier Express (S)	161,164	.30	.30
**Buffalo Evening News (E)	149,773	.25	.25
**Buffalo Evening Times (E)	109,285	.21	.21
**Buffalo Sunday Times (S)	128,158	.21	.21
**Corning Evening Leader (E)	9,029	.05	.05
**Elmira Star-Gazette Advertiser (E&M)	34,213	.11	.11
**Freeport Daily Review (E)	10,480	.05	.05
**Geneva Daily Times (E)	5,627	.04	.04
**Gloversville Leader Republican (E)	7,177	.035	.035
††Ithaca Journal-News (E)	7,711	.05	.05
**Jamestown Morning Post (M)	11,705	.04	.035
**Mount Vernon Daily Argus (E)	9,866	.05	.05
**Newburgh Daily News (E)	12,506	.06	.06
**New Rochelle Standard-Star (E)	8,458	.04	.04

	Circulation	2,500 Lines	10,000 Lines
**The Sun, New York (E)	265,440	.65	.60
**New York Times (M)	375,249	.80	.784
**New York Times (S)	653,427	1.00	.98
**New York Herald-Tribune (M)	289,674	.6435	.624
**New York Herald-Tribune (S)	366,220	.693	.672
**New York World (M)	302,199	.595	.58
**New York World (S)	593,383	.72	.58
**New York Evening World (E)	305,746	.505	.69
**Niagara Falls Gazette (E)	21,817	.07	.07
**Port Chester Item (E)	5,065	.045	.035
**Poughkeepsie Star and Enterprise (E)	13,411	.06	.06
**Rochester Times-Union (E)	73,856	.21	.20
**Troy Record (M&E)	22,426	.07	.07
††Watertown Standard (E)	17,825	.07	.07

** A. B. C. Statement, March 31, 1927.

*** Merged as Buffalo Courier-Express, June 14, 1926.

†† Government Statement, March 31, 1927.

Announcement



WILLIAM HARD, nationally known newspaper man, has been engaged as special staff writer for the Sunday Service of the Consolidated Press.

Mr. Hard is noted as a forceful and polished writer and an unbiased and independent thinker. He enjoys the confidence of the leaders in American public life.

He will write a weekly telegraphic dispatch on national affairs. In addition he will contribute anecdotal paragraphs on persons in the news.

Mr. Hard joins a staff of special writers whose dispatches make up the Friday Night Leased Wire Service of the Consolidated Press Association furnishing exclusive, non-duplicating interpretative stories on the big events of the week at home and abroad.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Third Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Bulletin Building	19 Rue d'Antin

THIS ISSUE: THE NEW COMPETITION FOR NATIONAL ADVERTISING

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1927

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.C.

MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 60. No. 4 **NEW YORK, JUNE 18, 1927** By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign **10c Per Copy**

JOURNALISM LIBRARY
Not to be taken from this room

EIGHTY YEARS
1847—1927

Eighty years of effort.

A goodly lifetime of city buildings; of adventures, experiments, repetitions, mistakes: but large visions always, and never surrender.

Such Chicago and its Tribune from 1847 to 1927—the period of The Tribune's existence to this June.

Nearly two and a half generations of Chicagoans have been doing their work in those eight decades—building up, tearing down, building up again, and yet again; bending to storms, rechanneling continental watersheds, quelling riots, receiving royal visitors, holding conventions that shaped the history of the republic, peering with smoke bleared eyes through a conflagration that made new history in catastrophes and—here the true importance of the event—new history in recoveries.

From a raw midwest boom town reached only by stagecoaches and steamboats in 1847 to your world capital that is the terminus of twenty-seven railroads; from seven bankers and brokers with almost no institutional standing to 214 banks with deposits of nearly two and three-quarter billions; from wooden taverns, mostly on or near sodden river banks, to a glittering avenue of hotels into some of which could be crowded the equivalent of Chicago's population of eighty years ago; from a lake front with tracks strung on piles and carrying wood burning locomotives to electrified trains gliding silently beneath the walls of the largest art school in the world and past the marble porticos of "far-eyed Science"; from a city that disaster left bookless fifty-six years ago to ten premier libraries containing more than four million books and pamphlets; from a meager, anxious four page Tribune that circulated 400 copies on the morning of June 10, 1847, to a Tribune that finished printing this morning nearly 1,200,000 copies of this issue.

They have come to pass within the memory of men still living. They have meant work. Builders of a world city have never worked harder. They have known defeats, but no lulls.

The population whose civic affairs twenty-eight mayors have administered since 1847 has grown from 16,859 to 3,074,864.

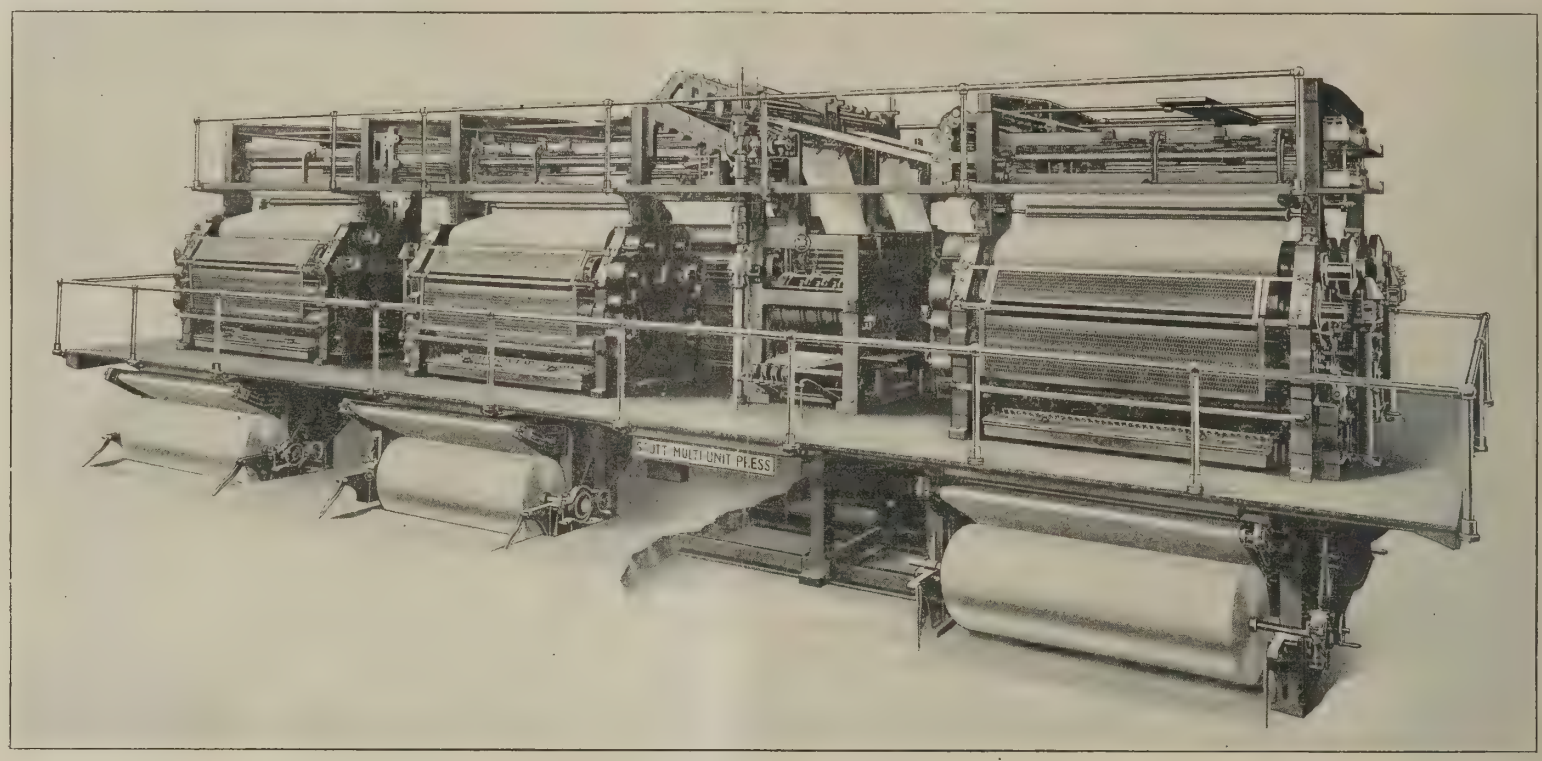
Looking afar, peering, listening; always listening. And hearing while they wrought and while they listened the echo of a sound a poet heard. Now faint, childlike, tentative, now resolute, exultant, overbearing, full of bravado and full of fact, that echo makes musical our eight decades and becomes a city's song:

"Far off I hear the crowing of the cocks,
And through the opening door that Time unlocks
Feel the fresh breathing of Tomorrow creep.'

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER





There's a "Beat" in every Scott Press

—any time you want to call on it. That's because they are able to operate at speeds far in excess of ordinary presses. When it is a question of "getting on the street first," the plant equipped with either "Scott Multi-Unit" or "Straight-Unit" Presses always holds the advantage.

Scott Presses, and Scott Presses only, are regularly rated at 400 R. P. M. Install—

Scott

"Multi-Unit" or "Straight-Unit" Presses

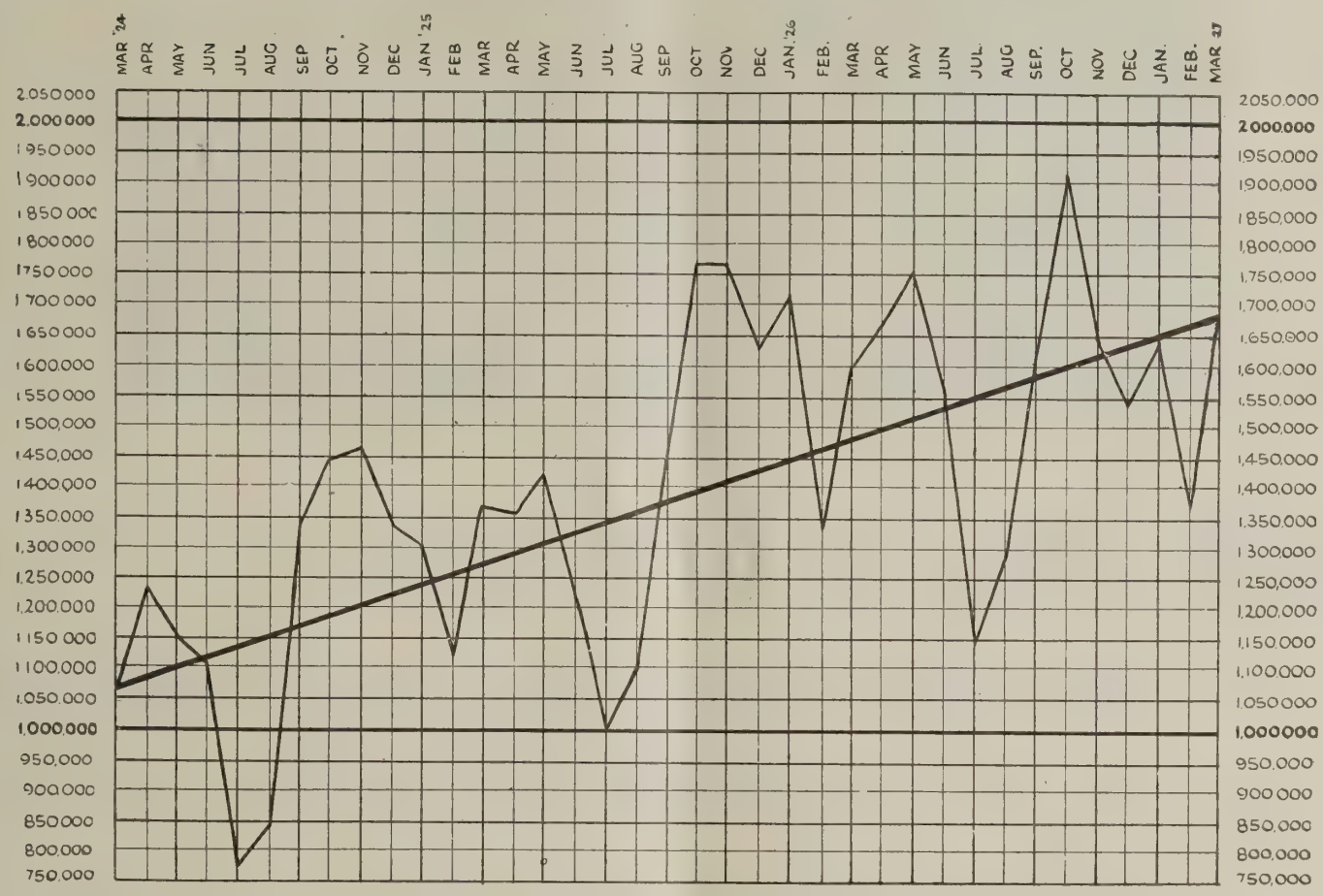
WALTER SCOTT & COMPANY

Main Office and Factory - - - - - - Plainfield, New Jersey, U. S. A.
New York Office - - - - - - - - - - - - 1457 Broadway
Chicago Office - - - - - - - - - - - - 1330 Monadnock Block

Cable Address: WALTSCOTT NEW YORK

Growth of Advertising in the New York Herald Tribune

{since the consolidation of the Tribune and the Herald}



ADVERTISING GROWTH is the surest indication of advertising value. Herald Tribune advertising is growing faster than that of any other New York newspaper and faster than that of any other American newspaper of similar size.

In comparison with 133 newspapers of the largest cities in America, the Herald Tribune had the third largest advertising gain in 1926,—much larger than that of any other newspaper of similar size. The following are the first 30 papers in amount of gain, 1926 over 1925:—

1. Washington Star	2,331,626	11. New York Times	1,588,384	21. Chicago Daily News	1,328,337
2. Houston Post-Dispatch	2,272,514	12. New York Sun	1,539,321	22. Boston Traveler	1,312,257
3. New York Herald Tribune	**2,260,029**	13. San Francisco Call	1,526,952	23. Kansas City Star	1,252,702
4. New Orleans Times-Picayune	1,772,066	14. New York Evening Graphic	1,512,479	24. Birmingham News	1,247,400
5. Seattle Post-Intelligencer	1,755,908	15. St. Louis Post-Dispatch	1,503,320	25. Louisville Courier-Journal	1,217,833
6. Brooklyn Times	1,727,054	16. Buffalo Courier	1,491,768	26. Oakland Post-Inquirer	1,213,212
7. Washington Herald	1,700,193	17. Columbus Dispatch	1,417,708	27. Houston Chronicle	1,208,802
8. Columbus Citizen	1,686,679	18. Milwaukee Journal	1,411,004	28. Birmingham Post	1,190,924
9. Pittsburgh Press	1,657,292	19. Boston Herald	1,373,404	29. Brooklyn Eagle	1,180,820
10. Chicago Tribune	1,647,156	20. Louisville Times	1,362,590	30. Minneapolis Journal	1,169,640

NEW YORK
Herald Tribune



Ask me another—

Which Philadelphia newspaper is sold strictly on its merits as a newspaper, and does not use prizes, premiums, guessing contests or other methods of artificially stimulating circulation?

3,005,090 people live and buy in the Philadelphia retail area.
One newspaper sells 546,527 copies daily

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

Vol. 60 NEW YORK, JUNE 18, 1927 No. 4

Newspaper Wars For National Business Wane As Mergers Kill Old Rivalries

Agreements Between Separately Owned Competitors to Sell Their Field As a Unit Also a Response to Space-Buyers' Repeated Demands for Truth and Dignity

By ARTHUR ROBB

COMMENT upon newspaper consolidations in recent years has paid little attention to an "end result" which is likely to have far-reaching effects upon the purchase and sale of newspaper advertising space—the elimination of the vigorous and sometimes vicious competition between two newspapers of a city for the national advertiser's business.

In practically every city outside of New York and Philadelphia where morning and evening newspapers are operated under one ownership and from one plant, space is sold to the national advertiser at a single rate, and while use of both editions is not always compulsory, there is usually in such cases a clause providing that one or the other of the two editions is sold only in combination.

Another phase of this tendency is the elimination of the Sunday edition as a separate factor in the rate structure in many cities. An attractive rate is quoted for a double insertion, either in the morning and the Sunday editions or in the evening and the Sunday editions, the latter being the usual combination.

More recently this co-operative idea has received a new turn—exemplified best in the announcement last week that the *Davenport* (Ia.) *Times,* a newspaper owned by the Lee Syndicate, and its evening competitor, the *Davenport Democrat,* would in future sell their space to the national advertiser on one rate card. No change will be made in any other relations of these independently owned and operated newspapers. The new rate is the sum of the charges formerly quoted on their individual rate cards.

A similar arrangement exists in one or two smaller cities, where separately-owned newspapers have learned to sink their natural competitive differences to the extent of presenting a united front and unanimous smiles in the direction of the national advertiser.

Co-operation of any kind in any branch of the newspaper business is rare enough to arouse comment when it is tried and found successful. Editorial departments in the largest cities have for many years found it advantageous to pool resources in the covering of routine news sources. Circulation departments in a few of the smaller cities have found co-operative delivery of morning papers feasible, and in Ottawa, Ont., the *Journal* and the *Citizen,* in morning and evening operations, have for several years conducted their distribution as a unit, both papers, though separately owned and operated in all other respects, having one circulation manager. Both papers compete as hard as any others for the interest and patronage of Ottawa readers, both by their editorial content and by many of the legitimate and conservative methods of obtaining new readers.

Co-operative measures in the national advertising field, however, have been slow to develop. Many publishers have felt that any great measure of co-operation in what is a vital phase of their operations must be the first step toward deadening the spirit of rivalry which has been a powerful motive force in the development of newspapers from the earliest days.

The old-time fierce battles of the pen between the editors are seldom seen now, but the rivalries they engendered between the institution and that "other fellow" up or down the street have become even more toxic as weapons in the hands of the advertising manager and his staff and the representatives in the national advertising field. In no department of salesmanship is the combat more bitter than between the representatives of competing newspapers for a share in the limited appropriation allotted to their city.

ARE THEY "WOLVES"?

AN advertising agency president, with years of experience both in the sale and the purchase of newspaper advertising, last week referred to the salesmen of newspaper space as "wolves," who would tear down his carefully constructed campaign in selfish efforts to obtain a share of it for their papers.

That the past gives much to support the truth of the charge is undeniable, but the present shows a distinct revulsion among newspaper men against the old methods.

Market analysis, as applied to newspaper advertising, is less than a decade old. It is now a staple element in every capable newspaper salesman's equipment. Circulation statements, in general, tell a story that is easily understood and hard to offset by the old "knocking" methods.

Competition in many local markets, as the article on this page points out, has been eased by consolidation.

The day of the "newspaper wolf" is about done and his successors can with justice resent application of the epithet to themselves or their labors.

This kind of competition has been expensive, even though it has helped to produce the tremendous linage that the newspapers have enjoyed for the past seven years. It has brought repeated pleas from space-buyers to be relieved of the burden of shaking the one grain of truth which they suspected might lurk in the conflicting claims for preference put forth by competing newspapers. It has brought the statement from a number of space-buyers that the truth is not in newspapers when they are talking about themselves as advertising media. It has placed the emphasis in many newspaper sales arguments upon the paper itself, in which the space-buyer is often not primarily interested, and not upon the market and its opportunities for sales of his product, in which the advertiser's principal interest lies. There have been many and notable exceptions, to be sure, and some of the best salesmanship demonstrated by space solicitors belongs in the newspaper ranks.

To a great extent the consolidation of newspapers in many cities has ended this bane of the agency's life, only to give rise to another which has brought howls of anguish from the national advertiser himself.

Statements have been made before meetings of the Association of National Advertisers to the effect that the compulsory combination purchase of space has retained to the publisher all of the benefits due to the merger under one operation of two former competitors, without sharing the gains with the advertiser. It has been asserted that rates have been increased under the combination arrangement until they are often higher than the sum of the rates formerly charged by the individual newspaper and that the advertiser is forced to buy a large amount of circulation that he cannot use and does not want in order that the publisher may make his new investment pay.

There is no doubt that the latter is an extreme statement, applicable to only a small minority of the many consolidations that have been effected in recent years. The more usual result of the merger has been a decrease in the combination rate amounting sometimes to as much as 30 per cent from the sum of the old schedules. In several cases, the proprietor of the newspapers has made the consolidation an occasion for the drafting of an entirely new rate card. Haphazard systems of charging all that the traffic would bear, even when the traffic apparently would not bear enough to pay the publisher a savings bank return on his investment, have been dropped in favor of a rate based upon the cost of operation and providing for increases or decreases in rate according as circulation averages went up or down. If the resulting rate-card bears higher tariffs than the former schedules, the publisher is confident that his product is worth what he charges and that the advertiser has no legal or ethical right to expect him to sell a high-grade service for less than the cost of production plus a reasonable profit.

Compulsory combination rates have often been necessary following the merger of a weak paper with a strong competitor in the opposite field. Advertisers have withheld their patronage from the weaker paper in the past and the force of habit is as strong in space-buying as in other human activities. It has been extremely difficult for publishers to convince advertisers that the weak paper's past is its past and that its history has nothing to do with its present operation. In the absence of a compulsory provision on the rate card, a number of well-managed newspapers are today being visited with the sins and errors of their former owners, while the other member of their combination-group grows more and more prosperous.

A spirit of co-operation and willingness to understand the other side of the problem is as necessary to the advertiser as it is to the publisher if conditions like that described are to be corrected. If advertisers appear to want for themselves all of the gains that the publisher has accomplished for himself and his community through the investment necessary to buy out competition, the publisher cannot be lectured for adopting such regulations as he finds necessary to guard his welfare. That the publisher is not so much a creature of custom, habit, and prejudice as is the buyer of his space is evidenced by the occasional announcements of several morning-evening combinations in recent months that their space could be purchased on an optional as well as a compulsory combination basis. As noted above, the publisher has maintained a measure of protection as a rule by providing that the advertiser cannot use the supposedly stronger unit of the combination without buying space in the newer and presumably weaker member. He can buy space in the latter unit usually at a much lower rate than might be quoted if the paper were an enterprise, well aged and established under its present management. This is a comparatively new idea in most newspaper plants and its results will be watched from both sides of the space-buying fence with concern during the next year or two. It is worthy of an unprejudiced trial.

The tie-up in the sale of Sunday space with an insertion in a morning or evening issue under a combination rate has been in operation in a score of cities for periods ranging from one to five years. Records available in this office do not indicate that any newspaper which placed such a clause on its rate card has ever removed it and a number of new cards containing such notations have been issued in the past few months. Varying reasons exist for the provision. In some operations the Sunday edition is used by some advertisers exclusively, even though the publisher believes that some of their space should appear in the daily issues. Other advertisers use the daily issues to the exclusion of the Sunday, with the result that the latter edition operated in connection with strong six-day evening papers frequently shows an operating balance in red. To bring about the desired evenness of operation both on the week-day and Sunday sheets, the new card has been effective by compelling the Sunday-only advertiser to take space in a week-day issue (often a slim Saturday or Monday edition) and inducing the other class to take advantage of the low rate offered for combination and Sunday insertion.

CANTON'S FORMER CHIEF OF POLICE TO STAND TRIAL FOR MELLETT MURDER

S. A. Lengel Is First of "Higher-Ups" Indicted in Editor's Death—Was Deposed for Failure to Prosecute Search for Murderers—Council Praises Daily News

SERANUS A. LENGEL, former Canton Chief of Police, will go on trial July 11 on the charge of first degree murder in the conspiracy which brought about the assassination of Don R. Mellett, editor of the *Canton* (O.) *Daily News*, July 16, 1926.

Lengel is the fifth man indicted. Patrick E. McDermott, Ben Rudner and Louis Mazer, together with former Police Detective Floyd Streitenberger, are now in the Ohio penitentiary, all with life sentences except Mazer who turned State's evidence after McDermott and Rudner had been convicted. His testimony convicted Streitenberger and the court permitted him to plead guilty to manslaughter which carries a sentence of from five to twenty years. Streitenberger and McDermott both have confessed. Rudner denies guilt of murder but confesses part in the plot which resulted in murder and this under the Ohio law makes him a direct principal.

Lengel was deposed for inefficiency and failure to prosecute investigation of the Mellett murder. He now has pending a mandamus action and an appeal in the courts, asking reinstatement. He has also pending a $50,000 libel suit against the *Canton Daily News*. A like suit by Louis Mazer will be dismissed since Mazer has confessed.

The State has charged and has proved that Editor Don R. Mellett was executed in a conspiracy to destroy his newspaper because of his attacks through the newspaper against the police department whose heads were shown to be in collusion with vice leaders. Should Lengel be convicted, other indictments are expected. Investigation points to higher-ups that directed Lengel's activities through stool-pigeons in the "underworld."

Lengel pleaded indigency and asked the court to appoint attorneys for his defense, but the request was denied. His home is owned in his wife's name and aside from that he stated that he had only a cash surrender value of $1,500 in a life insurance policy payable to his daughter. It has developed, however, that he has maintained safety deposit boxes which no one has the right to enter except himself.

Coincidental with the indictment and arrest of Lengel, the Canton Daily News received and placed on view the Pulitzer Gold Medal which it announces will be placed on permanent display in the lobby of a new building which is to be erected as a memorial to Don R. Mellett, the martyred publisher. The cornerstone for the new building will be laid on the anniversary of Don R. Mellett's death.

As showing the result of the work, the Canton City Council, Republican (the Canton Daily News is independent Democratic), unanimously passed this resolution:

"Whereas a distinct and lasting service has been rendered to the city of Canton and its citizenship by a work which has broken the domination of evil influences and which has effectually severed their connection with unworthy representatives of the people; and, whereas, this service, as a result of the prosecution of conspirators who were vice leaders, has drawn attention of the world favorably to this city after a not entirely deserved but adverse publicity; and, whereas the work done has brought honor to the city as it has to the press of the city in the award of the Pulitzer Gold Medal to the Canton Daily News, the second time this award has been made west of the Allegheny Mountains and the first time it has ever been awarded to a city of Canton's size; therefore,

"Be it Resolved, That the council of the city of Canton, representing officially the voice of the city, express its gratitude and its appreciation to the Canton Daily News for the great civic work it has accomplished and the newspaper leadership it has shown; and that council officially record the citation of honor to the Canton Daily News 'for its brave, patriotic and effective fight for the purification of municipal politics throughout the country, and for the ending of a vicious state of affairs brought about by collusion between city authorities and the criminal element, a fight which had a most tragic result in the assassination of the editor of the paper, Mr. Don R. Mellett,' and

"Be it further Resolved, That the city council go on record with the pledge to aid in leadership in sustaining Canton as the city of the Gold Medal Newspaper of the United States for the year just closed, worthy of the honor which that newspaper has brought to it."

DEGREES FOR BOSTON EDITORS

Barron Now an S. C. D., O'Brien a Doctor of Letters

Two Boston editors, Clarence Walker Barron, editor of the *Boston News Bureau* and *Wall Street Journal*, and Robert Lincoln O'Brien, editor of the *Boston Herald*, were awarded honorary degrees by Boston University at the commencement exercises of that institution June 13.

Mr. Barron as "editor, publisher, spokesman of industrial America to the investing public of the United States, promulgator of the doctrine that laws of happiness are the laws of service," was given an S. C. D. degree, doctor of commercial science.

Mr. O'Brien, "publisher, publicist, editor, whose superb talents are invested for the common weal," received an Litt. D. degree, doctor of letters. He already holds the degree of A. B. from Harvard, and that of honorary doctor of letters from Dartmouth and from Brown University.

SWOPE BROTHERS HONORED

Herbert Bayard Swope, executive editor of the *New York World*, was awarded the degree of Doctor of Literature by Colgate University at Hamilton, N. Y., last Monday, June 13. At the same time Gerard Swope, president of the General Electric Company, was made a Doctor of Science.

WELLS HAWKS IMPROVING

Wells Hawks, noted newspaper and publicity man, who was stricken with paralysis two weeks ago, is improving slowly at the Polyclinic Hospital, New York, his physician, Dr. John Carroll reported late this week. Mr. Hawks is regaining his speech and the use of his right leg, and is sitting up for short periods daily, Dr. Carroll said.

WILLICOMBE GETS COMMISSION

Joseph Willicombe, private secretary to William Randolph Hearst, has been appointed a Lieutenant Colonel in the United States Army Reserve. Col. Willicombe has been assigned as a specialist on the General Staff, and it is understood he will be used in the Military Intelligence Division.

ADAMS JOINS N. Y. TELEGRAM

Jack Adams, for four years assistant financial advertising manager of the *New York Sun*, this week joined the *New York Telegram* as financial advertising manager. Previous to joining the Sun, Mr. Adams conducted his own agency.

J. H. APPEL AN LL. D.

Joseph H. Appel, director of advertising for the John Wanamaker Store, New York, was awarded the honorary degree of Doctor of Laws by Franklin and Marshall College, June 6.

EDITOR & PUBLISHER CALENDAR

June 19-24—Twelfth District, I. A. A. clubs, annual convention, Portland, Ore.

June 20-22—Second District, I. A. A. clubs, annual convention, Schenectady, N. Y.

June 20—Special Libraries Assn., 19th annual conference, Toronto.

June 21-23—International Circulation Managers Assn., annual meeting, Hotel Biltmore, Atlanta, Ga.

June 23-25—Kentucky Press Assn., mid-summer meeting, Mayfield, Ky.

June 24-27—New Jersey Press Assn., annual convention, Lenox, Mass.

June 26-29—International Advertising Association, annual convention, Denver, Col.

PAPER MACHINES SLOW DURING MAY

Total Newsprint Made Is Greater Than Last Year, Though Mills Work at Less Than 90 Percent of Rated Capacity

Newsprint production in Canada during May, 1927, amounted to 171,819 tons and shipments to 170,468 tons. Production in the United States was 127,395 tons and shipments 126,984 tons, making a total United States and Canadian newsprint production of 299,214 tons and shipments of 297,452 tons. During May, 15,828 tons of newsprint were made in Newfoundland and 1,586 tons in Mexico, so that the total North American production for the month amounted to 316,628 tons.

The Canadian mills produced 90,931 tons more in the first five months of 1927 than in 1926, which was an increase of 12 per cent. The United States output was 54,986 tons, or 8 per cent less than for the first five months of 1926, that in Newfoundland 32,742 tons, or 48% more, and in Mexico 1,285 tons, or 25% more, making a total North American increase of 69,982 tons, or 5%.

During May the Canadian mills operated at 86.7 per cent of rated capacity and the United States mills at 83.8 per cent. Stocks of newsprint paper at Canadian mills totalled 27,520 tons at the end of May and at United States mills 24,233 tons, making a combined total of 51,753 tons, which was equivalent to 3.9 days' average production. The tabulated statistics follow:

	Production Tons Per Month	Shipments Tons Per Month	Shipments Mill Stocks
CANADIAN MILLS			
1927—May	171,819	170,468	27,520
Five Months	826,083	813,471	27,520
1926—Five Months	735,152	731,165	14,331
1925—Five Months	623,143	617,936	26,848
1924—Five Months	570,822	564,044	20,746
1923—Five Months	512,841	506,239	13,561
1922—Five Months	422,533	428,016	8,313
1921—Five Months	317,496	307,607	20,920
1920—Five Months	365,086	358,055	14,471
UNITED STATES MILLS			
1927—May	127,395	126,984	24,233
Five Months	646,874	634,293	24,233
1926—Five Months	701,850	697,147	18,187
1925—Five Months	634,106	625,617	32,037
1924—Five Months	636,374	624,576	34,708
1923—Five Months	626,944	625,365	20,832
1922—Five Months	562,912	562,065	24,781
1921—Five Months	528,678	522,243	31,198
1920—Five Months	629,244	621,790	22,823
UNITED STATES AND CANADIAN MILLS			
1927—May	299,214	297,452	51,753
Five Months	1,472,957	1,447,764	51,753
1926—Five Months	1,437,002	1,428,312	32,518
1925—Five Months	1,257,249	1,243,553	58,885
1924—Five Months	1,207,196	1,188,620	55,454
1923—Five Months	1,139,785	1,131,604	34,393
1922—Five Months	985,445	990,081	33,094
1921—Five Months	846,174	829,850	52,118
1920—Five Months	994,330	979,845	37,294

DAILY ADDING PRESS UNITS

The *Toronto Star* has placed an order with R. Hoe & Co., Inc., for 28 press units and 8 sets of folders. When the installation is completed, the Star will have one of the largest newspaper plants in Canada.

J. D. BARNUM TO DIREC ROCHESTER DAILY

Publisher of Syracuse Post-Standar Takes Charge of Democrat and Chronicle—Herbert J. Winn Continues as President

Jerome D. Barnum, publisher of th *Syracuse* (N. Y.) *Post-Standard*, on Ju 14, assumed the duties of publisher of th *Rochester Dem crat and Chro icle*. He wi continue, in add tion, as publish of the Pos Standard Mr. Barnum one of the owne of the Pos Standard. Sin he left colle he has been co nected with th paper as adve tising manag business manag and for the la



J. D. Barnum

ten years as publisher. He is a director the American Newspaper Publishers' A sociation, and for two years has been t chairman of its postal Committee. He vice-president of the New York Sta Publishers' Association and trustee the Empire State School of Printing Ithaca.

Robert W. Disque, business manag of the Post-Standard, will come Rochester to aid Mr. Barnum in t management of the Democrat and Chro icle with the title of assistant publish

Mr. Disque has been business man ger of the Syracuse Post-Standard sin 1916. Prior to that time he was adve tising manager of the department sto of Dey Brothers and Company, of Syr cuse.

Herbert J. Winn continues as pre dent and treasurer of the Rochest Printing Company. He accepted th position in 1921 on the retirement W. H. Mathews.

DALE APPEAL TO TRUSTEES

Indiana Governor Turns Parole P Over to Prison Group

Governor Ed Jackson of Indiana a nounced last week that he intends to s mit the petition filed in his office by M George Dale, wife of the editor of *Muncie* (Ind.) *Post Democrat*, ask that the Governor extend executive cle ency to her husband, to the trustees the Indiana state farm, to which D was sentenced, and would await the tr tees' recommendation before taking acti

When asked what he would do in c the trustees were unable to meet u after Dale has begun his sentence at farm, the Governor declined to comm It was said at the state farm that next meeting will be held July 13, which time petitions will be consider

In the meantime a delegation of Mun citizens will appear before Gover Jackson to present their arguments in half of Dale, according to a statement Thomas V. Miller, Muncie attorney, w has represented Dale in several cases.

Dale was sentenced to 90 days for c tempt by Judge Clarence W. Dearth the Delaware County Circuit Court Muncie several months ago.

THOMPSON CASE CONTINUED

Gov. Fuller's Illness Prevents Act on Extradition Request

A continuance until June 21 has b granted in the case of Fred H. Thom son of the *Boston* (Mass.) *Post* wh extradition is sought by the New Ham shire authorities in connection with alleged theft and publication of G Alfred Smith's letter to the *Atla Monthly*.

The continuance was granted beca of the illness of Gov. Alvan T. Fuller Massachusetts.

WHEN LINDY TURNED NEW YORK UPSIDE DOWN

Millions Crammed Canyons of Broadway to Greet Returning Hero, and Reporters Battled Ocean of Humanity—Deafening Harbor Reception Upset Carefully Laid Interview Plans

By BRUCE GOULD
New York Evening Post Staff

THE world's greatest city was about to welcome the world's greatest hero, Colonel Charles A. Lindbergh.

Cover it. That was the job.

Probably never before have 7,500,000 persons suddenly turned slightly mad just because a daring youngster personified glorious youth.

Where a scanty two or three thousand had braved the chill morning mist that May 20 to see "Slim" hop off from Roosevelt Field bound for Paris, and a small number of correspondents sufficed, the world's metropolis knocked off work last Monday to see and to cheer the hero of the century, so that the welcome became a crowd story of unheard of magnitude.

There was nothing for the newspapers to do but to turn over their pages intact to the story of the occasion, and to assign almost the entire staff to get the story. President Coolidge departed for the Black Hills practically unnoticed. The New York Stock Exchange stopped winding out dollars for an entire day, the first time such an honor has been paid a living man. The world was well lost for Lindbergh.

The parade, beginning on the waters of New York harbor at Quarantine and winding up Broadway and Fifth Avenue to Central Park, was about ten miles long. Important stops were to be made when the municipal steamer discharged "Lindy" at Battery Park; when Mayor Walker welcomed the flyer at City Hall; when the Army flyer laid a wreath at the foot of the Eternal Light, on Fifth Avenue at Twenty-fourth Street, in memory of his dead comrades; when he stopped for a minute at St. Patrick's Cathedral to meet Cardinal Hayes, and finally when he stood before Governor Smith in Central Park to be presented with the Medal for Valor of New York State.

All these aspects of the tremendous reception had to be covered, not only by reporters, but by photographers, and harassed city editors were forced to sprinkle the town with men in order to get the flavor of the story.

The welcome was scheduled to begin at Quarantine, when "Lindy" was to be picked up from an Army amphibian plane and transferred to the municipal steamer



Charles Macauley, noted cartoonist, presenting Mrs. Lindbergh with a sketch of her hero son at the Newspaper Club in New York.

Macom and to the arms of the Reception Committee for Distinguished Visitors, as gloriously represented by the silk-hatted Grover Whalen. For that reason, the first line reporters, and those who were to write the complete story for the morning paper, went aboard the Macom; perhaps twenty-five reporters, and as many photographers.

Actually, a last minute change in plans, necessitated by the motor failure of The Spirit of St. Louis at Washington, took "Lindy" first to Mitchel Field in an Army pursuit plane, from which he transferred to the original amphibian. Elaborate secrecy shrouded the Mitchel Field landing, but several papers which learned of this plan, shot reporters out to the flying field and covered his descent from the clouds.

Because of the anticipated crowds, special cards were issued to reporters who expected to board the Macom. Other cards were issued for work around City Hall. Special passes were required by the military authorities at Miller Field, from which the aerial parade of about thirty planes took off and landed.

The eight thousand policemen who guarded the parade lines were informed that ordinary police cards should be honored at other points along the line, but there is never any way to educate a crowd that a reporter must be allowed to pass if his elbows prove powerless in wedging him through a human barrier.

Two hours behind the original schedule, and one hour later than the hastily revised plan, "Lindy" dropped down on the water at Quarantine in the midst of an Armada of habor craft of every description, ranging from railroad tugs to Coast Guard destroyers and ponderous excursion boats. Immediately an uproar of cheering, shouting, screaming sirens, and hoarse whistles split the air, nearly breaking eardrums. From the time he landed until the Macom put in at Pier A, Battery Park, an hour later, the din continued. At times it was literally impossible to hear words shouted in the ear.

Under these conditions, it was necessary to get an interview. And these were not all the unfavorable conditions. Normally, when distinguished visitors are taken aboard the Macom, usually from an incoming liner, the celebrated one is quietly taken into the ship's cabin and interviewed at leisure.

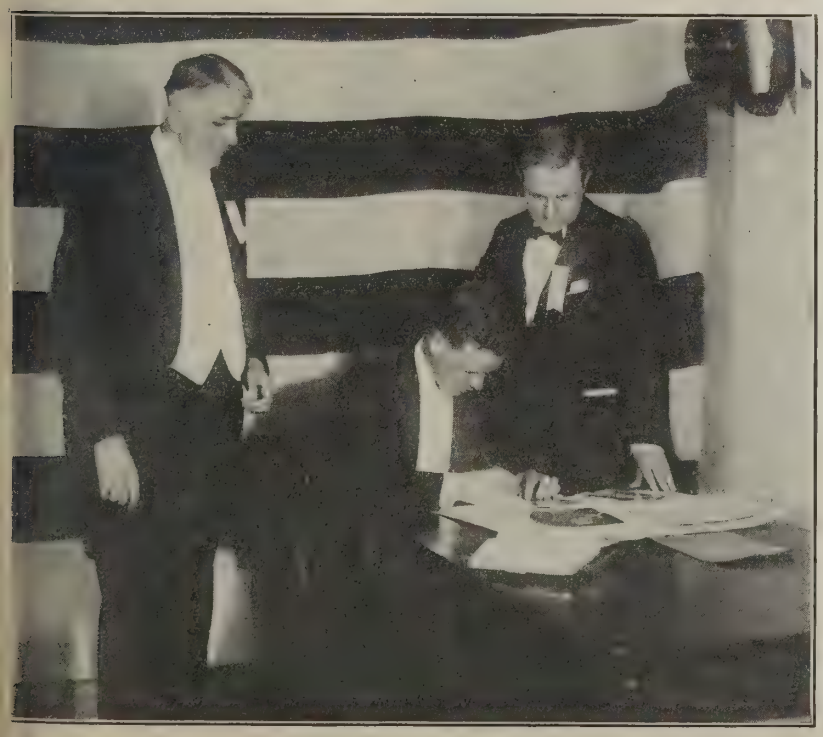
But not so with "Lindy." Out in those 300 odd boats, which formed a naval phalanx about the Macom as it slowly steamed up the bay, were some thousands and thousands of madly cheering men and women. Every boat was listing to Lindbergh, and they were demanding a sight of their idol. It was imperative that he be taken on the bridge at once, and reporters were permitted less than three minutes with him while he stripped off his flying jerkin. And during that brief period, one grayhaired lady reporter attempted to win from him a detailed account of what he thought of the possibilities of transatlantic flying, despite the frowns of her more prosaic confreres.

Whalen brusquely whisked "Lindy" away, while the reporters were still trying to make up their minds what to ask him. The stormy welcome, the immensity of his popularity, and the dignity of the boy almost tongue-tied the usually bright reporters, so that he had slipped away before they were ready to begin.

Once on the bridge, he was the center of hundreds of thousands of eyes. The bay was a mass of foam as the huge naval escort churned the water alongside the Macon. So great was the din of whistles that much of the cheering could not be heard. People looked as though they were opening and shutting their mouths without purpose.

Reporters were wild. They could only

(*Continued on next page*)



Col. Charles A. Lindbergh signing the National Press Club Register, at the reception tendered him by the Press Club at the Washington Auditorium.



The *New York World* Building was gaily decorated while at its feet throngs passed along Park Row to City Hall Park where Col. Lindbergh was officially welcomed to New York.

look at him as everyone else was doing. Photographers were not much better off, because others were constantly getting in front of their prey. Half a dozen times police forced many a luckless newspaper man back as well.

Photographers, seeking crowd scenes, were snapping the solidly massed square



An unprecedented battery of news cameras recorded the reception at Washington when President Coolidge decorated Col. Lindbergh.

a request was sent to Whalen, to bring "Lindy" down below for "only five minutes." The request went unanswered. It began to look hopeless. The Battery was heaving into view, and no interview.

Your correspondent became desperate, and succeeded in attracting the attention of Harry A. Bruno, associated with R. R. Blythe as personal representatives of the flyer, and publicity men for the Wright motor and Ryan monoplane, as well as other aviation interests. In a few concise words, Bruno was impressed with the necessity of at least a few words; a minute later five reporters were surrounding "Lindy."

It was like interviewing a prima donna next to a riveting machine. Questions had to be shouted. Whalen and others were plucking at Lindbergh's sleeve to win him back, as the thousands of people on all sides clamored for a sight of their hero. One reporter threw his arm about Lindbergh to prevent any sudden disappearance. A few questions were hurled at him; mostly the usual ones asking him for an interpretation of his feelings.

Lindbergh doesn't like such questions. He didn't like them when he was comparatively unknown before hopping off for Paris, and he doesn't like them any better now. What's more he refuses to answer them, firmly insisting that he will answer only questions which permit a definite reply. Out of the welter came one thought, that Lindbergh had made the flight, not because of the money prize, but because he regarded the Orteig prize as a "challenge," and thought it was up to some aviator to prove that the Atlantic could be bridged.

With the arrival at Battery Park, the land turmoil began. Reporters were restrained by police from meeting "Lindy" as he disembarked. Surrounding the Park were thousands of persons. From the cornices of the skyscrapers people hung like bats. The windows were faces; the ledges a mass of humanity. There were no telephones available.

From then on it was touch and go, as the parade swung through the skyscraper canyons of lower Broadway, lined with people on the sidewalk, and almost a living facade up both sides to the topmost story. Cameramen, posted in eyries, snapped some amazing pictures of a Manhattan crowd at its wildest, the air shimmering with torn paper and ticker tape, with people massed as far as the eye could see.

At City Hall, where a stop had been made, more reporters were posted in press boxes, telegraph instruments before them. It was feared, and rightly, that no reporter could leave the scene, and that all telephones would be blocked. But even the telegraph instruments broke down once, when the mob charged Lindbergh and overran the press boxes. In forcing the mob back, the valiant from the Woolworth Tower, the World Dome, and half a dozen other buildings which face City Hall Park, and it was hours after the parade had continued on up Layayette street past the Tombs, and swung into Fifth avenue at Ninth street before the downtown hordes had melted away.

Afternoon reporters stationed along the avenue had to do the best they could to worm their way through the masses along the sidewalks in search of telephones to shoot in their bits to the rewrite men, while the morning men rode



And here is a closer view of the camera men whose views of the Washington ceremonies appeared in newspapers from Coast to Coast last Sunday morning.

in automobiles behind the hero and jotted it all down in notes or memories.

At Central Park, where space was available for hundreds of thousands, reporters fared better. Their press boxes were undisturbed, and the story was quieter there, the frenzied edge having been taken off by the downtown millions. But it was not until nearly six o'clock that the greatest crowd story ever written by New York newspaper men was finally all in.

Different papers handled the story in various ways. The New York Evening Post worked out a plan which was satisfactory. After a general lead, each reporter, covering a definite territory, wrote his story under a two column head. The net result was a running story of the entire parade as it developed, written by several men, all of whom had witnessed what they had written.

To name all the reporters who did stalwart work on this wildest of New York receptions would be impossible since it would be practically a census of New York newspaper men and women.

The heavy "play" given the story was shown by *Variety* which carried the following tabulation: Times, 15 pages; American, 10 pages; Herald Tribune, 9; World, 8; Mirror (tab.) 23; News (tab.) 16. This included news and pictures.

the arrival at Washington of America's Unknown Soldier and the death of President Wilson, both stories of infinite pathos. The gladness, freedom and neighborliness of Lindbergh's homecoming gave this story a vitality lacking on those other historic occasions."

Probably more reporters went up in the air on the Lindbergh story than on any other assignment. One of the first groups to go aloft consisted of five reporters who took off from the Hampton Roads Naval Base Friday, June 10, and flew out to sea to greet the returning hero. They were: "Larry" Sullivan, of the International News Service; Hunt Clement, of the Associated Press; Carlisle Bargeron, of the *Washington Post;* Whitney Bolton, of the *New York Herald Tribune,* and F. Raymond Daniell, *New York Evening Post.*

"So many planes were dipping and diving about the Memphis that it was like driving a motor car through Times Square at theatre time," said Daniell. "Collisions seemed inevitable with planes before, behind us, under and over us. It was a little too crowded for comfort."

Mrs. Evangeline Lindbergh, mother of the flyer, was the guest of the New York Newspaper Club at luncheon June 14. Col. Lindbergh, who planned to attend, was unable to be present. Mrs. Lindbergh was presented with a cartoon by Charles R. Macauley, showing Uncle Sam greeting "Lindy." The luncheon committee consisted of: Robert E. Livingston, chairman; Denis Tilden Lynch, president of the club; Louis Fehr, vice-president; William P. Beazell, past-president; R. P. Clarkson, Endicott Rich, Oscar S. Armes, Victor Lawn, Leslie H. Allen, corresponding secretary; Prof. James Melvin Lee, Miss Mageda, Mrs. Bryce Oliver, Mrs. Lee, Miss Lee, Miss Marion White, news editor, *Electrical Record,* and Charles R. Macauley.

MASTHEAD DISPLACED FOR LINDBERGH PHOTO

To give the story of Lindbergh's home-coming greater play than any other news event in recent years, the *Buffalo* (N. Y.) *Evening Times* reduced its page one masthead to two columns on the right side of the page. A five column cut of Lindbergh and his mother consumed nearly the entire front page, with two-column lead story starting beneath the masthead. The regular column of news commentary occupied the remainder of the page.

ECHOES OF LINDBERGH'S U. S. RECEPTION

Boston newspapers last Saturday and Sunday handled photographs of Col. Charles A. Lindbergh's arrival and reception in Washington with great speed. Pictures taken by staff and picture syndicate photographers were rushed to Boston by airplane in time to catch the Sunday editions. Photographs of Lindbergh's arrival sent from Washington by telephoto were printed in Saturday papers.

"Only two stories out of Washington within my experience have compared in popular interest and universal emotional appeal with the Lindbergh homecoming," Robert J. Bender, general news manager of the United Press Associations told Editor & Publisher. "These were

LINDY COPY CENSORED ABOARD MEMPHIS

Capt. Bagley Insisted Upon Seeing All Copy Before It Was Sent—Ship a Floating "Tower of Babel"

By William Hillman,
I. N. S. and Universal Service Correspondent

The U.S.S. Memphis, pride of the American navy, was nothing more than a floating tower of Babel for the seven days she carried Lindbergh.

Not only were three newspapermen trying to tell the American people what Lindy was doing, thinking or saying, but everyone in America was evidently trying to tell Lindy what a marvelous feat he had accomplished or trying to invite him home or get him to sign on some dotted line.

For three days before the Memphis reached the American shore every radio station on the American continent was clamoring to be let in. Four wireless operators and three assistants were swamped. There was not a minute of the day or night, except for a period of twelve hours at midocean, when messages were not being sent or received. Forty thousand words a day is a fair guess as to the amount of traffic handled.

Under these conditions, filing news dispatches became a precarious venture. Sometimes messages were routed via London, sometimes via passing ships, sometimes by way of Washington, often by stations in the vicinity of New York.

The three correspondents were not limited in the number of words they could send, realizing, however, that much of their copy would be lost if lengthy since no assurance as to the time of arrival could be given.

But for the first time since the close of the war, American newspapermen found their copy censored.

No story was allowed to clear from the Memphis without approval of Commander Bagley, chief of staff to Vice Admiral Burrage, commanding U. S. Naval Forces in Europe. Even bulletin messages such as "The Memphis now steaming up the Potomac" had to wait for the initials of Commander Bagley.

That the censorship was not severe or annoying is due to the fact that Commander Bagley is not a meticulous martinet. He was fair in his attitude and if anything seemed objectionable to him he would suggest deletion rather than insist on it.

What was objectionable matter?

Anything that Lindbergh might not like. Was Lindbergh consulted?

No! The censor took it upon himself to decide whether the matter was proper.

The naval censorship was but a continuation of that strange isolation of Lindbergh from the world that began when Ambassador Herrick took Lindbergh in charge in Paris and standing by his side at the press conference nodded approval or shook his head as Lindbergh answered questions put by newspapermen.

Lindbergh is a difficult hero to question at any time because of his reticence, and was doubly difficult to approach after the American diplomatic and naval authorities got busy.

Additional Lindbergh items on page 46.

N. E. A. MEETING HEARS SMALL TOWN PRAISED

No More New Yorks Nor Chicagos Needed, Speaker Tells Thousand Delegates at Omaha Convention —Meredith of Quakertown (Pa.) Free Press New President—1900 Members Gained Last Year

(*By telegraph to* EDITOR & PUBLISHER)

OMAHA, Neb., June 15.—Charles M. Meredith, publisher of the *Quakertown* (Pa.) *Free Press,* was elected president of the National Editorial Association at the annual convention, succeeding Herman Roe, publisher of the *Northfield* (Minn.) *News.* Memphis was selected as the next convention city.

Edwin Funk, editor of the *Rogers* (Ark.) *Democrat,* who had been working for the election of L. C. Hall, publisher of the *Wareham* (Mass.) *Courier,* had the tables turned on him and was himself elected vice-president.

Secretary and treasurer will be appointed by the Executive Committee some time within the next few days.

Following are the first place prize winners at the N. E. A. Convention: *The Star-Clipper,* Traer, Ia., best weekly in United States; Jacob H. Strong, editor *Gazette,* Rhinebeck, N. Y., best weekly editorial page; Schuyler L. Marshall, editor, *Republican News,* St. Johns, Mich., EDITOR & PUBLISHER cup for greatest community service; *The Register,* Brookings, S. D., best front page; *News,* Montevideo, Minn., best newspaper production; *Graphic,* Newton, Mass., first prize in advertising contest, $1,000 cup.

This year's convention, which started Monday, was the largest in the history of the Association. Nearly 700 newspaper folk attended, and some 300 more of their friends and families accompanied them to Omaha.

Following the closing of the convention Wednesday evening, some 300 of the visiting editors left on a special train for a ten day tour of western Nebraska, the Black Hills of South Dakota, and a visit to President Coolidge's summer home. The editors are to meet the President Saturday at the State Game Lodge, the summer White House.

The bright spot of the convention came with President Roe's report, which informed the delegates that 1,900 new members had been added to the association this year, and that the year ended with a cash balance of $17,000, an increase of $4,000 over last year.

Governor McMullen, in behalf of the state; Mayor Dahlman, in behalf of Omaha; Alvin F. Johnson, president of the Omaha Chamber of Commerce; Dr. A. L. Bixby, columnist on the *Lincoln* (Neb.) *State Journal,* and Charles Kuhle, Leigh, Neb., state vice-president, all joined in cordial greeting to the editors at the opening session Monday.

President Herman Roe of the Association, responded and the convention swung briskly into a business session, which included reports of national officials and appointments of convention committees.

Among outstanding achievements for the year listed by President Roe were:

Securing favorable action for the first time by a Senate Committee on a bill to prevent unfair competition by the Post Office Department in printing return addresses on stamped envelopes.

Development of an inexpensive circulation audit plan which would bring to country newspapers the benefits resulting from verified and guaranteed circulation.

Adding to the contests sponsored by the Association to promote better newspapers, a sixth contest, the object of which is to improve newspaper production.

From the start of the convention it was evident that only Memphis and Hollywood-by-the-Sea, Florida, would be seriously considered for the 1928 convention city.

Providence, R. I., however, let it be known that it wanted the convention for Boston in 1930, when Boston would celebrate its 300th anniversary. California made a bid for 1932.

Florida received only a light vote on the first ballot and on the next round it was made unanimous in favor of Memphis.

John W. Carey, editor of the *Sioux City* (Ia.) *Journal* and president of the Iowa State Press Association, spoke briefly.



SCHUYLER L. MARSHALL

He said that while the Middle West was not in the best condition financially speaking, it was not "down and out."

C. M. Bates, publisher of the *Onida* (S. D.) *Watchman,* expressed pleasure that the editors were going to visit the Black Hills.

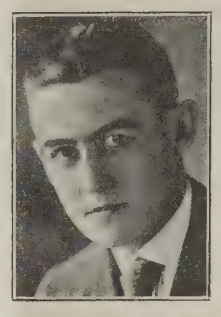
C. L. Hobart, publisher of the *Holden* (Mo.) *Progress* and president of the Missouri State Press Association, warned the editors against weakening the editorial department in order to strengthen the business department.

"Whenever we do that, our profession will begin to go down and we will lose the confidence and respect of the people," he said.

Among other persons who spoke briefly were: J. F. Craemer, editor *Orange* (Cal.) *Daily News*; C. M. Meredith, Quakertown, Pa.; Walter Lamb, Omaha newspaperman; Ford E. Hovey, president of the Stockyard National Bank; Charles R. Kuhle, *Leigh* (Neb.) *World,* vice-president Nebraska State Press Association; Mrs. Hester Bronson Copper, president of the Omaha Women's Press Club; Frank O. Edgecombe, *Geneva* (Neb.) *Signal,* past president of the N. E. A., and Mrs. Edgecombe, H. C. Hotaling, St. Paul, Minn., executive secretary N. E. A., and W. H. Shellberg, vice-president and general manager of Union Stockyards Company.

From early Sunday morning until they left Wednesday evening, every minute of the editors' stay in Omaha was crammed full of activity. In the evenings, the women delegates were guests of the Omaha Women's Press Club, and when their husbands were busy with meetings they were being entertained at teas, theatre parties, luncheons and sightseeing trips.

In the evenings, when not on sightseeing trips or at special entertainments, the men were guests of the Omaha business and commercial clubs.



CHARLES A. CLARK, JR.

One of the feature talks of the meeting was given by Ed Howe, Atchison, Kan., editor. Mr. Howe was very much concerned over how he was going to pay Colonel Lindbergh $1,000,000, which he said he owed the young man. Seventeen years ago Howe made the rash statement, when there was talk about flying over the ocean, that although he did not have it, he would give a million dollars to the first man to fly over the ocean. He is going to talk the proposition over with Lindbergh when the Colonel reaches St. Louis, to see if he cannot be released from his first offer.

Rapid fire philosophy, wit and sarcasm were presented to the N. E. A. Convention Tuesday afternoon by the Rev. Roy L. Smith, pastor of the Simpson Methodist Church, Minneapolis, Minn., and author of "Sentence Sermons."

"The two men who give most free unselfish service to their community," said the Rev. Smith, "are the editor and the minister. I have talked before hundreds of clubs for nothing except my dinner. They make me speak for my dinner. Some day I am going to ask my plumber and my dentist to plumb and dent for me free because we belong to the same club."

The speaker sang the praises of the small town. He said the country needed no more Chicagos, Omahas or Minneapolises, but did need more small towns which were not ashamed of being small and human and real. A few of Rev. Smith's remarks follow:

"One man in a town who thinks, dreams and believes in his town can put that town on the map.

"When wives, mothers and little children can joke about their husbands, sons, and fathers coming home drunk it will be time for newspapers to joke about prohibition."

Inland waterways, flood control and agricultural relief were among the matters included in the resolutions presented by J. C. Brimblecomb, *Newton* (Mass.) *Graphic,* chairman of resolutions committee.

A resolution set forth the necessity for the inland waterway systems including the Great Lakes—St. Lawrence Channel for ocean vessels, and the Missouri-Mississippi river projects, for control of the flood waters of the Mississippi River and for farm relief.

A resolution declared against Government printing of return address cards on the corners of stamped envelopes. Another declared in favor of lower postal rates on newspapers and magazines.

George W. Cushing, manager of the Detroit office of the American Press Association, outlined various ways by which the country newspapers would get more advertising. He advised the editors to let the national advertisers know more about their publications, circulation figures and just what kind of people read their paper.

"Advertisers want to know all they can about the small town market," he said. "Many of them are now asking themselves, 'Have we been overlooking something?' And you and I know what they have been overlooking. We know that no publication is read so closely as the home town paper.

"Why, eight of 10 of the men who sit behind the big advertising desks of the country came from the small towns and know your strength, but they haven't given the proper consideration to using your advertising because they have been educated to the value of mass circulation," he said.

In his talk Wednesday, Retiring President Roe told the editors that they would find it to their advantage to minimize all crime news.

Distinction of having the only newspaper edited and printed in a barn was claimed by F. I. Wolfe, publisher of the *Grain Field Cap Sheaf,* Grainfield, Kan., who attended the convention. He is the 13th owner of the paper in 17 years, but strange to say, he says that for the first time of its life, the paper is making him good money.

The Greatest Community Service cup was awarded to the *St. Johns* (Mich.) *Republican-News,* Schuyler Marshall, publisher, and Charles A. Clark, Jr., editor, for the work done by that paper in raising a fund of $160,000, in April, 1926, for a local hospital.

On October 14, 1926, the paper announced that the contract for construction of the hospital had been let. In January it printed a picture of the building which was then still under construction. The building is costing about $130,000 and the furnishings are to cost about $30,000. In addition, the newspaper has obtained pledges from Clinton county citizens and societies to furnish 24 rooms.

Other community service projects successfully carried out by the Republican-News are:

1. A campaign for fire-proof vaults for the court house, which was successful.

2. Persistent publicity from 1923 to 1925 for a new $75,000 high school.

3. Although farmers at first opposed it, the Republican-News was able to obtain the adoption of the testing of livestock in Clinton county for bovine tuberculosis. Clinton county is now an accredited area and farmers are paid a premium for their livestock. Only milk from accredited areas can be sold in Detroit after January 1, 1928.

Second place in the Community Service contest went to the *Florence* (Ala.) *Herald,* Marcy B. Darnall, publisher.

KERRVILLE (TEX.) PUBLISHERS PROVIDE FREE SUMMER CAMP FOR NEWSPAPER MEN



DEDICATED to the newspaper men of Texas and for their free use on vacation, "Kerrville Mountain Sun Camp" opened June 1 on Honey Creek, one of the most picturesque spots in the hill country, 17 miles from Kerrville.

The camp has been built by C. E. and W. A. Salter, owners of the *Kerrville Mountain Sun,* who have furnished it with all equipment needed during a summer outing. And for this service there is no charge.

Good fishing, bathing, boating and squirrel hunting are accessible. The Kerrville publishers state that the purpose of the camp is to provide a delightful vacation place for newspaper men and their families.

CIRCULATION IDEAS FACE ANNUAL TEST AS I. C. M. A. GATHERS IN ATLANTA

Many Technical Papers on Program Which Also Promises Interesting Discussion of Newspapers' Relations With Audit Bureau

NEWSPAPER circulation managers are moving by every land and sea route that converges on Atlanta, Ga., as this issue of EDITOR & PUBLISHER goes to press, in preparation for the annual convention of the International Circulation Managers Association at the Atlanta-Biltmore Hotel next Tuesday, Wednesday and Thursday. Early reports indicate an attendance well up to the association's standards of more than a quarter-century.

Features of a program that touches on many interesting phases of the newspaper circulation manager's duties appear in advance to be addresses by O. C. Harn, managing director, and E. W. Chandler, chief auditor, of the Audit Bureau of Circulations; and a discussion of bull-dog Sunday editions and returns as they affect relations between the A. B. C. and the newspapers. Both of these subjects have been provocative of warm discussions at meetings of publishers and Audit Bureau members during the past six months. John A. Park, publisher of the *Raleigh* (N. C.) *Times,* will welcome the circulation managers to the South on behalf of the Southern Newspaper Publishers Association.

The convention will be called to order Tuesday morning by President Charles Payne, circulation manager of the *Indianapolis Star,* and will work through morning and afternoon sessions on each of the three days with an early adjournment Wednesday for a trip to Stone Mountain and a barbecue. The annual banquet will be held Wednesday evening and will be followed by dancing to the music of a specially assembled orchestra. Motor trips will keep the ladies busy while convention sessions keep the men indoors.

The detailed program follows:

MONDAY EVENING, JUNE 20, 1927

Executive Session

Secretary's Headquarters, Biltmore Hotel

Meeting of the Board of Directors; Report of the Entertainment Committee; Report of the Auditing Committee; Report of the Convention Committee; General Business.

TUESDAY MORNING, 9 O'CLOCK

Invocation, Rev. Thos. H. Johnson, Dean of St. Philips, Atlanta,

Convention called to order by the president .

Roll Call.

Address of Welcome, Hon. I. N. Ragsdale, Mayor of Atlanta.

Reading of Minutes.

Report of Board of Directors.

Report of Program Committee.

Auditor's Report—Secretary's Report.

Reports of Committees.

President's Address.

Motions, Resolutions, Special Business.

Promotion Through Carrier Organization—Is This Phase of New Business Development Becoming More Effective, Or Is It Losing Its Punch? Discussed by Carl Julian, *Baltimore News;* Oliver King, *Phoenix* (Ariz.) *Republican;* Jack Estes, *Dallas News;* W. J. Parker, *Chicago American.*

TUESDAY AFTERNOON

Puzzle Contests—Do They Build Circulation? Discussed by H. Kloecker, *Cincinnati Enquirer;* Geo. McTaggart, *Toronto Mail & Empire;* J. A. Mathews, *St. Paul Dispatch.*

Address by John A. Park, Publisher *Raleigh Times,* and President Southern Newspaper Publishers' Association.

Insurance—Is It Here To Stay? Discussed by Roy Hatton, *Detroit Free Press;* John Eisenlord, *Chicago Daily News;* C. S. Wilson, *Columbus Dispatch.*

The Newsboys' Cry — Address by Sidney Long, *Wichita Eagle.*

How To Build Mail Circulation—Discussed by W. T. Corbin, *Greensboro News* and W. C. Mercier, *Ft. Wayne Journal-Gazette.*

WEDNESDAY MORNING

Address by O. C. Harn, Managing Director, Audit Bureau of Circulations.

Address by E. W. Chandler, Chief Auditor, Audit Bureau of Circulations.

Mr. Chandler will answer questions from the floor.

A Code of Ethics for the Circulation Manager—Address: J. R. Marks, *Asheville Citizen.*

Reindeer Plan—Is It a Circulation Builder or Purely for Good Will?—Discussed by Lewis J. Hoffmann, *St. Louis Star;* Frank J. Clancy, *Buffalo* (N. Y.) *Courier-Express;* Seth Moore. *Brooklyn Daily Eagle.*

Reaching Out by Auto Delivery—Discussed by Geo. Galloway, *Rockford Register-Gazette;* J. C. Montgomery, *Detroit News;* R. S. Schmedel, *Indianapolis News.*

WEDNESDAY AFTERNOON

Revenue vs. Expense—What Should Be the Ratio of Circulation Revenue to Circulation Expense When Expense Includes —Circulation Maintenance (including payroll); Circulation Promotion (including payroll); Mailing Room Expense (including payroll); Transportation Expense (including payroll).—Discussed by Ralph J. Seeman, *St. Louis Globe Democrat;* C. D. O'Rourke, *Indianapolis Times;* Charles Chaffee, *Aurora Beacon-News.*

Earlier Start on Ball Games—How Can We Get Ball Games to Start at 2:30 P. M.? Discussed by Walter Rauck, *Cincinnati Post;* Karl F. Hall, *Toledo Blade;* Vattier Snyder, *Pittsburgh Chronicle-Telegraph.*

All departments will adjourn at 4 p. m., Wednesday for the barbecue at Stone Mountain.

THURSDAY MORNING

Relation of Circulation to National Advertising—Address by Joseph Horner, *Green Bay* (Wis.) *Press-Gazette.*

Should Early "Pup" or "Bulldog" Editions Be Included on A. B. C. Reports as Sunday Circulation?—Discussed by Clarence Hixson, *Syracuse* (N. Y.) *Post-Standard;* Ray South, *Birmingham Age-Herald;* Fred L. Hafer, *Jacksonville Times-Union.*

Returns—Are Newspapers Slipping Back Into This Practice? Are the Accounting Methods of the A. B. C. Responsible?—Discussed by M. W. Halmbacher, *Oklahoma City Daily Oklahoman and Times,* and O. V. Fragstein, *Milwaukee Journal.*

ROUND TABLE DISCUSSIONS

Round Table Chairmen—Four Divisions

Evening Papers (Six-Day) Only—T. J. Dowling, *Cleveland Press.*

Evening and Sunday Papers—Vattier Snyder, Pittsburgh Chronicle-Telegraph.

Morning and Sunday—E. R. Hatton, *Detroit Free Press.*

Combination—Morning, Evening and Sunday—Chas. O. Reville, *Baltimore Sun.*

Suggested subjects for Round Table Discussion:

1. City carrier rate: Benefit of carrier making liberal profit or does it pay to receive higher rate for papers?
2. Newspaper sale boxes on carlines.
3. Does it pay for a morning newspaper to carry a page of comics daily?
4. What benefits are derived from the honor roll of City Carriers?
5. Telephone solicitation for carrier subscriptions.
6. Newsdealers' Associations: Are they a help or a menace? How best can they be controlled without recognition from publishers?
7. Does a strictly nonreturnable rule retard growth?
8. Who should stand loss on unsold copies, the newspaper or the dealer?
9. Is home delivery feasible in cities of over 100,000 population? Will expense offset possible advantages?
10. R. F. D. Subscriptions cost—should the territory be zoned and the solicitors paid accordingly?
11. The value of carrier circulation as an advertising medium compared with street and newsstand sales.
12. Are figures the only consideration in building circulation?
13. Do advertisers buy results on numbers only?
14. Can a publisher produce a newspaper and sell to agents on a 50-50 basis?
15. Are contests of permanent benefit to a newspaper?
16. Do auto contests secure and hold quantity circulation?
17. Do solicitors for papers on which premiums are used extensively talk the merits of the newspapers to enable them to get an order?
18. Does the zoning system for payment of second-class postage benefit the small publishers or the large publishers?
19. Early delivery for afternoon papers.
20. Does it pay to have rural motor routes? Best method of collecting R. F. D. mail subscriptions.
21. What can newspapers do to make transportation of newspapers by bus as dependable as by mail or baggage?
22. What constitutes a healthy financial condition of the Circulation Department?
23. The possibility of getting all daily papers to do away with the magazine clubbing offers.
24. Best promotion without premiums.
25. Best manner to bond carriers and agents where routes are office owned.
26. Should the delivery of more than one edition be attempted by carriers in residential sections?
27. Is the independent carrier system a success on morning newspapers?
28. Should a publisher expect both net earnings and continued growth from his circulation department?

Election of officers.

Selection of next meeting place.

Unfinished business.

Adjournment of convention.

Meeting of board of directors.

ENTERTAINMENT PROGRAM

MONDAY, June 20

General reception and get-together party at Biltmore Hotel

TUESDAY, June 21

10:30 A. M.—Leave Biltmore Hotel for a motor trip to points of interest, including "The Wren's Nest," the home of Uncle Remus; Grant Park and the great Cyclorama.

1:00 P. M.—Return to Atlanta Athletic Club for luncheon. Return directly after luncheon to Biltmore Hotel, reaching hotel at 3 o'clock.

4:00 P. M.—Meeting of the business session will be adjourned. All aboard for Stone Mountain for members and their ladies, where the party will be served with a barbecue dinner. Return from Stone Mountain to the Biltmore Hotel.

9:00 P. M. to 12:00—Dance at Biltmore Hotel. Specially good orchestra secured for the occasion.

WEDNESDAY, June 22

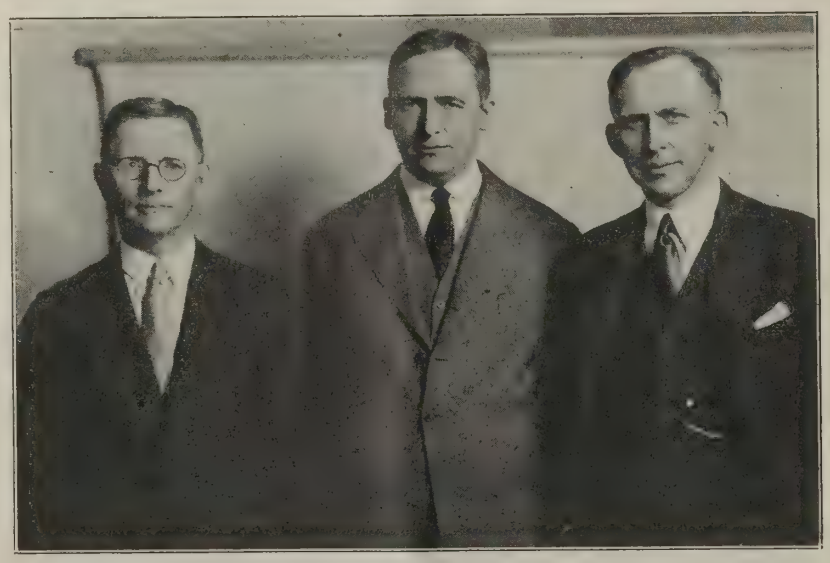
10:30 A.M.—Leave Biltmore Hotel for a motor trip to points of interest. This trip will include a number of boulevards where Atlanta's beautiful homes are located.

1:00 P. M.—Arrive at the East Lake Country Club for luncheon.

3:00 P. M.—Leave East Lake Club for Atlanta Woman's Club, where tea will be served. Return to Biltmore Hotel at 5 o'clock.

7:00 P. M.—Annual banquet in ballroom, Biltmore Hotel, followed by dancing until 12:30 A. M.

EXECUTIVE CHANGES ON PORTLAND DAILY



J. A. Davidson, H. E. Thomas and W. R. May

CHANGES affecting the executive staffs of the news and advertising department have just been announced by the management of the *Portland Oregonian.*

Walter W. R. May has relinquished his activities as executive news editor, and has been named city advertising manager.

Horace E. Thomas, city editor, has been appointed city and news editor, in charge of all news and features, by Edgar B. Piper.

Joseph A. Davidson becomes a promotion manager, under W. J. Hofmann, advertising director, and will have supervision of all promotion features and will be in charge of the service and merchandising departments.

Mr. May has long been in the employ of the Oregonian, serving in various capacities in the news room. He was a copy editor for several years, then assistant city editor until he entered the service during the war. He remained in New York after leaving the service, accepting an important executive position with a shellac importing and manufacturing concern. About two years ago, he accepted a newly-created position, that of executive news editor, on the Oregonian. His business experience in New York and his study of the principles of advertising peculiarly fitted him for the position of city advertising manager, just created, and the management chose him for that place.

Mr. Thomas is likewise one of the Oregonian's long-time staff members, having been with the paper continuously as reporter, assistant city editor, and city and Sunday editor since 1905.

Mr. Davidson has been with the Oregonian for six years and has handled the merchandising department and has also had an important part in the advertising end. Prior to joining the paper's staff, he served for 12 years with the Webb Publishing company of St. Paul.

SOME NICE HEALTHY GHOSTS I HAVE KNOWN

Col. Lindbergh's Prolific Writing Traced to Carlyle MacDonald of New York Times Staff—Ghost Writing Followed Chiefly in the Field of Sports—Jack Wheeler Was One of First Big Ghosts

By PHILIP SCHUYLER

SHORTLY after his historic landing at Le Bourget field when Col. Charles A. Lindbergh had become an international celebrity, he shook hands with his first "ghost."

An accomplished writer in his aviation log book, Col. Lindbergh had had, however, no thought of a newspaper career or the writing of a book, but that ghostly contact decided him. Since that first hand-shake, the young airman has written hundreds of thousands of words under his signature. On board the *Memphis* after eating mess with either officers or men, he would send off his daily dispatch to the *New York Times* and then devote his spare time to writing "my book."

He was doing what many a celebrity has done before him. Behind every bright light one looks for a shade, and, sure enought, the "ghost" Col. Lindbergh had met in Paris had followed him to London, to Paris to Cherbourg, and on board the U. S. S. *Memphis* to home.

This kind of ghost, a literary ghost, is the obliging writing man or woman who helps the doer of big or famous deeds tell the world about his or her exploits. In Col. Lindbergh's case the ghost's name is Carlyle MacDonald, a healthy young man of 33, who, when he isn't ghost-writing is a member of the European staff of the New York Times.

A ghost-writer may do all the work, or may only do a minor share when a celebrity is launched upon a literary career. B. S. Garden, for instance, I am told, had to work harder when he was ghosting for "Peaches" Browning, than MacDonald has had to work for the famous New York-to-Paris flyer.

The usual procedure, becoming well-known in newspaper offices and syndicates, is for the ghost to go into conference with the lion or the "tiger woman" of the hour, and emerge saturated in impressions or confessions to be squeezed out later through the typewriter to the palpitant public.

Ghost-writing originated very naturally in the field of sports. While some of the baseball players and the professional prize fighters are college graduates, not all of them have always had the time or the patience to write about their prowess for the papers.

John N. Wheeler, now president of the Bell Syndicate, Inc., New York, and one-time editor of *Liberty Magazine,* was one of the first ghosts for sportsmen. He was writing sports for the *New York Herald* back in 1911 when the world series was contested between the Athletics and the Giants. Christy Mathewson was the big hero of the day and Wheeler began writing copy which Mathewson signed. He made a point to see Mathewson after every game. Mathewson wasn't exactly literary, but he had ideas, and, out of these daily confabs with Wheeler there grew a book, in addition to the newspaper stories. The name of the book was "Pitching In a Pinch," and its readers thought the author was none other than Christy Mathewson. The ghost got a small share in the royalties and the ballplayer got the glory, such as it was, of authorship.

Jack Wheeler is still ghosting. He has drawn up a code of ethics for the strange craft, which he told me this week.

"Either a celebrity must write his copy himself, subject to my editorship," he said, "or he must talk it over with me before I write it down. I never allow any faking. Often, if the publishers prefer it, I run an 'as told to' sub-head to the signature."

The latest bit of work of this kind the talented Mr. Wheeler has done will appear shortly in the *Saturday Evening Post* as "The Confessions of a Comic Artist," by Bud Fisher.

"This really is Bud Fisher's own story," Wheeler said. "We talked it over carefully together, and Mr. Fisher read every line and corrected it before it was sent to the magazine."

On occasions, Wheeler has also been the literary double for John J. McGraw, Tris Speaker, George Stallings, manager of the Boston Braves, Johnny Evers, and Frank Chance.

Being the typewriter arm for these ball players put Wheeler into the syndicate business. First he began writing a twice-a-week baseball column as Mathewson for Guy T. Viskniskki, then editor of the old McClure Syndicate, and now general manager of the Payne Syndicate, Inc. No one thought the column would last beyond the baseball season, but the public liked it so well that editors insisted that it be kept running during the winter for the stove league fans.

Ball players and team managers of today who feel the writing urge turn to Christy Walsh, head of the Christy Walsh Syndicate. It is from this office in New York that the stories signed by Babe Ruth go out. In the Babe's shadow stands Ford Frick, noted baseball writer of the *New York Evening Journal.*

John J. McGraw also "writes" under the Christy Walsh banner. He has had many a scribbler in his day, has McGraw. Just who is doing the job now has not been revealed.

It is the men trained to talk with their fists who most eagerly tie themselves to newspaper men when called upon to be word jugglers. Bob Edgren was one of the first ghosts of a fighting man. Bob wrote Jim Jeffries' "autobiography" before the Reno fight, and before Jim had the stuffing knocked out of him by Jack Johnson.

Wiliam Slavens McNutt slipped into the ghostly shoes of the Wild Bull of the Pampas, Luis Angelo Firpo, now selling automobiles in the Argentine. Having Bill nearby was one of the luckiest things that happened to Firpo that night he pushed or knocked Dempsey from the ring only to be knocked out himself on the rebound. As Firpo lay unconscious on the mat, his full heartbroken story of "Why I Got Licked by Jack Dempsey" was on the cables on its way to a number of South American newspapers. McNutt had done his job well. He wrote the story before its author came to.

Jack Sharkey only last week signed a contract with the New York World News Service. That means a little more work for Ned Brown, the well known boxing writer on the *World* staff. Brown and Benny Leonard were in constant touch with each other at Atlantic City last year, when Benny was writing signed stories for the World, predicting that Dempsey would defeat Tunney.

Frank Mencke, on the staff of the King Features Syndicate can also be Jack Dempsey—on paper. He helped Dempsey when the fighter wrote his life.

Henry Farrell, who is the sports editor of the United Press, has also done a bit of ghost writing. He is of the opinion that it doesn't pay very well, though, and takes far too much time. He wrote the autobiography of Jack Britton, former welter-weight champion of the world.

Not all athletes need literary assistance. Mary Browne, tennis and golf star, writes what Farrell describes as "nearly perfect" copy, while Helen Wills, who writes and draws for the United Feature Syndicate, refuses to have any assistance whatever.

Bobby Jones, a Harvard graduate, came into the Bell Syndicate to sign contract, and Mr. Wheeler said:

"I suppose O. B. Keeler, of Atlanta, will help you write your copy."

Jones said no.

"I write my own stuff," he added, and took from his pocket the first article he had written in long hand coming from Atlanta to New York by train.

Robert Harlow, a former Boston newspaper man, and now manager for Walter Hagen, helps his client on literary matters.

Even explorers, when they are busy exploring, like to have somebody around to jot down cables for them and write the spot news that appears in the newspapers under their signatures. The leader of the exploring expedition, who, after he returns will make enough money to go back again by lecturing to vicarious thrill hunters, usually can write himself, but doesn't spurn the assistance of a ghost.

James Wharton, thus, a staff member of the North American Newspaper Alliance, has written thrilling copy under the by-line of Roald Amundsen.

Queen Mary wrote for North American Newspaper Alliance without any ghostly aid. She scorned it. But Phil Stong, now a member of the staff of *Liberty Magazine,* corrected the royal spelling.

To be a figure in a sensational divorce suit or murder case will frequently make a writer out of a pretty woman. Had "Peaches" Browning been ordered to keep a lengthy diary before her affair with Edward W. ("Daddy") Browning she would have probably refused point blank.

But 18,000 words or so of her "Honeymoon Diary" were published. B. S. Garden of the Famous Feature Syndicate really responsible for this great creative work, is not overly proud of it, he said this week. He has done other things he is prouder of, such as writing news for the *Buffalo Courier,* the *Philadelphia Public Ledger,* and the *Chicago Tribune.*

Jack Lait, one time managing editor of the *New York American* and now of King Feature Syndicate, is widely known as a short-story writer himself and also may well rate the title of "Broadway Celebrity." The same Jack played ghost for Ruth Brown Snyder after she and Judd Gray were convicted of murder.

Gertrude Ederle swam the channel, and crossing with her in a boat was Julia Harpman, formerly of the *New York Daily News,* and the wife of Westbrook Pegler. Mrs. Pegler wrote many thousands of words on "Trudy" first.

Editors believe the public likes first person stories. That is the usual answer given in support of the ghost-writing system.

"If the man who did it tells it, the story is believed and increases tenfold in reader interest," they say.

The first person pronoun, once shunned assiduously by the writing craft, has become an idol to be worshipped, even if the "I" is not the "I" at all, but a hard working newspaper man, and clever writer, who can make money easily in the shadow of the lion of the hour.

N. Y. EVENING WORLD EDITOR SAILS



Mr. and Mrs. H. S. Pollard photographed on the Mauretania before they sailed for a vacation abroad June 15. Mr. Pollard is editor of the *New York Evening World.* Mrs. Pollard is the well-known actress, Chrystal Herne

SNODGRASS TAKES NEW POST

Leaves St. Paul Dispatch-Pioneer-Press to Join Minneapolis Journal

Rhey T. Snodgrass, advertising manager of the *St. Paul Dispatch and Pioneer-Press,* has resigned to become advertising manager of the *Minneapolis Journal.* He assumed his new duties June 13.

Mr. Snodgrass has had long experience in newspaper and advertising work. For eleven years he was connected with N. W. Ayer & Son, Philadelphia, first as manager of the copy department and for five years as manager of the New York office.

After leaving the agency Mr. Snodgrass became publisher of the *Washington* (D. C.) *Herald.*

He joined the St. Paul dailies in 1924

William F. Johns from the Chicago office of Erwin, Wasey & Company, has been named to succeed Mr. Snodgrass on the Dispatch-Pioneer-Press.

Mr. Johns started his advertising career in the Chicago office of O'Mara & Ormsbee, special representatives. He later became western manager for *Good Housekeeping* magazine, leaving to become advertising manager of the Minneapolis Journal.

FORM-SHEETS THAT SAVE NEWSPAPER WASTE

Press Room Records Vary from Barest Outline of Operations to "Play-by-Play" Report Listing Every Detail from Receipt of Stereo Plates to Delivery of Papers to Carriers

REPORT blanks which record the daily dash of the newspaper forces between the composing room and the street delivery door are among the most interesting of the newspaper "red-tape" sheets which have been collected by EDITOR & PUBLISHER in recent weeks. Here, as in other departments, a diversity of information is requested daily by publishers of their departmental chiefs. Some want only the bare bones of the daily mechanical accomplishment; other want what might be called a "play-by-play" report, coupled with an inventory of material on hand at the opening of the day's work and that remaining when the job is finished.

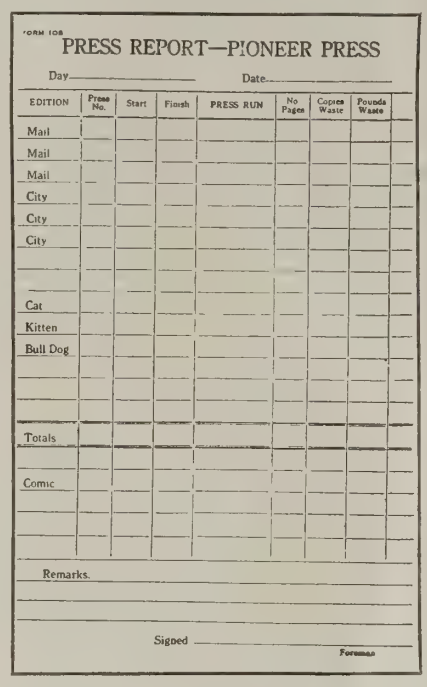
The blank in the collection before the writer which packs the greatest amount of information into the smallest compass is that used by the *Raleigh* (N. C.) *Times* pressroom, a sheet 5½ inches wide and 8¼ inches deep, printed on waste news and punched for permanent filing. The publisher learns from this form the number of pages in each edition, the time the last mat was received by the pressroom for each edition, the time the press started, when the edition was run off, the gross print, number of papers spoiled, and the net run delivered to the mail and carrier forces. That information is carried in six lines at the top of the sheet.

Next he learns about his white paper stock—the serial number of each roll opened, its width, its net weight, the poundage of white waste and the name of the paper manufacturer. Totals are provided for the columns on net weight of paper rolls and of white wastage. No provision is apparently made for a report of printed waste, except in the pressroom notation of number of copies spoiled.

A single line reports the number of matrices used and the number spoiled.

Next comes a short inventory of material on hand, most of which belongs to the composing and stereotype departments rather than the pressroom—wide and narrow rolls of paper, new linotype metal, new stereotype metal, number of ink drums, full and empty, number of empty dross drums, poundage of dross on hand, and number of empty cores, long and short.

The last inch of the sheet does double duty. The left hand half gives a report, available for payroll and cost-checking, of the number of hours on duty served by each member of the press crew. The right hand half is reserved for whatever remarks the pressroom foreman cares to place over his signature.


PRESS REPORT—PIONEER PRESS

Day _____ Date _____

EDITION	Press No.	Start	Finish	PRESS RUN	No Pages	Copies Waste	Pounds Waste
Mail							
Mail							
Mail							
City							
City							
City							
Cat							
Kitten							
Bull Dog							
Totals							
Comic							

Remarks.

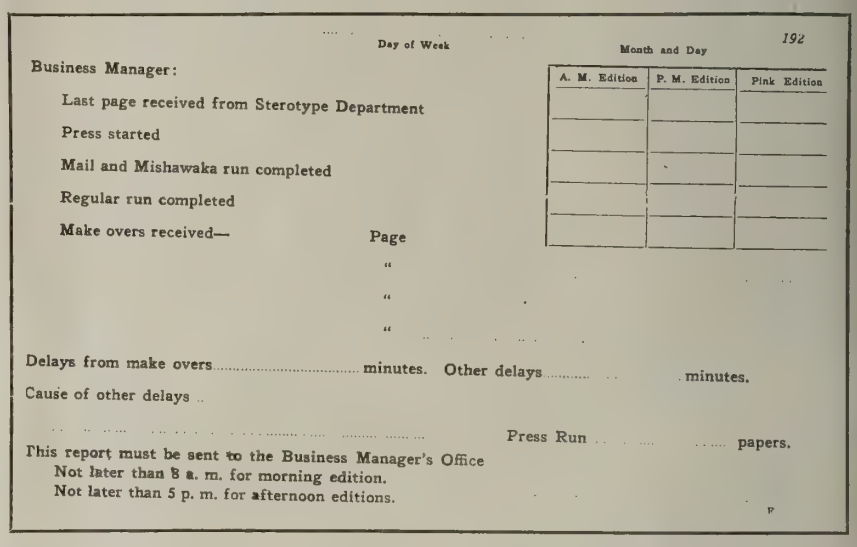
Signed _____ Foreman

The *St. Paul Pioneer Press* records the starting and finishing time of each press on the regular editions, also on the fancifully-named predates and on the colored Sunday comics, which are run through during the week. Waste is also watched carefully. This form is 5½ x 8½ inches.

The *Chattanooga* (Tenn.) *News*, like the Raleigh Times a six-day evening paper with a somewhat larger operation, requires several details not shown on the Raleigh sheet. Lost time and running time on each edition and number of roll breaks are reported to the News publisher in addition to the detailed time of receipt of stereotype places for each edition and time of starting and stopping of the press. Check is also kept on the dials of the press counter at start and finish of each edition, showing the gross run and deducting spoils to arrive at the net run. Number of pages for each edition is also reported. At the foot of the 8x14 newsprint sheet is a daily report of paper rolls used, with ample blanks for serial numbers and weights of the 72-inch, 54-inch and 36-inch rolls. The 72-inch stock is given a double column 16 lines deep. Waste is reported in pounds for wrappers, white, core, printed, and total, and a running inventory of paper stock on hand before run, received during the day, used, and on hand after run, concludes the report.

Covering one of the greatest pressroom operations in the country, and therefore necessarily elaborate, is the double-sheet report used by the *Detroit News*. A detailed report is given of the performance of each of 12 presses on the succession of editions which pours all day from this paper's great battery. In its essentials, the report gives the same pressroom data as that requested on the two previous examples, with the amplification due the ten-fold dimensions of the day's business covered. Two new features appear on the second sheet. One asks for a report of waste on the state and subsequent editions, showing the total pages, number of copies and total poundage of total

(*Continued on page 46*)


Day of Week _____ Month and Day _____ 192

Business Manager:

	A. M. Edition	P. M. Edition	Pink Edition
Last page received from Sterotype Department			
Press started			
Mail and Mishawaka run completed			
Regular run completed			
Make overs received— Page			
"			
"			
"			

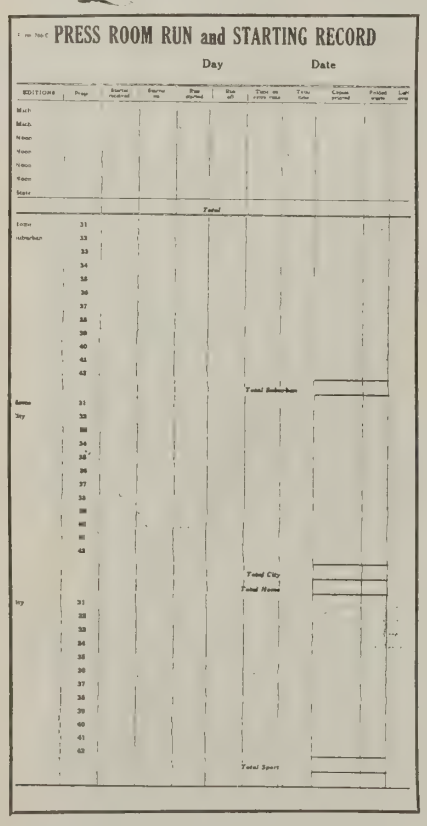
Delays from make overs _____ minutes. Other delays _____ minutes.

Cause of other delays _____

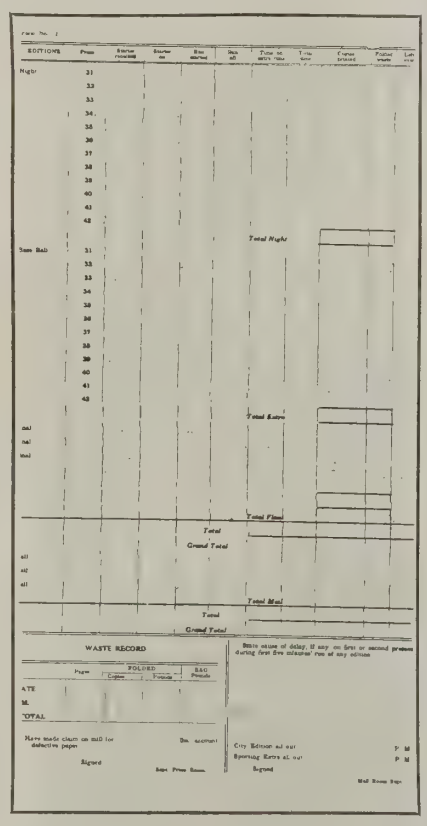
Press Run _____ papers.

This report must be sent to the Business Manager's Office
Not later than 8 a. m. for morning edition.
Not later than 5 p. m. for afternoon editions.

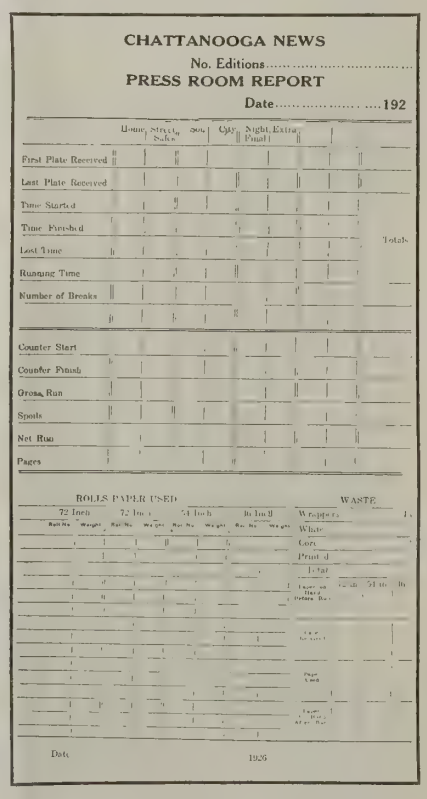
The *South Bend News-Times* seeks by requiring detailed reports of pressroom delays to trace them to their source and, presumably, to correct the conditions which caused them.


PRESS ROOM RUN and STARTING RECORD

Day _____ Date _____



Two sheets, 9 x 17 inches, cover the daily work of the *Detroit News* pressroom, giving a complete report of the performance of each of the 12 presscrews, or as many as are engaged on each edition. Close check is kept on waste and on delays at the start of editions.


CHATTANOOGA NEWS

No. Editions _____

PRESS ROOM REPORT

Date _____ 192

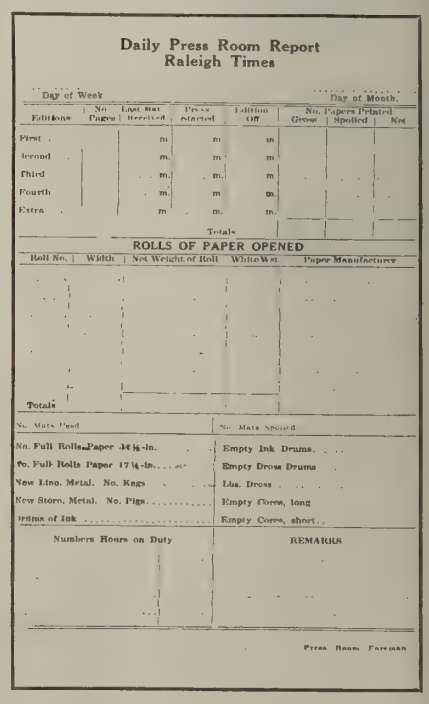
	Hours Street Sales	City	Night Extra Final
First Plate Received			
Last Plate Received			
Time Started			
Time Finished			
Lost Time			
Running Time			
Number of Breaks			
Counter Start			
Counter Finish			
Gross Run			
Spoils			
Net Run			
Pages			

ROLLS PAPER USED — WASTE

72 Inch	54 Inch	36 Inch	
Roll No. / Weight	Roll No. / Weight	Roll No. / Weight	Wrappers
			White
			Core
			Printed
			Total

Date _____ 1926

A detailed daily paper report features this pressroom blank used by the *Chattanooga News*.


Daily Press Room Report
Raleigh Times

Day of Week _____ Day of Month _____

Editions	No. Pages	Last Mat Received	Press Started	Edition Off	No. Papers Printed Gross	Spoiled	Net
First		m.	m.	m.			
Second		m.	m.	m.			
Third		m.	m.	m.			
Fourth		m.	m.	m.			
Extra		m.	m.	m.			
			Totals				

ROLLS OF PAPER OPENED

Roll No.	Width	Net Weight of Roll	White Wst	Paper Manufacturer
Totals				

No. Mats Used	No. Mats Spoiled
No. Full Rolls Paper 34¼-in.	Empty Ink Drums
No. Full Rolls Paper 17¼-in.	Empty Dross Drums
New Lino. Metal. No. Kegs	Lbs. Dross
New Stereo. Metal. No. Pigs	Empty Cores, long
Items of Ink	Empty Cores, short

Numbers Hours on Duty — REMARKS

Press Room Foreman

The *Raleigh Times* keeps its pressroom report and daily inventory of mechanical department material on this brief form, which is described in detail in the accompanying article.

STATE PRESS DELEGATION TOURS NEW YORK AND LONG ISLAND



Members and guests of the New York State Press Association, celebrating its seventy-fifth year by a trip to New York City and Long Island, were entertained at dinner by the *New York Times*, at whose plant the above photograph of the group was made.

LONG ISLAND TOUR FOR SUMMER MEETING

Special Train and New Hotels for New York State Press Group Celebrating Its 75th Anniversary

Nearly 300 members of the New York State Press Association returned to their homes early this week from the Long Island tour and pilgrimage which completed the 75th anniversary of the founding of the association. The spring meeting is designed mainly for pleasure, following the winter business session.

Long Island hospitality began Friday morning when the editors boarded the special train furnished by the Long Island Railroad. From that time until late Saturday night the members were the guests of the Long Island Chamber of Commerce and the various local organizations which co-operated in the entertainment all along the route. Thursday afternoon and evening the guests were entertained by the Merganthaler Linotype Company at its plant in Brooklyn and at the *New York Times* plant.

The first stop was at Oyster Bay, where the grave of the late Theodore Roosevelt was visited. At Patchogue, the village, the Chamber of Commerce and the Round Table Club co-operated in a Long Island duck dinner, and at Southampton the visitors were taken on an auto tour of the beautiful shore section. The *Argus* and the *Advance* in Patchogue issued welcome numbers, the latter publication issuing a 24-page edition.

The party arrived at Montauk Point for a banquet, overnight rest and breakfast at the new Montauk Manor. A tour of the end of the Island by auto and a visit to the surrounding playspot development were included in the stay. Historical reminiscence of the early days of Long Island as well as of the State Press Association featured the banquet.

A surprise of the occasion was the first issue of the *Montauk Mirror*, which made its bow at the banquet. It is a four-column six-page paper edited by Lawrence F. Deutzman.

After trips along the shore Saturday morning the party again boarded the special train for the return trip via the south shore. At Canoe Place Inn, the editors were luncheon guests of the management.

The demonstration farm at Medford was the next stop, where Hal B. Fullerton, Director of Agriculture, spoke on the agricultural development of the island.

At Jamaica the *Brooklyn Eagle* took charge of the pilgrimage with a bus tour to Coney Island. The newly completed Half Moon Hotel management was host at another banquet. The guests then had their choice of an evening with the management of the Steeplechase and Luna Park as hosts. The *Coney Island Times* issued a special edition of welcome to the guests. E. G. Martin, of the Eagle, acted as toastmaster.

President Elmer E. Conrath of the Cuba Patriot and Field Secretary Jay W. Shaw of the New York State Press Association co-operated with the Long Island officials in planning the trip.

BORAH MAY FLY HALF-WAY TO ADDRESS PACIFIC COAST AD CONVENTION

PORTLAND, Ore., will be host to the advertising profession of the Pacific Coast June 19 to 22, at a convention that promises to be one of the most inspiring and instructive gatherings of ad men ever held.

Transcending even national interest is likely to be the address of Senator William E. Borah of Idaho, chairman of the senate foreign relations committee, who will speak on "The Pacific."

The senator's address is to be the feature of an inspirational meeting to be held at Portland's public auditorium, seating 6,000 persons, Sunday afternoon. Evidence of the interest that will attach to Senator Borah's address is the arrangement of the National Broadcasting company to broadcast the address over the "Orange Network," comprising powerful radio stations in every important city on the Pacific Coast.

The convention management almost lost their principal speaker on account of a foreign delegation coming to Washington to confer with members of the senate committee on matters pertaining to foreign debts. This might make him a day late in reaching Portland.

The convention management immediately arranged for the senator to fly from Washington to Chicago, and to continue westward in a special car attached to the fast mail train. The flight from Washington to Chicago, if Senator Borah takes advantage of the arrangement, would be made with Oakley G. Kelly, famed transcontinental flier.

Other prominent speakers include C. King Woodbridge, president of the International Advertising Association and manager of the Electric Refrigeration Company, Detroit, Mich., on "The Value of Organized Advertising."

Frank T. Carroll, advertising director of the *Indianapolis News* and president of the Association of Newspaper Advertising Executives, and L. M. Barton, advertising manager of the *Chicago Daily News* and secretary-treasurer of "The 100,000 Group of American Cities," are to speak at the convention.

Mrs. Bertha Landes, mayor of Seattle, will tell the advertising men what kind of advertising appeals to the housewives. Paul Shoup, executive vice-president of the Southern Pacific Company, will speak on "What Community Advertising Means to the Average Man." Harold J. Stonier, vice-president of the University of Southern California and president of the Los Angeles Advertising Club, has as his subject, "Building the Era of the Pacific Through Advertising."

A number of other widely-known advertising authorities of the east, middle west and south, appear on the convention program. In addition to the general sessions, there are 14 departmental programs.

The main dining room of the Multnomah Hotel, Portland, where the convention sessions are to be held, has been given over for what is believed will be the largest and most comprehensive exhibition of the advertising arts ever assembled.

On the entertainment program is featured a "Night in Rosaria," when some of the spectacular scenes from Portland's famous Rose pageant will be repeated. A trout breakfast in the mountains, tours over the scenic Columbia River Highway and Mt. Hood Loop, "Stunts Night," and other events have been planned for the ad men, business executives and civic leaders who are planning to join with the ad man in their convention.

A. N. A. VOTES RESEARCH FUND

Sets Aside $1,000 to Send Professor On Study Tour in July

To provide first hand advertising studies for classroom use and, at the same time, of value to members, the Association of National Advertisers, through its committee on cooperation with University Professors, has agreed to make an appropriation, not to exceed $1,000 for research work by the National Association of the Teachers of Marketing and Advertising.

The appropriation is to be used for salary and traveling expenses of an appointee of the latter's Committee of Research, who, during next July and August, will spend his time working up material on a special phase of the trend of advertising rates.

Heretofore the Association of National Advertisers has confined its university cooperation chiefly eo encouraging the preparation of case studies by individual members. The Corona Typewriter Company (now L. C. Smith & Corona Typewriters, Inc.), the Armstrong Cork Company and The Parker Pen Company have contributed such studies

GANNETT BUYS ANOTHER

Acquires Beacon (N. Y.) Journal and Merges It with Beacon Herald

The 75th anniversary edition of the *Beacon* (N. Y.) *Evening Journal* on June 11 announced the sale of the paper to Frank E. Gannett of Rochester and Frederick H. Keefe of the *Newburgh* (N. Y.) *News*. Mr. Gannett recently acquired the *Beacon Herald*. He plans to combine the two as the *Beacon Journal-Herald*.

The transfer of the Journal was made by Frederick A. Hoyt, publisher for the last ten years.

SMILING TURNDOWN FOR HIS HANDOUTS APPRECIATED BY THIS ADVERTISER

He'll Take All Free Space He Can Get With Paid Schedule, But Respects Firm Refusal—Does Not Respect Vacillating Policy or "Smirking Willingness"

By SAM SPARKS

DO the big national advertisers expect too much for their money? Are they too insistent upon the publishing of free publicity?

The publisher's viewpoint has been given from time to time but what about the advertiser himself?

The present writer is a member of the copy department of one of the big national advertisers now in the midst of an extensive newspaper advertising campaign. All of the newspapers used by this advertiser were asked to publish free publicity stories, not because something was wanted for nothing, but because the advertiser wanted all the publicity that could be had and was being obtained by other advertisers. With advertisers, it is a matter of self-defense—if their competitors are given space for the publication of propaganda, they feel that they should receive like treatment.

But this is an experience article, rather than one of opinion so let's see what the advertiser demanded (?) and how the newspaper publisher accepted or rejected (?) it.

The "free publicity" article which publishers were asked to use related to the care and operation of a device widely used in rural homes. In the letter accompanying the story it was made clear that it was offered for publication only if it were not contrary to the policy of the newspaper. Many acceptances were received and many rejections. It is with the rejections that we are now concerned. The advertisers, be it remembered, are customers of these publishers.

Here, in part, is what the "advertising manager" of a newspaper with "government sworn" daily circulation of slightly more than 3,000 says:

"I did not feel that you should ask for the paper as it seems to me that we have been putty (sic!) good to you people. * * * * Now with all due respect to you people I think that you have had all that is coming to you and a little bit more. I have never had an advertiser that asked for more than this and hope I am yet to get one with this idea, but he is due for disappointment.

"Now in regard to this article, yes it is just one more and it will please you just a little type and a column that would otherwise be wasted with other material that is less interesting to my readers.

"But why all this fuss asking for our view on this matter. Silence on our part ought to have governed your conclusion on the matter. Now if I say yes we'll run it you will say 'Good, we slipped another one over on him look at all we got for our money. Ain't they a bunch of saps?' This is the way I look at this matter.

"Now in conclusion I am going to put it squarely up to you I am inclosing you a postcard. If you really think that you ought to have it, write so on the card and it will be in our next issue after receipt of same."

We didn't have the heart! And the writer regrets that by ignoring the foregoing letter he probably encouraged this "advertising manager" (who apparently also is the owner of the newspaper) to believe that his "smart" letter had the desired effect.

Certainly the recipient of such a letter would hardly feel that it was contrary to that publisher's policy to use free publicity. As to any other feeling that may have been aroused by the letter—that may be left to your imagination.

Here is a more conciliatory letter—in fact, it shows clearly that the publisher "aims to please":

"It is against our rules to run these free readers, as we are asked to run acres of them and cannot possibly do it; however, if you say you have a schedule coming, we will be glad to break the rule in your honor. Hurry with the advertising."

When is a rule not a rule, or a policy not a policy?

Now then listen to this one which indicates that there is only one thing in the wide world that would influence the publisher to violate an ironclad rule.

"We frequently have seen your advertising in the *Saturday Evening Post* and we know something of the Post rate. We never have seen any of your publicity articles there. Whenever any appear please command us and we will give at least proportionate space."

Clever, eh what? But does it "sell" the newspaper to its customers? Hardly!

"It is not our policy to run free articles of this kind, but in this case we will make an exception," says another. "The article will run along at the same time your advertising campaign starts."

Another: "Our stand has always been firmly against such news matter. But on the other hand we value the . . . contract very highly and for this reason we will be glad to carry the news story sent to us."

What a relief to receive the following:

"We have your form letter dated April 18, in reference to article about . . . . that you would like to have inserted in our news columns.

"We did not find the previous article available for such use, and we will not be able to use the article you now submit.

"The policy of our paper is to keep the news columns free from advertising matter; first, because we have more news matter that we buy and pay for than we can get in the paper; second, because we make for you and other advertisers a better advertising medium when we adopt this policy, and let our readers know that the news columns are free from advertising and propaganda."

And how does the advertiser take a "turndown" of this kind? A later letter from the same publisher will make this clear:

"Your letter of April 26 is so refreshing that we must write to thank you for your broadminded view of the matter of publicity for advertisers, and we assure you that we appreciate your reception of the statement of our position on such matters.

"It is the policy of this newspaper to spend its money to make a good *newspaper,* which we believe makes a good advertising medium. Every day we have matter paid for by us that we are unable to get in the paper. It would, therefore, be poor newspapering, as well as bad policy, to fill the paper with propaganda or publicity for advertisers and leave out real, live news matter.

"We wish to assure you that our advertising department is desirous of doing everything that it legitimately can to make your advertising campaign a success, and we shall render you every co-operation in that regard."

The way to say "no" is *firmly.* Not with a scowl, but with a smile.

Here, for instance, is the businesslike way in which one publisher did it:

"As you state in your letter, we are very much interested in the success of your advertising campaign. We want all of our advertisers to find the use of our space profitable. For that reason we are always glad to extend all possible co-operation to advertisers, other than to grant free space in our paper to publicity articles. You will appreciate, of coarse, that were we to give such space to one advertiser we would be obligated to give it to all. Such a practice would destroy reader interest and reader confidence in our paper, and it would be certain, ultimately, to depreciate its value as an advertising medium.

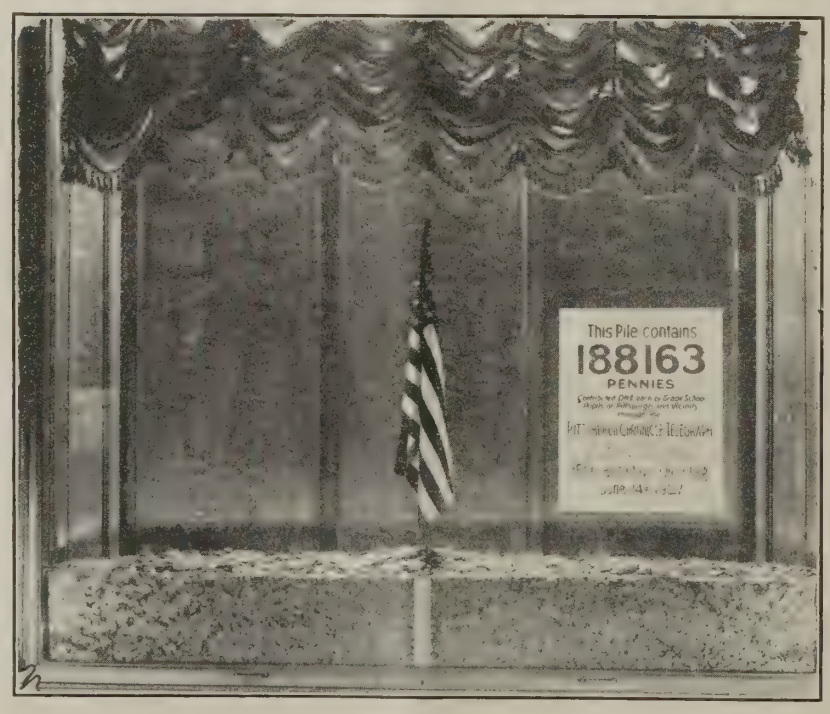
"We are confident that you will recognize the justice of the position which we are taking, and accept it as a satisfactory explanation of our failure to make use of the copy which you furnished."

Of course this letter brought a cordial response, the advertiser reiterating that it was not his intention to have publishers violate their policies.

It would seem from the many short-sighted letters written by persons in more or less responsible positions on the publishers' staffs that these individuals regard many of their advertisers not as customers but as vultures. As a matter of fact the advertiser does not want "something for nothing" but he does want all that he can legitimately obtain for his money, and he would far rather pay for his advertising in a newspaper which, as a result of definite clean-cut policy, is highly regarded in its community, than to obtain column after column of "free publicity" in one with a vacillating policy or with a smirking willingness to do whatever is asked.

It is not the desire of the present writer to tell publishers how to succeed as such, but it is his belief that there are right and wrong ways in dealing with customers and both are illustrated in this article. After all the newspaper publishing business cannot be so much different from any other business—the publisher has something to sell and good salesmanship should be used in selling it. And it should not be necessary to give something free with each purchase.

CHILDREN'S PENNIES HONOR FLAG



Display of 188,163 pennies, each one representing a gift of a grade school pupil to a fund raised by the *Pittsburgh Chronicle-Telegraph*, co-operating with the American Flag Day association, for the erection of a memorial tablet to commemorate the 150th anniversary of the birth of the American Flag. The pennies were massed by the Union Trust Co. and kept on display in one of its windows for more than a week.

CHILDREN GIVE 188,163 PENNIES TO FUND

Flag Memorial Campaign of Pittsburgh Chronicle Telegraph Highly Successful—40 Full Pages of Names Printed

The *Pittsburgh Chronicle Telegraph* recently completed an unusual newspaper campaign which resulted in the erection of a handsome memorial commemorating the American flag's sequi-centennial with a fund of 188,163 pennies contributed by the grade school pupils of the district.

The flag memorial is a stone monument bearing a large bronze tablet inscribed with a tribute to Old Glory and a few lines explaining that the memorial was made possible by penny gifts of 188,163 school children to a fund raised by the Pittsburgh Chronicle Telegraph, co-operating with the American Flag Day Association, under whose auspices the unveiling took place. It rests near the entrance to Schenley park, and was dedicated on Flag Day, June 14.

Under the heading "The Tele's Flag Birthday Honor Roll," the Telegraph published from day-to-day the names of pupils contributing to the fund. When the plan was launched the daily hoped to keep abreast by publishing these names immediately upon receipt, but early in the second week this was found to be impossible. The space allotted to the Honor Roll gradually grew from three columns a day in the early stages of the campaign to two full pages daily toward the close. Set in agate, the 188,163 names filled about 40 full pages.

The plan was announced April 25, and contributions were received up to May 21. It was approved prior to launching by the superintendents of the city, county and parochial schools.

After the close of the campaign, the Union Trust Company co-operated with the paper to the extent of amassing 188,163 pennies and placing them on display in a window in the arcade leading to its banking rooms. The interesting exhibit was shown for more than a week, during which it attracted a great deal of attention. The dimensions of the pile of pennies were 100 inches long, 14 inches wide and 13 inches deep, or more than 10 cubic feet in volume.

Statistics compiled at the close of the campaign showed that the 188,163 pennies weighed 1,271 pounds; that is piled perpendicularly they would extend into the air 922 feet, about 1⅔ times the height of the Washington monument.

NEWS MEN RUN AGROUND

A group of newspaper men narrowly escaped disaster last week when the Oheka II, new yacht purchased by Otto H. Kahn in Germany went aground off West Point on a speed trial down the Hudson. In the party were James Robbins, *New York World;* Seabury Lawrence, *New York Times;* William H. Taylor, *New York Herald Tribune;* and Henry Farrell, United Press. At the time of the accident the ship was making 32 miles an hour. None was hurt.

The Largest Circulation In Michigan is of . . . . . the home variety



The Detroit News Has For 54 Years Been The HOME newspaper

Home circulation means multiple circulation, multiple advertising force and multiple results.

In Detroit the home newspaper is moreover the newspaper with the largest numerical circulation, making it indeed a fortunate market for advertisers, seeking economical sales outlets.

It costs less to cover the Detroit market thoroughly and impressively because only one newspaper need be used.

Of its great circulation of more than 353,000 Sundays and 330,000 week days, 80% of the Sunday and 95% of the week day circulation is concentrated in the local trading area—the most important unit for selling via the medium of the newspaper.

That this is a well established fact is evidenced in the position of The Detroit News during the last ten years in advertising in America. This paper having occupied regularly during that time either first, second or third place, and carrying more advertising than its two local competitors combined.

The News is Detroit's accepted source of information—the official organ of every householder. Regardless of what other newspaper may be taken for this or that special feature, The News is the one newspaper that is read by the whole family, regularly. And it is the family's purchase that makes the dent in the dealers' shelves.

The Detroit News

For 54 Years Detroit's HOME newspaper

KEY TO CONSUMER BUYING ABILITY

Statistical Rating of Rhode Island Counties and Cities for Products of General Appeal, in Six Major Classes of Quality and Cost—An Original Simplified and Tested Formula from Basic Data

By NELSON H. SEUBERT

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CONSIDERABLE interest has been aroused among buyers of advertising space and sales executives by the series of articles, indices, maps and graphic charts of consumer buying ability which have appeared for several New England States since May 21. The fifth of the series, covering Rhode Island, is published herewith and next week's issue, with Connecticut, will conclude the New England area.

Last week an interesting, and not unexpected, criticism, was expressed against the use of income tax returns as a factor to reflect the buying ability of the rural dairy farmer of Vermont. It was objected that due to a 10-20 per cent exemption for depreciation of machinery, 20 per cent for depreciation of live-stock, 5-10 per cent for house rent, milk, butter, eggs, meats, vegetables, etc., the cash income of a Vermont farmer should be increased by amounts ranging from $500 to $1,700 to approximate his real annual income.

There is no doubt that this is true regarding Vermont, a predominantly rural state, and that it prevails also in most rural farming regions. The question as to whether this condition tends toward underestimating the buying ability of the farmer in comparison with that of the city or suburban resident is not new—it has been under discussion for many years in political and economic circles and it probably never will be settled to the complete satisfaction of both sides.

However, since these index numbers are primarily designed for the use of manufacturers and sales organizations selling consumer merchandise of mass appeal, and not farm specialties, it seems reasonable to urge that the following points be kept in mind.

1. The $500 or $1,700 which the critic of this theory proposed should be added to the cash income of Vermont farmers is a book value, set aside to take care of depreciation, of machinery, live-stock, farm buildings, fences, etc., and hence it is not available for the purchase of consumer merchandise.

2. That the farmer's cost of doing business is balanced and offset in the city by similar situations in the cost of doing business paid by the retail grocer, the retail druggist, the lawyer and the doctor who maintain their own offices and also by thousands of other small shops and retail stores in the cities.

3. That tax exempt securities, which are largely held in the cities and their suburbs, also help to balance this apparent statistical injustice against the farmer.

4. The big factor of social and business competition in the cities keeps this buying ability active and increases the probability of selling merchandise. For instance, the writer knows of a very wealthy man who maintains a luxurious apartment on Park avenue, New York City, where he lives four or five months a year. The rest of the time he spends on his 3,000-acre farm in the Middle West. It is stated that it costs him more than twice as much to live in New York and keep up his apartment during four or five months as it does to live on and maintain the farm for the rest of the year.

The exemptions that the city man makes in his income returns are not so emphasized as are those of the farmer, but they exist and with the growing preponderance of urban over rural population, it is possible that they offset in

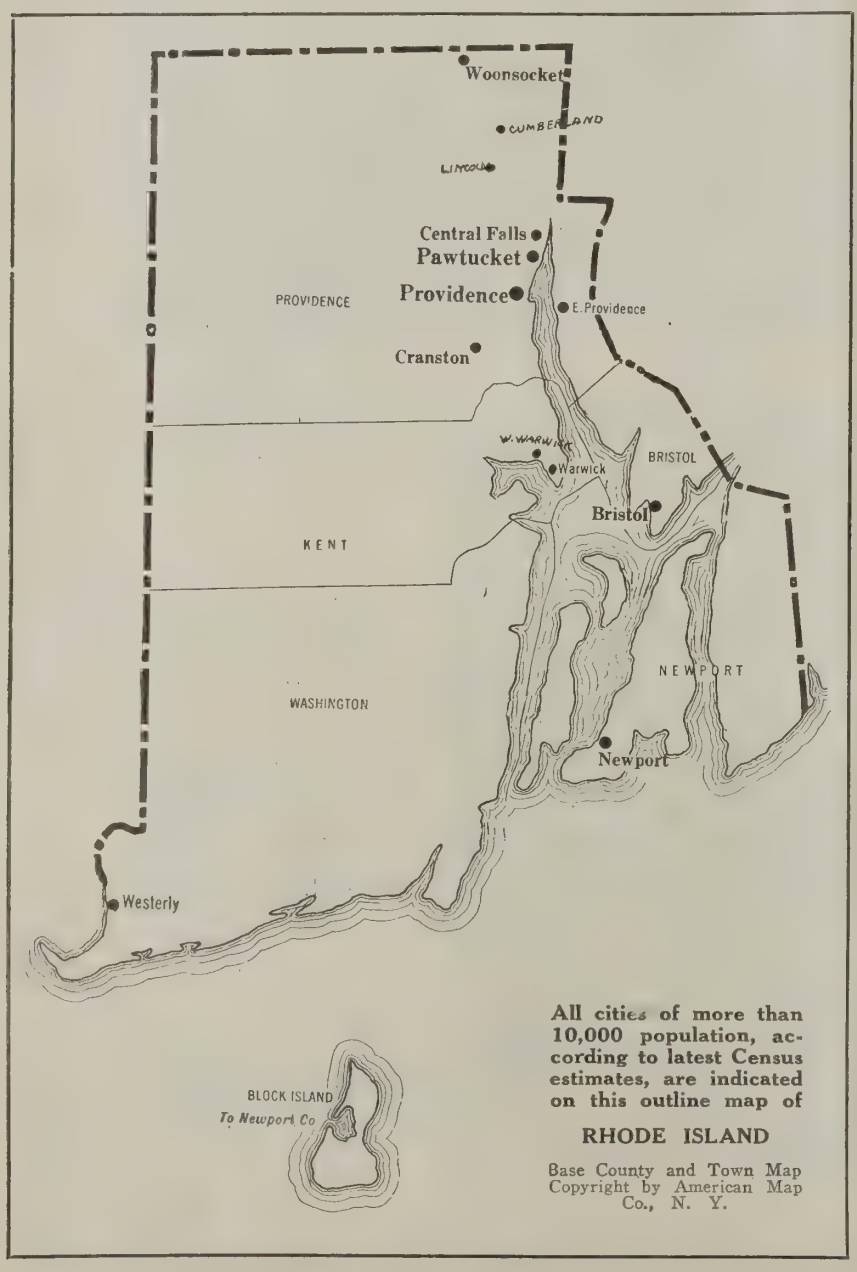
(*Continued on page* 16)

HOW TO USE THIS CHART

THE first step is to determine as accurately as possible which of the six classifications best fits your product. The figures under this class in the chart are the only ones that you use. When this is determined, comparison can be made between the buying power of any city or trading area and your sales or advertising circulation by the following method:

Take your sales figures or your advertising circulation figures of the particular city or trading area under consideration. Translate these figures into a percentage of your total figures for the United States. Carry these figures out four places beyond the decimal point (i.e. If your sales are about 2 per cent, you might have an actual figure something like this, 1.9837 per cent).

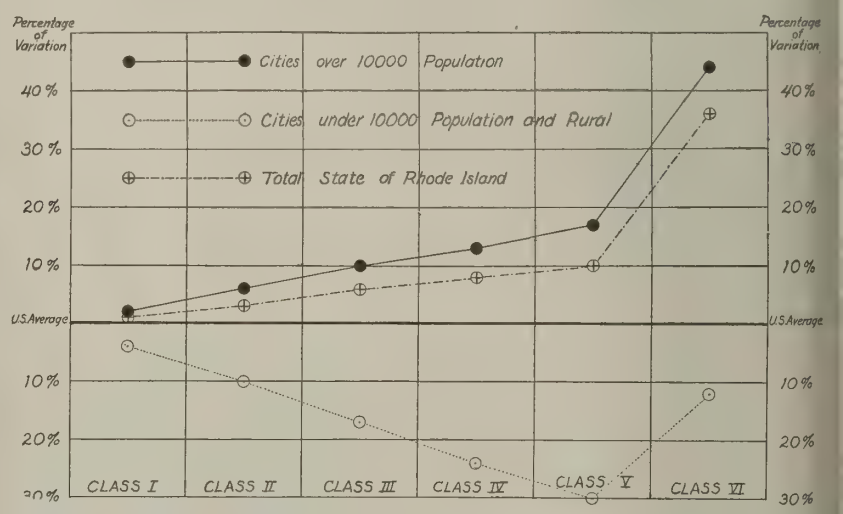
The next step is to point off four places in the buying power index which then becomes a percentage of the total buying power of the United States. You now have two comparable percentages. A comparison of these two percentages will immediately show you whether you are placing enough sales or advertising effort on that city or trading area. Any group of cities, counties or trading areas can be compared by merely adding together the figures of the various cities or counties that make up the area or group. Then follow a similar process as outlined above.



All cities of more than 10,000 population, according to latest Census estimates, are indicated on this outline map of

RHODE ISLAND

Base County and Town Map Copyright by American Map Co., N. Y.



This cart shows the relative variation for the State of Rhode Island above or below the United States average for cities of 10,000 or more population, cities of less than 10,000 and rural population and the entire State of each merchandising class.

BUYING POWER

After all is determined by employment conditions. Investigation shows most workers in Pawtucket employed at good wages—again Pawtucket's Diversified Industries establish this city well in the lead in New England.

Covered Only by

The Pawtucket Times

Net Paid Circulation 28,581 During May, 1927

Censorship gives Extra Value to Space

THE CONFIDENCE established by The New York Times censorship is one of the extra values of space in its advertising columns.

The Times censorship is primarily to protect its readers against frauds, catchpenny offers, extravagant claims. It also protects advertising. Censorship does not permit honest advertisers, the vast majority, to be subjected to the fraudulent competition of the dishonest few.

Advertisers admitted to The Times columns reap the fruits of the strong confidence its censorship establishes.

The censorship of The Times is not infallible. But The Times investigation of advertising is, it believes, as careful and painstaking in its endeavor to exclude whatever is undesirable as it is possible for any newspaper to maintain.

The New York Times.

The New York Times in 1926 *printed* 29,788,828 *agate lines of censored advertising. The total volume was greater by* 11,002,975 *lines than that of any other New York newspaper.*

BUYING POWER ANALYZED BY PRODUCT CLASSES FOR RHODE ISLAND

Note: Figures below represent percentages of U. S. total carried out to four places: To use, mark off four places and insert decimal point.

Counties in bold face capitals—Cities in capitals and lower case

	CL No. 1	CL No. 2	CL No. 3	CL No. 4	CL No. 5	CL No. 6
RHODE ISLAND	6044	6182	6320	6459	6598	8124
BRISTOL	221	210	200	190	179	217
Bristol	109	104	99	94	89	107
KENT	410	397	383	370	357	299
Warwick	155	144	133	122	111	94
W. Warwick	159	157	155	153	151	126
NEWPORT	364	359	355	351	346	650
Newport	250	261	272	283	294	557
PROVIDENCE	4788	4958	5126	5295	5466	6575
Central Falls.....	219	210	202	193	184	220
Cranston	310	323	336	349	362	436
Cumberland	87	81	75	69	63	76
East Providence....	231	235	239	242	246	295
Lincoln	95	99	103	107	111	133
Pawtucket	622	638	654	670	686	824
Providence	2442	2612	2782	2952	3122	3765
Woonsocket	441	449	458	466	474	569
WASHINGTON	261	258	256	253	250	383
Westerly	100	103	107	110	113	175
TOTAL CITIES OVER 10M.....	5221	5417	5613	5809	6005	7377
CITIES UNDER 10M AND RURAL.....	823	765	707	650	593	747

KEY TO CONSUMER BUYING ABILITY

(*Continued from page* 14)

the balance the farmer's well known and justified privileges.

Without prejudice and in all good nature, we venture again to state that this analysis is based upon the factors of population and income. We still think it obvious that a given number of the human animal, known to have money available for spending, will purchase a more or less definite amount of necessities and luxuries, and the more of him that have money, the more his purchases will extend to the higher-priced goods.

Here then are the descriptions of the six classifications and their corresponding weighting of population and income:

Class 1 Cheap necessities and bulk staples. Population 70 per cent. Number of incomes 10 per cent.

Class II Moderate priced necessities and packaged staples. Population 70 per cent. Number of incomes 30 per cent.

Class III Quality priced necessities and staples. Cheap luxuries and low priced non-staples. Population 50 per cent. Number of incomes 50 per cent.

Class IV Fancy priced necessities and staples. Moderate priced luxuries and non-staples. Population 30 per cent. Number of incomes 70 per cent.

Class V Quality priced luxuries and non-staples. Production 10 per cent. Number of incomes 90 per cent.

Class VI Fancy priced exclusive luxuries of high unit value. Population 10 per cent. Number of incomes over $10,000, 90 per cent.

The picture presented in this issue is one of a predominantly urban state, with closely concentrated buying power in its cities and an unusually high buying power in the small cities and rural districts. The average for the entire state of Rhode Island closely parallels that for the cities of more than 10,000 population on the graphic chart, while the curve for the rural sections and small cities shows capacity for the purchase of high-priced luxuries to a degree not often found. The comparatively few farmers in Rhode Island evidently find a rich market for their wares in the great cities of the region.

SOLD MANY POLICIES WITH NEWSPAPER ADS

Joliet Agent Insured 731 Applicants in May by Using 15 Newspaper Pages—Represented $838,500 Worth of Business

Officers of the Peoria Life Insurance Company this week hailed Joseph F. Skrinar, district manager of the company in Joliet, Ill., as the champion business producer in the world—and Mr. Skrinar, who filed 731 applications for $838,500 business in May, has a layout of 15 single-page newspaper advertisements run during April and May to show how he did it. President Emmett C. May, of the Peoria Insurance Company, designated May as "rose month" for his field men, requesting each of them to send him a rose for every $1,000 worth of business written in the month. When Mr. Shrinar got the request he decided to do something different. He took a page ad in the *Joliet Herald-News* to announce to his community that "I am going to take more applications for insurance policies during May than any other agent for any insurance company in any country in a single month."

He kept using newspaper copy and 14 more pages appeared during the next two months notifying the public of his drive and what insurance was and why it should be bought. Through the newspapers he talked to women of Joliet, advising them to discuss insurance with their husbands. He followed it up with various appeals of similar nature; he used circular letters when the prospects came in.

"Newspaper advertising put it over," he wrote President May when he wrote the home office as to whether or not he should send his bouquet of 838 roses "by freight or express."

NEW AUTO EDITOR IN N. Y.

John Brunini, formerly a member of the staff of the *New York Daily News* has been appointed editor of the automobile and motor boat sections of the *New York Evening Telegram.* He had been on the News staff about three years, joining the tabloid soon after his graduation from Georgetown University.

GEORGE H. DALEY HONORED

George H. Daley, sporting editor of the *New York World,* was awarded an honorary degree of Master of Arts at the Union University commencement in Schenectady, N. Y. He was graduated in the class of 1892.

New England's Second Largest Market

Rhode Island's Food Supply

Rhode Island—noted for its density of population and the diversity of its industries—with its population 97% urban and 3% rural—depends upon outside sources for nearly all of its total food supply. Many carloads of foodstuffs are shipped into this state daily to supply the demand. This market offers great opportunities to manufacturers and producers of food products. The population is served through 1,800 grocery and delicatessen stores. These stores are served through 21 wholesale grocers and 27 produce dealers with Providence as the distributing center.

The Providence Journal

and

The Evening Bulletin

with a combined net paid circulation of 110,000 reach the great majority of English speaking families in Rhode Island which enable the advertiser to reach this market at a minimum cost.

Providence Journal Company

Providence, R. I.

REPRESENTATIVES

Charles H. Eddy Co.
Boston New York Chicago

R. J. Bidwell Company
San Francisco Los Angeles Seattle

NUMBER NINE OF A SERIES

THE DISTINGUISHED NEWSPAPER

TRADE LINOTYPE MARK

Printed So He Who Runs May Read

MODERN NEWSPAPERS, reflecting the spirit of the times, are produced in a dizzying whirl of speed. The human machine for gathering and writing news, the almost human composing and printing machinery, are all geared high. Too frequently, however, the acceleration ceases there and scant allowance is made for rapid reading.

It is an important point. In these days when only odd moments are devoted to newspaper reading, when newspapers are "glanced through" and not read word for word, attractiveness and legibility grow indispensable. The paper that would keep apace must literally be "printed so he who runs may read."

The publishers of The Distinguished Newspaper, alive to the tastes and tendencies of their reader-customers, have met this necessity. An instance is presented on the two pages following, which shows the front page of The Distinguished Newspaper dressed for the "running reader." Its head schedule, designed for rapid reading, is freely patterned after the Bodoni Bold dress of the *New York Herald Tribune*, and for a text face it employs the exceedingly legible Ionic No. 5. To insure production speed, to maintain efficiency and promote economy, it is Linotype set throughout.

MERGENTHALER LINOTYPE COMPANY, BROOKLYN, N. Y.

319 44

LINOTYPED IN THE BODONI FAMILY

THE WEATHER

Weather reports set in a smaller size of the head letter face add to the appearance of the front page.

Distinguished

TRADE LINOTYPE MARK

TEXT LINOTYPED IN 6¾ POINT IONIC NO. 5

Heads in Lower Case Gaining Favor Over All-Cap Head Dress

Caps and Lower Case Are Much Easier to Read Than Lines Composed in Capitals Throughout

New York Tribune First to Adopt Style

Many Newspapers Following Lead in Line with Policy of Adding Readers by Increasing Readability

Newspaper after newspaper is dropping the all-cap style of headdress in favor of the headline in caps and lower case. To the unknowing, this change might appear to be a passing fancy, a fad in newspaper make-up as unexplainable as any other fad, but to the editor who has kept abreast of the times the steady increase in the number of converts to the newer fashion in headdress is no surprise. He realizes that it is a change based upon sound reason and not upon some widespread whim.

Is Easier to Read

Typographical authorities have been strong in their recommendation of the change upon the ground that caps and lower case are far easier to read than caps alone. The late Benjamin Sherbow, an outstanding crusader for readable type styles, had this to say in his book, "Effective Type-use for Advertising":

"Display lines in all capital letters are not as easy to read as capitals and lower case. All-capital heads and subheads should be avoided as far as possible. In all my work on the type make-up of magazines and newspapers during the last half-dozen years, I have not used a single all-cap headline. The editors I have worked for have generally agreed with me that the headline in upper and lower case is not only easier to read but gives the page a friendlier, more inviting look.

"I have talked with many newspaper editors and publishers on the same subject. They are a bit harder to convince, but in several instances I have succeeded in getting newspapers to adopt the upper and lower case heading throughout."

The first newspaper to adopt the lower

Boxes Contribute Color And Balance Make-Up

Oddities in the day's news, stories with a human twist, offer the editor an excellent opportunity to vary the make-up of his front page, or for that matter, any other page. These stories may be set in a narrower measure of the body type, leaded a bit fuller than straight matter, headed with an italic line and enclosed in a simple box.

The result will be a block of type that will have a lighter color and afford a pleasant contrast to the rest of the text. Kept short and rectangular in shape, the box offers an excellent means of varying a regular make-up.

Bodoni Bold Is Versatile Face for Newspapers

Versatility, an attribute desirable in any type face doing duty in a newspaper office, is present in an unusual degree in the Bodoni Bold offered on Linotype matrices. In the first place, it is an admirable substitute for the frequently used Gothic faces because it combines beauty of design with the heaviness that is the only worthwhile feature of the block types. It is altogether legible, affords an excellent word count in comparison with other faces of an equivalent weight, and permits of close spacing in a line because of its readily recognized letter forms.

All of these are characteristics which will commend Bodoni Bold to the newspaper publisher for use as a head letter. To the list may be added the fact that it is available on the Linotype in a wide range of sizes, both in the roman and in italic, and consequently may be used in a variety of heads. The possibilities of such varied treatment of headlines is exemplified on this page, where every head employs no other face than Bodoni Bold.

A wide range of advertisements may also be attractively set in Bodoni Bold. As a matter of fact, there is a definite typographic trend toward its use in advertising, for it is the most legible of the black face types that lend themselves to the so-called "modern manner." A glance through any of the current periodicals will show examples of the style and suggest ways in which it can be applied to

Ionic Quickly Wins Favor of Reading Public

Readers Show Appreciation of Its Greater Legibility in Letters to Papers Adopting It as Text Face

Optometrists Are Also Enthusiastic

Say New Face Will Play Large Part in Campaign for Conserving Eyesight

"Permit me to offer my sincere congratulations to the 'News' for the new type used on its pages. When I picked up the paper the improvement was so noticeable as to be almost startling. The improved type surely must be of great benefit to the eyes of the 'News' readers."

Thus Mrs. J. H. Troutman of Denver, Colo., registered her approval of the new dress of the "Rocky Mountain News" when that publication first appeared in Ionic No. 5. The letter is typical of many others that have been received by papers that have adopted the new Linotype text face. Even more interesting than Mrs. Troutman's letter is the one sent to the "Philadelphia Record" by Charles F. Bower, 82 years old, who has been a reader of the "Record" since its first issue, nearly 57 years ago. Mr. Bower said, in part:

"Of late I have been afraid I would soon have to give up my reading for fear I should go blind. The thought of having to depend upon some one else for the news was most distressing. The good old 'Record' came to my rescue just in time. With the new type I am sure I am good for several years more of newspaper reading.

"I find the new style type can be read with ease, but this isn't the only advantage I have noticed. It also reduces strain and relieves fatigue and adds materially to pleasure. In fact, the new dress of 'The Record' invites reading. Its even tone is restful to the eyes, but not monotonous."

Eye Specialists Acclaim Ionic

A great number of the congratulatory letters reaching the offices of Ionic users are from eye specialists, oculists and optometrists, and all of them chorus in their praise of Ionic's legibility. A typical example is the letter of Charles D. Waugh, president of the Wisconsin

Italic Heads on Add Pleasing

They Get Away from Po Heads at the Same Highlights in

By A Featured Writer

Feature stories, themselves intended t relieve the even tone of straight new reports, may well be handled typographi cally in a manner that will accentuat their variance from the run of items car ried on the front page. Just as featur stories lighten the day's news, so ca they lighten the appearance of the page

A common treatment, and one wit many advantages, is the use of doubl column make-up, with both columns o even length. This gives the opportunit for the employment of a two-colum head and subhead, and makes a uni with which the make-up man may easil break up a row of single column head and add a note of interest to an other wise regular layout. This article offer example of such an application of th two-column feature story.

In this article, however, several othe

Good Balance Is An Essential Part Of Good Make-up

Brings Together Unrelated Units and Forms them Into Unified Design; Also Helps Hold Reader's Eye on Page

The importance of the part good balance plays in the achievement of good make-up is demonstrated in each new day's output of newspapers, and is emphasized in the displays at editorial association contests. Almost invariably the balanced page presents a far more pleasing appearance than its helter-skelter contemporary.

This does not mean that perfect balance, or symmetry, is absolutely essential. Quite the contrary, for as much can be done with a dissymmetrical layout as with one in which every item on one side of the page is countered with an item of equal length on the opposite side. Care must be exercised in dissymmetrical make-up, however, to avoid a feeling of one-sidedness, and here the matter of balance again comes into play. Items

Newspaper

Bodoni Heading Edition

OS LINOTYPED IN THE BODONI FAMILY

TRADE LINOTYPE MARK

s Features ety to Page

pnotony of Roman hey Play Up 's News

have been adopted to insure contrast. Only two lines have in the head to achieve shal- id bring the text well above adjoining columns. These two been set in a slanting drop- o gain further variety, have osed in italic. Differentiation d by setting the second deck e-line inverted pyramid in n line is considerably shorter rest, an arrangement which hten the effect of the head to degree. The wide dashes are d in the attainment of varia- a regular treatment.

e foregoing tells the steps em- obtain a heading that would t from the others on this page, essary to expend many words g out the success which has

ontinued on Page 00)

er Lower Case Be Credited to e's Legibility

e of Hairlines, Short y Serifs, and Space e Letters Are Among Contributing Factors

ase letters almost as high as ls accompanying them is the n of the great legibility of 5, the new Linotype text face. on between the two is pur- e because Linotype designers e fact that small characters lly three-quarters of the aver- aper column. They produced ading font by giving greatest o its most read portion.

did these designers make the en Ionic's lower case and capi- r than that of the average . Descenders were shortened, re heightened, and even more l to the lower case. Into this ework they built elements r maximum legibility. As a No. 5 has no hairlines; there lly no difference between the

Legibility Is Greatest Test Of Type Style

Modern Reading Habits Necessitate the Use of Clean Cut, Readable Letters for the Head Dress

Present Day Reader A Headline Scanner

He Has Little Patience with Newspapers That Make Reading More Difficult

That a change has come about in the reading habits of the newspaper buyer is generally acknowledged by those persons who have investigated the psychological side of publishing. For example, Grant Milnor Hyde, in his book "Newspaper Editing," says, "Ease of reading has become so important that 'Easy to Read' has already appeared as a newspaper slogan. All but the most conservative of journals have accepted the idea that their pages must be easy to read. In making this decision they acknowledge that they are catering to the casual reader rather than the thoughtful reader. They are admitting that the man who will wade through an unattractive newspaper is fast becoming extinct."

This situation explains the necessity of giving attention to legibility and attractiveness in the selection of a type dress, a fact recognized by Norman J. Radder when he wrote, in "Newspaper Make-up and Headlines," "Until a few years ago little thought was given to the readability of headline type. The chief concern seemed to be to get a condensed or extra-condensed face that would carry the largest posssible number of units to the line. The result was that some papers used headlines that were so condensed that complaints were made by the readers."

Also Applies to Body Type

Mr. Radder agrees with other authorities that the same condition holds true of body types. He says, "The selection of the body type deserves as much care as the selection of the headline type. Many papers have faces exceedingly light in weight and with no character that makes for easy reading. The mind cannot absorb what the eye does not see, and consequently if a paper is not easy to read, or if the character of the type is poor,

Linotype Bodoni Bold Unusually Practical As Head Letter Face

Is Black Enough to Give Good Display While Its Familiar Forms Make It a Very Readable Face

Good Letter Count Among Advantages

Attractiveness Combines with Utility in Making It a Desirable Letter for Newspaper Composition

Bodoni Bold on Linotype matrices follows, in general characteristics, the original face designed by Giambattista Bodoni, Printer of Parma in the early part of the Nineteenth Century. In so doing it retains the features which that master printer sought to give his type, the chief among them being what he termed "classic simplicity."

Bodoni Bold is heavy enough to replace Gothic types, but in beauty of design and legibility it attains a far greater attractiveness than will ever be found in block letters. The sharp contrast between its major and minor lines makes it infinitely more pleasing than the serif-less Gothic faces.

This same characteristic is accountable for Bodoni Bold's readability, and enables its being closely spaced, a consideration of advantage to the head writer because it endows Bodoni Bold with a good letter count. Even more practical in this latter respect, however, is the new Bodoni Bold Condensed, a face cut especially for use in newspaper heads. It combines the characteristics of the Bodoni family with a usable slimness."

Available in Wide Size Range

Another of Bodoni Bold's attributes as a newspaper face is the wide size range in which it is available on the Linotype. The roman runs from six to thirty-six point and the italic may be had in sizes from six to thirty point. This permits the preparation of a varied head schedule set completely in Bodoni Bold, with Bodoni Bold Condensed, Bodoni and Bodoni Book available as supplementary faces.

Ionic and Bodoni Bold Interesting in Boxes

Boxes, to attain their full purpose, must offer a definite contrast to the rest of the type matter with which they are surrounded. This does not involve the use of special fonts if care is taken in the preparation of the head schedule. Bodoni Bold Italic is an admirable head letter for boxes, for it is thoroughly legible, even in its smaller sizes, and harmonizes with the roman in splendid fashion. Ionic, eminently legible in straight composition, loses none of its readability when it is leaded. The attractive effect these two faces achieve in combination is here exemplified.

Paper Using Ionic Receives Praise of Noted Psychologist

Points Out Ease with Which It Is Possible to Recognize Letter and Word Forms in This New Linotype Face

When the "Philadelphia Record" first came out in its new Ionic dress a number of its readers quickly acclaimed the improvement. Among them was Dr. Thaddeus L. Bolton, psychologist, who wrote:

"The appearance of this new type in the 'Philadelphia Record' shows at once several advantages over type face previously used. The page makes at first sight a much better appearance and is much more pleasing to the eye. The difference thus noted is due to several things. The letters have heavier lines in a majority of their parts. The width of the letters is greater than in the older type.

"Here are two factors of importance. The dark line is more easily fixated. The greater width of the letters makes the letters more readily recognized. Reading

Bodoni Bold Series

TRADE LINOTYPE MARK

36 Point (36△65)

Legibility is

30 Point (30△69)

Legibility is gr

30 Point Italic (30△123)

Legibility is g

24 Point (24△121)

Legibility is grea

24 Point Italic (24△147)

Legibility is the g

18 Point (18△165)

Legibility is greatest t

18 Point Italic (18△187)

Legibility is greatest

14 Point (14△68)

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12 Point (12△132)

Legibility is greatest test of ty

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10 Point (10△196)

Legibility is greatest test of type s

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8 Point (8△222)

Legibility is greatest test of type style u

Legibility is greatest test of type style u

6 Point (6△156)

Legibility is greatest test of type style used in a

Legibility is greatest test of type style used in a

Bodoni Bold Condensed

TRADE LINOTYPE MARK

30 Point (30△183)

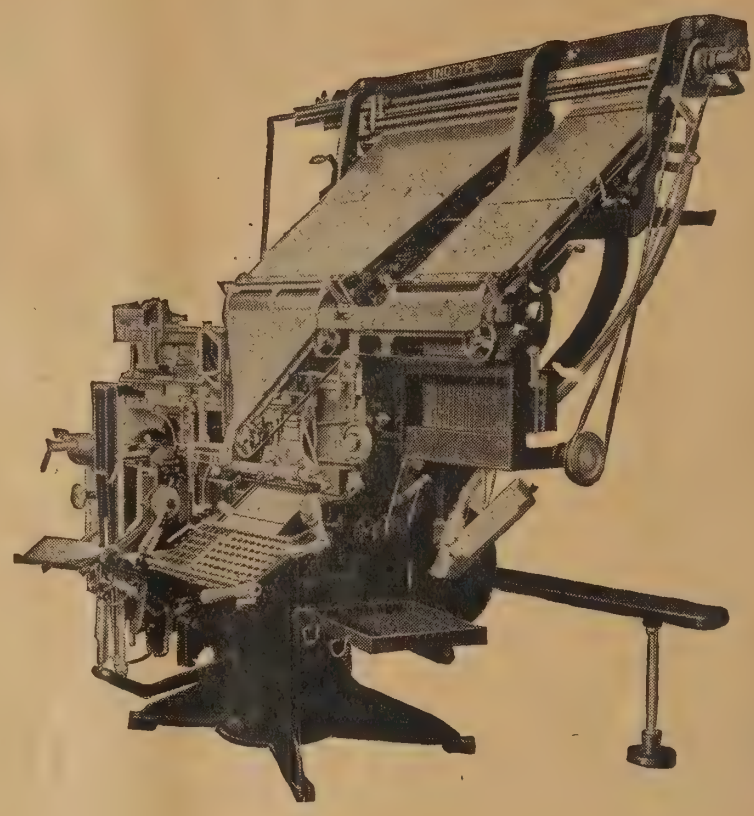
Legibility is the g

24 Point (24△241)

Legibility is the gre

18 Point (18△283)

Legibility is the greatest t



Economy in the Front Page Dress

HEADLINE after headline issues from the Linotype, each in column width when wanted, or each in a different measure if the need demands. All of them may be in the same face and size, or each in a different face and size—it is of little consequence to the Linotype. Headlines and body matter issue from it in a steady run, one full line with each revolution of its cams.

The economies which obviously result from such flexible, continuous composition, coupled with the legibility of Linotype faces, account for The Distinguished Newspaper's adoption of Linotype methods. It is through them that The Distinguished Newspaper can be "printed so he who runs may read" at a definite saving over ordinary production methods.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE CO.

BROOKLYN, NEW YORK

SAN FRANCISCO · CHICAGO · NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

DAILY'S "I PREDICT" CONTEST TESTED READERS' ABILITY TO THINK

Answers Reveal Average Man Substitutes Hope for Intelligence in His Reasoning—Enjoys "Wise-Cracking" —10 Per Cent Average 90 in Test

By STRATFORD CORBETT

HOW much does the average newspaper reader understand of what he reads? Has he wit? Discernment? Intelligence?

These and other interesting questions were answered in a practical way recently when some thousand or more readers of the *Brooklyn Daily Eagle* participated in an "I Predict" prize contest which that paper sponsored. Each day for two weeks the Eagle printed a set of ten doubtful predictions about the next day's news, and it was the business of contestants to indicate the probable outcome of the events listed and to give a reason for each choice.

The tentative predictions covered everything from Lindbergh's flight and England's diplomatic break with Russia to such comparatively unimportant matters as the day's ball game. Also included regularly in the day's set were observations on the stock market, the weather, and actions of well-known persons.

Of course, no one of these predictions could be checked without some study of the news and without some thought on the part of the readers.

But can newspaper readers think?

From the thousands of answers received highly interesting conclusions have been drawn. For one thing, not a few readers, it was discovered, find it difficult to distinguish between what they would like to happen and what, according to the available facts, is most likely to occur. The Governor of Massachusetts, for example, was generally predicted to take immediate action in the Sacco-Vanzetti case "because the men are innocent," "because they should be freed" and "because they are poor foreigners," but this reasoning ignored the amazing amount of data the governor was obliged to examine and the probability that such a decision could not be made over-night.

A similar example is that of the reader who hopefully predicted that Babe Ruth will hit a home run tomorrow "because I'm going to see him do it."

The same false thinking was evidenced in other instances both with and without an obvious emotional stimulus. On certain stock market predictions readers answered that the stock in question would rise "because it is a good firm" or "because the car they manufacture is a good car." Of course, here again the real facts to be considered are the conditions controlling the market at the time.

Another evidence of false reasoning noted was the temptation of readers to make clever retorts at the sacrifice of truth. Byrd will not fly tomorrow "because he is not a fly Byrd," the total number of marriages performed at City Hall Chapel will be 12 "because the marriage clerks must have their daily dozen" are fair examples of this type.

Then there was the girl who would always foretell the weather by referring to her window cleaner. "It will rain tomorrow," she would write, "because my window cleaner showed up today," or "it will be clear because the window cleaner hasn't been around today." It is amusing to note that she was as often right as those using more scientific methods.

In general, however, readers exhibited rather shrewd thinking. Of one thousand replies 10 per cent rated 90 or more, 15 per cent rated over 80, and 20 per cent rated over 60. This according to psychologists (Prof. Eliott Sharp of Wisconsin), is really a very high average.

A few of one day's questions which called for Yes or No answers, and the answers follow:

"I predict that during the 24 hours ending at noon, May 19:

"1. Ruth Snyder will issue public statement asking sympathy. No, because the public is against her.

"2. Manicurists will abandon strike and return to work in Bronx. Yes, because they have no money at hand.

"3. Coolidge will call special session for flood relief. No, because he will later on.

"4. Robins will shut out Chicago Cubs. No, because the Cubs are heavy batters.

"5. McAdoo will make an open move for Democratic nomination. No, because he will gain more by waiting."

THREE WRITERS START A REALTY BUSINESS

Trio of New York Daily News Reporters Buy and Remodel a Greenwich Village Tenement

Far from being merely the home of young, violent reds and parlor pinks, Greenwich Village, New York's artist colony, also numbers many a budding capitalist among its natives.

Three of these young capitalists are members of the staff of the *New York Daily News*. They have incorporated the Greenwich Village Company, with Ralph F. Armstrong, special writer, president; James Jemail, a photographer, treasurer; and Jean Vernon, reporter, secretary.

"We just decided that newspaper people ought to work for themselves one day a week," Miss Vernon explained this week. "We worked six days a week for the Daily News, and on the seventh day, Thursday, instead of resting, we visited pawn shops and mortgage brokers, until we raised enough money to buy something to own and run for ourselves.

The Greenwich Village Corporation owns an arty apartment house on 40 Horatio street. It is five stories high and has 20 one-room and bath apartments which rent for $40 to $50 a month. Each room has its own fireplace, and the bathrooms, a novelty in the Village, all have tiled floors and walls.

"We bought it on a shoe string," Miss Vernon confessed. "And we're only now beginning to get our rings out of hock.

"But its been lots of fun. You ought to have seen it when we first bought it, a regular old tenement house. We only paid $3,000 down, but we put $30,000 in on repairs. We could have sold it a little while ago for $10,000 profit."

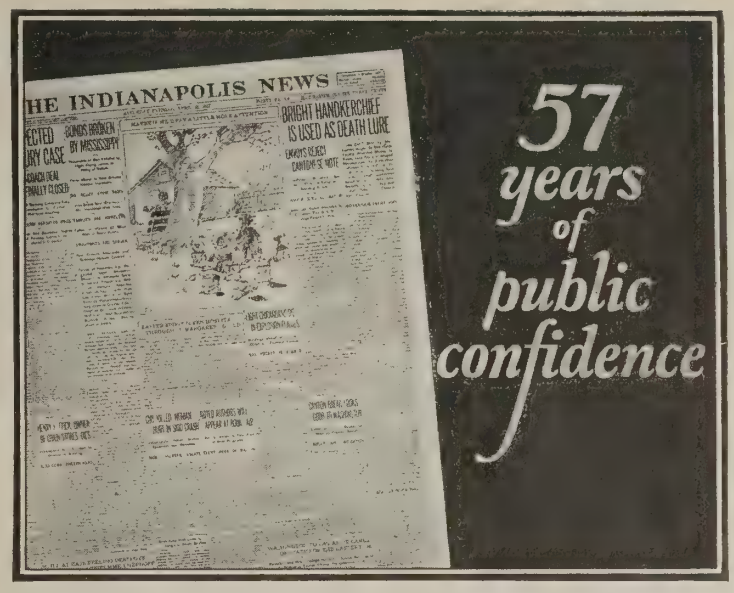
It is the idea behind the Greenwich Village Improvement Company, that Miss Vernon desired to stress. It's an investment for its owners. She thinks that newspaper people are inclined to think too much about today and not enough about tomorrow.

"I know I don't want to end up in an old ladies' home," said Miss Vernon.

TO BOOM ANTHRACITE

Newspapers of Coal Region Urge Fight to Regain Lost Markets

Most of the newspapers in the Scranton and Wilkes-Barre fields in Pennsylvania are now supporting the idea of booming anthracite coal. The journals say everyone in the anthracite counties should boost the sale of hard coal with the idea of reclaiming former markets for this fuel and insure steady work at the mines. The "boost anthracite" idea originated with the *Pottsville* (Pa.) *Journal* and has been taken up by larger papers in the field. Some of these journals intimate that in the near future the antnracite operators intend to launch an extensive advertising campaign in coal buying fields with the idea of increasing the market for hard coal.



First of All a Great Newspaper

WHEN newspaper men discuss the really great newspapers of America, THE INDIANAPOLIS NEWS is invariably included among the first ten.

High tribute as this is, of greater significance to advertisers is the unusual prestige of The NEWS in its *own community and state*.... Throughout its fifty-seven years of honorable and faithful public service, The NEWS has always held the full confidence and respect of its readers—they admire its integrity, its fairness, its thoroughness, its intelligence.

Newspaper circulation can be forced by artificial stimulus—advertising volume can be gained by overbalanced selling effort... but all the gold in the land will not buy confidence built upon CHARACTER—it must be *earned*.



The INDIANAPOLIS NEWS *sells The Indianapolis Radius*

FRANK T. CARROLL, *Advertising Director*

New York: DAN A. CARROLL 110 East 42nd St. Chicago: J. E. LUTZ The Tower Bldg.

RED HOT STYLE IN BASEBALL WRITING KNOCKED FOR A "ROW OF HASSOCKS"

All Those Sad Young Men Behind the Grandstand Netting Discarding Shrill Slang of Former Years, Says Nunnally Johnson—Players Don't "Tap the Apple" Any More

The gaudy baseball jargon of the sports pages is simmering down to understandable English, Nunnally Johnson, a special writer for the New York Evening Post, observed in a recent feature article. His comparison of the old and new types of baseball reporting follows:

IN common with other forms of human endeavor, newspaper reports of baseball games, which not so long ago were written in a practically incomprehensible argot, have developed during the past few years to a point where they stand unabased in the presence of the scholar.

If, now, Babe Ruth knocks a home run, it appears in the accounts that he knocked a home run. It was not always that simple. Once the ecstatic chronicler would have set it down on paper that "The Bustling Bambalina of Bam crashed the pellet for a complete series of hassocks," and whosoever read this and found it annoying if not mystifying would simply have to chase himself.

The contention was that this type of writing was colorful. It gave or added zest to the story. It gave it bounce and spirit and excitement. It may have, but the notion never sank very deeply into the beliefs of more soundly established baseball writers. They went right on saying that this sporting gentleman or that sporting gentleman had made a home run, or, on particularly festive occasions, a circuit clout, which was understandable.

But high-spirited young men drafted from impecunious positions, on the belief that the writing of baseball did not call for any extraordinary literary talent, began bounding into the sporting pages with a solid conviction that they were being offered an opportunity not to report a baseball game but to see what they could do with the English language, or, anyway, with that part of it with which they had any familiarity, which usually wasn't much of a part.

While the Messrs. Hanna, Lieb, Vila and other proficient veterans were endeavoring to bring a record of the game clearly and as vividly as they could these agile young men were succeeding pretty thoroughly in an apparent effort to reduce the facts to mystery.

There was to them no ball player simply named "John Smith." He became at once "Spitting Jackie Smith, the moist-ball moundsman of the Huggins Howitzers." Hal Chase didn't play first base; he was "the guardian of the initial hassock." Eddie Collins covered "the keystone hassock." Devlin on third base was "keeper of the hot corner," or, when a reporter burst into a matchless spasm of originality, "the denizen of the torrid angle."

A pitcher was a "moundsman." The batter "bingled," "tapped the apple for a duo, a trio or a quartet of stations." The "moundsman" "flipped" with his "fork hand." There was a "wind-pad artist" behind "the old platter." An "outer gardener" covered the "dexter field."

When a lad got down into an account of a baseball game with these terms at hand he began to lather and froth at the mouth in the mental strain of producing still further and more opaque descriptions. He would die, apparently, rather than submit to the shame of referring to a baseball as a baseball. It was a "pellet," a "pill," an "apple" or "the horsehide." As a newspaper man himself at the time, this reporter stood around more than once in gasps of admiration before some young mastermind who had devised a new and completely obscure synonym for umpire, to alternate with "umps" and "arbiter" and "holder of the indicator."

He has, however, been present as eyewitness when one resourceful young "scribe" broke the proud news to a flabbergasted group that in his previous day's story he had described an inning as a "Chapter." This reporter has never seen the pride of fatherhood shine more brightly than it did on that occasion. It was, it seemed, just a stroke of genius, which he could not describe at all, even when pressed by his awed fellows. Those things, it appeared, happened—and that was all one could say in explanation.

For some reason these young men have not lasted in their callings. They may find places on those newspapers whose headlines are still full of "ban," "jam," "grid," "flays" and other familiar terms, but the sight of constant readers biting their nails in desperation each evening as they tried to get to the meat of the business at the Polo Grounds that afternoon went finally straight to the publishers' hearts and presently the neophyte H. C. Witwers were back rushing copy paper about the office or otherwise engaged in professions more adaptable to their talents. The Messrs. Hanna, Lieb, Vila, et. al., continued placidly at their business of accounting for the game, in language which fell softly and beautifully upon the reader's ear and eye.

A survey of six reports of a recent game uncovered no more than seven of the ragged expressions of that gaudy period, and even some of these were open to question. A circuit clout, a spitballer, a short-field man, and such remnants are probably legitimate. The variety sought by the passé generation of baseball reporters was a variety apparently necessary only to young men who sought to conceal a monotony of expression. Baseball writers more fitted to their profession had no need for it.

PLANNING NEW DAILY

G. W. Purcell Will Launch Spencer (Ind.) Evening World, June 29

The *Spencer* (Ind.) *Evening World* will be launched Wednesday, June 29, by George W. Purcell, publisher of the *Bloomington* (Ind.) *Evening World,* it was announced this week.

The paper will be the first daily in Owen County, and will be issued in conjunction with the *Bloomington World.* Four pages of Spencer news and advertising will be printed in Spencer with a small plant equipment, Mr. Purcell said.

H. Philip Maxwell, formerly with the *Louisville* (Ky) *Courier-Journal,* will be in charge at Spencer.

FORBES TAKES NEW POST

The *White Plains* (N. Y.) *Building & Realty News* has announced the appointment of Charles B. Forbes as publisher. He has been on the staffs of the *New Orleans Times-Picayune, Knoxville Journal, Cincinnati Enquirer* and *Miami Daily News.* He was editor of the *Nashville Tennessean* from 1920 to 1926. He is a brother of T. Harold Forbes, vice-president Westchester Newspapers, Inc., and publisher of the *New Rochelle Standard-Star,* and of George P. Forbes, publisher of the *Mamaroneck Times* and the *Larchmont Times.*

MOVE TO BAR WRITERS ENDS IN ILLINOIS

Resolutions to Keep Chicago Tribune Men from House Gallery Killed with Aid of Paper's Foes

Another victory was scored in the cause of freedom of the press when an attempt made in the Illinois House of Representatives to bar all correspondents of the *Chicago Tribune* from the press box, the floor of the house, and the galleries, failed in the face of opposition from a body that stands about 108 to 29 against the Tribune's anti-Small policy.

Representative Harry M. McCaskrin of Rock Island, the author of the resolution, withdrew it without putting it to a vote. It was the climax to a series of attacks Mr. McCaskrin has made upon the Tribune as the result of disbarment proceedings which were begun against him, alleging misconduct in the trial of John Looney of Rock Island, one of whose counsel he was. Mr. McCaskrin was cleared of the charges by the Supreme court.

Representatives Howard P. Castle and Thomas J. O'Grady both spoke in defense, not of The Tribune, with whose policies they declared they frequently disagreed, but of the right of all the press to attend and report as they saw them the proceedings of the legislature.

"To adopt this resolution would be to make ourselves ridiculous," Mr. Castle declared.

"The Tribune has never supported me," said Mr. O'Grady, "but it is their right to disagree if they see fit."

Representative Michael L. Igoe, minority leader, after first securing a retraction of an insinuation that those who spoke against the resolution were the mouthpieces of the Tribune, moved to lay the resolution on the table, but McCaskrin withdrew it instead.

PLANNING TYPOGRAPHICAL MEET

Four European Experts to Attend Sessions in New York Next Fall

Extension of the scope of theFourth Educational Graphic Arts Exposition to international proportions is promised in the meetings of the International Typographic Council which will be held while the exposition is in progress at Grand Central Palace, New York, during the week of Sept. 5.

The four European members of the Council, George W. Jones, representing Great Britain; Georges Draeger, the French representative; David Stempel, the member for Germany, and Raffaello Bertieri, for Italy, are all arranging to be present, and the American representatives, Edward E. Bartlett, chairman of the Council, and Harry L. Gage, members for North and South America, will be present at the sessions.

It is the first meting of the Council to be held on this side of the Atlantic.

WINS EDITORIAL PRIZE

The American Humane Education Society of Boston, Mass., has announced that the *San Jose* (Cal.) *Evening News* is the winner of the $50 first prize for the best editorial on "Be Kind to Animals Week" printed in any periodical between March 1 and April 1. R. L. Burgess wrote the editorial. Second prize went to the *Christian Science Monitor,* Boston, the editorial being written by Arthur H. Hollis. Editorials in the *Palo Alto* (Cal.) *Times* by Dallas E. Wood and the *Honolulu Star Bulletin* by Riley H. Allen were given honorable mention.

If Quality

of circulation is your first consideration

The Evening Star

With Sunday Morning Editions

Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll

Chicago Office—Tower Building
J. E. Lutz

If You Have Colors Sail Under Them!

IN THE course of a discussion on the merits of rotogravure printing, with especial reference to its adaptation to color, an eminent authority has this to say about THE WORLD'S COLOR GRAVURE SECTION.

"The progress made by the New York World in the last few months is certainly encouraging. Their recent reproduction of the Camel Cigarette ad was not only very well printed but was a comparatively faithful reproduction of the original copy." —Charles F. Hart, Mechanical Superintendent, New York Times

In providing a medium by which the advertiser can distribute weekly more than 600,000 faithful reproductions of his package in its true colors, has simplified to a marked degree the task of introducing a new product, or familiarizing the consumer with an old one, in the richest retail market America offers.



The World NEW YORK uses Certified Dry Mats

Certified Stereotyping is Simplified Stereotyping

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue New York, N.Y.

For wet mat printing with DRY MAT facility — use CERTIFIEDS

MADE IN U.S.A.

MADE IN CERTIFIED DRY MATS THE USA

More than 195,000 Daily

CHARACTER QUALITY AMERICA FIRST! ENTERPRISE ACCURACY
Los Angeles Examiner
AN AMERICAN PAPER FOR THE AMERICAN PEOPLE — THE GREAT NEWSPAPER OF THE GREAT SOUTHWEST

More than 425,000 Sunday

¢ Daily JUNE 18, 1927 10¢ Sunday

"NO PREMIUM" POLICY BUILDS BETTER READERSHIP

FIFTH GREATEST MARKET IS FIRST IN BALANCED SALES

L. A. EXAMINER LEADS FIELD AT HIGH PRICE

WHEN it comes to buying newspapers in Los Angeles, the reading public is interested neither in cheapness, nor $1.98 maps thrown in to make the paper look like your money's worth.

People in Los Angeles have, in the morning field, three newspapers to choose from. Both are substantially cheaper than The Examiner. One actually uses that as an argument in soliciting additional circulation while setting itself up to advertisers as the great "class" medium of this territory.

But still more people pay more money to read The Los Angeles Examiner than pay any price to read any other morning and Sunday newspaper West of the Missouri.

No Premiums

The Los Angeles Examiner, for the past nine years, has operated its circulation department in the belief that a good newspaper attracts readers automatically. It has not, in all that time, thrown in earmuffs, street-maps, opera glasses, thermos bottles, fountain pens, or anything else as a lure to get subscriptions.

Its readers have preferred to spend $1.05 a month to read it, than to pay a cheaper price for another paper, for a very obvious reason. They like The Examiner better, they can afford the difference, and in this well-to-do land of America, the quality appeal has a lot more potency than the appeal of cheapness.

Circulation managers, as well as advertising space buyers, will find a lot to think about in these facts. And another interesting thought for them is found in this: While it decries the value of street sales, one of our morning papers here spends about $1500 a week for newsboy bonuses in trying to get more of such sales; while The Examiner similarly invests about $330.

What's the answer? Well, it can be found in the literature of the EXCLUSIVE private college for young men which, while pointing out that its very smallness indicates its class, is striving night and day to become as large as the largest!

Merchandise Department Aids Largest Companies

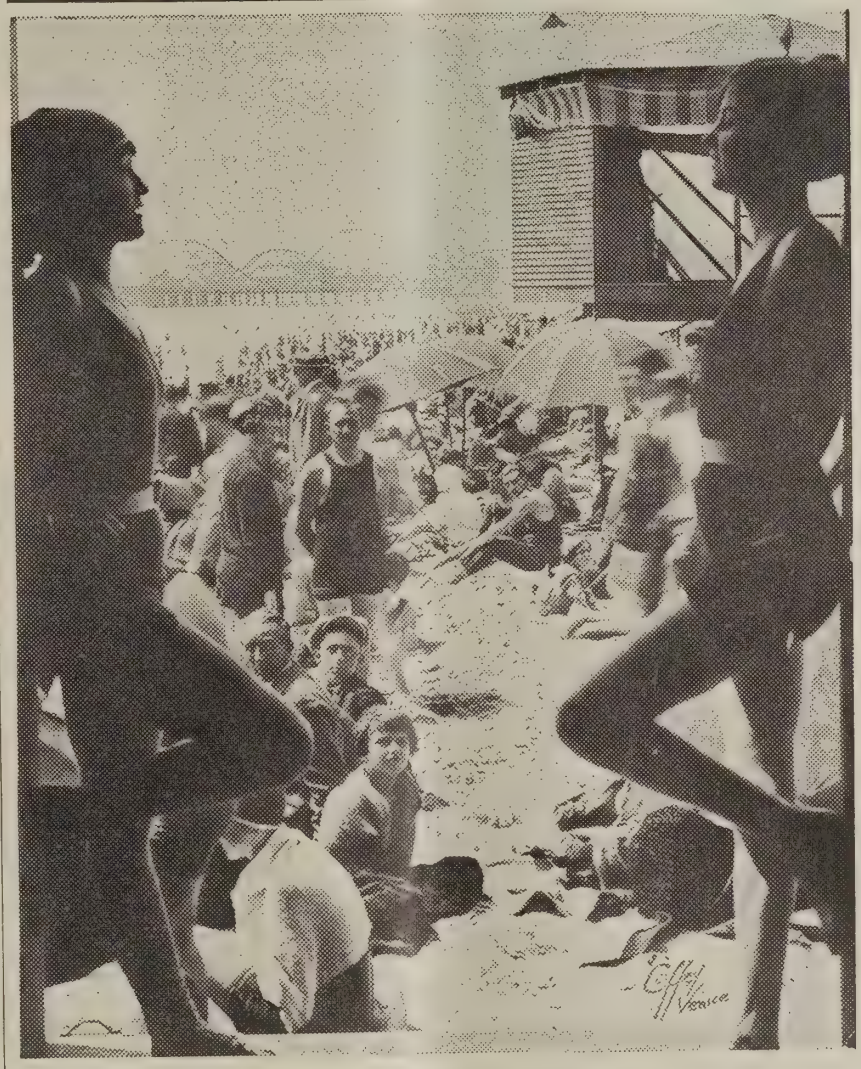
NO manufacturer doing business in Los Angeles is so big that The Examiner's Merchandising Service Department cannot do him additional good. The Pacific Coast Biscuit Company's recent experience is a good indication of that.

With an enviable record in distribution, good will and sales volume, this company, through D. M. Hirsch, sales manager, wrote to The Examiner, under date of May 20th, following reports from the service department on Honeymaid Graham Crackers:

"Please accept our thanks for the reports of the Honeymaid Graham survey that your boys are doing, and wish to advise that we have secured very good leads from this list.

"We have already sold the Cornwell Grocery at 7211 South Broadway and have a very good chance of securing two other accounts appearing on this list."

The Atlantic City of the West!



92% of Failures in L. A. Among Non-Advertisers

NINETY-TWO per cent of the failures in Los Angeles since the first of 1927, were non-advertisers!

Those are the interesting figures revealed recently, following a careful check through the Federal Bankruptcy courts in this city.

The average percentage of failures made by non-advertisers in thirty-two cities of the United States, is 83.6, indicating that in the Los Angeles field it is perhaps a trifle more necessary to business success to meet competition with competition, to declare one's self to newcoming population, and to hold old friends, while making new.

Of thirty-two principal cities surveyed recently in this conection, Bridgeport, Connecticut, and Nashville, Tennessee, showed the lowest non-advertising mortality rate, with 60 and 67 per cent respectively, while Troy, New York, was highest with 100 per cent.

42 New Factories in L. A. in 4 Months

FORTY-TWO new factory and industrial projects have entered the Los Angeles manufacturing district since the beginning of 1927, according to figures just given out by the Los Angeles Chamber of Commerce.

These forty-two, added to the existing 5,700, will represent an expenditure of $36,000,000, will give employment to more than 7,500 persons and will pour out to these workers in the form of payroll more than $10,000,000 a year.

Included in this list are B. F. Goodrich Rubber Company, Sears, Roebuck & Company, Ford Motor Car Company, American Can Company, Illinois Pacific Glass Corporation, Truscon Steel, California Compress & Warehouse Company and similar organizations of national and international scope and reputation.

JUNE, JULY, AUGUST BIG MONTHS IN L. A.

WITH from 4,500 to 6,000 people flocking into Los Angeles daily for their summer vacations, business is taking its annual summer jump in this city while, in other great markets throughout the nation, manufacturers, weather with a scowl.

The fifth largest market in America, rated as first in the world in balanced all-year sales, knows no seasons, therefore no let-ups or let-downs in buying inclinations. Only, in summer time, the trend is always upward, what with hundreds of thousands streaming in here, bringing their money with them, and spending it, as vacationists always do, for just about everything in sight.

There probably isn't another large market in the world so fortunately situated as Los Angeles, insofar as balance of buying is concerned. Her eggs are in a dozen baskets, and there are eggs for every month.

Like Great Magnet

During the summer months, for instance, Los Angeles County, which is the richest agricultural county anywhere, is rushing endless trainloads of deciduous fruits and grapes to market; during the summer months, oil gushes every hour of every day from the entrails of the earth and enriches thousands of people. Millions of dollars are fed into local, statewide and national channels annually and all summer by the diversified manufacturing interests which have set up here. Motion pictures, for instance, know no season, but are being marketed and shown throughout the world every day, and most of them come out of Los Angeles!

Like a gigantic magnet, the beautiful summer climate of this city, draws from throughout the nation, a vast group of pleasure seekers and liberal spenders, alert for new things, new modes, new ideas, new merchandise to take home with them.

Bank clearings last summer were more than $89,000,000 over the clearings of the winter previous! And winter includes Christmas clearings!

Tell it in Los Angeles, and you'll sell it in Los Angeles, twelve months out of every twelve!

THE EXAMINER

. Not Only Has the Largest Morning and Sunday Circulation West of the

MISSOURI

But Also the Largest Home-Delivered Circulation of Any Newspaper in Its Territory!

ONE FACT WORTH A MILLION FANCIES IN DETERMINING VALUE OF FEATURES

That Is Opinion of Louis Weitzenkorn, Sunday Editor, New York World, Who Describes Difficulties of Dealing with Free-Lance Writers—Wants Social Life Reported

By PHILIP SCHUYLER

"PARDON me," Louis Weitzenkorn asked, and swung about in his chair to answer the telephone, the bell of which had been ringing persistently for the last several seconds.

It was impossible to avoid overhearing one-half of the ensuing conversation, the half spoken by the Sunday editor of the *New York World*. It was impossible likewise to miss the moral of the message he gave to the unseen person at the other end of the line; and since this all happened to be on an entirely professional subject there can be no impropriety in repeating what was heard.

"It sounds," Mr. Weitzenkorn observed into the telephone at first, "like a darn good little feature."

There followed a minute or two of silence, that golden silence during which marvelous embroidery can be done.

"Um," resumed the editor at the end of it, "How do you know that's true? . . . It sounds a little press agenty to me. . . . A little too good. . . . Who told you? . . . Did you check on it? . . . Are you sure of your facts? . . . You know people don't fall for that kind of stuff any more. . . . If it's a fact. . . . It isn't. . . . No, we won't use it. . . . Thank you, good-bye."

The receiver clicked back on its hook and the moral which clicked to mind in unison was:

"One fact is worth ten million fancies."

It summed up succinctly the interview with Mr. Weitzenkorn, which was on the subject, "What makes up a good Sunday newspaper feature?" A true story, based on the news, was the short definition given by the World's Sunday editor.

Hundreds of free-lance writers in New York are attempting to furnish the Sunday newspapers with feature stories, Mr. Weitzenkorn said. He doesn't object to the large number. He thinks it important that there are so many.

"It is a good thing to have competition," he said. "Only the best survive.

"But dealing with the free lance is one of the difficulties of the job of Sunday editor. Unlike reporters, they are frequently not trained to hunt down a story to its source, nor have they the desire to. They are apt to believe everything they are told, whereas the skeptical reporter takes nothing for granted. If a man says his name is John Smith and he lives at such and such an address, the free lance very frequently will let it go at that, while the reporter will check the name with the address.

"Then there is the tendency of the untrained, unscrupulous or super-imaginative to embroider a story. So many would-be writers forget the bromide that truth is stranger than fiction.



Louis Weitzenkorn

"To please the readers of a modern American newspaper, the writer need not stretch a single fact. No fiction writer could tell a story of a trans-Atlantic flight which would compare with the actual account of Lindbergh's achievement.

"The public has been fed to discomfiture with the guff of the press agent. They no longer fall for fakes, and, in consequence, even the press agents are reforming. Recruited from the ranks of modern newspaper men, the men writing publicity today know they must stick to facts and facts only. The best newspaper men today hate fakery.

"Columnists who depend solely upon their imagination never succeed like those who work with specific facts, who write of definite people and known places.

"It is my belief that the true story idea has lodged itself for a long stay in the public fancy. It seems to me that more biography is being read today and more history. People are looking facts in the face and, far from being shocked, are enjoying the meeting. Just to mention a few of the currently popular books, for example, 'The Microbe Hunters'; 'Story of Philosophy'; 'Rise of American Civilization'; 'Revolt in the Desert'; Woodward's 'Life of Washington,' and Sandberg's 'Life of Lincoln.'"

Mr. Weitzenkorn in giving his opinion of what makes a good Sunday feature story, had thus described a story that was true, but first of all, he said, it must be based on the news.

"'Is it news?'" he said, "is really the most important yardstick in determining the value of a Sunday feature story. News is one element that is absolutely essential.

"A feature may also be the development of a specific news story into a generality. Such a story, for instance, as a study of the psychology of criminals, which follows a series of specific crimes in the news.

"Not to be overlooked is the news of current ideas, the latest question and answer craze, the games people play, the way the hostess of today entertains. In other words, the social life of the town or city, whether it be written satirically by a Milt Gross, or set down seriously by reporters.

"There is no getting around the fact that people are interested in other people and what they are doing. The best Sunday feature story I've seen for many a day was written about a year ago by Miss Beatrice Blackmar, now a member of our staff.

"She was free-lancing at the time. At the suggestion of W. P. Beazell, assistant managing editor, she went to a walk-up apartment and interviewed 12 New York housewives, finding out what they were doing, what life meant to them, in the metropolis, what they hoped to do, whether they longed for the more neighborly life of the small city, what they liked and disliked. The news element in the resulting story was that Miss Blackmar reported on life as it is today.

"You can end the story by saying:

"'She got the job.'"

254,452

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

May, 1927

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of May, 1927, was 198,123.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

Helen's Biggest Year

In North London championships Helen Wills defeated Elizabeth Ryan and overwhelmed "Billy" Tapscott, ranking South African star. In the Beckenham tournament Miss Wills defeated Mrs. Molla Mallory, the American champion, and won the championship by taking the final round from Mrs. Kathlene Mc Kane Godfree, the British champion.

LONDON EVENING STANDARD:

"If Miss Wills goes on like this, she will revolutionize women's tennis.

WESTMINSTER GAZETTE:

This little woman, a demure figure of gracious efficiency, without parade, without the suspicion of "side," without a fragment of fanfarade, performed what was to the oldest expert observer a miracle of hitting.

"The Most Popular Girl in the World, is writing a weekly article on tennis, illustrated with her own drawings.

Write for territory and particulars

UNITED FEATURE SYNDICATE

World Bldg., New York

THE SAN FRANCISCO CALL

AN INDEPENDENT AND POST NEWSPAPER

FOUNDED 1856 EVERY EVENING EXCEPT SUNDAY

Ludlow Typograph Company,
2032 Clybourn Avenue,
Chicago, Ill.

Gentlemen:

Your representative made the claim that the Ludlow System would enable our composing room to give our advertisers better service, and would so improve the typography of our ads as to help my department sell more advertising — and it has done that, and more.

All members of the Call's advertising staff are loud in their praise of the improved typographical appearance of Call advertising wherein Ludlow composition is used.

We installed the complete Ludlow System early in 1926 and the greatly improved appearance of both advertising columns and news pages has fully justified all of our hopes from this investment in modern typographical equipment.

Very truly yours,

THE CALL PUBLISHING COMPANY

W. R. Lemmon

Advertising Director

WRP A

LUDLOW QUALITY SLUG COMPOSITION

The circulation of The Indianapolis Daily Star for the month of May broke all records.

It was also the greatest May in the history of The Indianapolis Sunday Star.

The average net paid circulation of The Indianapolis Star for the first five months of 1927 was as follows:

SUNDAY 140,393

DAILY 103,538

Special Representatives

Kelly-Smith Company

Chicago — Tribune Tower
New York — Graybar Bldg.
Boston — Waterman Bldg.
Philadelphia—Atlantic Bldg.

Gravure Service Corporation

New York — Graybar Bldg.
Chicago—400 N. Michigan Blvd.

BOSTON AMERICAN'S WEEKLY AD PRIZE CONTEST ROUSED WIDE N. E. INTEREST

All of Several Hundred Pieces of Copy Were for Local Firms—Standard of Copy Throughout Paper Raised by Contest

SO successful has been the result of the Prize Review of Current Advertising recently conducted by the *Boston Evening American* that the newspaper has been showered with congratulatory messages from national advertisers, advertising agencies, business men and educators all over the entire country, many of whom have requested full information concerning the contest and clippings of the winning advertisements. The messages are still pouring in although the contest closed three weeks ago.



Lux toilet soap copy which won prize in third week of *Boston American* local advertisers' contest.

The contest, which was in charge of H. James Gediman, of the American's department of research and promotion, ran six weeks. A committee of five prominent Greater Boston advertising men was chosen to select the best advertisement appearing in the American during the week, being judged upon certain qualifications. As an award the firm running the winning advertisement was presented a receipted bill for the advertisement in question. Each week several other advertisements were given honorable mention.

Winners in the competition follow:

First week, Paine Furniture Company; second week, J. P. Squire & Co.; third week, Lux Toilet Soap; fourth week, Continental Clothing Company; fifth week, Jordan Marsh Company and sixth week, Henshaw Motor Company.

Those receiving honorable mention were:

Hathaway's Gilt Edge Bread (three times); Procter & Gamble Co., Chipso (three); Gulden's Mustard (twice); Filene's (twice); Barking Dog Cigarettes (twice); Burt's Ground Gripper Shoes (twice); Jordan Marsh Company (twice); Penn the Florist (twice); First National Bank of Boston, Waterman's Fountain Pens, Squire's Arlington Ham, Fall River Line, Shepard Stores, Continental Clothing Company of Boston, Truly Warner, Post's Bran Flakes, Edison Shop, Loose, Wiles Biscuit Co., New England Telephone & Telegraph Company, Fisk Tire Company, Eastern Kodak Company, Boston Consolidated Gas Company and Liggett's Drug Stores.

The judges were: Allen H. Wood, president of Wood, Putnam & Wood Co., advertising agency, Boston; George G. Rorke, district superintendent, Dictaphone Sales Corporation, Boston; Ralph E. Conder, advertising manager Boston Woven Hose & Rubber Co., Cambridge; Floyd L. Miller, Barta Press, Cambridge; and Jacob S. Wichert, publicity manager Mellins Food Company, Boston.

The following basis of scoring was used by the judges:

General attention value, 20 per cent; (quality of typography 10 per cent and quality of illustration 10 per cent); interest and readability of statement 20 per cent; sincerity and convincingness 20 per cent; appropriateness of copy and layout to product advertised 10 per cent; appropriateness of copy to character and obvious business policy of advertiser 10 per cent; influence to action 10 per cent, and novelty or ingenuity of presentation 10 per cent; total 100 per cent.

In the opinion of many advertising men this contest was one of the most interesting run by any newspaper in the country. It was the first competition of its kind ever conducted by a Boston newspaper, if not in New England. It was conducted along lines similiar to that of the Bok Harvard Advertising awards contest.

An interesting phase of the competition was that some of the winning advertisements were not prepared especially for the contest, but were written weeks before as part of regular advertising schedule without any special consideration of entering it in contest and scheduled for routine insertion. It came as a pleasant surprise to these firms when their advertisements were chosen for the award or given honorable mention. Several firms received honorable mention two or three times, while Jordan Marsh Company, a department store, won first prize the fifth week and also honorable mention two other weeks.

When the advertising writer of a certain national advertiser learned that an advertisement written by him had been given honorable mention, he immediately wrote a lengthy letter to the American explaining in detail how the advertisement had been planned, written, etc.

Of peculiar interest was the fact that of the hundreds of advertisements considered in the competition, all were of local advertisers, although the advertising of one of these firms, Lever Brothers, of Cambridge, Mass., advertising Lux toilet soap, is national in scope.

The winning advertisements at present are on exhibition at the rooms of the advertising Club of Boston, where they are being examined with much interest by Boston advertising men and others interested in the study of advertising.

"All in all we believe it to be the most worthwhile contest conducted in a number of years," declared Mr. Gediman, who had charge of the competition, in discussing it with a representative of EDITOR & PUBLISHER.

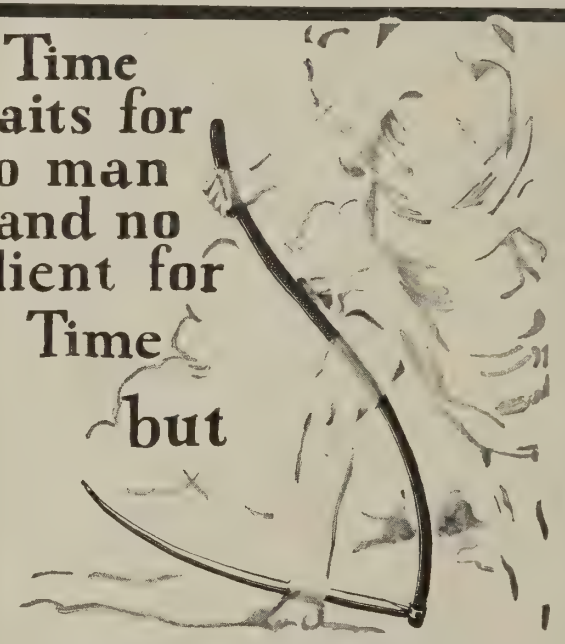
"While it was a contest, it carried with it none of the negative suggestions associated with that work. The purpose of good advertising is to make it so readable, helpful and informative that the reader gets value received for the time and attention spent in reading it.

"We feel that bad or even mediocre advertising reflects unfavorably upon the news columns of the paper. If an advertisement s good it increases the tone of the news columns. One of the best things that this competition may have done is to do away with the elements of hunch and guesswork as to what makes the good advertisements good. This is the first newspaper attempting such a contest.

"The judges noticed that on the whole the advertisements considered seemed to be more carefully planned than usual. The judges pointed out that in the field of cigarette advertising, which used to be purely a matter of exploitation, it is now getting down to the selling style of copy. Theatrical advertising also was found to be better than in past years. Its purpose has been to promote a better consciousness, the elements of persuasion, improved typography and illustration, and make one advertisement better than another."

Increase/
Your Local Display
WITHOUT EXTRA COST
THUS. W. BRIGGS CO.
Columbian Mutual Tower Bldg.
MEMPHIS, TENN.

Time waits for no man and no client for Time but



This combination drop-out halftone illustration was made with Contrasto Strip Film Negatives, by the Hill Reproduction Company, New York. Working Time—12 hours.

YOU CAN CHEAT ON TIME

Time—one production factor that no man can control—Yet there is one way to cheat both the clock on the client's desk and your own time clock.

If we can show you how an operator can turn out 200 negatives for photo engraving or process in an eight hour day instead of fourteen or fifteen wet plate negatives—it would interest you, wouldn't it?—because it means increasing your plant capacity over 100 per cent. And if this added volume costs less than 50 per cent of your present overhead—what would such economy mean in extra profits? Figure it out on paper.

We aren't reciting fairy tales. These are plain, unvarnished facts—how the new Contrasto Process of eliminating wet plate negatives will speed up your production—cut down costs and make possible rush order jobs that come closer to fulfilling the "we want this yesterday" promise than ever before. Full information furnished on request.

NEGATIVE PAPERS — CONTRASTO — PROCESS FILMS

POLYGRAPHIC COMPANY OF AMERICA, INC.

Sales Offices:
237 Lafayette Street
New York, N. Y.

Rochester, N. Y.

Branch Office:
180 N. Wabash Ave.
Chicago, Ill.

EXPERTS ENDORSE THE NEW INTERTYPE IDEAL NEWS FACE USED IN THE NEW YORK TIMES

(Reprinted from *The Times*, June 8, 1927)

THE TIMES'S NEW TYPE

LARGER FACE WILL AID IN CONSERVATION OF EYESIGHT

The New York Times is certainly to be commended for adopting a larger and more legible type.

There can be no doubt that much eye trouble is due in part, to the burden placed upon the eye in the reading of small and illegible print.

There is, possibly, no class of laymen who can do more to conserve the vision of the nation than the publishers of newspapers, by employing the largest and most legible type practicable, by good presswork and by using the proper grade of paper.

Good presswork and a good grade of paper are both characteristic of *The Times* and are factors equal in importance with size of type and have much to do with legibility. The larger type now adopted by *The Times* is a marked improvement and will mean much to the eyes of your readers. According to the writer's recollection it was less than two years ago that you made a change in the face of type you used which increased legibility and the new face now adopted is a decided improvement and serves to indicate a most commendable consciousness on the part of *The Times* of its recognition of the vital importance of the conservation of vision.

Guy A. Henry,

General Director, Eye Sight Conservation Council.
New York, June 7, 1927.

Intertype matrices will run in other slug-casting machines

Write nearest branch for larger specimens

Standardized INTERTYPE TRADE MARK

Designed in 5½, 6½, 7 and 8 Point

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St.; *London; Berlin*

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EDITORIAL

CRUSADING NEWSPAPERS

CRITICS of the modern daily press delight in asserting that the old crusading spirit is dead and that the average editor would not, in these decadent days, turn his hand over to aid any public cause if the enterprise involved controversy or possible offense to special interests or advertisers. Yet, week by week EDITOR & PUBLISHER relates the circumstances of successful newspaper crusades in many cities and for good old familiar objects.

Last week two splendid victories for the people, wrought by spirited newspapers, were recorded. At Worcester, Mass., John H. Fahey, distinguished publisher of the *Post*, saw a year's editorial campaign for a reduction in electric power rates crowned with victory. The newspaper not only demonstrated that the rates of the local power company were too high but Mr. Fahey caused to be circulated popular petitions addressed to the Massachusetts Department of Public Utilities. So urgent was the demand and so conclusive the evidence that a favorable decision was obtained, the result being that the people of Worcester will have electricty for 5 cents, instead of 7 cents, meaning a saving to them of more than a half million dollars per annum. The Post's campaign led some 20 other companies in other Massachusetts communities to cut their rates.

At Houston, Tex., the *Press* scored a remarkable triumph for the people in the matter of a fair price for natural gas. M. E. Foster, editor of the Press, led the fight against increased gas rates which, he charged, would yield a gross profit to the utility company of 250 per cent. The proposed increase meant a tax of $360,000 on the householders of the city. The Houston city council had railroaded increased rates through three readings and the Mayor felt himself committed, but Mr. Foster raised such hob in first-page editorials that the politicians and service company officials took fright and surrendered, whipped to a standstill. Continuation of the old rates means a saving of $22 on the gas bill of the average citizen.

Much is said of the "silenced and servile American press," but there are ample proofs that honest, conscientious and intelligent editorship is still in the saddle in many cities, serving the people of the town and making sacrifices when they are necessary.

Now that the birdmen have received their just dues on page one, let American thought return to the monstrous fact that the Mississippi has made 600,000 Americans homeless and miserable, that the South is calling for an immediate session of Congress and a relief appropriation of from $100,000,000 to $300,000,000, and that the flood problem has not been solved for the future.

MELLETT'S VICTORY

NEXT month Lengel, the former chief of police of Canton, will go on trial charged with first degree murder in the conspiracy to assassinate Don R. Mellett, editor of *Canton Daily News*. Four of the conspirators have been convicted, three receiving life sentences and one, who turned state's evidence, a sentence of from five to twenty years. If Lengel is convicted indictments of "higher up" conspirators are expected.

The almost unbelievable charges that Don Mellett printed in his newspaper of an alliance between the underworld and grafting officials of the local government have been sustained in the long test of the question in the local courts, but all has not yet been told. The monstrous condition did exist. Local respectability would have shut its eyes and let the thing go on; some nice people in Canton said that Mellett was "blackening the fair name of our city" and would have him gloss the vile mess.

We have never believed that Canton was more black than many other industrial cities in this dangerous era of bootlegging and audacious grafting, but Mellett was a red-blooded editor who was willing to risk himself to promote the true interests of the people of his community. His martyrdom has already brought to Canton rich fruits. The cancerous growth was attacked and the result is the general belief that Canton is now a safe place in which to live and work.



And he dreamed, and behold a ladder set up on the earth, and the top of it reached to heaven: and behold the angels of God ascending and descending on it.—Genesis, XXVIII; 12.

SCHOOL NEWS

IT remains our belief that the public school is one of the choicest assignments that may be written on a city editor's assignment sheet. A good school story interests a large per cent of the local population and is of high civic value. To act as mentor and defender of the youth of the community is a natural press function.

While occasionally we see a newspaper that appears to sense this opportunity and this responsibility, it is true, as we have often remarked, that the school assignment is ignored or slighted in many offices—at least is regarded as dull routine.

During June some 30,000,000 American boys and girls are required to give written proof of their ability to pass to higher grades in the public schools or to graduate. It is a severe mental test. Egged on by parents, brothers and sisters and particularly by teachers the children accept the challenge, but with such bated breath and such fluttering heart as perhaps only the tenderest of mothers and fathers may know. To the pupils, examination week is an occasion of grave import. Failure in this test means not only loss of time but humiliation and actual suffering for sensitive types. Examination week in any public school is a great human interest story for any newspaper man who will dig into it.

By chance we have come into possession of the regents' geography examination for the 8th grade in the grammar schools of New York State, conducted last Monday. In some respects it is a remarkable document. It contains some questions that to us seem unfair to a child of 11 to 15 years of age. We think it is a story. Here are three questions, each requiring a definite answer, which this examination paper contains: (1) "What is the lowest (coldest) temperature ever reached in your town or city?" (2) "What is the approximate altitude of the place where you live?" (3) "Congo is a ——— located in ———."

Can the reader of this paper answer off-hand the first question? "Ever" is a long time. It includes the Ice Age. That question is ambiguous, loose and unfair, in our opinion. If the child were asked to name the coldest day in his memory in that town he would have a chance to make a sensible reply. The "approximate altitude" of cities or towns that may be built both on hills and at sea level is another absurdity. "The place where you live," may mean your home, town, county, state or nation. If the question concerned the altitude of the land on which the school stands it could be answered. The correct answer to the Congo question is a river in Africa, but equally true would be a colony in Africa.

These are but a few specimens of tricky or loose questions in a public school examination upon which the fate of thousands of youngsters hung last Monday. The subject deserves newspaper exploitation. Indeed, if the geography test in New York State is a criterion of what school children in general are experiencing, the whole subject of examination methods is valid copy and we can think of nothing better for summer discussion. The suggestion is offered that city editors obtain copies of local examination papers and search them for unfair, tricky questions.

Next fall, when the schools reopen, declare your newspaper in on the tremendous local interest in public schools, assigning the best reporter on the staff to the task! The social side of school life, so often the only newspaper treatment the subject receives, is trivial and uninteresting, but the intricacies of public education offer wide fields to explore.

CONTROL OF BUNK TRAFFIC

THE editor of a Southern newspaper told us the other day how he handles the deluge of free publicity. We pass his interesting method to other editors: "All incoming letter mail is sorted in the general office, and only mail known to contain legitimate news matter, or advertising or circulation correspondence, goes to the several departments. All other letter mail and third class mail, with all package mail and mats not clearly intended for the advertising department, goes directly to a wise and not over-sympathetic young woman with a wholesome sense of humor, who, as secretary to the chief, has delegated authority equal to his.

"For a few minutes, at intervals, she operates two large steel cans. Into the cans goes every particle of 'publicity' except a few sheets which she thriftily tears up for scratch paper, an occasional actress saved for the sport editor to comfort him while his wife is away, and certain inclosures saved for the glance of an assistant editor who rarely opens the envelopes.

"Otherwise, not one piece in a thousand of this junk ever gets by her, except to fall into the janitor's sack on the way to the incinerator. Editors, departmental editors, advertising men, all are spared from having their desks cluttered up with it, and the newspaper is preserved untainted.

"When I want scratch-paper, I call for moving picture publicity; those birds use a good grade of bond paper that takes ink as well as any kind of pencil; try it. If the other 2,000 newspapers will adopt our policy, the 'publicity' evil will quickly dispose of itself."

Lindy's modesty and his mother's common sense have "set a new vogue," according to one optimistic news writer.

GOOD LEGAL REFORM

CALIFORNIA has just hit upon an excellent legal reform. A new law makes a complainant in divorce proceedings responsible for fraudulent, faked charges. If, for instance, a man should charge his wife with an offense and fail to substantiate his allegations in court he would be subject to a suit for libel. The new law is, as well, a protection for the press. No newspaper could, of course, be held liable for the publication of a false charge which has been made a record of the court in a formal complaint. The American press, however, does not enjoy publishing charges against people which are false and unjust and any regulation which tends to reduce this hazard will receive hearty press support.

A musical and dramatic society, composed of members of the staff of the London "Times," on regular occasions produces standard comic operas or dramas written on journalistic themes, for amusement and charity.

NO SUMMER SLUMP HERE

WHAT lines of business are most active in the Summer months? It is important to know if any newspaper's advertising staff is intelligently to resist the usual linage slump. The following departments of trade have their actual peaks of business in June, July, August and September: Canvas footwear, automobile tires, life insurance, plumbing and heating equipment, automotive equipment, roofing materials, lumber, motor trucks, building materials, stoves and ranges, petroleum, creams and ices, dental supplies, wearing apparel, biscuits, automobiles, brushes, school supplies, electric wire and furnaces, optical goods, portable typewriters, machinery, paint, toilet goods, and trunks and bags.

These statistics, for which we are indebted to the Dartnell Corporation, indicate plenty of room for advertising men to work profitably in during the Summer. It is not to be supposed, of course, that the articles mentioned have their peak sale in all localities in the four Summer months, but the averages are for the whole country. Local merchants if consulted on the subject, might be surprised to find just what are their best selling Summer lines. An inquiry might stir interest and advertising.

PERSONAL

HARLES K. McCLATCHY, publisher of the *Sacramento* (Cal.) *Bee,* rned June 8 from an extended tour European countries. He was gone rteen months.

d Howe, former editor of the *Atchi-* (Kan.) *Globe* and known as the ge of Potato Hill," has sold his ous Atchison residence "Potato Hill" H. C. Vanstrum.

ohn Stewart Bryan, president and lisher of the *Richmond* (Va.) *News der,* and president of the American wspaper Publishers' Association, has n elected a member of the Council of Boston Historical Society, of Boston, ss.

Henry B. Sell, formerly literary edi- of the *Chicago Daily News* and now e-president of the Butterick Publish- Company, New York City, was pre- ted with the Legion of Honor in New rk recently by the French govern- nt for his diplomatic services to nce.

Theodore T. Ellis, president of the w England Fibre Blanket Company former publisher of the *Worcester* ass.) *Telegram-Gazette,* has been ted a director of the Worcester Air- t, Inc., owners of the Worcester ation field.

ohn Rodemeyer, publisher of the *enwich* (Conn.) *News-Graphic,* is fering from injuries received June 9 en he was struck by an automobile.

H. S. Pollard, editor of the *New York ening World,* and Mrs. Pollard sailed dnesday for a month's vacation in rope.

ohn H. Fahey, publisher of the *rcester* (Mass.) *Post,* sailed for ckholm, June 14, with a party of ericans who will attend the conven- n of International Chamber of Com- rce there.

R. W. Brown, editor-in-chief of the *ncouver* (B. C.) *Province,* was pre- ted with a gold watch by his staff on occasion of his 26th anniversary of vice with that newspaper.

William J. Kline, editor of the *Amster- n* (N. Y.) *Recorder,* of the class of 2, Union College, Schenectady, was nd marshal of the Alumni Parade l during commencement exercises re- tly.

IN THE BUSINESS OFFICE

UGH G. BREWER has been named advertising manager of the *Montreal ily Star* and the *Family Herald* and *ekly Star.* He has been circulation motion manager of the Family Herald Weekly Star.

Edwin S. Friendly, business manager of *New York Sun,* Mrs. Friendly and ir two children have moved from their st 86th Street apartment to Scarsdale, ere they will spend the summer.

W. F. Rogers, advertising manager of *Boston Transcript,* and Mrs. Rogers ently returned from a fishing trip to apleau Club, north of Montreal.

W. J. Bacon, advertising solicitor of the *rry* (Okla.) *Journal,* has been named ertising manager of the *Woodward* kla.) *Press.*

E. Hugh Crosby, advertising manager the *Manchester* (Conn.) *Evening rald,* and Mrs. Crosby are in Wash- ton, D. C. on a vacation.

Roy G. Johnson, general manager of *Albany* (N. Y.) *Times-Union,* has n elected vice-president of the Albany ns Club.

Albert F. Kleps, manager of the *tavia* (N. Y.) *Times,* was elected vice- sident at the New York state conven- n of Elks at Troy, N. Y., June 6.

Charles E. Heitman of New York, for- ly associate editor of the *Christian ence Monitor,* in Boston, has been cted business manager of the Christian ence Publishing Company, publishers the paper.

IN THE EDITORIAL ROOMS

A PARTY of New York ship news men sailed on June 11th on the S. S. France as guests of the French line, in order to return to America on the maiden voyage of the new French liner "Ile de France." In the party were Theodore Dibble, of the *Evening Post;* James Duffy, of the *New York Telegram,* and Mrs. Duffy; Harry Acton, of the *New York American,* and Mrs. Acton; and Mr. and Mrs. Clay Morgan. Morgan is the press representative of the French line. They will return on June 29th.

George Minot of the *Boston* (Mass.) *Herald* staff is writing a series of articles dealing with famous murders in New England.

Joseph Scarry, former state editor of the *Newark Evening News,* is now assistant to the managing editor in charge of sports. John Farrell succeeds him as state editor.

Gene Norton, formerly night city editor, *Providence* (R. I.) *Journal,* is now day city editor on the *Providence Evening Bulletin,* published by the same firm. Norton replaces Claude Andrew Jagger who resigned recently to marry Miss Persis Adelaide Kohler in New York City.

Oland D. Russell, formerly head of the sports desk of the *New York Evening Post* and Tokio correspondent of the *New York World* for the past two years, has been made news editor of the *Japan Advertiser* to succeed Demaree C. Bess who resigned June 1 because of eye trouble.

Edgar Rogers Bean, night editor of the *New York Daily News,* sailed June 11 on the Leviathan for a month's combined business and vacation in England and France.

Paul Burlingame, a reporter on the *Columbus Ohio State Journal,* will receive his B.S. degree this month from the College of Journalism, Ohio State University. He will locate in Cleveland.

Sanford B. Hunt, who retired several years ago as managing editor of the *Newark Sunday Call* to operate a fruit ranch near Santa Cruz, Cal., is in Newark for a short stay. He will be tendered a luncheon at the Essex Club next week by members of the Call editorial staff.

John O'Connell has resigned from the city staff, *Worcester* (Mass.) *Telegram,* to become a state highway inspector.

Anard W. Littman, of the Orange bureau of the *Newark Evening News,* left Saturday for a two-weeks' vacation in Atlantic City.

Richard O. Shaeffer, of the staff of the *Newark Star-Eagle,* will spend his vacation this month at his home in Baltimore, Md.

Henry A. Kidder, of Arlington, Mass., special writer on wool trade subjects for the *Boston* (Mass.) *Transcript,* celebrated his seventy-fifth birthday anniversary last week.

Dan Lenehan and James G. Mackin recently joined the staff of the *Scranton* (Pa.) *Sun.* Lenehan was city editor of the old *Scranton Sunday Dispatch.*

George Fox Horne, who received his master's degree from the Pulitzer School of Journalism, Columbia University, this spring, has joined the reportorial staff of the *New York Times.*

John H. Shields, sporting editor of the *Newark Evening News,* has been made West Hudson editor of that paper, effective June 20.

Harrell Lee of Hugo, Okla., of this year's graduating class at University of Missouri School of Journalism, will become city editor of the *Altus* (Okla.) *Times-Democrat and Plain Dealer.*

Hugh White of the *Detroit Free Press* and James V. Piersol of the *Detroit News* were among the five passengers on the pathfinding airship of the National Air Tour which flew from Detroit

(*Continued on page 32*)

FOLKS WORTH KNOWING

WILLIAM S. CRAWFORD was knighted on June 3 by King George, becoming then the second British advertising agent privileged to put Sir before his name and K.B.E. after it. The first to be so honored by the throne was Sir Charles Higham.



WILLIAM S. CRAWFORD

Sir William S. Crawford is the chairman and governing director of W. S. Crawford, Ltd., advertising agents of London. The Crawford Agency has just opened a complete advertising organization in Berlin, with the object of extending British and American trade. Sir William is the chairman of the convention committee of the forthcoming advertising exhibition and convention which is to be held in London this year for the purpose of further developing empire trade.

He was the chairman of the program committee of the International Advertising Convention of 1924 and was vice-chairman and one of the chief moving spirits of the great British Advertising Exhibition held at the White City in 1920. In 1921 he was president of the Thirty Club of London and also vice-president of the Publicity Club of London.

ALBERT PAYSON TERHUNE

writes

"TALES OF REAL DOGS"

One of the most popular features among lovers of dogs and fanciers of good writing.

Weekly—with two-column art.

Terhune at his best—and what is better?

The McNaught Syndicate, Inc.

V. V. McNITT, President. Times Bldg., New York City. CHARLES V. McADAM, Vice-President.

This Is

Banker Scroggins

Who, If a Flint Were a Flea, Could Skin It Between Jumps, and Who Has His Eye on the Property of

GOOD TIME GUY

Personal Pal of Every Reader



Banker Scroggins

Who Is So Close He Won't Attend a Free Lecture Because He Would Have to Pay Attention

A Superlative Comic Strip

By

Frank Smiley

(William M. Conselman, Author of ELLA CINDERS)

With Drawings by

Mel Cummin

STARTING ON MONDAY, JUNE 27

Wire Now

Metropolitan Newspaper Service,

Maximilian Elser, Jr., General Manager. Earl J. Hadley, Associate

150 Nassau St., New York City

(*Continued from page* 31)

to Boston last week making preliminary arrangements for the national air tour in which 30 planes will participate, beginning June 27.

John Cowen has resigned as assistant telegraph editor of the *Scranton* (Pa.) *Times.* He intends to locate in Oregon where he has purchased a farm.

T. L. Stanton, formerly feature editor of the *Altus* (Okla.) *Times-Democrat and Plain Dealer,* is now editor of the *Seminole Producer,* established in March.

Steele Lindsay of the *Boston* (Mass.) *Herald* staff is conducting "Paddock and Bench," daily column of notes on horse shows and horse racing.

Antonio Ferro of *Diario de Notican* a prominent Lisbon, Portugal, newspaper. is in the United States making an extensive study of conditions in the Portuguese settlements. He has spent some time in California and is now in the east, visiting Boston, Fall River and New Bedford, Mass.

Ralph Reed Wolfe, with the *Hartford* (Conn.) *Courant* for the past 16 years, the last seven as an editorial writer, has resigned. He is president of the Hartford Press Club.

Jack K. Morris, of the *Newark Star-Eagle,* has been made editor of the Orange bureau of that paper. He takes the place of Herbert O. Brandt, who has been transferred to the Newark office.

Malcolm Mollan, editorial writer on the *Manchester* (Conn.) *Evening Herald,* is back at his desk after a week of fishing in the Niantic River at Waterford.

Ross Grant, formerly of the *San Francisco Chronicle* and the *Denver Post,* is relieving Ted Olson, news editor of the *Laramie* (Wyo.) *Republican-Boomerang,* for four months while the latter takes a four months' trip to Sweden.

M. P. Wesp, formerly of the *Buffalo Courier & Express,* has been named suburban editor of the *Buffalo Evening News.*

Edward Lynett, Jr., who attends Holy Cross College, is spending the summer vacation on the news staff of the *Scranton* (Pa.) *Times,* owned by his father.

William Carter, a graduate of Notre Dame, department of journalism, has joined the suburban staff of the *Newark Evening News.*

Fred T. Turner, day city editor of the *Buffalo Courier & Express,* has returned after a vacation in the Adirondacks.

J. E. Reizenstein, who has served Iowa City, Ia., papers 45 years in various editorial capacities and has been city editor of the *Daily Press* since 1901, continuing in that capacity since its merger with the *Citizen* in 1922, has been made contributing editor to the *Press-Citizen.* Jack B. Bladine, Cedar Falls, formerly with the *Des Moines Evening Tribune* has been made city editor, succeeding Mr. Reizenstein.

Paul Applegate, of the Newark staff of the *New York Times,* will spend his vacation the latter part of this summer at Long Branch, N. J.

MARRIED

JAMES O'LEARY of Fairhaven, Mass., to Miss Edna Metcalf of the *New Bedford* (Mass.) *Morning Mercury* staff, June 6.

Freeman F. Gosden, the "Sam" of the "Sam 'n Henry" team of radio comedians of WGN, the *Chicago Tribune* station, to Miss Leta Schreiber, secretary to E. W. Antrim, assistant to the publisher of the Tribune, June 13.

James P. Selvage, telegraph editor *Charlotte* (N. C.) *News,* to Miss Emily Evelyn Harris, Saturday, June 12.

William J. Farrissey, compositor of the *Fall River* (Mass.) *Globe,* to Miss Mary R. Hammond of Fall River, June 7.

Sidney S. Birdsall, of the editorial staff, *Elgin* (Ill.) *Courier-News,* to Miss Lauretta Mae Johnson, June 4.

Robert C. Elliot, managing editor of the *Salt Lake City Telegram,* was married this week to Miss Vera Wise, a school teacher, at Greenfield, Ind. At the same hour Mr. Elliot's brother, James W. Elliot, assistant real estate editor of the *Los Angeles Times* and formerly of the *Indianapolis Star,* was married in Los Angeles to Miss Helen Clemans, a high school teacher at Windsor, Ill.

SPECIAL EDITIONS

NEW YORK HERALD TRIBUNE, Model Home artgravure section, six pages, May 29.

Fall River (Mass.) *Globe,* Lions 33d District Convention section, 10 pages, May 23.

Boston Sunday Herald, Lindbergh's arrival home, June 12, 124 pages.

Worcester (Mass.) *Telegram,* graduation edition, June 8.

Worcester (Mass.) *Post,* tabloid edition celebrating the winning of a long fight for a reduction in the Worcester electric light rate.

HOLDING NEW POSTS

ROBERT W. ST. JOHN, from *Rutland* (Vt.) *News,* to desk, *Rutland Herald.*

Leigh Burdick, from *Poughkeepsie* (N. Y.) *Evening Star,* to desk, *Poughkeepsie Morning Eagle.*

Kenneth Hughes, from *Poughkeepsie* (N. Y.) *Evening Star,* to copy desk, *Springfield* (Mass.) *Republican.*

SCHOOLS

PROFESSOR Roy L. French, head of the University of North Dakota journalism department and national president of the Sigma Delta Chi, national journalism fraternity, has resigned to take a similar position at the University of Southern California. Professor Franklin E. Bunt of the University of Colorado department of journalism has been named to succeed Professor French.

Raymond D. Lawrence, instructor in the journalism department of the University of Oregon, will join the staff of the Paris edition of the *Chicago Tribune* this summer.

J. Willard Ridings, instructor in the school of journalism, University of Missouri, will head the new department of journalism at Texas Christian University, Fort Worth.

Twenty seniors received the degree of Bachelor of Journalism at the commencement exercises at the University of Washington.

Bruce R. McCoy has been named an instructor in journalism at the University of Minnesota at Minneapolis. He is a graduate of the University of Wisconsin.

Six Boston (Mass.) University students have been awarded special prizes for leadership in advertising. They are Lewis R. Doering, Roslindale, ad writing; Louis Marcus, Jamaica Plain, ad writing; Geraldine R. Roberts, Mattapan, direct mail and mail order advertising; Milton M. Banander, Boston, advertising; and Edward K. Beatteay, Medford, advertising.

ASSOCIATIONS

JUNE meeting and annual summer outing of the RHODE ISLAND PRESS CLUB was held at the Agawam Hunt, near Providence, R. I., June 6, with Judge Howard B. Gorham as host.

More than 150 newspapermen and their families attended the 10th annual meeting of the CONNEAUT LAKE NEWSPAPER MEN'S OUTING ASSOCIATION at Conneaut Lake, Pa., June 4 and 5. James B. Borland of the *Franklin* (Pa.) *News-Herald,* presided. Officers chosen were: President, Mr. Borland; Vice-President, H. S. Phillips, and Secretary-Treasurer, M. E. Barton.

Joseph F. Eltages, president of the Volksfreund Printing Company, Buffalo, was elected president of the SECOND DISTRICT FEDERATION, UNITED TYPOTHETÆ of AMERICA at the close of the 41st annual convention in the Hotel Statler, Buffalo, N. Y., June 11.

Annual outing of the NEW ENGLAND WOMAN'S PRESS ASSOCIATION was held June 15, at Cedar Hill, Waltham, Mass. Miss Helena B. Shipman, newly elected president of the organization, was in charge of arrangements.

The 18th annual convention of the NEW ENGLAND TYPOGRAPHICAL UNION, comprising representatives of 50 unions, will be held in Portland, Me., June 27 and 28. Officers will be elected.

NEW YORK AUTOMOBILE EDITORS' ASSOCIATION held a luncheon at the Roosevelt Hotel, June 7, in honor of John C. Wetmore, former automobile editor of the *New York Evening Mail.* Duncan Curry of the *New York American* and president of the group was toastmaster.

Robert Huse, director of the Boston University News Bureau, will talk on "Urban University Publicity" at the annual convention of the AMERICAN ASSOCIATION of COLLEGE NEWS BUREAUS at Manhattan, Kan., June 23-25. Mr. Huse was formerly on the staff of the *Manchester* (N. H.) *Union-Leader.*

INDIANA REPUBLICAN EDITORIAL ASSOCIATION will hold its annual summer outing at Lafayette, June 28 and 29, James J. Patchell, editor of the *Union City Times* and president of the association, has announced.

O. R. Read, secretary of the Read Machinery Company of York, Pa., has been elected president of the YORK ADVERTISING CLUB.

Ludwig Meyer was recently elected president of the ADVERTISING CLUB of ERIE, Pa. The other officers are vice-president, E. Sears McCumber; treasurer, D. E. Hefferan and L. E. Young secretary.

CHANGES OF OWNERSHIP

D. E. WILLIAMS, editor of the *Bunceton* (Mo.) *Eagle* the past year, has sold the paper to Mack Dennan, former editor of the *Farmington* (Mo.) *News,* who temporarily is in charge.

Marquette (Kan.) *Tribune* has been sold by C. M. Bowline, publisher, to H. K. Bruce, former editor of the *Hunter* (Kan.) *Herald.*

Don H. Wimmer has leased the *Aztec* (N. M.) *Independent,* weekly, from Roy M. Jackson for a period of five years.

FLASHES

We suppose Dr. Cook for several days now has been telling the other boys along the corridor all about how he used to dread sleet more than anything else on his flights from New York to Paris and back.—*Columbus Ohio State Journal.*

Most problems of political circles can be solved by pie.—*Wall Street Journal.*

Captain Lindbergh must now stand the strain of non-stop flights of oratory.—*Brooklyn Eagle.*

New York messenger boy walking rapidly aroused suspicion and he was arrested for burglary.—*Florence* (Ala.) *Herald.*

An educator advises the public never to read a popular novel until it becomes a year old. But who ever heard of a popular novel reaching that advanced age?—*Windsor* (Ont.) *Border Cities Star.*

Those who want to pay Lindbergh's income tax for him could save money by paying ours instead.—*Dallas News.*

Pedestrians have their rights. Presumably the last rites.—*Wall Street Journal.*

The critter that sprouted the first appendix probably never knew what a legacy he left to the surgical profession. —*Florence* (Ala.) *Herald.*

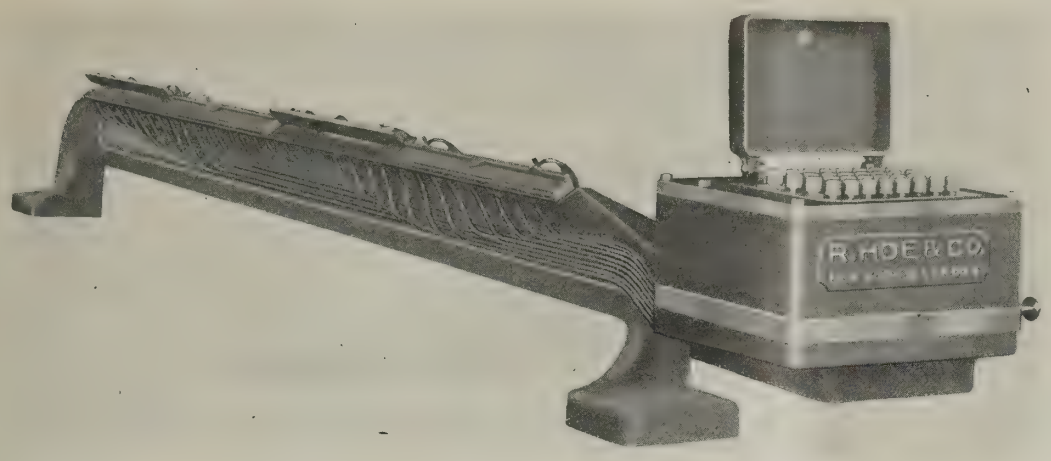
"Uncle Sam's Money to Be Cut in Size." Measured by what it can buy, it was cut several years ago.—*New York Evening World.*

4
Dry Mat
Experts

constantly comb the country making WOOD DRY MAT installations and rendering, gratis, assistance to our old customers.

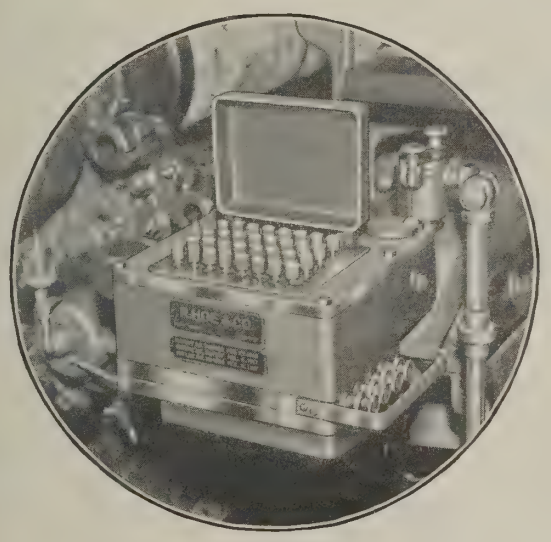
This dependable service and our prompt shipments make it safe and easy to go to WOOD DRY MATS.

Wood Flong Corporation
Stillwater, New York



Complete Ink Pump and Rail showing feed tubes

Free Your Pressmen From Irksome Jobs!



Close-up of Control Box, always outside the press

ARE your pressmen continually inside the press setting color? Get them out! Set color for any column or any page from outside and on one side of the press by using Hoe Presses equipped with Patented Automatic Ink Pumps.

The more than 2500 Hoe Ink Pumps in use in newspaper pressrooms all over the world have demonstrated conclusively the superiority of this system. Four Hundred and Fifty more pumps are on order and will be in operation shortly.

Hoe pumps give increased safety, greater accessibility, continuous and even distribution, quick and easy regulation, uniform color at all speeds, and an absolutely clean supply of ink.

Ink Pumps Are an Exclusive Feature

R. HOE & CO., INC. NEW YORK & LONDON

NEW YORK BOSTON CHICAGO SAN FRANCISCO NEW ORLEANS DUNELLEN LONDON

WHAT'S WHAT IN THE FEATURE FIELD

Heiney Distributing Radio Programs—Astronomers to Cover Eclipse for Science Service—King Syndicating "Secrets of the White House"

JOHN H. HEINEY, radio editor of the *Indianapolis News*, acting as a clearing house for a group of radio stations, has originated and is effecting a new source of program schedules for newspapers. The service is known as the Broadcasters Program Service with Mr. Heiney as manager. Newspapers are supplied with a weekly built-up radio program schedule free of charge and the cost is met by the stations supporting the plan. Advance sheets are made up from the same advance programs sent by individual stations to their newspaper mailing list, each station paying the same amount to be listed.

Dr. S. A. Mitchell, American eclipse authority and leader of the only American expedition to observe the total eclipse of the sun on June 29, will write a series of cable dispatches on this astronomical event for *Science Service*. Dr. Mitchell, who is director of the McCormick Observatory of the University of Virginia, has established his eclipse station at Fagernes, Norway. Since 1900, Dr. Mitchell has traveled more than 50,000 miles to witness six total eclipses of the sun. Dr. L. J. Comrie, F. R. A. S., English astronomer, will radio to Science Service dispatches on the eclipse from England.

Herbert Walker, editor of NEA Service, Inc., has returned to Cleveland from Washington where he supervised NEA's cover of Col. Lindbergh's arrival. Dan Thomas, manager of the Los Angeles bureau of NEA, is visiting in New York on vacation.

The McClure Newspaper Syndicate has a new daily chart feature compiled and drawn by Freling Foster formerly director of the research department of *Literary Digest*.

King Features Syndicate is handling in serial form "The Secrets of the White House" written by Elizabeth Jaffray, for 17 years housekeeper at the white house. Other new King features are: "Getting Ahead In Business," a weekly feature by Woodclif Wood "Chic Cherie," fashion news cartoon strip; and "Who's Brainy Now," illustrated question and answer strip.

"Singing In The Rain," a daily feature, is being put out by the D. P. Syndicate of Garden City. The author is Miss Anne Shannon Monroe. The D. P. organization also is distributing a New York topical feature by Lawrence Abbott, editor of *The Outlook*, called "The Sidewalks of New York."

WOMEN IN ADVERTISING AND JOURNALISM

Hilma K. Benson in Charge of Advertising on Father's Paper—Mr. Berg Wins $4,000 Award in Damage Suit—Editor's Daughter Gets Post on Student Daily

MRS. HILMA K. BENSON, advertising manager of the Chicago *Svenska Kuriren* (Swedish Courier), thought it "a huge joke" when her father, A. J. Johnson, publisher of the paper, asked her to come down to the office and learn something of the business side while the regular advertising manager was on a trip abroad.

But when she was "turned down" by the first prospective advertiser she called on, she dug in in earnest, and became a successful business woman.

She has been advertising manager of her father's paper now for seven years and finds great zest in her work. She also holds the title of vice-president of the Swedish Courier. Advertising women of Chicago have honored her with the presidency of the Women's Advertising Club and she is scheduled to give two addresses at the Denver convention of the International Advertising Association June 26-29.

Mrs. Benson's ambition, she says, is to have national advertisers realize the importance of the foreign language field "which has been more or less overlooked."

Marjorie Baker, formerly of the *Buffalo Evening News* staff, is now writing sports for the *Buffalo Courier & Express*.

Miss Agnes T. Martin, secretary to the assistant auditor of the *Boston* (Mass.) *Post*, was presented with a purse of gold June 4 by her associates and friends in honor of her approaching marriage to Thomas H. Lyons of Woburn, Mass.

Mrs. Astrid Berg, formerly a reporter for the *Worcester* (Mass.) *Telegram*, was awarded a verdict of $4,000 by a Worcester jury in her suit against the Worcester Consolidated Street Railway Company for injuries received in a trolley accident.

Miss Ellen Corse, daughter of F. Dudley Corse, editor of the *Sandy Creek* (N. Y.) *News*, has been elected woman's editor of the *Daily Orange*, student newspaper at Syracuse University.

Miss Virginia Carrico, secretary-treasurer of the Harrison Company, photo-engravers, has been elected president of the Women's Advertising Club of St. Louis.

Miss Leah Frederick has taken a place in the women's department of the *Springfield* (O.) *Daily News*.

Mrs. Florence T. Berkman, who has been working on display advertising on the *Hartford Courant* for several months, left June 1, and her place was taken by Miss Anne Chaimson who was working with her. Mrs. Berkman's husband has been a member of the *Hartford Times* staff for a number of years.

Diana St. Clair recently joined the staff of the *Waterbury Republican*. She was formerly with the *Bridgeport Times-Star*.

NEW A. N. A. MEMBERS

Advertisers who have recently joined the Association of National Advertisers include: William A. Metzger, advertising director of the Royal Typewriter Company; Ward M. Canaday, advertising director of the Willys-Overland Company, Toledo; and Robert A. Holmes, of the Krofut & Knapp Company, New York.

CARTOONIST WINS PRIZE

Craig Fox, cartoonist for the *Rochester* (N. Y.) *Democrat & Chronicle*, was awarded second prize in a cartoon contest on "Outdoor Manners" conducted by the American Nature Association. The association will use the cartoon in its appeal to the public to clean up camping places and picnic grounds.

CLASSIFIED ADVERTISING

Home Work Schemes Are Decreasing B. B. B. Reports—Classified Managers Cooperated with Postoffice Officials—Cincinnati Enquirer Bars "Flat" Ads

THE campaign of vigorous investigation conducted by the Post Office Department has materially decreased the "Home Work" schemes offered through classified columns, according to a bulletin of the National Better Business Bureau issued this week. The National Bureau and local Bureaus have cooperated in driving these misleading advertisements from the classified pages.

Metropolitan newspapers were deluged with this type of "Help Wanted" copy, a considerable part of which had for its object the selling of "outfits" under the guise of offering opportunities to earn money in the home.

"It appears from some three to four hundred investigations wherein the sale of an outfit was involved that these concerns, while advertising under Help Wanted, had no actual employment to offer and no other real business than the sale of outfits," the bulletin states.

"Hundreds have voluntarily discontinued business to obviate the issuance of fraud orders by the Post Office Department.

"There is no method of estimating accurately the amount of money collected through these schemes, although Post Office inspectors have estimated $1,000,000 as the annual toll.

"At one time twenty-one companies advertising for women to gild cards were operated in New York City by means of classified advertising insertions similar to the following:

"'LADIES—We pay $1.00 hundred gilding greeting cards; opportunity for beginners; experience unnecessary; no selling; addressed envelope brings particulars.'"

"The applicant was required to send $1 for an outfit, which consisted of a cheap lettering brush, a few cards, and a sheet of printed instructions.

"This type of work is a difficult process calling for care, time and the skill which usually proceeds from long practice.

"During investigation it was learned that in four out of five instances the card company never hears again from an applicant after the outfit has been sent to her.

"One company, in business for six months, received $50,000 for outfits, refunded $7,000, paid expenses of $5,000, and enjoyed a clear profit of $38,000.

"No substantial market for such finished cards has been found."

The National Better Business Bureau and the Post Office Department have been greatly aided in these investigations by the vigilance of classified advertising managers of progressive newspapers, the bulletin said.

War on "stuffed-flat" advertising in the classified columns has been declared by the *Cincinnati Enquirer* and last week the column was cleaned of about 25 of these undesirable ads.

It was found on investigation that a certain class of dealers had been taking advantage of the Sunday Enquirer classified columns under the heading "Household Goods" to palm off practically unsalable goods which they could not dispose of from their stocks. Their scheme was to rent a vacant flat or a house and furnish it from top to bottom and advertise a sale through the use of telephone numbers.

This is the first time that any newspaper has attacked the "stuffed-flat" evil in Cincinnati, but several newspapers in Chicago, New York and other cities have carried on the crusade.

W. H. Hershey, manager of the classified department of the Enquirer, obtained the co-operation of the Cincinnati & Suburban Telephone Company after accumulating a collection of suspicious names, telephone numbers and addresses. The telephone company made investigations which disclosed that the telephones had been obtained as residence 'phones. They were placed on a business phone basis at once. The Enquirer has established the ruling that all this class of advertising must have the word "dealer" inserted, so as not to mislead the readers of the Enquirer classified columns.

The *Utica* (N. Y.) *Daily Press* recently carried a section devoted to a "Better Homes Exposition" sponsored by the paper. A feature of the section was a large display of classified, all two inch spaces, offering better homes by members of the real estate board.

In a page one box the *Kingston* (N. Y.) *Leader* classified ad department advises its readers that it is easier to read up and down a column of type than to walk up and down the streets in search of a room, house or apartment.

R. Q. M. Maloney has joined the classified staff of the *Manchester* (Conn.) *Evening Herald*.

ADDS TO BROOKLYN SECTION

The *New York Daily News* this week started to publish its Brooklyn section five times a week instead of thrice-a-week as formerly. The section now appears Tuesdays, Wednesdays, Thursdays, Fridays and Saturdays. Clifford Laube is editor of the section.

BENNETT GETS HONORARY M. A

James O'Donnell Bennett, of the *Chicago Tribune* staff, was honored June 8, by Marquette University, Milwaukee, when the Rev. Albert C. Fox, President, conferred upon him the honorary degree of Master of Arts. In the citation special emphasis was placed upon Mr. Bennett's work in connection with the Eucharistic Congress held in Chicago last summer.

ADDINGTON BRUCE'S QUESTION BOX

Daily Question-And-Answer Department



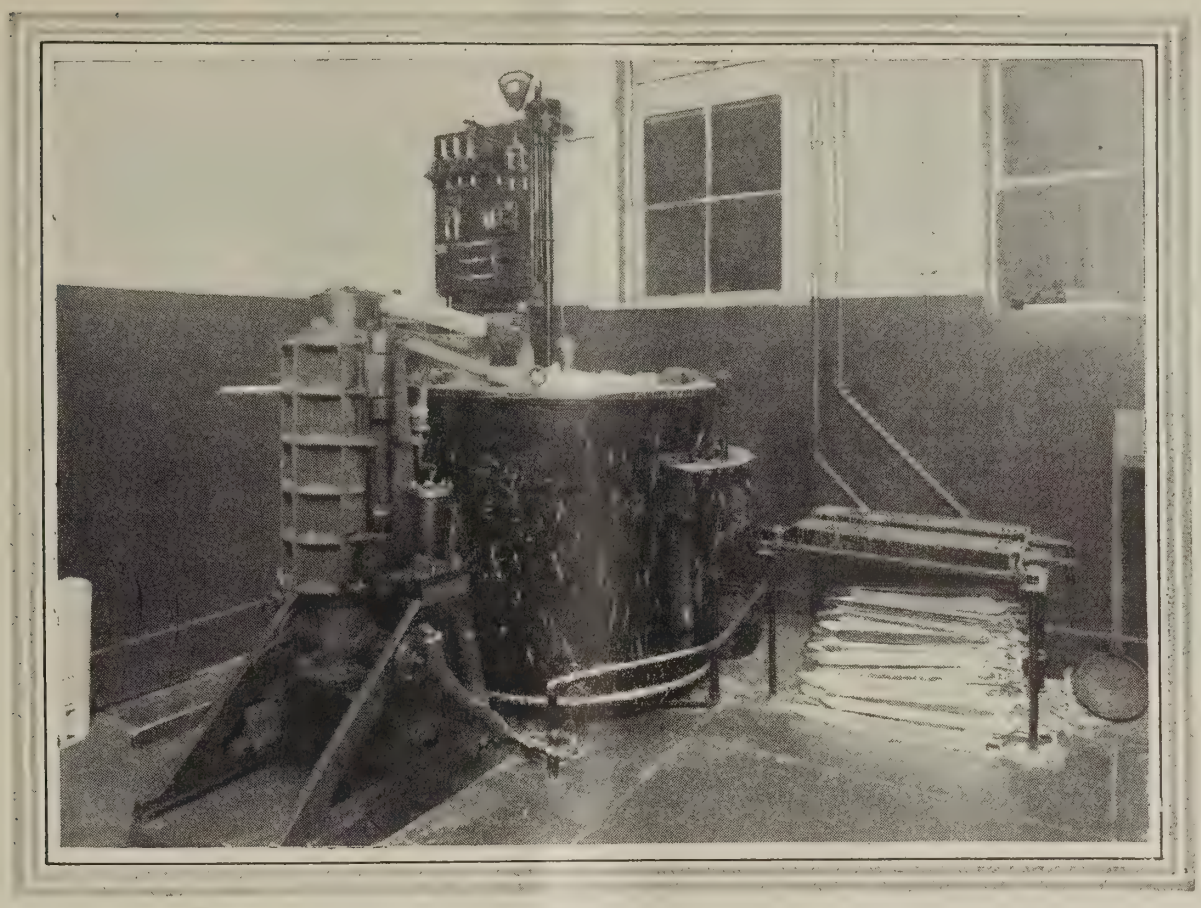
By "THE BIG BROTHER OF THE WORRIED"

Practical Solutions of Life's Problems.
Commonsense, Constructive Advice.
No Preaching—No Theology.
No Platitudinous Philosophising.
No Pollyanna Stuff.
No Highbrow Phraseology.

750 Words a day.

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.



Electricity melts the stereotype metal for The Appleton Post Crescent

Electric Heat—dependable, economical, and comfortable—has replaced fuel heat in the stereotype pot of the Appleton Post Crescent, Appleton, Wis. The pot has a capacity of 5000 lbs., is fitted with expertly designed G-E heating equipment, and is operated with G-E full automatic control.

The installation is an outstanding success. The temperature of the casting room is 25 degrees lower than before. The high efficiency of the equipment and the accurate, automatic temperature regulation have reduced operating expense. There is less wear and tear on the pot. There is practically no dross on the metal—no contamination by fuel impurities. The saving in metal alone amounts to $1.50 per day.

G-E stereotype pot equipment offers every newspaper a simple and inexpensive method of reducing operating costs. A phone call or letter to the nearest G-E office will bring a G-E industrial heating specialist who will advise you as to the equipment best suited for your casting room.

Phone or write to your nearest G-E office for complete information

Although electric heat will not supplant all other forms of heat for industrial purposes, there are processes in every industry where it is the ideal heat—the most economical heat—the heat that ultimately will be used.

ULTIMATELY
ELECTRIC HEAT
IN EVERY INDUSTRY

570-39

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, N. Y., SALES OFFICES IN PRINCIPAL CITIES

ADVERTISING AGENCY AFFAIRS

Connolly Sails for Europe—James N. Slee Joins Staff of Albert. Frank & Co.—Oakland Chemical Appoints George Batten Company

ARTHUR F. CONNOLLY, vice-president of the Millsco Agency, New York, sailed Friday, June 17, for London, on the steamship *Caronia*, for an extended European trip in the interest of Millsco's clients.

The baseball teams representing Calkins & Holden, Inc., and the Federal Agency, are tied for first place in the Advertising Agencies' Baseball League of New York. Each team has won five games and lost one for a percentage of 833. The Joseph Richards Company is leading the tennis league with three matches won and none lost.

Dilworth Woolley, until recently doing special work in the editorial department of the *Salt Lake City Deseret News* and a graduate this year of the University of Utah, has joined the copy staff of Stevens and Wallis, Inc., Salt Lake City, advertising agents.

James N. Slee, former vice-president of the Three-In-One Oil Company, and for the past three years associated with Doremus & Co., has joined the organization of Albert Frank & Company as an account executive.

The H. E. Lesan Advertising Agency has transferred H. H. Chadbourne from the New York to the Chicago office as contact executive.

At the Atlantic City Convention of the National Electric Light Association the 1927 Forbes Public Service Cup was awarded the Georgia Power Company. The advertising of the Georgia Power Company, which is prepared by Eastman, Scott & Co., Atlanta, was judged by a committee of advertising men consisting of Bruce Barton, Thomas F. Logan, J. C. McQuiston, T. J. McManis, P. L. Thompson and Mr. Forbes.

A. W. Anderson has joined the Chicago office of the Capehart-Carey Corporation, general advertising agents. He was formerly advertising manager of the *Radio Digest*, and at one time manager of the merchandising service department of the *Chicago Tribune*.

Olmstead, Perrin and Leffingwell, Inc., New York agency, has been appointed to direct an advertising campaign for Pinaud, Inc., New York.

George Batten Company, Inc., New York agency, has been retained to direct the account of the Oakland Chemical Company, New York.

WITH THE GENERAL ADVERTISERS

N. W. Ayer to Launch National Campaign for Swiss Cheese Association —Oil-O-Matic Dealers Praise Newspapers—Piano Men Vote Million Dollar Campaign

A NATIONAL advertising campaign on behalf of genuine Swiss cheese, made in Switzerland, will be undertaken in this country by the Swiss Cheese Association, it has been announced by Dr. Maurice Lustenberger, of Berne, Switzerland, who recently arrived in New York.

Several objectives are in view, Dr. Lustenberger states, and the first is to help the general effort among American cheese interests to educate the public to eat more cheese. The per capita consumption is now only 4.2 pounds in America, as compared with 26 pounds in Switzerland and 11 pounds in England.

The Swiss Cheese Association, which is representative of the dairy, manufacturing and all the exporting elements of the industry in Switzerland, also seeks to protect its product from foreign competition. Dr. Lustenberger states that as much as 2,000,000 pounds of cheese is coming here from various European countries, and sold as "imported Swiss cheese," which the public believes has been imported from Switzerland. An effort will be made to induce the public to demand Switzerland cheese.

The account is being handled by N. W. Ayer & Son, and the initial phase of the advertising effort contemplates full page, four-color spreads in national magazines.

The Pennsylvania Railroad used large newspaper space last week to announce that it had renamed its two crack New York-St. Louis trains, the New Yorker and the St. Louisan, the "Spirit of St. Louis."

The C. U. Williams Oil-O-Matic company held its third convention of representatives and dealers last week at the home plant, Bloomington, Ill., and it became a testimony meeting to the efficiency of newspaper advertising. The Oil-O-Matic corporation has been a consistent user of newspaper space.

A. E. MacInnis, president of the Power Plant Engineering company, Seattle, Wash., which won the honors for two consecutive years in the April sales campaign, gave full credit to his success to his newspaper advertising schedules. The Seattle firm last April sold 614 burners and a year ago sold 369. Other executives of the Oil-O-Matic corporation substantiated Mr. MacInnis' statement that after trying every other form of advertising, newspaper space was proved the most effective selling medium, far overshadowing other methods.

The Boston & Maine Railroad is using newspaper space to induce readers to avoid motoring worries and congested roads by taking advantage of the company's many reduced rate excursions.

New England savings banks and trust companies took advantage of the heavy Lindbergh publicity for advertising purposes. Lindbergh's feat was coupled up with the news, emphasizing the fact that the flyer's savings of $2,000 were of importance in financing the flight when he offered this amount toward the expenses. "What $2,000 meant to Lindbergh," and "Your opportunity may depend on ready money some day" were prominently used.

"Dollar for dollar, our return from newspaper advertising is much greater than from any other form of advertising," declared D. F. Kelly, president of the Fair, large Chicago department store, in addressing 10,000 delegates and guests of the fiftieth annual convention of the National Electric Light Association, held June 10 at Atlantic City.

J. Jay Fuller Agency, Buffalo, has been selected to conduct the joint Community advertising campaign for the village of Kenmore and the town of Tonawanda, N. Y. A fund of $30,000 is being raised for the purpose. Newspaper space will be used exclusively.

The National Piano Manufacturers' Association, in convention at Chicago last week, decided upon a $1,000,000 educational campaign in newspaper advertising for next year to emphasize the value of a piano for every family. The appropriation is double the association's usual advertising budget, and the greater part of it will be spent in newspaper advertising.

ZULU CHIEFTAIN WINS LIBEL DAMAGES

Natal Mercury Must Pay Him £300 for Story Saying He Was Discourteous to Prince of Wales

A trial which has been followed with marked interest throughout South Africa concluded at Maritzburg recently when Chief Solomon (son of Dinizulu and grandson of Cetewayo) was awarded £600 damages against the *Natal Mercury* for libel. The claim arose out of an allegation by the Mercury that on the occasion of the war dance at Eshowe in honor of the Prince of Wales's visit Solomon was discourteous to the Prince. It was alleged that he used the opportunity—it was the occasion of the largest gathering of Zulus that has taken place for many years—to parade before the assembled Zulus, distracting the dancers, and disorganizing the dance, and withdrawing attention from the Prince.

Solomon in evidence declared that he was not discourteous, that the Zulus insisted upon saluting him and that he was unable to prevent them, and that he was compelled because of the immense crowd to make a detour to reach his place, which brought him amongst the dancers. The people were like grass, he explained. His evidence was supported by C. A. Wheelwright, the Chief Commissioner for Native Affairs, and by Mr. Fynney, magistrate of Nongoma, who is in personal charge of Solomon.

Mr. Graham, however, magistrate for Eshowe, who was in charge of the dance, and was called for the defense, described Solomon's conduct as "not at all good," and generally agreed with the allegations made in the article.

It was also made apparent in evidence and was referred to by the judge in his summing up to the jury that there was a very definite cleavage of opinion as to what Solomon's position should be, one section holding that in view of his descent his special position should be recognized, the other that he should not have any higher status than any other Zulu chief. The trial, which lasted over a week, was followed intently throughout by a very large number of Zulus, who, until steps were taken to stop them, noisily saluted Solomon as he arrived and left the court.

AD TIPS

Theodore Ash Company, Commercial Trust Building, Philadelphia, Pa. Will place the account of the Institute of Oleomargarine Manufacturers, Washington, D. C.

Barton, Durstine & Osborn, 383 Madison avenue, New York. Will make up the list for Republic Stamping and Enameling Company, Canton, Ohio, early in the summer.

George Batten Company, 383 Madison avenue, New York. Placing account for the Oakland Chemical Company, New York, manufacturers of Dioxogen.

Carter Advertising Company, 285 Madison avenue, New York. Now has the account of Cluett Peabody & Co., Troy, N. Y.

Nelson, Chesman & Co., 500 North Dearborn street, Chicago. Preparing a general list of newspapers for the advertising of Tonsili Company, Canton, Ohio.

Harrison J. Cowan, Heckscher Buildir New York. Has secured account of t Columbia Corrugated Company, New Yo manufacturers of Burlabox, a patented Burl covered corrugated container for export a domestic shipping.

Erwin, Wasey & Co., 844 Rush street, C cago. Has sent copy on Goodyear Tire Rubber Company, Akron, O.

Erwin, Wasey & Co., 844 Rush street, C cago. Now handling the account of the Kre Ko Company, Chicago, and using Chicago pape only at the present time.

Frankel-Rose Advertising Company, 6 North Michigan, avenue, Chicago. Using a fe newspapers in the southwest for the advertisir of the Shoreland Hotel, Chicago.

H. W. Kastor & Sons Company, 14 Ea Jackson boulevard, Chicago. Placing the accou of the Curtiss Candy Company (Baby Rut Candy Bar), Chicago.

Kling-Gibson Company, 310 South Michiga boulevard, Chicago. Placing the account of t Quaker Manufacturing Company (Pipele Furnaces), Chicago.

General Motors Company, Detroit, Mich. issuing contracts to newspapers generally.

L. S. Gillham Co., 1031 So. Broadway, Sa Lake City, Utah. May use some cities west o Denver for the advertising of the Becke Products Co. (Becco Beverage) Ogden, Utah.

Kling-Gibson Company, 310 South Michiga boulevard, Chicago. Preparing a list of news papers on Kolor-Bak Company, Chicago.

MacManus, Inc., 82 East Hancock avenu Detroit, Mich. Is issuing contracts to a list o newspapers on Graham Brothers Corporatior New York.

Dan B. Miner Company, Petroleum Securitie Building, Los Angeles, Cal. Will make up list later in the summer on the Radio Powe Corporation of America, Los Angeles. No handling the account of Slick Shaving Cream manufactured by Hamlin & Adams, Los Angeles A newspaper campaign is planned.

Olmstead, Perrin & Leffingwell, Inc., 2 Park avenue, New York. Has secured accoun of Pinaud, Inc., New York.

George Harrison Phelps Company, 2761 E Jefferson avenue, Detroit, Mich. Is now placin the account of Acme White Lead Works Detroit, Mich. Schedules are being issued t newspapers.

Prather-Allen Company 307 East 4th street Cincinnati, O. Now handling the account o the Crosley Radio Company, Cincinnati.

Richardson-Briggs Company, 216 Superio avenue, N. E., Cleveland, O. Will start th advertising shortly on the Ginger ale put ou by the Mountain Valley Water Co., St. Louis Mo., with page copy in a limited list of news papers.

Richardson-Briggs Co., 216 Superior avenue N. E., Cleveland, O. Sending copy to a lis of papers in selected territory for the adver tising of N. Y.-St. Louis Ry.

Fred A. Robbins Company, 360 North Michi gan boulevard, Chicago. Preparing a list of newspapers on Burgess Battery Company Madison, Wis

Roche Advertising Company, 310 South Mich igan avenue, Chicago. Sending copy to a list of newspapers, in circulation territory of The Chicago Tribune, advertising The Tribune.

George M. Savage Co., 58 Adams avenue West, Detroit, Mich. Issuing contracts to newspapers generally on Tanglefoot Company, Grand Rapids, Mich.

Russell M. Seeds Company, Consolidated Building, Indianapolis, Ind. Will make up a list in the next thirty days on Pinex Company, Fort Wayne, Indiana.

Sehl Advertising Agency, 360 North Michigan boulevard, Chicago. Sending copy on Edgewater Gulf Hotel, Biloxi, Mississippi, to a list of southern papers.

Chas. H. Touzalin Company, 7 South Dearborn street, Chicago. Will make up the newspaper list on D. B. Fisk & Co. (Millinery) Chicago, during July.

Vanderhoof & Co., 167 East Ontario street, Chicago. Trying out a few metropolitan cities, principally in the south, on the advertising of the Clarence Saunders Stores.

Whipple & Black, 2010 Washington Boulevard, Detroit, Mich. Placing account of the Tuller Hotel, Park avenue, Detroit.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, RICHMOND, ATLANTA, BUFFALO, PITTSBURGH, CLEVELAND, DETROIT, CHICAGO, CINCINNATI, ST. LOUIS, MILWAUKEE, MINNEAPOLIS, KANSAS CITY, DES MOINES, DENVER, LOS ANGELES, SAN FRANCISCO, PORTLAND, SPOKANE, WINNIPEG

Now Set in © TRADE LINOTYPE MARK ® Ionic No. 5

The New York Telegram

Local Forecast—Showers, possibly thunderstorms today and tomorrow.

VOL. 50, NO. 275. IN TWO SECTIONS—SECTION ONE. NEW YORK, TUESDAY, MAY 24, 1927. Entered as second class matter. PRICE THREE

HOMI
Early Wall Street

New Telegram Type Makes Reading Easier

From The New York Telegram

Newspaper readers today are given their first introduction to the latest in news type, the new seven-point Linotype Ionic, with which today's editions of The New York Telegram are being printed for the first time.

To illustrate the improvement, two identical statements are published below, one set in the old type and one in the new. You can test for yourself the greater legibility given by this new type, with its wider lines, all of equal width, and its greater depth:—

OLD

These two parallel columns illustrate graphically the improvement made by The Telegram in changing its "type dress."

The wording of the two columns is identical.

The column at the left is printed in the old type which The Telegram has employed for many years and which it now has discarded.

The column at the right is printed in our new seven-point Linotype Ionic type, The Telegram being one of the first to use that "dress" in this size.

Compare the two columns. Note how much more readable the type in the right-hand column is than that in the left-hand column. Observe also that this gain in legibility has been achieved with slight sacrifice of space across the columns.

The adoption of this new "type dress" is only one of many improvements that are being made by The Telegram under Scripps-Howard, ownership.

NEW

These two parallel columns illustrate graphically the improvement made by The Telegram in changing its "type dress."

The wording of the two columns is identical.

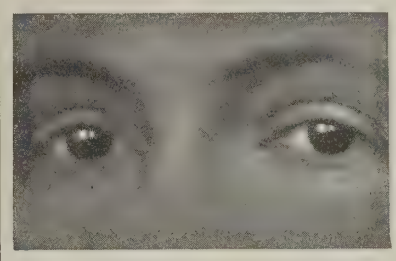
The column at the left is printed in the old type which The Telegram has employed for many years, and which it now has discarded.

The column at the right is printed in our new seven-point Linotype Ionic type, The Telegram being one of the first to use that "dress" in this size.

Compare the two columns. Note how much more readable the type in the right hand column is than that in the left hand column. Observe, also, that this gain in legibility has been achieved with slight sacrifice of space across the columns.

The adoption of this new "type dress" is only one of many improvements that are being made by The Telegram under Scripps-Howard ownership.

The Telegram is one of the first newspapers to adopt the new seven-point Linotype Ionic type, regarded as the most modern and scientific type ever designed for newspaper use.



20,681,928 Pairs of Eyes

Think of this vast number of people—enough to fill the Sesqui Stadium at Philadelphia 137 times; the Yale Bowl 258 times; the Yankee Stadium 333 times—enough to fill to overflowing three cities like Greater New York. All these people—nearly one-fifth of the entire population of the United States—are now enjoying the eye comfort that comes with the use of Linotype Ionic No. 5.

Newspapers in all parts of the country, with a combined circulation of 6,893,976, already have adopted it—and statistics tell us there is an average of three readers to each paper.

This is not the accomplishment of years, but of months—for Ionic was unheard of a year ago. Metropolitan dailies and rural weeklies find it equally well suited to their needs. It is made in four sizes—5½, 6½, 6¾ and 7 Point.

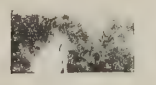
Ionic is a space saver, an eye saver, and a time saver in the stereotyping department and pressroom. It has the hearty approval of internationally known eye specialists, psychologists, educators, publishers, advertisers and readers. *The eyes of the world are on Ionic.*

© TRADE LINOTYPE MARK ®

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS



CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

Linotyped in Garamond and Narcisz 533.27.6-F

LITTLE MENDER OF BROKEN HEARTS LOST IN CITY'S DIZZY WHIRL

By ALFRED SEGAL.
Telegram Staff Writer.

MRS. J. SALES DIAZ' bullfinch was born in the Black Forest of Germany. Perhaps it should be stated in the beginning for the benefit of cave dwellers that a bullfinch is not a cud chewing animal that provides beef, or a dog. It is a bird.

Forest and matriculate them in a school where their voices are trained. In the forest the bullfinch passes the live-long day singing to God, who provides him with food and tells him when winter is approaching and sends him with unerring instinct to warmer climates.

Mrs. Diaz's bullfinch, having been carefully trained, was sold and thus it came to pass that after a long journey to the United States

ancestor who flew away to heal the wounded heart of the princess, like occasionally to go and see what good they can do in the world. And it is told that a certain bullfinch once went to fan the fevered brow of a sick child with his wings, but it may have been the robin in Oscar Wilde's "Happy Prince" that did this. We can't remember.

However, this, too, may be only a fairy tale.

ously and bent the trees. This was not the Black Forest, where there were only the whisperings in the trees and the songs of those of his kind singing to God.

He was terribly frightened and flew about in great excitement, looking for Mrs. Diaz's friendly window.

* * *

HE came to the window sill of a

Diaz's friendly window. And nowhere could he find it, for there were many windows, one like another.

* * *

SO he became lost in the city, a lonely bird with a red breast. It is related that once upon a time a bird lost in a great city came to the house of a philosopher.

"I am lost in the city," the bird

Immediate investigation was begun. Nungesser's plane carried the tricolor on its rudder and was painted white.

Nungesser's plane was not a hydroplane, although of the marine type which could land on the water. Start Point is on the southern coast near Plymouth.

Turn to Page 12.

By the United Press.

SPRINGFIELD, Ill., May 24.—The air mail field here has been named Lindbergh Field at a meeting of the Chamber of Commerce in recognition of Captain Charles A. Lindbergh's New York-to-Paris flight. It formerly was known as Conkling Field.

Miss Grossman was startled to see a man entering the window shortly before midnight. She ran to the door to call help, she said, but before she could get out, the man seized her and attempted to choke her.

Her screams were heard, but before help reached her the man jumped from the window and escaped.

Am Hide & Leather pf.	54¾	54½
Amer-La France F E.	5	5
American Linseed....	27	25
Amer Mach & Found..	81	81
Amer Power & Light..	63¼	63¼
Am Seating.....	17¾	17¾
American Sugar	93	92¾

NEW YORK'S ONLY WOMAN PUBLISHER



Mrs. Lytton Gray Ament and her daughter Lucetta. Mrs. Ament is the owner of the *New York Morning Telegraph*, which she inherited from her former husband, the late E. R. Thomas, noted sportsman.

BUILDING NEWSPAPER CIRCULATION

Binghamton Press Reprints Col. Lindbergh Stories in Booklet—Chicago American Carriers on Outing—Carney Joins Manchester Herald—Youngest Grandmother Contest

THE *Binghamton* (N. Y.) *Press* tied up its promotion with Col. Charles A. Lindbergh's arrival in this country by mailing simultaneously with his reception in Washington a booklet "A Souvenir For Posterity" to each reader. It contained reprints of Lindbergh's own story of his flight as printed in the Press in arrangement with the *New York Times*. Jules Livingston is promotion manager of the Press.

Junior carriers of the *Chicago Evening American* were guests Monday, June 13, of the paper at the annual outing at White City, south side amusement park.

Within less than a week after Leo P. Landry of Gardner, Mass., had been killed in an automobile accident, a check for $1,000 was on its way to his heirs to cover a policy he had obtained with a subscription to the *Worcester* (Mass.) *Telegram*.

Robert E. Carney, formerly with the *Hartford Courant* has joined the circulation department of the *Manchester* (Conn.) *Evening Herald*.

The *Albany* (N. Y.) *Times-Union* in co-operation with the Yellow Taxicab Company conducted a motor tour and outing for more than 600 orphan children on June 9.

A contest to find a rival in Northern New York state for the Iowa woman who is a grandmother at 35 has been started by the *Watertown* (N. Y.) *Standard*, announcing it will pay $10 to the person who sends a picture and short article about the youngest grandmother in its territory.

At the same time the Standard invites reports of family reunions which are quite frequent during the summer. Family groups are instructed to appoint some member as secretary to send in an account of the reunion on the day of the event. The circulation department anticipates sales to all members of the family. The names and addresses of these would be obtained in the secretaries' reports.

About 100 judges started work this week on judging of the 2,516 gardens entered in the *Chicago Tribune's* home flower garden contest. Every garden will be visited by the judges. The Tribune will award $5,690 in cash prizes in the contest.

Last week William S. Key, general manager of Oklahomans, Inc., as a part of a national advertising campaign he is directing, urged citizens living in all parts of the state to send subscriptions of their home town newspapers to friends and relatives living in other states.

Request that newsstand privileges in new state office buildings being erected under the $100,000,000 bond issue construction program be granted to blind persons only will be made in a bill prepared for the next New York legislature by the state commission for the blind. The proposal is backed by Frank L. Frost, president of the Albany Association for the Blind, which has its headquarters directly opposite the new state office building in Albany.

The *Richmond* (Va.) *News Leader* already is making plans for the second series of its annual popular priced concerts which it inaugurated with success last year. They will begin on Oct. 20.

Enter among hazardous occupations, that of collector for a newspaper. When L. C. Neilson, collector for the *Oklahoma City Daily Oklohaman*, went to the home of W. H. Simpson of Oklahoma City he was attacked and beaten by Simpson, who declared he did not owe the bill held against him.

Automatic Stereotype Plate Handling Equipment, Automatic Roll Paper Lifts, Roll Paper Trucks, Track, Turntables, Switches, Bundle Lifts.

Sold by

The Cline Electric Mfg. Co.
Conway Bldg., Chicago, Ill.

The Capital Lift & Mfg. Co.
Manufacturers Columbus, Ohio

REPRESENTING THE NEWSPAPERS

H. M. FORD of Ford-Parsons Newspaper Representatives, Chicago, and with offices in the Wrigley Building, is spending the month of June with his family at their summer home in Northern Michigan.

The John Budd Company has been appointed to represent the *St. Joseph* (Mo.) *Gazette*, effective July 1.

John Petrie of John M. Branham Company, Chicago, accompanied by his young son, has left for an extended trip abroad where they will visit Mr. Petrie's mother, who lives in Scotland.

Thomas F. Clark Company, Inc., has been appointed to represent the *St. Petersburg* (Fla.) *Independent*, effective July 1.

H. E. Pueschel, of the Chicago office of the Wm. J. Morton Company, special representatives, has joined the Chicago Office of the *St. Louis Post-Dispatch*.

PREDICTS A PORTABL PRINTER MACHINE

W. J. McCambridge of Associated Pr Believes Experiments Now Being Conducted Will Be Successful

A portable telegraph printer machi which can be carried by reporters a hooked-up to an available circuit, w predicted this week by W. J. McCa bridge, traffic executive of the Associat Press in New York.

He based his prediction on the expe ments now being conducted, using t Simplex Telotype printer machine, a ne development in transmission facilitie Eventually, he said, this portable machi will be rigged for radio transmission news. The machines would be us chiefly at baseball parks, race track prize fights and other similar events.

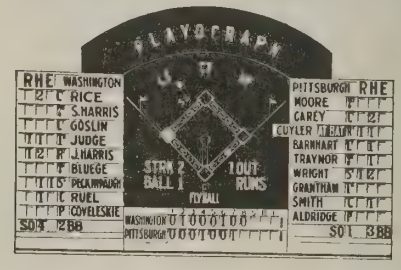
Mr. McCambridge declared that t A. P. has "printerized" member new papers in nine states. Latest state to furnished with this service is Florid where the A. P. is serving 28 memb papers.

"The Associated Press now has abo 800 printers in operation," Mr. McCam bridge said. "We expect eventually be using 1,500. The A. P. has a prese printer machine investment of $450,00 while the American Telephone and Tel graph Company has an additional print investment of $200,000."

7 NEW INLAND MEMBERS

The following were recently elected membership in the Inland Daily Pres Association: James L. Wick, *Niles* (O. *Times;* Harry Whitely, *Dowagia* (Mich.) *News;* John Norton, *Escanab* (Mich.) *Press;* Floyd Miller, *Royal Oa* (Mich.) *Tribune;* Paul Reddick, *Greev ville* (Mich.) *Independent;* Wells Harvey, *Big Rapids* (Mich.) *Pioneer;* R. Moses of the *Marshall* (Mich. *Chronicle*.

SHOW THE WORLD SERIES BY THE PLAYOGRAPH



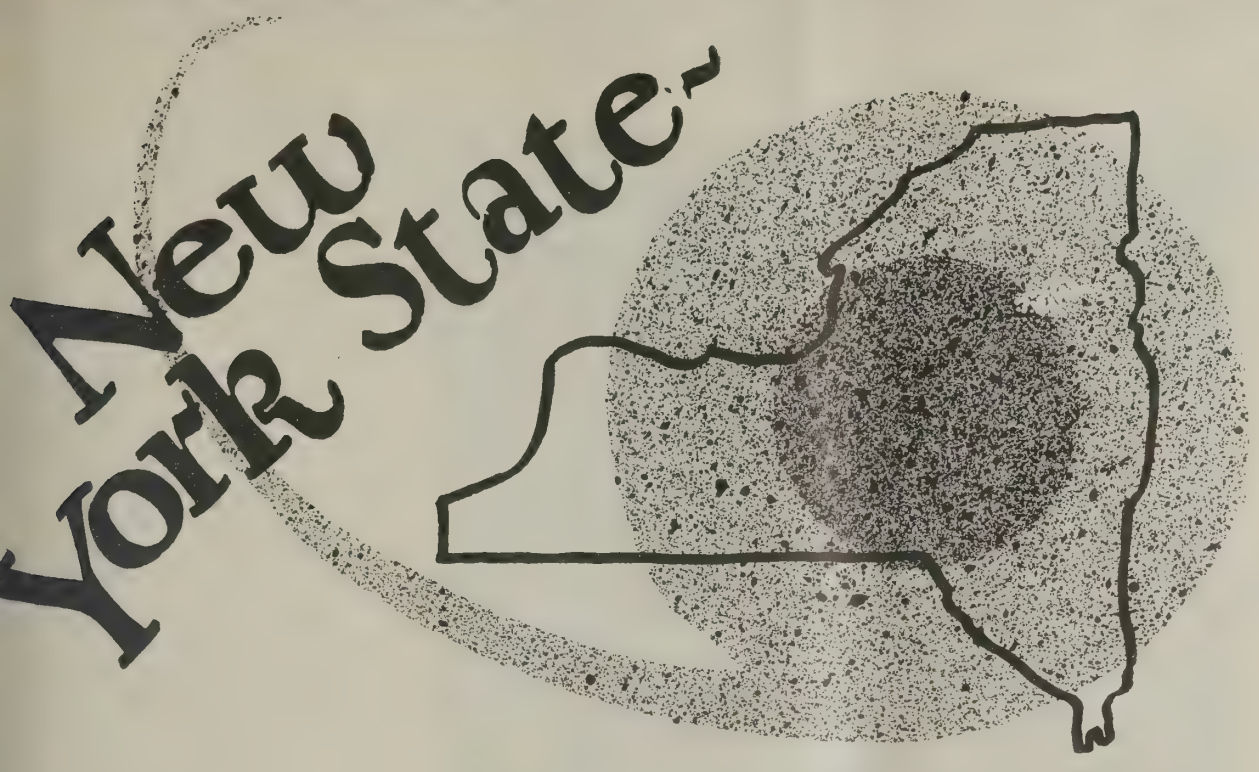
The Playograph is the original player with the moving ball; and which shows the mechanical moving runner and all plays in detail. The board is absolutely simple and mechanical in operation.

The following newspapers are only a few now being served by the Playograph:

NEWARK NEWS
CHICAGO TRIBUNE
BINGHAMTON PRESS
DURHAM SUN
ITHACA JOURNAL-NEWS
PASSAIC HERALD
MIAMI TRIBUNE
MERIDEN RECORD
TROY TIMES
PITTSBURGH SUN
TOLEDO BLADE
COLUMBUS DISPATCH
DENVER TIMES
TULSA TRIBUNE
EL PASO HERALD
SAN FRANCISCO CHRONICLE

"Watch the Ball"
The slogan made famous by
PLAYOGRAPH
Orange - - - New Jersey

Note: In a decision rendered June 7, 1927 re. Star Ball Player Co. vs. The Playograph Co., the United States Circuit Court of Appeals, upholding the lower United States District Court; decrees that the Playograph does not infringe the Star Ball Player. THERE ARE NO OTHER SUITS PENDING AGAINST THE PLAYOGRAPH COMPANY.



The Class plus Mass Market---

From whichever angle you approach the Empire State—no matter how you compare it with other markets—whether with any single state or with a group of states, north, south, east or west—the only conclusion you can honestly arrive at—if your figures are accurate—is that it is the major market for every National Advertiser.

It is the Class plus Mass Market

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News.....(E)	44,444	.13	.13
**Albany Knickerbocker Press.....(M)	35,073	.12	.12
**Albany Knickerbocker Press.....(S)	57,320	.17	.17
**Amsterdam Recorder-Democrat .....(E)	7,845	.04	.04
††Auburn Citizen-Advertiser-Journal...(E)	10,295	.065	.055
**Brooklyn Daily Eagle.....(E)	77,991	.24	.24
**Brooklyn Daily Eagle.....(S)	90,532	.24	.24
**Buffalo Courier Express.....(M)	110,686	.22	.22
**Buffalo Courier Express.....(S)	161,164	.30	.30
**Buffalo Evening News.....(E)	149,773	.25	.25
**Buffalo Evening Times.....(E)	109,285	.21	.21
**Buffalo Sunday Times.....(S)	128,158	.21	.21
**Corning Evening Leader.....(E)	9,029	.05	.05
**Elmira Star-Gazette Advertiser..(E&M)	34,213	.11	.11
**Freeport Daily Review.....(E)	10,480	.05	.05
**Geneva Daily Times.....(E)	5,627	.04	.04
**Gloversville Leader Republican.....(E)	7,177	.035	.035
††Ithaca Journal-News .....(E)	7,711	.05	.05
**Jamestown Morning Post.....(M)	11,705	.04	.035
**Mount Vernon Daily Argus.....(E)	9,866	.05	.05
**Newburgh Daily News.....(E)	12,506	.06	.06
**New Rochelle Standard-Star.....(E)	8,458	.04	.04

	Circulation	2,500 Lines	10,000 Lines
**The Sun, New York.....(E)	265,440	.65	.60
**New York Times.....(M)	375,249	.80	.784
**New York Times.....(S)	653,427	1.00	.98
**New York Herald-Tribune.....(M)	289,674	.6435	.624
**New York Herald-Tribune.....(S)	366,220	.693	.672
**New York World.....(M)	302,199	.595	.58
**New York World.....(S)	593,383	.72	.58
**New York Evening World.....(E)	305,746	.505	.69
**Niagara Falls Gazette.....(E)	21,817	.07	.07
**Port Chester Item.....(E)	5,065	.045	.035
**Poughkeepsie Star and Enterprise...(E)	13,411	.06	.06
**Rochester Times-Union .....(E)	73,856	.21	.20
**Troy Record .....(M&E)	22,426	.07	.07
††Watertown Standard .....(E)	17,825	.07	.07

** A. B. C. Statement, March 31, 1927.

*** Merged as Buffalo Courier-Express, June 14, 1926.

†† Government Statement, March 31, 1927.

GEORGIA EDITORS TO VIE FOR TROPHY

Hal M. Stanley Award for Typographical Excellence Contains Copy of Poor Richards Almanac—To Be Awarded August

At the annual meeting of the Georgia Press Association to be held at Eatonton, Georgia, in August, members of the association will get the first view of the Hal M. Stanley trophy, which Mr. Stanley, corresponding secretary of the association, is to present to the organization to be awarded annually to the Georgia weekly newspaper presenting the best typographical appearance.

The basis of the trophy is a copy of Poor Richards Almanac printed in 1756 and containing data for 1757. The almanac was printed by Benjamin Franklin and D. Hall. The author of the almanac was Richard Saunders, according to the information on the fly leaf.

The trophy consists of a glass case that contains a copy of the almanac which because of its age is of marked value and a bust of Franklin. The inscriptions inside the case are as follows:

ALMANAC
Printed by
Benjamin Franklin,
America's First Printer,
in the Year
1756,
Twenty Years Before the
Declaration of Independence
1776.

On a copper plate within the case is this legend:

donated to
Georgia Press Association
To Be Awarded Annually
To the Newspaper
Presenting the Best
Typographical Appearance
Under Rules and Regulations
Prescribed by
The Board of Managers.

The board of managers has decreed that the contestants shall be limited to country newspapers. In this way it is hoped to inspire the representative newspapers of the Georgia press—largely in the weekly field—to improve their typographical appearance.

THEY PRINTED THE PICTURES

Armed Guards Failed to Deter Bluefield, W. Va., Cameramen at Wreck Scene

While attempting to obtain pictures of the wreck of the Virginian Railway near Ingleside, W. Va., when two trainmen were killed, representatives of the *Bluefield* (W. Va.) *Daily Telegraph* were ordered to leave by armed guards.

Efforts at intimidation were not carried to the point of violence, but the newspaper men were told by high Virginian Railway officials that they would not be permitted to take pictures, whether on or off the right of way. When they asked for an explanation, they were threatened with arrest if they did not leave at once.

When an appeal to county officials failed, they left the right of way and kept the officials interested while other parties took the pictures for them. They got more than two dozen exposures.

SPEED IN BOOK PUBLISHING

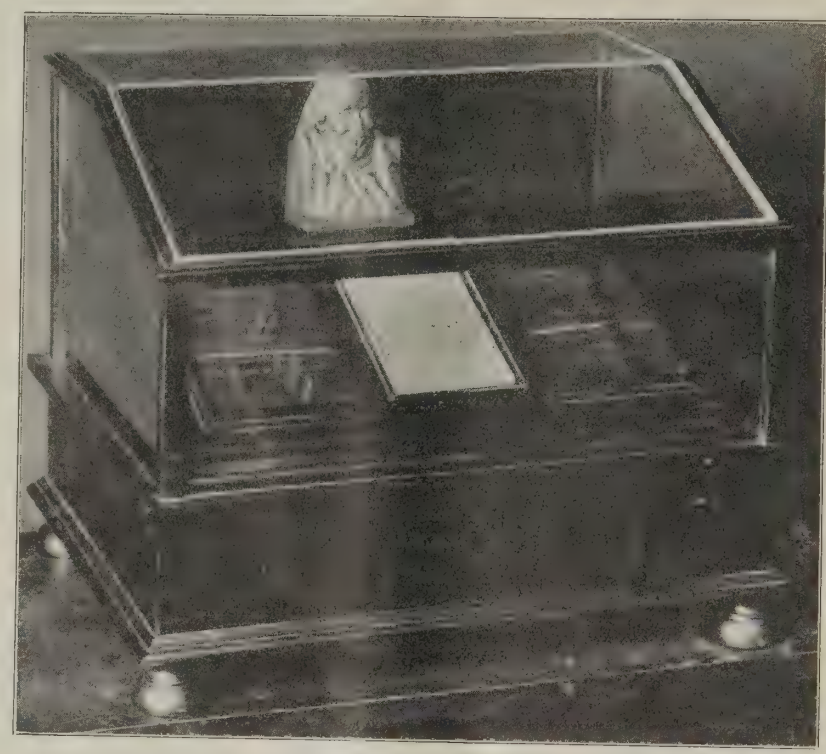
Biography of Lindbergh Issued as He Arrives in New York

D. Appleton & Company on Monday issued in book form the "Life of Lindbergh," written by Morris De Haven Tracy, New York news manager of the United Press, and which was released serially to U. P. newspapers, beginning Tuesday, May 31.

Dale Van Every of the United Press New York news staff, collaborated with Tracy in completing the biography for book publication.

The newspaper biography of Lindbergh was completed within a week after the flyer landed in Paris. Material was gathered by wire

THE HAL M. STANLEY TROPHY FOR WHICH GEORGIA PRESS WILL COMPETE



EDITOR'S WASTEBASKET GETS COSTLY PUBLICITY

Year's Puffery Postage Would Buy 132 Columns of Advertising Blytheville (Ark) Courier News, Editorial Says

Expensive publicity matter carrying first class postage is being filed in the editorial wastebasket of the *Blytheville* (Ark.) *Courier News*, readers of that paper were recently told in an editorial.

One morning's propaganda crop carried $3.64 in postage, a total of $1,328.60 in a year, which "would buy 132 columns of advertising space at the regular rates," the editorial stated.

Following, in part, is how the paper views this "insidious propaganda":

"The Courier News is a small newspaper compared with the metropolitan dailies. On the other hand, the Courier News is much larger, and maybe more important, than thousands of other publications issued from the smaller towns and cities. For the purpose of this discussion, we shall call it an average newspaper.

"And, as the publisher of an average American newspaper, we can bear witness to this increasing volume of publicity matter, which comes from all points.

"Each morning we find on our desk more than a hundred pieces of mail matter, and each bearing first-class postage. Some of these 'letters' bear the return cards of the senders—known parasites—and these are cast into the waste basket unopened. Others come in plain enclosures. These are opened, given a cursory glance and are tossed into the same receptacle.

"Some of these may contain matter of public interest. We do not know. In days before the little rivulet developed into a great river we waded through, and occasionally we were rewarded with a meritorious item. But this publicity evil has grown to such proportions that we have neither the time nor the disposition to read it.

"The postage on the publicity matter on our desk this morning amounted to $3.64. Just an average day—which means that at least $1,328.60 a year is being wasted on publicity matter addressed to this office. This sum would buy 132 columns of advertising space at the regular rates.

"Some day, perhaps, these seekers after free publicity will learn that the newspapers worth-while have ceased to be gullible, and that the average daily newspaper needs all of the space at its command for local and telegraph news, and for the advertisements of those who are willing to pay their way in the world."

Edgar G. Harris is editor of the Courier News.

JOURNAL TO OPERATE WTMJ

The *Milwaukee* (Wis.) *Journal* has started work on its own broadcasting station, WTMJ, which is expected to come on the air within two months. The Journal, which has been broadcasting over WHAD, jointly with Marquette University, since 1923, will discontinue programs from that station, which will be operated exclusively by the university. Officials of the paper also announced the purchase of WKAF, which letters will be replaced by WTMJ.

TO HONOR INGHAM

Harvey Ingham, editor of the *Des Moines* (Ia.) *Register and Tribune-Capital*, will be tendered a dinner at the Hotel Fort Des Moines, July 1, celebrating his 25th anniversary as editor of the papers.

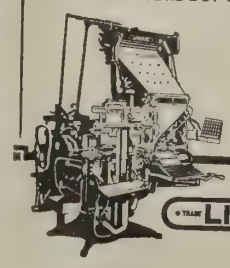
From the Linotype Mailbag

"Service Makes the Linotype the Superior Machine"

"Letter and matrices reached us this morning. We are greatly appreciative of the courtesy and service extended in this instance. The Fine Hyphen Leaders were returned this morning.

"It is the service and courtesy such as was given in this instance which makes the Linotype the superior machine, and the friends of the machine more numerous."

THE JOHNSON COUNTY NEWS
Clarksville, Ark.



LINOTYPE

HOPS OFF FOR EAST INDIES

Van Lear Black of Baltimore Starts on Long Plane Trip

Van Lear Black, chairman of the board of directors of the *Baltimore Sun*, departed from the Schipol Airdrome, Amsterdam, Holland, June 15, as a passenger in a plane he chartered for a flight to the East Indies. Before taking off, he declared it was no stunt trip and no record would be attempted, although he gave the impression that he might even go beyond the East Indies and it was quite possible he might land in Australia in a few days' time.

The primary object of the trip, he explained, was a personal observation of protracted flying and the varying atmospheric conditions. He said that quick communication makes for the best association between the nations of the world.

Mr. Black is accompanied by Pilot Scholte and Geysendorff and his valet who have already flown with him some thousands of miles over Europe.

TOOK HOSPITAL JOB

N. Y. News Man Acted as Orderly to Learn Earl Carroll's Condition

Martin Sommers, a reporter on the staff of the *New York Daily News*, got a job as orderly in the Greenville, S. C. hospital to get inside facts for his paper on the condition of Earl Carroll, theatrical producer, before he was ordered to Atlanta.

"I went," he wrote in one of his first stories telling about the stunt, "in a straight reporter's make-up—a three day beard, run-down heels, great-kneed trousers and pockets innocent of coin—to the hospital gate."

He had to work from 7 P. M. to 7 A. M. and his pay was $11 a week.

"The duties of a night hospital orderly are manifold, but mostly unmentionable," he said.

Read EDITOR & PUBLISHER—$4.00 a year

Give Your Readers a DAILY HEALTH TALKS by Dr Frank McCoy "The Mayo of Health Writers"
A health service that is different—home treatments without medicine or costly apparatus, based on a knowledge of food chemistry and the mechanics of the body
WIRE OR WRITE
McCoy Health Service
Brack Shops Building, Los Angeles, Cal.

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
RESULTS COUNT
OCCIDENTAL BLDG. INDIANAPOLIS, IND.

EDITOR & PUBLISHER

for the past five issues has been running

Mr. Seubert's Notable Series of Articles on

"Consumer Buying Ability Index Numbers"

Have you been reading them?

And saving those issues for future reference?

These articles, so far, have been as follows:

Issue	*State Covered*
May 21	**Massachusetts**
May 28	**New Hampshire**
June 4	**Vermont**
June 11	**Maine**
June 18	**Rhode Island**

Connecticut will be covered next week; New Jersey, in the July 2nd issue; New York, in the July 9th issue; and so on, until every state in the Union has been analyzed from the standpoint of the consumer buying ability of every city in it of over 10,000 population.

Intense interest has been manifested in this series of invaluable, new and tested marketing data.

We are still in a position to furnish back copies since May 21,

so that those subscribing now can be assured of receiving the articles from the beginning.

If you are not already on our subscription list, let us put your name there at once. Or, if you know of a national advertiser or advertising agency, which ought to be getting these articles, but is not, tell us—we'll do the rest!

GROWTH OF CARTOONS AND COMICS SHOWN BY STUDENT'S SURVEY

Increase of 123 Per Cent in 25 Years from 1899 to 1923 Shown—Local Political Cartoons Show Decline—Big Advance in Sports Drawings

By MYRA M. WATERMAN

THE phenomenal growth of cartoons and comics in newspapers was graphically shown recently in a survey made as a requirement of a graduate degree in the Pulitzer School of Journalism, Columbia University, New York. A single newspaper, the *New York World*, was chosen for the survey, covering the years 1899 to 1923. An average of five years around these two dates was taken to insure accuracy, and the following percentages were computed:

Local politics	6% decline
Comic cartoons	212% decline
National and Foreign	19% increase
Seasonal cartoons	109% increase
Comic strips	327% increase
Sport cartoons	386% increase
Civic cartoons	552% increase
Caricatures	1023% increase
Total, cartoons and comics	123% increase

It is interesting to note the corresponding increases and declines in editorial space. In a survey made for EDITOR & PUBLISHER for May 31, 1924, figures compiled by Wilcox in 1899 and White, in 1923, were compared and the percentage of space delegated by 63 leading American newspapers to various phases of the news tallied. The following results were computed:

Miscellaneous	32% decline
Editorials	77% decline
Letters to editor	180% decline
Society	275% decline
General news	1% increase
Political news	1% increase
Business news	4% increase
Foreign news	9% increase
Advertising	43% increase
Sport news	47% increase
Crime news	58% increase
Illustrations	84% increase

In order to compare the two tables, it was necessary to split the classification of political cartoons into different divisions from the first classification, grouping national and local politics together and separating foreign. Placing side by side the classifications that are directly parallel, the following figures show that in most fields the pictorial side of the news is taking much larger steps ahead, in the matter of space, than the written.

	63 Paper Survey	World Cartoon Survey
Politics	1% increase	12% decline
Foreign Affairs	9% increase	1015% increase
Sport	47% increase	386% increase
Crime	58% increase	133% increase (Social cartoons)
Illustrations	84% increase	123% increase (Cartoons and Comics)

The table needs a word of explanation. Following the war there was a general slump in local and national politics other than as they affected foreign situations. The five years included in the average, 1921-1923, saw the regular space devoted to cartoons dealing with European adjustments of one sort and another. The five years previous to the war itself show even a higher percentage of cartoons which have been listed under "Foreign." In almost all of these, the United States is represented by Uncle Sam, or an equally familiar personification, but they have been classified under "Foreign" because they are of a much wider scope than mere national.

In the survey labelled "Social," such things have been taken into consideration as disasters affecting a great many people, crime, such considerations of graft that implied more than a mere political classification, charities, etc.

Civic cartoons includes all phases of New York life and affairs that are not directly political. The cartoon on the first page of the second section of the World is often civic. The cartoon on the last page, "Metropolitan Movies" has been classed as civic in import.

The growth in caricature has represented a shift in type of caricature as well as an increase use of the media. In the 90's, all caricatures were concerned with men important in the news. As political cartoons came more and more into use these caricatures were incorporated into the cartoons, and while important men were being ridiculed just as much as ever through the use of the caricature, the pictures were no longer mere caricatures. On the other hand, the use of the caricature as a pure portrayal was not abandoned, and the theatre page became the place where such drawings were usually to be found. One picking up a newspaper now one would find that almost the only pure caricatures are those of theatrical people.

The comic strip has grown from two consecutive pictures, in 1884, to four pages or more of color on Sunday and a strip or two, eight columns wide, on week days. No growth has been so steady or consistent as this branch of graphic art.

Sport cartoons were the slowest of any type in getting started, but show a steady increase after their inception. Although a few sport cartoons appeared before 1895, there were none over three or four inches until then. Some of the first sport cartoons appeared on the front page, some on the society page.

Nothing demonstrates the steady trend toward pictorial news so much as does a comparison of these surveys. The only noticeable declines are in local and national politics and these are easily accounted for by the international trend of all news and pictures. Comic cartoons, one picture meant purely tto amuse have been replaced by the caricatures and comic strips.

CELEBRATES 100TH YEAR

President Coolidge Sends Greetings to Burlington (Vt.) Free Press

The *Burlington* (Vt.) *Free Press* issued a centennial edition on June 15 in celebration of the founding of the paper, on June 15, 1827. Also in celebration of the anniversary, the Free Press entertained its employes, their families, and other invited guests at a centennial dinner at the Hotel Van Ness on Saturday evening, June 11. There were 175 present.

John L. Southwick, who has been on the editorial staff of the Free Press since January, 1884, and its editor-in-chief since 1907, presided as toastmaster. During the evening he introduced Alphonse H. Duhamel, who has completed 55 years in the composing room of the Free Press; John E. Flaherty and Thomas Nash, who have completed 50 years in the same composing room; William H. Murdock, office manager, with a record of 43 years of continuous service; Willis V. Farr, of the circulation department, who has been in the employ of the Free Pres continuously for 39 years; Walter F Gates, city editor, continuously employe on the paper for 40 years; W. H Deshaw, foreman of the composing room continuously employed for 36 years; an A. E. King of the business office, wh has been connected with the paper fo 39 years.

David W. Howe, assistant busines manager, read congratulatory message from President Coolidge and Frank B Noyes, president of the Associated Press

ASKS $10,000 LIBEL

A libel suit for $10,000 against the *Morning Herald* of Johnstown and Gloversville, N. Y., has been begun by Joseph Pingatore, an informant in the recent probe into alleged vice conditions at Amsterdam. Pingatore alleges that the newspaper published references to him on May 16, which were without foundation in fact and were detrimental to his good name.

Our Customers Write Our Ads

ASHLAND, KY., DAILY INDEPENDENT

Says—

"Our DUPLEX TUBULAR press has not been out of commission five minutes since we installed it in 1916."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

Display and Classified Advertising Checking Proofs distributed for NEWSPAPER Publishers by a

Simple and practical plan of service that automatically relieves a publisher's office of all detail work and gives his agencies and advertisers a much more satisfactory service than is otherwise possible.

OVER 400 SUBSCRIBERS

—Write for details— and Trial Test Offer.

The Advertising CHECKING BUREAU *Inc.*
79 Madison Ave. NEW YORK — 538 So. Clark St. CHICAGO

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday news papers *combined*.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

ADVERTISERS who understand the Iowa situation know from experience that the consumers' market there cannot be properly sold without the use of newspapers in these twenty-one key cities.

IOWA DAILY PRESS ASS'N
DAVENPORT, IOWA.

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat & Leader
Davenport Times
Dubuque Telegraph-Herald
Fort Dodge Messenger & Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times-Republican
Mason City Globe-Gazette & Times
Muscatine Journal & News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Courier
Waterloo Tribune

IN THE City of Homes
The Philadelphia Record
Opens the Door of 150,000 Families Every Morning

EPORTERS' QUESTIONS OFTEN SUGGEST NO" ANSWER WHEN THEY WANT "YES"

n Who Say "You Wouldn't Care to Disclose, Would You," Usually Find Interviewee Wouldn't—Some Wrong Approaches Cited

By YANDELL C. CLINE

'OU don't care to tell the considera- tion, do you?" one of our reporters ired the other day in getting in- nation about a big real estate deal and eby spoiled a good story.

Then this same thing occurred a sec- time soon afterwards, we saw just t had happened and then sought some od of getting people to disclose con- rations after deals had been made, many times this constitutes the big s of the story.

ne form of the question used by reporter was bad, a member of our , who had studied something about psychology of salesmanship, told us. explained that the question, as it phrased, called for a negative an- and emphasized that it would be most natural thing for the person tioned to say "No" to it.

'e changed the question to "What the amount of the consideration, se?", which our psychologically in- d friend told us would get results, our average on real estate considera- began to perk up.

his experience caused us to study e of the questions asked by our re- rs in their day's work. We found "Do you mind if I quote you?" was nearly as productive of a bang-up story as some remark such as t's fine, I'll quote you on that." no question is asked in the revised the person interviewed does not called on to answer, but takes the of least resistance in most instances says nothing. On the other hand, ne reporter asks him if he *minds* quoted, the fact that perhaps he ld *mind* is suggested to him. Then big Goblin Misquotation appears be- him and he says emphatically that oes mind and that he does not want e quoted.

the same category with "You don't to tell the consideration, do you?" "Do you care to tell the considera- " which is a trifle better, but no , are such questions as "Would you to give me your name and age?" "Do you care to tell us what he of?" Much better, we found, is w, give me your name and age, e," which is almost a command, but tive, and "What did he die of, e?"

e had quite a problem in getting news ccidents and other such things that le did not particularly care to see e paper. We checked up and found our reporter was inquiring, "Was Blank in an accident yesterday?", h many times brought a denial, while ange in the inquiry to "Tell me about Blank's accident, please" turned the

surveying our news-gathering con- tion we found that "Know any ?" brings "No" for an answer much readily than "Yes" and that "What ou know in the way of news today?" es the person questioned to scratch ead and think hard, for the question nes that he does know something. id, incidentally, we taboo that old lby "Know anything today?" for the n that some persons took offense at Likewise, a reporter in another city us something, although he did not ze it, when he was heard to say in course of his work "Got any yarns me to print?" and later "What kind es have you for me to print today?" type of question we consider as un- ming to the newspaper profession and gnified for a newspaper man.

nother thing, in both telephone and on-to-person conversatio- our re- rs, after getting a piece of news, instructed to ask "Now, what else you tell me?" This question many s brings to the surface stories of greater value than those originally given.

To eliminate all possible lost motion our reporters are instructed in telephone conversations after determining that they have the right number to say, "This is the Republican, let me have Mr. Jones, please." Before this plan was adopted they were inclined to go through something like this: "Is Mr. Jones there?" to which there probably was an answer of "Yes." Then the reporter would say "Let me speak to him, please." Many times would come the inquiry "Who is this?" and then the explanation "The Republican." We encourage reporters to use the paper's name in preference to their own name. The paper is better known, carries greater prestige than the individual and usually the business at hand can be transacted more quickly, in the name of the paper, we find.

A survey of some of the stock conversation, especially questions which the editorial department of the average newspaper uses in gathering the happenings of the day, probably will disclose some interesting things. Make a list one of these days and see what you get!

S. W. WHITE

Member of S. C. Beckwith Staff Dies of Heart Attack

S. W. White, 49, one of the leading members of the staff of the S. C. Beckwith Special Agency, New York, died suddenly of a heart attack the night of June 4. He had been in good health and his death came as a great shock to his associates.

He had been a member of the Beckwith Agency four years and prior to joining the staff was with the advertising department of the *New York Evening Post*. Before that he spent several years with the *Philadelphia Record*.

Funeral services were held June 8 in Philadelphia.

Obituary

ALEXANDER BARR GRAY, 24, New York newspaper man, died on June 11, as the result of a heart attack suffered while swimming with friends near the summer home of his parents near Bayhead, L. I. Mr. Gray was a member of the staff of the *New York Herald Tribune*.

JOHN MCGOVERN, 52, for the past 10 years a makeup man in the composing room of the *Boston American*, died June 11.

HENRY M. WYATT, 87, for more than half a century a Boston advertising man, died at his home in West Medford, Mass., June 2.

CHARLES LUBLOW, an employe of the *Chicago Tribune* composing room for the last 37 years, died June 9 of heart disease.

HAL E. MUNSEY, 39, world war veteran and managing editor of the *Muskogee* (Okla.) *Daily Phoenix and Times-Democrat*, died Sunday, June 5. He had been ill for a week.

ALEXANDER CHISHOLM, JR., 48, newspaperman of Uniontown, Pa., died suddenly at his home there June 5 after a heart attack. He served on the editorial staffs of the *Uniontown Herald* and the *Genius* and *News Standard*, and latterly was editor of the *Uniontown Independent*.

MISS AUGUSTINE O'HARE, 23, daughter of John J. O'Hare, superintendent of the color press of the *Boston* (Mass.) *Post*, died at the home of her father in Roxbury, Mass., June 4.

THOMAS H. JEFFS, former Lockport printer, died June 6, in his home in Detroit, after a long illness. He worked in the composing room of the old *Lockport* (N. Y.) *Journal*.



Home Ownership *MEANS* Home Patronage

The home owner as a rule patronizes his home market. He prefers to trade in his neighborhood stores.

Long Island is rich in home ownership. Practically all of the 70,000 well-to-do families live in their own homes, because home buying is encouraged and aided.

In Long Island you will find a class of well-to-do folks who enjoy excellent incomes, who live in splendid homes, equipped with every modern improvement and every facility for the true enjoyment of real family life.

The local newspapers representing the community in thought, speech and action play their important part in the educational, social and political activities of the people. It is conclusive, therefore, that these papers have more than just ordinary reader interest, and as an advertising medium offer special value to the National Advertiser.

Your advertising message in these papers will forcefully bring before the 70,000 families the merits of your product. You cannot afford to overlook this rich and independent market.

Town	Paper	Publication Days	Circulation	Rate per Inch
Babylon	Leader Suffolk	Friday	3,400	.35
Bay Shore	Consolidated Press (South Shore Sentinel, Islip Press)	Thursday	2,750	.45
Elmhurst	Newtown Register	Saturday	2,500	.75
Farmingdale	Post	Friday	1,100	.30
Floral Park	The Sunrise Trailer	Friday	5,200	.60
Freeport	Recorder	Friday	3,100	.42
Great Neck	North Hempstead Record	Wed.	2,400	.50
Jamaica	Queens County News	Friday	14,675*	1.00
Lynbrook	New Era	Tue. & Fri.	2,800*	.60
Mineola	Central Island Weeklies (Hicksville, Westbury, New Hyde Park)	Friday	4,000	1.00†
Oyster Bay	Enterprise & Pilot	Friday	2,000	.45
Patchogue	Advance	Tue. & Fri.	3,226*	.55
Queens Village	Queens-Hollis Times	Thursday	8,000	1.00
Woodhaven	Leader-Observer	Thursday	8,600*	.84

*Sworn Net Paid Circulation.
†This rate includes the Farmingdale Post.
Figures not marked with a star indicate total run of paper.

NO GOOD BUSINESS IN BAD CIVILIZATION DR. FRANK TELLS ADVERTISERS

National Industrial Advertisers Association Meeting in Cleveland, Hears "High-Pressure Salesmanship" Denounced—Hopkins New President

CLEVELAND, Ohio, June 15.—J. R. Hopkins, of the Chicago Belting Company, Chicago, was elected president of the National Industrial Advertisers' Association at the final session of the three-day convention at the Hotel Statler.

Other officers chosen included: N. S. Greensfelder, Philadelphia, first vice-president; George Corey, Cleveland, second vice-president; H. P. Sigwalt, Milwaukee, third vice-president, and H. Van P. Thomas, St. Louis, secretary-treasurer.

A jury in a mock trial decided that "We have a scientific method for measuring advertising effectiveness." The trial featured the closing day.

The hearing was conducted in legal manner before "Judge" Bennett Chapple, Cleveland.

The prosecuting attorneys were Allan B. Cook, vice-president of the Guardian Trust Company, Cleveland; Arthur G. Hopcraft, purchasing commissioner of Cleveland, and A. L. Ferguson, Structural Service Bureau, Philadelphia. A. B. Greenleaf, People's Gas, Light & Coke Co., Chicago, was the defense attorney. He summoned five character witnesses: M. J. Evans, Chicago; R. H. Griswold, Cleveland; Wharton Clay, Chicago; J. P. Glaser, Detroit, and J. C. McQuiston, Pittsburgh.

American manufacturers of machinery are not getting what they are entitled to in world machinery trade, William H. Rastall, director of the Bureau of Foreign and Domestic Commerce of the Department of Commerce, told the delegates Tuesday.

The mechanical engineering industry of the entire world is a business of $3,600,000,000 annually. Of this amount $600,000,000 falls into international trade—and this amount is a target for American manufacturers of machinery to shoot at, Rastall said.

"American machinery has a position of world leadership," Rastall said.

"The most serious foreign competition is found in Germany and the United Kingdom. Yet last year Great Britain bought $18,000,000 worth of machinery here and Germany spent $5,000,000 for American made machinery. What does this indicate?"

The first day, Dr. Glenn Frank, president of the University of Wisconsin, pleaded for "Beauty in the everyday life of Mr. and Mrs. John Citizen," and he placed the burden for such a Utopia on the shoulders of the delegates.

He said an advertising man is "more than a mere coiner of words to catch the ear of the credulous and persuade him to buy what he does not want."

Said he:

"His work is the highest type of social statesmanship. His facility for slogan is merely a tool. It is upon the fertility of the economic soil that his success depends and hence it appears we cannot have good business flourishing in a bad civilization.

"We must increase the sanity of consumption as well as its largeness. Advertising deals with the whole technique of salesmanship. It goes farther than the gaudy tricks of the high pressure salesman, who has learned in six snappy lessons. The 'high pressure' man is the caricature of the real genius of salesmanship or advertising. He is the proof that salesmen, like athletes, may be overtrained.

"Amid all the clamor and babbittry of 'super-salesmen,' sanity is reappearing. We know that the salesman or advertising man must know far more than he uses in order to use what he uses effectively. He depends upon information rather than argument. I have been argued and 'high pressured' into buying things—but I have always resented it."

James F. Lincoln, president of the Lincoln Electric Company, Cleveland, opened the Monday session in an address urging advertising writers to avoid superlatives in their copy.

O. C. Harn, managing director of the Audit Bureau of Circulations, urged the delegates to insist on A. B. C. reports. The annual banquet was held in the Winton Hotel Rainbow Gardens.

MILWAUKEE BACKS YOUNGGREEN

C. C. Younggreen, chairman of the sixth district, International Advertising Clubs, was this week unanimously proposed by the Milwaukee Advertising Club as a candidate for president of the International Advertising Association, to be elected at the twenty-third annual convention, June 26 to 29, at Denver. Mr. Younggreen is a member of the advertising firm of Klau-Van Pietersom-Dunlap-Younggreen, Inc.

POWERS LUNCHEON HOST

A. J. Powers of the Powers Engraving Company, New York, will be host at a luncheon at the Columbia University Club, New York, June 21, in honor of Hofrat Horst Weber and Dr. Ernest Esch of Germany, who are in this country in behalf of the International Press Exhibition in Cologne in 1928.

P. J. O'TOOLE STRICKEN

Peter J. O'Toole, Sr., aged 63, an editorial writer on the staff of the *Newark* (N. J.) *Evening News,* suffered a stroke of apoplexy June 14. He was taken to St. Michael's Hospital, where his condition was pronounced as serious.

N. Y. TIMES WARNS READERS

The *New York Times* this week warned its readers of salesmen who are offering a "New York Times Encyclopædia and Gazeteer." The Times has issued no such publication.

PLANS $500,000 PLANT

The *Wilkes-Barre* (Pa.) *Record* this week announced plans for a new plant costing, with equipment, in the neighborhood of $500,000.

ON DUTY 48 HOURS

Group of N. Y. Reporters Kept Fr Porch Vigil at Levine Home

A small group of New York newspa men and women are only now beginn to recover from a 48-hour dog watch the home of Charles A. Levine in Be Harbor, L. I., while the owner of house was off flying the Atlantic w Clarence D. Chamberlin.

Assigned to cover Mrs. Levine and port her reactions on the news of flight, whatever that news might be, dozen or so reporters and photograph hesitated to leave the porch of the hor expecting word any hour of the They were invited inside once for freshments. But while a thunder sto raged they stuck closely to the porch.

Some members of the "Levine Por Club," who were chaperoned by Mrs. L vine and a mother of one of the new paper women, are: Evelyn Boone, *N York American;* "Scotty" Wallace, *N York Daily Mirror;* Joe Canavan, *N York American;* Irene Kuhn, *New Yo Mirror;* Emma Bugbee, *New Yo Herald Tribune;* Carol Green, Richa Levy and Jean Vernon of the *New Yo Daily News;* and Joseph Israel of *New York World.*

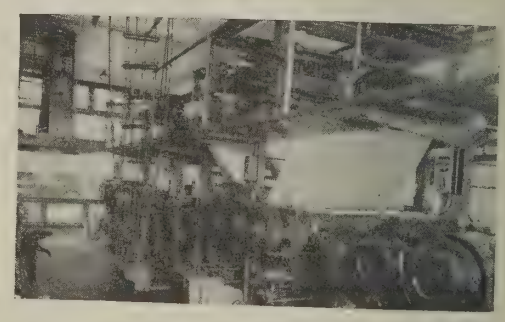
OK BY THE B.M.

With apologies to the Business Manager of the New York Evening Post.

C-H PRESS CONTROL gives any paper the "edge" in the race to get news on the street *FIRST*



Pressroom—Evanston News Index—Circulation 7000. Cutler-Hammer Automatic Press Control Panel at right with push-button stations shown mounted on the press.



Pressroom—Trenton Times—Circulation 38,856. Presses equipped with C-H Automatic Press Control. Note also the C-H Dispatch Conveyors that take the papers directly from the presses to delivery room as fast as printed.

MARKET REPORTS—sports—local, domestic and foreign news!—the paper that gets them on the street *first* has the prestige—the circulation—the better standing in the "ad lineage" comparison.

Business Managers know that "getting it on the street first" is as much a matter of mechanical equipment as of personnel. On presses, for example, C-H Automatic Control gets the "O.K." of the B.M., because of its exclusive features that save press time in adjustments, make-ready and running. Features that also protect motor and presses from those inopportune break-downs that "news men" regard as calamitous.

The business manager who wants to put his sheet in a new, fast stride, a stride that means more profit for his paper, will investigate the advantages offered by C-H Press Control.

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1203 St. Paul Avenue
MILWAUKEE, WISCONSIN

CUTLER HAMMER
Press Room Efficiency Depends on Electrical Control

WHAT OUR READERS SAY

PUBLISHER PRAISES AGENCY

o EDITOR & PUBLISHER: On March the *Terrell Daily* (Tex.) *Tribune* car- an advertisement for the Continental company, placed by the H. K. Mc- n Company. The ad did not show exactly as we thought it should and, keeping with our policy of rendering very best possible service to our for- advertisers, we wrote the agency, nitting the appearance of the ad was of the best and requesting a date a "make good" insertion. In reply to letter we have just received the fol- ing from the agency. which we believe be good enough to pass along:

In accordance with your letter of y 13, in regard to insertion of March , for the advertising of the Con- ntal Oil Company.

You are right that this ad was not erted as clear as it might have been, nevertheless we do not think that its wing powers were handicapped. Rath- than issue a make-good we are remit- for the original insertion.

We wish to thank you for the interest have shown in this particular matter.

"H. K. McCANN COMPANY.
"C. Burke."

How many agencies in the country uld have been as liberal in their views this matter and, instead of "shooting are," would have hounded the paper il a makegood insertion was given, or haps, declined a make-good and also used payment on the grounds of bad nt? It shows beyond all doubt that McCann company has some real hu- n beings in its organization in whose ns flows the milk of human kindness, l their policy in this matter is bound win the friendship and admiration of publishers of the country.

The Tribune is indeed glad to state t it does business with but very few encies not of the very highest type. Its ort is to do business with no other d, but we believe the McCann letter the most refreshing we have ever re- ved in our newspaper experience, cov- ng a period of more than twenty-five ars. It comes to us like a bottle of sewater out of an ocean of brine.

And while writing about agencies, I ve a little something else I want to out of my system:

Why is it that all advertising agencies, sending out their schedules, do not ve a fairly uniform system, giving cor- ct and simplified insertion dates, to- ther with the number of the copy to pear on a given date? Many agencies this now, and to such the average news- per man rises up in gratitude and calls em blessed. But there are some that em to make up their schedules with e primary end in view of getting the blisher "bumfuzzled" as to the proper py to insert. We regret to say it, but rned if it don't look like it is done rough design to get the newspaper man ossed in his signals, make a mess of and then give the agency a basis for demand for a "make-good" insertion.

he following is not an exaggeration of me of the problem-schedules received: "Beginning the second week after the ceipt of necessary cuts, insert ad No. LY3, on Wednesday, alternating with LJ3, scheduled to appear on the first ednesday after the first full moon in ch month. After the first four inser- ons omit the second week of the third onth. Then beginning on the fourth onth, insert the first twenty days. Then ter three insertions of 3YLJ3, holding py No. 3JLY3, until the next sched- ed date after the three consecutive in- rtions of No. 3YLJ3. You will then ntinue schedule in regular order, alter- ting the copy the first two weeks and e last week of each month."

For the average man to figure out com- exities of such an order requires two lendars, and almanac, an adding ma- ine, fountain pen, lead pencil, three asers—yes, it will take more than ree erasers—two paper clips, nine as- rin, two hours of mental anguish and the services of a reliable bootlegger,— who dispenses triple run stuff from charred kegs—and following which the newspaper man is unfit for any more work for the day. And then, after all this travail and tribulation, he will receive during the course of the following month a letter from the agency advising him that every ad has been inserted exactly backwards. That he not only inserted 3YLJ3 on the days that 3JLY3 should have appeared, but that they were inserted on the wrong Wednesdays.

Then is when it happens that a fellow's hair, as luxuriant as that of the Seven Sutherland Sisters and almost as long, begins to slip and perspiration as large as green plums begins to exude from his epidermis. And all this without excuse or extenuation—for if over one-half of the agencies can submit readily understandable schedules, why not all? Would it not be easier for the agency have a man sit down and figure out a schedule and have it exactly right, than it would be to send out these 'problem schedules' to hundreds of newspapers and have the publishers thereof to waste their time and energy in deciphering, only to be informed later that they have pulled a boner, with the accompanying request for make-good insertions? The publisher not only loses his time and energy in working the puzzles, but he also loses the space the ads occupy as well.

A fellow is supposed to show some signs of intelligence after he has been in the newspaper game 25 or 30 years, but damned if he doesn't feel like he's a *non compos mentis*, after he gets through with one of the "problem schedules" referred to.

It appears that concerted action on the part of the press and a little co-operation on the part of agencies would do much toward the elimination of the practice, and give the agencies better service.

Here's hopin' for the best.

FRED I. MASSENGILL,
General Manager,
Terrell (Tex.) *Daily Tribune*.

NEWSPAPERS LIBERAL TO CHURCH NEWS

Rev. Stelzle Reports Many Stories Released by I. A. A. Departmental Printed—Outlines Year's Work

The extent to which newspapers, advertising clubs, radio stations and outdoor advertising agencies have co-operated in the dissemination of religious information is outlined in a report of the year's activities of the Church Advertising Department of the International Advertising Association, just issued by the Rev. Charles Stelzle, chairman of the department.

"Thousands of stories and many hundreds of editorials were printed in co-operation with its plans," he said.

This entire work cost the department only $6,000, Mr. Stelzle reported. No salaries were paid and the department operated mainly through the 200 advertising clubs connected with the International Advertising Association and the local church federations in the various cities.

Wide newspaper publicity was given to a questionnaire on religious beliefs, and also to a study of religious beliefs of college students, which indicated that students as a whole were more sympathetic toward religion than the public at large, said Mr. Stelzle's report.

The department is arranging for a series of conferences at the Denver Convention of the International Advertising Association the latter part of this month, during which psychology of church advertising. newspapers, letters, illustrations and co-operation in church advertising will be discussed. Paid newspaper advertising by the churches will be featured.



Distributing Tobacco Products in—

ILLINOIS—

National advertisers of Tobacco products should always include Illinois on the list of major markets. In this compact territory over 2500 wholesale and retail dealers sell and distribute exclusively cigars, cigarettes, etc.

In every city you will find representative dealers ready to co-operate and feature the well advertised brand.

The newspapers listed below can furnish you with such lists of dealers that are located in their respective trading area. They can help you with your distribution campaign. Ask them to help you.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Alton Telegraph.....(E)	11,035	.05	.05
†Aurora Beacon-News.....(E)	19,440	.07	.07
**Belleville Advocate.....(E)	6,840	.03	.03
†Chicago Daily Journal.....(E)	125,007	.26	.24
**Freeport Journal-Standard.....(E)	9,791	.05	.05
†Joliet Herald News.....(E)	20,107	.07	.07
†Mattoon Journal Gazette.....(E)	5,857	.04	.04
**Moline Dispatch.....(E)	12,292	.05	.05
**Monmouth Daily Review Atlas..(E)	5,574	.035	.035
**Peoria Star.....(S) 23872 (E)	31,103	.085	.07
**Waukegan Daily Sun.....(E)	5,666	.035	.035

**A. B. C. Statement, March 31, 1927.
†Government Statement, March 31, 1927.

I. T. U. COUNCIL FIGHTS TO HOLD POWER

President Howard's Failure to Submit Question to A. F. of L. for Arbitration Likely to Bring Dispute to Convention Floor

Details of the controversy which has waged since last fall between President Charles Howard and the executive council of the International Typographical Union are given in a full-page statement in the current issue of the *Typographical Journal*. Basic elements of the international union's policy are involved in the dispute, which is likely to continue until the next convention, which meets in Indianapolis beginning Aug. 8.

The gist of the statement, which is in the form of an editorial, follows:

On Nov. 1, 1926, there was a change in the presidency. At that time there were 25 organizers who had been appointed by retiring President Lynch, the appointments having been approved by the executive council. President Howard instructed 12 organizers to cease work, unless advised of reappointment, to accomplish a reduction in the number of organizers. The other four members of the executive council took issue with the president, and said that such action could only be taken by the council itself.

On Dec. 9, 1926, the four majority members of the council endeavored to devise a plan to solve the controversy, which they said had arisen because President Howard refused to permit the executive council to function under authority of the constitution of the International Typographical Union.

In the January issue of the Typographical Journal, President Howard offered to submit the controversy "to any fair agency upon which the council may agree."

The four members of the Council offered in February to submit the question to the executive council of the American Federation of Labor.

The March Typographical Journal contained President Howard's suggestion that the four members of the Council ascertain if the executive council of the American Federation of Labor would assemble to hear both sides present their arguments.

Immediately after this offer of President Howard was made known, Vice-Presidents Brown and Hewson went to Washington and conferred with President Green of the American Federation of Labor, who told them that, if both sides were willing to submit the case, the Federation council would be polled or the request could be submitted to the next regular meeting of the Federation council. The two vice-presidents returned to Indianapolis and informed President Howard of the position of President Green. The American Federation of Labor Council convened in Indianapolis on May 10, 1927. Anticipating this meeting, the four members on May 6 submitted to President Howard their formulation of the controversial question:

"Is the President of the International Union correct in his opinion that the Commissions of representatives of the International Typographical Union expire coterminously with the term of office of the President who appointed them?"

President Howard submitted his counter statement under date of May 12th:

"Did the President exceed authority conferred upon him by the Constitution and Laws of the Typographical Union in reducing the number of organizers?"

On May 16 the four members of the executive council accepted the amended question and requested President Howard to send the question to the executive council of the American Federation of Labor for determination. This he did not do, but left Indianapolis that night. The executive council of the A. F. of L. adjourned the next day, having completed its business.

The four members of the council maintain that the controversy is not a question of the removal or appointment of representatives. They insist that the provisions of the I. T. U. constitution must prevail and that the council as a whole should be heard on all questions over which it has authority.

U. P. MAN BROADCASTS STORY FROM PLANE

Arrival of U. S. S. Memphis Told by W. J. McEvoy by Radio in First Successful Attempt to Report From the Air

For the first time in newspaper and radio history the story of a great event was broadcast by radio from the airplane to a press office at Washington this week.

William J. McEvoy, staff correspondent attached to the Washington bureau of the United Press, reported by radio the final stages of the triumphal progress of the U. S. S. cruiser Memphis up the Potomac to Washington.



William J. McEvoy

Dr. J. H. Dellinger, Commerce Department radio chief, whose scientific work had made this achievement possible, assigned his assistant, C. B. Hempel, to accompany McEvoy from Bolling Field in a Ford tri-motor plane. The Ford Company of Detroit, to aid in this demonstration, had permitted the Government to equip its ship with the necessary radio apparatus.

Sitting in a wicker chair in the spacious cabin of the Ford air liner with seven other passengers, McEvoy spoke into a transmitter identical with those employed by telephone operators. His description of the voyage of the Memphis up the Potomac was sent out on the air through radio apparatus aboard the plane and picked up at the Commerce Department Radio Station at College Park, Md.

The College Park station rebroadcast his voice on 375 meters for public reception on ordinary receiving sets. In addition, his voice was put on a telephone wire and carried direct to the United Press office in Washington, where the report was copied just as any dictated story is taken by telephone.

As the plane met the Memphis, it took its course along with other commercial aircraft, flying at an altitude of about 1,500 feet. To permit McEvoy to observe the vessel from all angles and give a complete picture of the movement of Army and Navy planes in the air reception, the Ford machine was maneuvered back to Washington through a succession of circles above the Memphis.

McEvoy's broadcast story was chiefly a description of the Memphis' progress up the Potomac and of the cloud of airplanes darting above it.

A. B. C. GROUP MEETS

The annual meeting and dinner of the Canadian members of the Audit Bureau of Circulations was held in Quebec, Friday, June 10. President P. L. Thomson of the A. B. C. presided. Routine business pertaining to Canadian members was handled.

SUN MAN'S EDITORIAL WIDELY ACCLAIMED

Hundreds Ask Reprints of "Lindbergh Flies Alone" Written by Harold M. Anderson — Prominently Displayed in Stores

Prominently displayed in store windows during the celebration in New York this week were large promotion cards of the *New York Sun* carrying a Sun editorial, "Lindbergh Flies Alone," which appeared in that paper May 21, while the flyer was winging his way across the Atlantic. It was written by Harold M. Anderson, for many years with the Sun.

Hundreds of requests from readers for reprints of the editorial were complied with and 1,000 of the large window cards were distributed.

The editorial follows:

"Lindbergh Flies Alone"

Alone?

Is he alone at whose right side rides Courage, with Skill within the cockpit and Faith upon the left? Does solitude surround the brave when Adventure leads the way and Ambition reads the dials? Is there no company with him for whom the air is cleft by Daring and the darkness is made light by Emprise.

True, the fragile bodies of his fellows do not weigh down his plane; true, the fretful minds of weaker men are lacking from his crowded cabin; but as his airship keeps her course he holds communion with those rarer spirits that inspire to intrepidity and by their sustaining potency give strength to arm, resource to mind, content to soul.

Alone? With what other companions would that man fly to whom the choice were given?

This editorial engraved on a silver tablet was presented to Col. Lindbergh, Thursday afternoon by William T. Dewart, publisher of the Sun. The presentation took place at the Sun office.

Mr. Dewart also presented Col. Lindburgh with an illuminated copy of the editorial, which the aviator immediately turned over to Mr. Anderson, with this endorsement:

"In turn I present this example of exquisite English to its author, Mr. Harold M. Anderson, and with it goes my highest appreciation. Charles A. Lindburgh."

As many members of the editorial and mechanical staffs as could attend crowded into the Sun parlor.

FORM SHEETS THAT SAVE NEWSPAPER WASTE

(*Continued from page* 10)

waste, and poundage of bag waste, with a notation for a report by the superintendent that he has made a claim against the mill for replacement of defective paper. Delays on the first and second presses during the five minutes' run of any edition must also be reported and explained. The paper inventory handled through other channels.

The *St. Paul Pioneer Press*, a morni and Sunday paper, likewise keeps daily pressroom report to the essenti of operation, leaving inventory data f other blanks. The unusual feature of report is the separate provision for report on operation of the color pre operating on comics.

The *South Bend* (Ind.) *News-Time* morning and evening, requires separa daily reports for each edition. Its ou standing feature is the request for i formation on make-overs—the numb and description of the papers, delays press operation due to make-overs, d lays due to other causes and an explan tion of the latter.

Editorial make-over is a subject whic is receiving attention more than ev from the business office during the pa few months. Some keen business exec tives have the cost of make-overs figure to the mill for each department involve and lose no opportunity to warn the ed torial staff that "replates cost money. Several managing editors with whor this topic has been discussed held tha while expenses might be cut by holdin mid-edition make-overs to a minimun there was real danger that a desk wit its mind on the cost of a make-ove was likely to follow the line of leas resistance. Evening papers, the opinion ran, would find its short-sighted economy to save make-over cost at the expens of failing to keep minute-to-minute pac with a rapidly developing story. Thes editors had no objection to a close busi ness-office check on the cost of thei activities, they said, but they did no wish to balance their judgment as to the news value of a story against the "down stairs office" desire to save the 50 cent or dollar cost of a remade page. Wher make-overs are necessitated by editorial or composing room errors, editorial executives and publishers have their own general and particular methods for han dling the situation.

The editor rests easy who puts his paper to bed under the protection of NEA blanket service.

NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
QUALITY NAME SERVICE PRICE
CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

WARREN TRIBUNE
Warren, Ohio

Ask them about it

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

***Reaching* WOMEN**

THE Sun's large circulation among the women of New York is due mainly to its well-rounded Woman's Page, its helpful Food Page and the thoroughness with which it reports the many phases of social, political and business life of interest to women.

The Sun



Our Own World of Letters

By JAMES MELVIN LEE

ESPECIALLY appropriate as a title for the booklet written by Henry Justin Smith and published by the *Chicago Daily News* would have been "Our Own World of Letters." Instead, Mr. Smith has chosen "Genius on Newspaper Row" for his story of the "delicate, or wayward, or explosive natures involved with that powerful engine, that monument of propriety, that pyramid of rules and regulations, the daily newspaper." In other words, the booklet is the story of newspaper men who have achieved success in the field of literature. Of them Mr. Smith speaking in general terms, comments as follows:

> If one takes a trip through biographical literature, he will be surprised to find how many writers of great gifts, men on the threshold of lasting renown, have experimented with the newspaper as their medium. Some because they simply must be published somewhere, or die; others, because they must receive cold cash regularly, or starve; a few others, because editorial lion-tamers have tried to build iron cages for them. The experiment, however motivated, has usually ended in failure. As well seek to harness a roebuck to a treadmill as try to bind a poet to the gears and wheels of a modern Daily Thunderer. On the other hand, it has been in journalistic surroundings that many a writer has passed years remembered among his happiest—those bitter but ecstatic years of struggle and growth. And the despised, but eagerly accepted weekly dole has been like a pair of water-wings, furnishing to the man of genius his only means of swimming in the surf of competitive civilization.

Mr. Smith passes by the pioneer printers who achieved success in letters in the colonial period of American history and starts in at about the beginning of the nineteenth century—when Walt Whitman was editing the *Brooklyn Eagle*, to be exact. Of Whitman this pen portrait is given:

> There emerges from a little house on Myrtle Avenue, Brooklyn, a tall man of 27, a rugged figure with straying black hair, full beard and shirt open at the neck. Serene of aspect, but with a glint in his blue eye, he lounges along the street, pausing to talk to workmen, peering into the windows of shops, watching the birds in their flight. Perhaps the notion takes him to sit by the roadside for an hour or two, thinking. It is, at least, a matter of no hurry to reach his office, which lies a long mile from his home. The paper may go to press or not, for all he cares. Others of his staff may have been at work since an early hour; but it is toward noon before his leisurely progress brings him to the door of the newspaper "plant." And after a short time at his desk he will again go tramping, dreaming, maybe writing a little, maybe not.

Whitman is quoted as making this remark about the days when he edited the Brooklyn Eagle, "I had one of the pleasantest sits (situations) of my life—a good owner, good pay, easy work, and convenient hours." Mr. Smith believes that it was the vagabond element in Whitman, the inability to do routine things well, which explains his departure from the news-factory.

Mr. Smith pays a nice tribute to the campaigns which Whitman conducted while editing the Eagle and then mentions some of the later connections which Whitman had with the press as he sat in the editorial chair of the *Brooklyn Times*, the *New Orleans Crescent* and his own radical paper, *The Freeman*. "Journalism passed into new phases," to quote from the booklet, "enterprise and persistence won it a formidable role in American life, but journalism did not, could not, take Walt Whitman with it in its orbit."

The next genius on newspaper row to be mentioned by Mr. Smith is Edgar Allan Poe who won fame on Park Row by his balloon hoax story sold to the *New York Sun*. This hoax told how a flying machine had crossed the Atlantic in three days. The press of today has just printed the truth of such a flight. Of Poe, Smith remarks, "Truth in the abstract, sincerity in art, he cherished; but for little things like the facts of an event he cared nothing." In other words, he would not "fetch and carry." Poe's affection for printers' ink and for the odor of a newspaper shop is then taken up in the booklet.

Mr. Smith then moves on to another period and passes to a different section of the country where he finds another genius on newspaper row—two, to be exact, Bret Harte and Samuel Clemens. Harte, so Mr. Smith tells the reader, had neither the ability nor the temperament for the newspaper grind and never could be depended upon to supply copy on time to his printers. Samuel Clemens, on the other hand, "was a real newspaper man, capable of back-breaking toil and with a polemical eye toward public abuses."

Clemens worked on The *San Francisco Call* and has left this glimpse of his routine assignments:

> "At nine in the morning I had to be at the police court for an hour and make a brief history of the squabbles of the night before. They were usually between Irishmen and Irishmen, and Chinamen and Chinamen, and now and then a squabble between the two races, for a change. During the rest of the day we raked the town from end to end, gathering such material as we might, wherewith to fill our required columns; and if there were no fires to report, we started some. At night we visited the six theaters, one after the other, seven nights in the week. We remained in each of those places five minutes, got the merest passing glimpse of play and opera, and with that for a text we wrote up those plays and operas. . . . It was fearful drudgery—soulless drudgery—and almost destitute of interest. It was awful slavery for a lazy man."

The next genius on newspaper row upon whom Smith turns the literary spotlight is Lafcadio Hearn. It is of him that Smith writes as follows:

> Cincinnati, of all places in the world! W. D. Howells had worked there, but even that fact leaves the Ohio metropolis pretty barren of literary tradition. It was an odd wind-current of destiny that blew to the crude Cincinnati of the '70s so alien, so delicate, a being as Lafcadio, and one reads with a shade of doubt the stories of his beginnings there. Too much like the conventional tale of the "cub who gained fame at a bound" is the standard account, which runs something like this:
>
> There came to a news-room, undoubtedly that of the *Enquirer*, a shabby, shrinking figure. Newspaper experience? No. Special ability? None. There was no job for him, but the busy editor permitted the stranger to sit about the office, and there he sat, patiently, day after day, never given an assignment, scarcely ever addressed. And then, just as happens in the fiction magazines, a great fire broke loose. The older men were absent; the shadowy Hearn was the only hope. In despair the editor sent him out; in triumph the "cub" returned; and next morning, so the story ends, all Cincinnati talked of the magnificent description Hearn had written.

Hearn, too, hated the routine of the news-room. But he continued to cling to his poor little meal ticket. "In the small hours of the morning, with the discarded papers and proofs of the night's work around him, he would sit in the office torturing his lame eyes under a gas-jet, while he translated Gautier." Smith then tells about Hearn's newspaper farewell in Cincinnati and describes all too briefly Hearn's editorial connection with the *Times Democrat* of New Orleans.

From New Orleans Smith returns to New York to sketch the portraits of the bright young men who in the early '90s were working for Dana on the *Sun*. Of that paper Smith chats as follows about its style in presenting the news:

> The Sun style of news article used to be held up before us beginners as the perfect model; just as the short magazine story of that period, sparkling, terse, canny, and invariably leaving a "good taste in the mouth," was thought to be a permanent work of art, instead of only a painted tin can, doomed to the rubbish heap. The influence of the "Sun crowd" upon American newspapers was, nevertheless, very great for a time. It did, at least, touch greater rhetorical polish and shrewder insight; but it represented only a compromise, after all; an adjustment of certain willing minds to the limitations of the newspaper; a half-hearted attempt by newspaper editors to give genius its fling. And, in vivid contrast with the Gallagher and Chimmy Fadden sort of writing, there was in the New York of that day a young experimenter who, trying as hard as any of them to make a living by reporting, could not bend his talent to meet the taboos of the time, nor swallow its success maxims.

The young experimenter mentioned in the quotation just made is of course Stephen Crane, who "sat about one newspaper office after another and contrived phrases which appalled yet fascinated editors, and which one would gladly read today; but as often as he produced them, they fell before the rigid pencils of copy-readers who 'knew what was what.'"

Yet Crane was, as Smith points out, a real genius of newspaper row.

From New York Smith jumps to his own windy city of Chicago. Here possibly he is at his best as he paints the vignettes of such men as Eugene Field, Peter Finley Dunne and George Ade—good soldiers as well as star writers. In Smith's opinion there was never a better writer of news leads than George Ade. Of course Smith can't help mentioning other newspaper men of letters who worked in that old building on Wells Street which housed the *Chicago Daily News*.

Of course such men as William Cullen Bryant and John Greenleaf Whittier are not overlooked, to say nothing of such members of the working press as Frank Stockton, Charles Dudley Warner, Frank Norris, Ambrose Bierce, O. Henry, and "among the revolutionaries of a later period the dour features of Leon Trotzky."

As one turns the pages of this booklet

in
Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

Space is space—but the BEST Classified Advertising publicity justifies its daily appearance in your newspaper

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

Largest Newspaper West of Chicago

500,000 Copies DAILY

The KANSAS CITY STAR

Largest Circulation and Largest Volume of Advertising of any Daily west of the Missouri river.

LOS ANGELES EVENING HERALD

REPRESENTATIVES
Chicago, JOHN M. LEDERER, 910 Hearst Bldg.
San Francisco, A. J. NORRIS HILL, 610 Hearst Bldg.
New York, HERBERT W. MOLONEY, 604 Times Bldg.

Thorough Coverage in One of the World's Richest Buying Centers—Coupled with the Ability to Produce Results

Pittsburgh Gazette Times
(Morning and Sunday)
AND
PITTSBURGH CHRONICLE TELEGRAPH
(Evening except Sunday)

These newspapers in News and Advertising have the confidence of their readers. Their readers have the power to purchase.

Sold Singly or Combined

URBAN E. DICE, Nat'l Advg. Mgr.
Gazette Square, Pittsburgh, Pa.

E. M. BURKE, Inc.,
1457 Broadway, New York.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.

R. J. BIDWELL COMPANY,
742 Market Street, San Francisco, Cal.
Times Bldg., Los Angeles, Cal.
White-Henry-Stuart Bldg., Seattle, Wash.

South America's Greatest Newspaper

"Buenos Aires IS the Argentine Republic"—

"If you introduce an article in Buenos Aires it is introduced in the whole of the Argentine."

"We know that LA PRENSA has a larger circulation than all the local papers put together, and that this circulation is amongst the very best class."

(Extract from letter written by the distributor in Argentina of important American products, urging his principals to place their advertising in LA PRENSA—)

National sales and distribution in Argentina can quickly be attained by advertising in LA PRENSA.

JOSHUA B. POWERS
Exclusive Advertising Representative
250 Park Avenue New York

ROTO-GRAVURE Sections for Newspapers & Magazines

STANDARD Gravure Corporation
LOUISVILLE, KENTUCKY

he reaches the point where Smith sets forth the conclusion that the work of journalism and that of pure literature are irreconcilable. On this point Smith comments as follows:

A good deal of rhetoric has been spilled about the alleged kinship between literature and newspapers, but mostly, I fear, to little purpose. It is true that journalism may partake of the artistic motive. To the extent that it looks eagerly upon human life, seeking to perceive and to picture the tremendous facts of that tragedy, it parallels the efforts of sincere poets, fictionists, and historians. But when the research ends, and the report is to be made, the two methods, journalism and art, begin to diverge. Art selects; journalism completes. The newspaper offers "all that's fit to print," while literature retains only those facts essential to beauty, vigor, or harmony. It is useless, then, to expect great literature in your newspaper, except by what might be called a happy accident. It is equally vain—and has been proved so—to expect that men born to detect the great symbolisms in life, or men able to portray beauty in the abstract, or men to whom an original phrase is more important than a set of facts, shall be more than a perishable part of the newspaper edifice.

Here is something that Smith would like to have every reader underscore word by word:

Some of us, so long as we live, will never abandon the old-fashioned but thrilling idea that good writing for newspapers is worth while. We shall wag our grey beards furiously at every fancied opponent. We shall break our lances against every windmill.

We love fine, sincere, exceptional work, and we despise mediocrity. We hate with all our power of hatred every sort of easy, imitatve, complacent, patented, bunk-filled pseudo-literature, and we loath equally the conditions responsible and the men who teach that sort of writing. Rather than see our newspapers robbed of every incentive toward literary excellence, I would gladly help to dump the entire world supply of print paper into the nearest ocean. Rather than see all our honest and brilliant writers driven from the profession, I would yield the news-field to the radio and the Pathe Weekly.

Smith has another important point that he would like to offer:

Newspaper row would be a dull and unprofitable place if genius no longer glittered there. But such a time need never come. Should stone walls be built against the employment of the most promising, or the most noted men and women by newspapers, should there never again be a famous name on a newspaper pay-roll, there would remain genius of another sort—that authentic and not ignoble sort of genius which consists of an unerring sense of news values, a tremendous passion for collecting the great novelties of human life, combined with adequate talent for presenting them. Who will deny the label of "genius" to a Pulitzer or Dana, to whom newspaper work was the most glorious of careers? And similarly, what would be the justice, or the sense, of crying down that immense and constantly recruited army of newspaper people who never hope to be known by name, or to own even one share of stock in anything, or to have the happiness of publication with a brass band?

The conclusion of this comment may well be the concluding paragraphs of the booklet:

The newspaper business, despite the procession of occasional heroes, has no hall of fame. It has only "morgues," as we call our libraries, in which, spread across millions of unsigned pages, lie the embodied inspirations, the fugutive hopes and delights, the verbal inventions, the results of tireless research, to which an unmercenary and modest legion of men have given the best of their youth.

To men of their humor fame would be a nuisance, and wealth an anaesthetic. Nothing better can be done for them then to say, "Good work." And we try to attend to that. But it is not very often that a letter comes to a newspaper office praising an unsigned article; the applause of the public goes, here as everywhere, to the few who already have glory enough. I ask you to remember, along with the historically great on newspaper row, those others who exhibit, within very small circles, the greatness of loyalty, reticence, and devotion to reality.

* * *

HOUGHTON MIFFLIN COMPANY of Boston has just brought out an American edition of "The Truth About Publishing" by Stanley Unwin, one of the most successful of the younger book publishers in England. The preface to the American edition is contributed by Ferris Greenslet, who also scatters along through the text pungent editorial notes for the benefit of the American readers.

The volume, of course, limits itself to book publishing. But it is not without practical value for newspaper publishers, literary editors, and even leg men. Comprehensive in its mode of treatment, the volume is really a text-book of book production and publishing practices.

The volume opens with a chapter on "The Arrival of Manuscripts" and concludes with one on "Publishing as a Profession." In between are chapters dealing with estimating the cost, chief factors that determine the price, agreements with authors, preparation of the manuscript for printers, selling the books, publicity, and other aspects of the business. Of these chapters the one to be marked for special reading is Chapter VIII. This takes up the question of publicity. In speaking of blurbs, Mr. Unwin says that they must have news value if they are to attract the newspaper editor. What is said about review copies is right to the point, especially the selling of review copies after books have been reviewed in newspapers.

On the subject of newspaper advertising of books Mr. Unwin comments as follows:

The ordinary advertising expert is of very little assistance to the book publisher. On that point, at any rate, most publishers who have made the experiment of employing one will agree. The problems that the ordinary advertiser has to face are different in many essentials, as advertisement agents often discover for the first time when suddenly called upon to apply their expert knowledge to books. In the first place, there are very severe limits to what it is possible to spend on any one book, because the turnover of any one book is so limited. A publisher is dealing with pence where the seller of a staple commodity is dealing with pounds. Again, and this is a most important point, the demand for publishers' wares is seldom repetitive, like the demand which successful advertising can secure, for, let us say, soap or cigarettes. If "No. 13 soap" is actually found to be "unlucky for dirt," further tablets will be bought and used by the customer who has been induced to try the soap as a result of an advertising campaign. As a rule, one copy of a book satisfies the demand for the book on the part of the particular customer who has bought it, and (alas!) will probably also satisfy the demand of the many friends to whom he is sure to lend it. There is an added difficulty, and that is that we may nearly all be potential buyers of some particular brand of soap, but there are few books of where more than an infinitesimal fraction of the public can truthfully be regarded as potential purchasers.

Some newspaper offices are criticized for being incapable of setting a book advertisement decently. This is the part of the text that should be read by newspaper publishers. The general conclusion reached is that it pays to advertise a book if it shows signs of being successful without advertising. But it does not pay to use newspaper space at all extensively to advertise a book that shows no signs of catching on. Mr. Unwin uses the phrase "not extensively" because some advertising is strictly necessary to inform librarians, book sellers and others of the existence of the book.

Of course the volume was written not for newspaper publishers but for literary workers. If the latter read it they will be more sympathetic in their attitude toward book publishers.

* * *

THE UNION TRUST COMPANY of Cleveland puts out an interesting magazine known as *Trade Winds*. The current issue contains some plain words on advertising by D. W. Hall, secretary and treasurer of the Addressograph Company, whose article is headed "Taking the Bunk Out of Advertising."

The following quotation shows the general mode of treatment followed in the article:

Too many firms are just advertising, and they are apparently satisfied. One advertisement follows another, just as one hole follows another in golf. But how many business men do you see worrying and straining to make each advertisement accomplish something definite—bring in real returns—carry them forward without any wasted strokes to the next advertisement?

Another pungent comment made by Mr. Hall is:

In a nutshell, not enough money is being spent on advertising today—and too much money is being wasted.

Specific illustrations are given in the article but they are too long to quote. While the article in general contains a good deal of common sense, one can't entirely escape the feeling that even this article contains a little bunk. Fortunately this bunk is obvious to newspaper publishers.

* * *

SOME of the recent books relating to the press of Japan are reviewed in *The Bookman* for June by the conductor of this department. All of the books, of course, have been mentioned more in detail in this department.

* * *

THE pamphlet. "The Battle for a Free Press," contains the addresses by Frank B. Noyes, President of the Associated Press, and by Henry J. Allen, former governor of Kansas and a member of the Associated Press for the *Wichita* (Kan.) *Beacon,* delivered at the 27th annual meeting of the Associated Press held in New York in April. These addresses review the origin, history, and development of co-operative newsgathering in the United States. The one by President Noyes contains historical material not found elsewhere and makes a valuable contribution to the literature relating to the scrap between the Western Associated Press and the old United Press. The latter was an organization quite different from the association that today bears the same name. The address by former Governor Allen is less historical in character and deals with present day achievements of the Associated Press.

* * *

FAMOUS for its community service is the *Janesville* (Wis.) *Daily Gazette.* In the fall of 1922 it established its Community Service Department. One of the things it sponsored was the Good Times Club, an organization for boys and girls in rural and small town schools. At the close of 1926 this club had 280 school branches.

To supplement the work of the Daily Gazette in this field, Florence Slown Hyde, the Community Editor of the Daily Gazette, has compiled "The Good Times Club Recreation Manual for Home, School and Community." The title of the brochure sufficiently describes the contents.

In describing newspaper reading in the home Miss Hyde makes the following passing remark:

It is unfortunate that the newspaper reading of many children is confined to the comic supplement of the Sunday paper, and that many parents do not take into consideration the welfare of their children when bringing a newspaper into the home. If all children were given an opportunity and taught how to read with profit a good, clean daily newspaper, the doom of the sensational scandal purveying sheet would be sealed. The more general reading of the right kind of newspapers would result also in higher ideals of living and a more active and intelligent voting citizenship.

The brochure sells for $1 a copy and may be obtained from the Daily Gazette, Janesville, Wis. This is a ridiculously low price in view of the service it may render a newspaper by way of promoting extramural activities that link subscribers closer to the newspaper.

* * *

AN editorial in the New Republic—"The Magic Of Publicity"—tells how the public "which is nourished by the newspapers" responded to a wholesome impulse when it took such a spectacular interest in the transatlantic flight of Charles Lindbergh.

The general trend in mode of treatment is illustrated by the following quotation:

Of course, the outstanding individual who has been magically transformed by virtue of a single exploit is Lindbergh himself. The resulting publicity, which makes the life of the Prince of Wales look like that of a cloistered recluse, has wrought a miracle in him. His opinions, which in April would have had the commercial value of those of a thirty-dollar-a-week reporter, command for the moment more attention and a greater price than those of Lloyd George plus those of George Bernard Shaw. His salutation confers credit on great and time-honored things, just as Gloria Swanson confers credit on a cold cream by a testimonial in its favor. He somehow adds to the potentialities of the potentates whom he visits or the cities on which he descends or the Derbys which he patronizes.

* * *

VOL. 1, No. 1 of the *Printing Teacher* has just come to my desk. This is to be the official publication of the New York State Printing Teachers' Association and is edited by Harry P. Bohrer of the Monroe High School of Rochester, New York. The leading article, "Problems of a Printing Teacher," is from the pen of Merritt W. Haynes of Jersey City, N. J.

* * *

LOUIS WILEY, business manager of the *New York Times,* has issued in printed form his address, "The Newspaper as an Educator," which he recently delivered before the Alumni Association of Alfred University.

NEWSPAPER LIBRARIANS TO MEET IN TORONTO

Will Convene with Special Libraries Association June 20-22—William Alcott, Boston Globe, Is Program Chairman

The Special Libraries Association will hold its annual meeting at the King Edward Hotel, Toronto, June 20-22. Sessions of the Newspaper Group will be held Monday and Tuesday afternoons, June 20, 21, with William Alcott, librarian of the *Boston Globe,* as chairman.



WILLIAM ALCOTT

The program follows

MONDAY AFTERNOON

1. "Review of the Year," John H. Miller, chairman, librarian of King Features Syndicate, New York.

2. REPORTS. Secretary-treasurer, Maurice Symonds, librarian, *New York Daily News.* Committee on Membership, Anna Koffman, *New York Times* Index. Committee on Ethics, Paul P. Foster, director, Reference Department, *Philadelphia Bulletin.* Committee on Classification, Joseph F. Kwapil, librarian, *Public Ledger,* Philadelphia. Discussion.

3. ADDRESS. "What the Editorial Executive Expects of the Newspaper Library." By Lee A. White, *Detroit News.*

1. REPORT. Committee on Methods, Agnes J. Petersen, chairman, librarian. *Milwaukee Journal.*

2. DISCUSSION.

3. ADDRESS. "Newspaper Copyright, with some practical Suggestions," by Thorvald Solberg, Register of Copyrights. Discussion.

4. ADDRESS. "Canadian Newspapers and the Library," speaker to be announced.

5. BUSINESS. Report of the Nominating Committee, Joseph F. Kwapil, Chairman. Election of Officers.

Other newspaper speakers during the convention will be Hector Charlesworth, editor, *Toronto Saturday Night,* and Florence Wagner, *Wall Street Journal* librarian.

An agency speaker will be Mary Louise Alexander, research department, Barton, Durstine & Osborn, New York.

SIX WIN SCHOLARSHIPS

Annual Awards Announced at Pulitzer Journalism School

Scholarship awards in the Pulitzer School of Journalism, Columbia University, for the year 1927-28 have been made public by Dr. John W. Cunliffe, director of the School.

Two Sackett scholarships of $300 each, awarded by Col. H. W. Sackett annually to those students who attain the highest proficiency in the Law of Libel course given by Col. Sackett were given to Miss Margaret Cosses and Lewis Schellbach. These are graduate awards, enabling the meriting seniors to return for a Master's degree. Col. Sackett is counsel for the *New York Herald Tribune.*

Margaret Lloyd and Alfred Britton, members of the Junior class, won Faculty Scholarships. These pay tuition for the second year of work and are awarded on a basis of proficiency in the class room, honorable conduct, and ability.

The Katherine McMahon Scholarship of $75 to the student in the first year of Journalism who has been deemed the most deserving has been awarded to Haig Garbedian.

Mary D. Ronan was awarded the Women's Press Club Scholarship, which is also given on a basis of merit.

SHOP TALK AT THIRTY



By MARLEN PEW

IT is always a pleasure to tell the world about Millie. For more than 20 years as a newspaper executive I have had faith in women to do reportorial jobs, and some desk jobs, as well if not better than men. Some women reporters I have known could do more to get for the paper what I wanted the paper to have than half a dozen pompous young males of the staff who ate up their energies in hard-boiled posing and were wont to look askance at the "sob-sister." Experience, therefore, gives me fine respect for newspaper women as a class and Millie was a particular genius.

* * *

MY reference is to Miss Mildred Morris, known to many newspaper people over the country and now, I believe, engaged in free lance magazine writing. Slight of figure, with a great mop of blazing red hair, nervous and temperamental, one would not select her to withstand the rigors of newspaper work, yet she possessed remarkable vitality. Her mind was throughly debunked and while she cultivated a bitter contempt for the world's shams and frauds and cried out against injustice in any form she had a delightful sense of humor and could not be held for cynicism. Her ability accurately to judge human nature at first glance was to me a revelation. Millie was never taken in by four-flushers and could scent a double-crosser from afar. She wrote a brilliant news story and her ability to cover any kind of assignment was nothing short of remarkable. She was at her best when allowed to take her own head on a story and her specialty was in scooping. Newspaper men feared her when she opposed them on a story, and not without reason.

* * *

ONE experience with Millie will convince shop talkers that she is a reporter extraordinary and one calculated to make a newspaper show signs of life. We sent Millie, one day, to a distant state to cover the trial of a woman charged with murder. It was a celebrated case. She had made friends with the defendant within a few hours after her arrival and in no time had induced her to write a "by-story" of excellent value. For two or three weeks Millie flooded us with copy, covering the case with distinction and against the competition of two or three men assigned to the job by rivals. After she had cleaned the story up shipshape Millie journeyed on to another state where another woman was about to be tried in a notorious murder case. An alleged confession was in the hands of the district attorney. No newspaper had had it. Millie made friends with the aged judge who was to hear the case and through him arranged to get a copy of the alleged confession, giving it publicity for the first time. She covered the hearing unaided, with first-class stories, and I have heard that part of the time she sat with the judge on the bench during the trial. She announced, correctly, the verdict several minutes before the jury had returned to the court-room to report its finding. I assure my readers that Millie would not have flashed this news unless she had known what the verdict would be. There would be no question about it. She could always wait to get things right. It was a long and exhausting trial and Millie was advised to take a vacation and for several days she dropped out of sight, but presently wired that, through her friend the judge, she had made the acquaintance of a famous physician who could tell the story of how he had kept John D. Rockefeller in good health for more than half a century. We took in the story and it proved to be a health article that any editor would take pleasure in giving a place on page one. Millie returned to the office next day with another suggestion. She had received from the doctor an introduction to Mr. Rockefeller. Within a few days Millie had produced an excellent interview with the aged millionaire. In my newspaper experience I have never known man or woman reporter who could compete with Miss Morris in the gentle art of making friends among interesting people and inducing them to yield what a newspaper wants from such people, not what such people want newspapers to yield to them. She would not accept confidences. It was well understood that her calls were for the purpose of writing what she could find out.

AFTER all an editor wants a maker of good copy, whether man or woman, and good copy makers are not common, all statements to the contrary notwithstanding. The newspaper women I have known seemed more intent upon delivering copy than is the average man, and in instances more competent to write good copy, at least on certain subjects. Many women take to daily journalism with astonishing ease. I well recall one occasion when a woman who had never had newspaper experience came to my office and told of her domestic plight. Her husband, who had been a member of our staff, had ruined his life with booze and had dragged his family to intolerable poverty. The wife had arrived at the decision that she must be the provider and sought advice. Could she write? She had lived in a newspaper atmosphere but had never turned a line of copy. She would make a stab at it if I would give her the opportunity. We needed a woman to conduct our woman's page. As this woman was an expert housekeeper, good wife and mother, I thought she qualified as an expert, but the question was whether she could express herself in print and pick up the technique of page making. She would try, and for two weeks we drilled her in the work. Because she possessed fine ideas and practical experience in domestic science and was extraordinarily intelligent she quickly caught on and within a month or two was making the best page we had ever had—a page our readers praised to the skies. This newspaper woman, in a few years, had gained a national reputation, her stuff being syndicated to many papers.

* * *

THE "sob-sister" slur has gone too far in newspaper circles. No newspaper has ever lost anything by the publication of sympathetic human-interest stuff and the women who produce such material should not labor under this insult. If one were to count the good deeds of the newspaper press the achievements of women writers would stand near the top. Very unjustly women have never received proper recognition or compensation in journalism and the opprobrium of the hard-boiled brotherhood is not only in poor taste but distinctly unfair. A newspaper which does not show the touch of a woman's hand is like home without mother.

TWO DEGREES FOR WILEY

Wabash College and Alfred University Honor New York Times Executive

Louis Wiley, business manager of the *New York Times*, received the degree of Doctor of Laws at Wabash College, Crawfordsville, Ind., on Monday, June 13, and on Wednesday, June 15, was honored by Alfred University, Alfred, N. Y., with the degree of Doctor of Letters.

Mr. Wiley received his first daily newspaper training on the *Fort Wayne* (Ind.) *Journal* and the *Fort Wayne Gazette*. He was born near Alfred.

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

THE SEATTLE TIMES

Led All Other Seattle Newspapers Year 1926 in

Local Display
National Display
Classified
Total

By a Wide Margin

In total Advertising, Times led Post Intelligencer by 5,975,435 lines—not including 426,661 lines in American Weekly.

In total Advertising, Times led Star by 9,647,426 lines.

EASTERN REPRESENTATIVE

THE S. C. BECKWITH SPECIAL AGENCY

New York—Chicago—St. Louis
Detroit—Kansas City—Atlanta

A Human Interest Newspaper

CIRCULATION: Average Net Paid Daily, March 31, 1927, 334,795.

LINEAGE: 69% increase 1926 over 1925.

PRESTIGE: Constantly gaining.

MERCHANDISING CO-OPERATION: Yes.

NEW YORK EVENING GRAPHIC

25 City Hall Place, New York
168 N. Michigan Ave., Chicago

The largest evening paper circulation in Baltimore

151,059

May, *net paid*

May, 1927, sets a new circulation record for daily papers in Baltimore.

The NEWS, with its May net paid circulation of 151,059, enjoys a margin of 24,141 copies over that of the Evening Sun, its nearest competitor.

You reach more of Baltimore through the

BALTIMORE NEWS

Largest circulation of any daily paper in the South



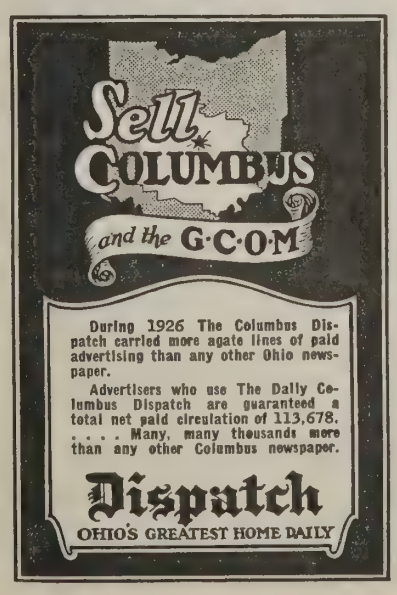
Over 260,000 Homes in Michigan served by Booth Newspapers

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN
50 East 42nd Street
New York City

J. E. LUTZ
6 N. Michigan Ave.
Chicago, Ill.



THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

SECOND DISTRICT I. A. A. PROGRAM READY

Gov. Smith and C. King Woodbridge Chief Speakers at Schenectady Sessions June 22-24—To Urge Radio Departmental

Governor Alfred E. Smith, C. King Woodbridge, president of the International Advertising Association, and Philip L. Thomson, president of the Audit Bureau of Circulations, are included in the list of speakers for the annual convention of the Second District International Advertising Association at Schenectady, June 22, 23 and 24.

A discussion of radio advertising will take place when the proposal of the Baltimore Club that the I. A. A. create a department for radio advertising is introduced. This will serve as preparation for further debate on the problem at the national convention in Denver, Col.

The Second District comprises advertising men and business executives of the states of New York, Pennsylvania, New Jersey, Delaware and Maryland. All clubs have been urged to make their reservations as early as possible. Each club has been invited to designate speakers and they are being assigned either to the general program or to the departmentals that are being planned by Walter A. Bowe, chairman of the program committee.

A newspaper departmental, sponsored by the Association of Advertising Managers of the New York state daily newspapers, is definitely on the program with George Harris of the *Utica Press* in charge. There will be departmentals on retail selling, direct mail and community advertising. Others are tentatively planned.

Among other speakers of note who are slated to be heard are the following: Jules M. Livingston, promotion manager, *Binghamton* (N. Y.) *Press*, "Newspaper Co-operation With Advertisers;" Helen M. Rockey, New York Edison Company, president of the New York League of Advertising Women, "Good Taste and Common Sense in Advertising;" E. Lester Muller, president, Advertising Club of Baltimore, "The Advertising Club's Mission in Every Community;" Gilbert H. Cowan, secretary, executive committee, Lord & Taylor, New York, "Planning an Advertising Forecast for a Store;" F. R. Bush, Bethlehem, Pa., "Advertising in the Smaller Cities;" Dudley M. Diggs, International General Electric Company, Schenectady, "Trademarks and Their Varied Uses;" Gilbert H. Durston, advertising manager, Mohawk Carpet Mills, Inc., Amsterdam, "The Problem of the Class Product."

Others, whose topics have not yet been announced, are E. H. Vallar, merchandising division, Rogers & Co., printers, New York, and Malcolm Muir, vice-president, McGraw-Hill Company.

The convention dinner will be held on the night of June 23, the advertising costume dance and exhibitors' frolic on the night of June 22.

Arrangements have been made to have the New York "On-to-Denver" special stop at Schenectady late Thursday night, June 23, to receive all western-bound delegates.

BERRY PAPERS REPORT

British Group Shows New Profit of £335,753 for 1926

(*Special to* Editor & Publisher)

London, June 4.—Profits of Allied Newspapers, London and Manchester, England, were reported to be less than those of 1925 by £77,570 at the annual meeting on May 24. The chairman, Sir William Berry, said he considered this figure eminently satisfactory, having regard to the troublous times of last year.

The sum of £250,000 was placed to general reserve, which means that, including last year's trading, a total of £776,647 has been placed to reserve account in three years' trading, which, with the sum of £116,106 carried forward, equals nearly 45 per cent of the ordinary share capital.

Adding to the profits for the year the sum of £102,352 carried forward from the previous year and deducting the interest on debentures, preference dividend, and interim ordinary dividend of 5 per cent, there remained £358,106. A final dividend of 7 per cent is to be paid on the ordinary shares, making 12 per cent for the year.

Net profits for the year, after deducting debenture and preference interest, amounted to £335,753.

PRICE LEAVES DAILY TO OPEN STUDIO

Editor & Publisher's Photographer Resigns from New York World to Go Into Busines for Himself —His Long Career

Jack Price has resigned from the photographic staff of the *New York World* to open his own studio in the Salmon Tower Building, New York. Mr. Price is the staff photographer of Editor & Publisher, and will continue this work.

His new venture will be operated under the name of Price Studios, Inc., and it will also have a department run as the Jack Price Photo News Service, handling special assignments for New York and out-of-town newspapers.

In the last 20 years during which Mr. Price has been a news photographer, he has photographed scores of famous people. He is credited with being the first New York newspaper cameraman to persuade the camera shy John D. Rockefeller to have his picture taken. Mr. Price took the picture, but had to attend church with Mr. Rockefeller before he was granted the permission. He has been particularly congratulated for the successful pictures he took of President Wilson and President Taft.

Mr. Price was one of the first newspaper photographers to take pictures from an airplane. He was in two 'plane crashes, and in one of them was painfully injured.

TO SELL SCRANTON DISPATCH

Indications are that in the near future the receiver for the *Scranton* (Pa.) *Sunday Dispatch* will conduct a sale of the property. The creditors met recently and elected a trustee. At that time it was said the assets of the Dispatch were $69,000 and the debts several hundred dollars in excess of that sum. The Dispatch suspended publication six weeks ago.

Supplies—Equipment



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO - NEW YORK - LONDON

PRESSROOM EFFICIENCY

Continuous operation at High Speed, with a minimum amount of waste and finely printed newspapers is efficiency. 90% of all paper breaks can be avoided if your machines are properly blanketed.

We manufacture blankets that will meet any newspaper printing problem in the world.

New England Newspaper Supply Co.

Worcester, Mass., U. S. A.

Cable Address NENSCO, Worcester

Classified

EDITOR & PUBLISHER

Classified Advertising Information

RATES

SITUATIONS (Cash with Order)
1 Time — .50 per line
3 Times — .40 per line
ALL OTHER CLASSIFICATIONS (Cash with Order)
1 Time — .75 per line
4 Times — .60 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Minimum Contract space, three lines. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

ADVERTISING

General Promotion

If You Want More Local Advertising put us to work for you selling our "Worthwhile" Features. Write F. G. Hogan Syndicate, Lemcke Bldg., Indianapolis, Ind., or Kane, Pa.

Supplies

Shading Sheets for Art work and Benday effects. Bourges Service, Inc., 144 West 32nd St., New York.

BUSINESS OPPORTUNITIES

Brokers

Rare Opportunity—Evening paper; exclusive field; middle south; modern equipment; earning dividends; low price and easy terms for quick buyer. Also very desirable weekly and job plant, New Jersey. J. B. Shale, Times Bldg., New York.

Who Wants This Kentucky exclusive county seat weekly? Netted $4,000 in 1926. Machine equipped, excellent plant. Only $5,000 cash necessary. Prop. 1509x. The H. F. Henrichs Agency, 861 First National Bank Bldg., Chicago, Ill.

Trade Journal, established, in good condition, capable of expansion. Gross about $20,000. Asking price, $17,500 cash. Harris-Dibble Co., 345 Madison Avenue, New York City.

Service

To Out of Town Concerns. You can secure all the advantages of a New York address, including the services of established, fully furnished and equipped offices, where your interests, enquiries, callers, literature, mail, or samples will be intelligently and properly handled, for a nominal annual charge. Address (by letter only) Suite 1004, at 1841 Broadway (Columbus Circle), New York City.

EDITORIAL

Syndicate Features

Pawnee Bill—Real story of love and adventure of the only living scout—released August 1—illustrations from Pawnee Bill's private collection. Ordered this week by Times, Okmulgee, Okla.; Sun, Pasadena, Cal.; Times, Seattle and Times, Buffalo. Graphic Syndicate, Inc., 25 City Hall Place, New York.

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

Our Classified Advertising Department has established a record as a result-producer.



How to Simplify your Sales Problem in the South

A great deal of merchandise distributed in the South is still sold thru the jobbers located in the important cities. These jobbers travel their salesmen thruout their entire territory, who call on dealers in the remotest sections, never visited by the advertiser's representatives.

The large southern city newspapers have both city and country wide circulation—and follow the footsteps of the jobbers men in the smallest rural sections.

The National Advertiser who distributes his product thru the southern jobber—by advertising in the city newspapers, can enlist the aid of the jobbers salesmen to push his product with the dealers. At the same time his advertising message circulates in the homes of the city and suburban families.

Concentrate on the New South where earning and buying power is increasing daily—the country's fastest growing market.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
†Birmingham News Age-Herald....(E&M)	124,518	.27	.27
†Birmingham News .....(S)	154,360	.30	.30
*Mobile News-Item .....(E)	13.141	.05	.05
*Mobile Register .....(M)	23 326	.08	.08
*Mobile Register .....(S)	34,630	.10	.10
FLORIDA			
†Daytona Beach News-Journal.....(ES)	9,083	.065	.065
*Florida Times-Union (M) 50,640.....(S)	63,430	.12(S.15)	.12(S.15)
*Lakeland Register .....(E)	7 055	.04	.04
†Miami Herald .....(M)	44.668	.11	.11
†Miami Herald .....(S)	48,751	.12	.12
*Orlando Reporter-Star .....(E)	10.306	.06	.06
*Orlando Sentinel .....(M&S)	10.105	.06	.06
*Pensacola News and Journal.....(E&M)	9 389	.07	.07
††St. Augustine Record .....(E&S)	3 382	.04	.04
*St. Petersburg Independent.....(E)	12,874	.065	.065
*Tampa Times .....(E)	27 813	.08	.08
*Tampa Tribune (M) 41,400.....(S)	53.248	.10(.14S)	.10(.14S)
*West Palm Beach Post.....(M)	12,081	.07	.07
GEORGIA			
*Augusta Herald .....(E)	14.190	.05	.05
*Augusta Herald .....(S)	14.797	.05	.05
†Macon Telegraph .....(M)	25.011	.08	.08
†Macon Telegraph .....(S)	25.011	.08	.08
*Savannah Morning News (M), 21,766.(S)	22,691	.06(.07S)	.06(.07S)
KENTUCKY			
*The Lexington Leader .....(E)	19.739	.07	.07
*The Lexington Leader .....(S)	19.772	.07	.07
†Paducah Sun .....(E)	9.695	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
*Greensboro Daily News.....(M)	30.066	.08	.07
*Greensboro Daily News.....(S)	33,311	.09	.08
*Salisbury Post .....(E)	7,718	.04	.04
SOUTH CAROLINA			
*Columbia State .....(M)	23.096	.08	.08
*Columbia State .....(S)	25,242	.08	.08
*Greenville News & Piedmont.....(M&E)	36 285	.11	.11
*Greenville News .....(S)	25,199	.08	.08
*Spartanburg Journal .....(E)	4.471 }	.05	.05
*Spartanburg Herald (M) 6,943.....(S)	9,048 }		
TENNESSEE			
*Chattanooga Times .....(M)	31.623	.10	.10
*Chattanooga Times .....(S)	31,078	.10	.10
†Memphis Commercial Appeal.....(M)	103 168	.18	.18
†Memphis Commercial Appeal.....(S)	136.115	.25	.25
*Nashville Banner .....(E)	59.574	.11	.11
*Nashville Banner .....(S)	59,843	.12	.12
VIRGINIA			
*Danville Register and Bee.....(M&E)	15.660	.06	.06
*Danville Bee and Register.....(E&S)	20,919	.07	.07
*Newport News Times-Herald.....(E)	8,394 }	.05	.05
*Newport News Daily Press.....(S&M)	5 777 }		
*Roanoke Times & World News...(M&E)	27.321	.08	.08
*Roanoke Times .....(S)	16.912	.07	.07
*Staunton News-Leader (M), Leader..(E)	7,064	.035	.035

* A. B. C. Statement, March 31, 1927.
† Government Statement, March 31, 1927.
††† Government Statement, March 31, 1926.

QUALITY SEEN BASIS FOR ADS

Expert Terms, "Kind, Not Number," of Subscribers Leading Factor in Success

Mere multitude of circulation does not constitute a sure guide for the advertiser looking for a sale for his products, it is the "right kind of patrons" that counts, declared O. C. Harn, managing director of the Audit Bureau of Circulation, at the convention of Association of National Advertisers in the Hotel Statler yesterday.

"I am very glad the question of quality circulation is being raised," said Mr. Harn, "for we have been passing through a distressing era of indiscriminate buying. Circulations of newspapers and magazines have been infected, with no attendant increase in value, but with decided increase in the cost of advertising.

"You advertisers have but yourselves to blame. Publishers do not want to perpetrate this uneconomic thing, but you force them to do it when they find that you select your list of media from the newspapers solely on the factor of having the largest circulation in the town.

"Make the publishers sell you the elements of their circulation. Don't be afraid to buy the smaller circulation if the indications are it has a larger proportion of the right kind of patrons."

MR. HARN points out that the whole is no greater than the sum of the parts.

And he says it is necessary to find out specifically what the *elements* in a circulation are, which make up the total figures.

People who *read* the *best buy* the *best*.

Newspapers which print *exclusive* dispatches written by the best writers obtainable in sports, politics, business, finance, and foreign news, have prima facie evidence of their appeal to the "best element."

The Consolidated Press Association is supplied to a group of dominating newspapers which appreciate *quality-in-quantity* and print the best because they **have** the kind of readers who demand it.

C. P. A. dispatches can be successfully merchandised because they "go where money is."

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Third Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Bulletin Building	19 Rue d'Antin

THIS ISSUE: I. A. A. CONVENTION NUMBER

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1927

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

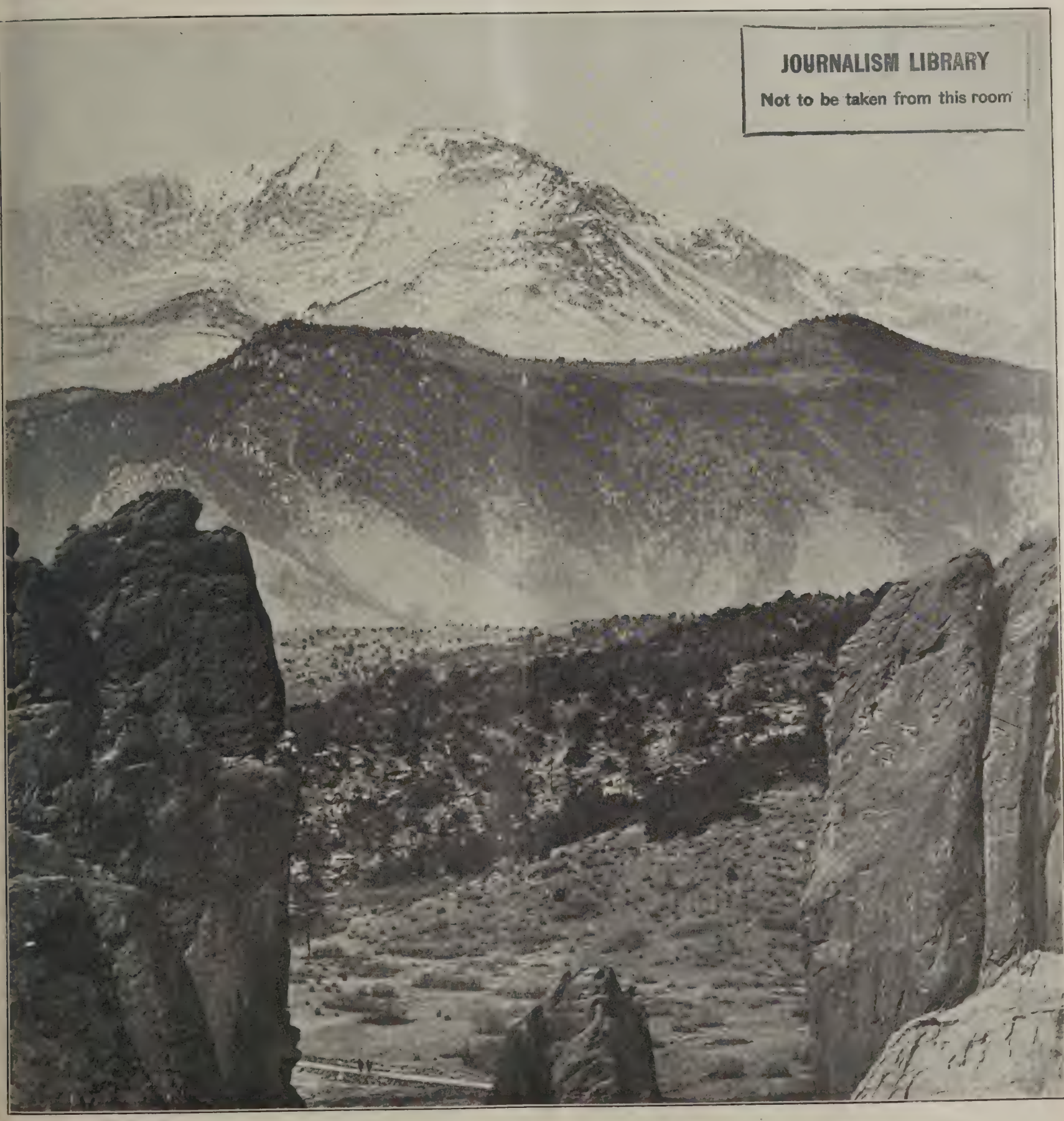
MEMBER A.B.C.

MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 60. No. 5 **NEW YORK, JUNE 25, 1927** By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign **10c Per Copy**

JOURNALISM LIBRARY
Not to be taken from this room



"Advertising At Record Level" As I. A. A. Scales Pikes Peak

Typographical Standards Give added Value to Advertising in

The New York Times

NATIONAL ADVERTISERS have declared that newspaper typographical reform is first among problems to be solved. The New York Times was a pioneer in the adoption of typographical standards. More than a score of important newspapers have adopted The Times standards in whole or in part.

The Times standards provide typographical protection for intelligently planned advertising—and thereby greater productiveness. The purpose of The Times standards is to insure the most attractive newspaper printing possible. The Times incurs an expense to itself of $100,000 a year in the remaking of cuts to achieve its ideal of printing.

A "Manual of Typographical Standards" prepared and published by The Times is now on the press. It is a book of the greatest usefulness to all interested in newspaper advertising production. The price is $1.50. Orders should be sent to The Times Advertising Production Department.

The New York Times.

241 National Accounts Said "Sunpapers Only"

¶ That's just for the month of May!

¶ During that month 241 national advertisers with a story to tell to Baltimore confined their advertising to the Sunpapers. Two hundred and forty-one national accounts realized that in Baltimore it is possible to put all your eggs in one basket—and have them safely delivered to the people you want to reach.

¶ During the twelve months of 1926—one thousand local and national advertisers confined their advertising exclusively to the Sunpapers in Baltimore.

¶ When a thousand point the way to reach a great city of 800,000 people in a manner which is not only effective but economical, there's no excuse for not following the right road.

¶ Speed your message to the homes of Baltimore through the homepapers, the Sunpapers—Morning, Evening and Sunday.

Average Net Paid Circulation for Month of May, 1927

Daily (M. & E.) 254,452

Sunday 198,123

Gain of 2,122 Daily and 6,072 Sunday Over May, 1926

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York
GUY S. OSBORN
360 N. Michigan Ave., Chicago
C. GEORGE KROGNESS
First National Bank Bldg.,
San Francisco

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"



Ask me another—

Which Philadelphia newspaper goes daily into nearly every home, office, store and factory in Philadelphia, Camden and surrounding towns?

3,005,090 people live and buy
in the Philadelphia retail area.
One newspaper sells 546,527 copies daily

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

ol. 60 NEW YORK, JUNE 25, 1927 No. 5

Advertising Compass Swings to Denver As I. A. A. Gathers For 23rd Meeting

essions Will Open Sunday With Inspirational Gathering—Senator Borah Chief Convention Speaker —Advertising's Part in Industry Theme of Four-Day Meet

JNDER the ghostly patronage of "The Man with the Banner," a prehistoric ıdian trader in the pottery of the olorado pueblo dwellers who is claimed y the Denver Advertising Club as America's first advertising man," the osts of the International Advertising .ssociation will meet for their 23d anual convention in Denver from June 26 › June 29.

Denver will put on its convention uniorm—the thirteen-quart Stetson—and opes that everybody else will follow the ashion while the convention program peeds through three days and nights of igh-pressure business with an entertainent schedule that doesn't overlap the usiness sessions, but fills all the interices the business sessions overlooked. nd, of course, Denver always has Pike's eak, and Long's Peak and a hulking, ıouldering army of Rocky Mountain ıammoths calculated to make the Eastner revise his idea that the Woolworth uilding is the highest peak on earth. enver also has a $10,000,000 civic ntre, within easy walking distance of ıe convention hotels, with a Greek ıeatre in which the opening inspirational ssion of the convention will be held unday evening.

And, as the first paragraph hinted, enver has the relics of the first Adversing man in America and will emblazon s token on the official convention badge. s Denver tells the story:

"Thirty centuries ago there flourished the craggy land of southwestern olorado a people now known vaguely as ıe 'basket makers.' They lived and rished and were well nigh forgotten fore the cliff dwellers established emselves and, passing in their time, left hind the prehistoric ruins of the Mesa erde. They made a crude pottery which ıtedates the decorated bowls and ewers the later cultures. They discovered ıd dug turquoise and fashioned the gems to picturesque jewelry. Jet, really a illiant lignite, was used in their coarse ıd unrefined ornaments. They made basts and grew corn. They lived between e period of the discovery of fire and e time of iron.

"Into their ancient pueblos came visirs from the south, bringing the bright athers of the macaw and branches of lm. And one day there arrived a ıder who had found his way from the est, across the wilderness and desert that ancient day, to barter sea shells r their turquoise and jet.

"High on a rocky wall in La Sal canon ere still stands the sign manual he ined—the awkward figure of 'The Man ith the Banner.' It was notice to the sket-makers that he had come to exange his wares for theirs.

'So goes the story as archaeologists d ethnologists have reconstructed it. d in its support the Advertising Club Denver will exhibit in the Hall of spitality the shells of abalone and ella, which could only have come from what is now the California coast, but which were found deep in the prehistoric ruins of the Mesa Verde, where only the basket-makers could have placed them. And with these evidences of primitive commerce will be displayed the turquoise and jet, the food bowls, the baskets and, not the least interesting, a photograph of 'The Man With the Banner' himself."

LEARNING THE FACTS ABOUT ADVERTISING ASSOCIATION'S NEXT URGENT DUTY

By C. K. WOODBRIDGE, President

International Advertising Association

Vice-President, Electric Refrigeration Corporation, Detroit

HE Internatonal Advertising Association has put its financial affairs in good order after the period of re-adjustment through which we have passed in our new relations with the vigilance activities of organized advertising which are now carried on under the direction of the National Better Business Bureau.



C. K. Woodbridge

By that I mean, that though we experienced some temporary falling off of revenue while we were getting our affairs readjusted to meet new conditions, we end the year with a surplus after paying all bills, and the organization is ready now to devote its entire attention to a program of research and education, leaving it to the National Better Business Bureau which the Association so successfully established and with which it now retains a valuable affiliation, to carry on the corrective work.

There is a great opportunity ahead for this Association to do a tremendously constructive work to meet the needs of modern business for more facts about advertising. These should be gathered by a trained staff from the many sources with which our numerous affiliations bring us into contact, and made available under proper direction and authority of our executive officers and committees to those who are seeking authoritative information, properly coordinated.

At our Denver convention this month I shall present a comprehensive statement covering the major developments of our work over the past two years in which I have held the office as President; also, I shall present certain recommendation as to the future.

I am convinced that this great organization of ours has almost limitless opportunities for service and I find men on all sides who share that view. I know of no organization that has done a more constructive work in the short span of twenty odd years, but there is much more to be done.

It has been a great pleasure to me personally to head the organization as President through this important period in its development. I am deeply appreciative of the generous support of our good friends in the newspaper publishing field.

The Association will need even more liberal support if it is to measure up to its larger opportunities of service in making the uses of advertising better understood by the advertiser, its value even more generally recognized, and the consumer a more efficient buyer.

But though ancient symbols furnish inspiration, the convention program committee, headed by E. D. Gibbs, kept their product upon strictly a modern plane.

The theme of the convention will be the growth of industry and the part that advertising plays in its development. It was the original intention to have speakers representing other of the great industries of this country, but the committee, according to Mr. Gibbs, feared "that we might overdo this, so we concluded to select some speakers who would give a lighter touch to the program."

"Joe Mitchell Chapple is one of these," Mr. Gibbs continued. "Joe has won fame as an orator and rightly so. He has knowledge, experience and a broad imagination plus the ability to express his thoughts. "Dr. J. Whitcomb Brougher, who is featured for the Sunday inspirational meeting to deliver a talk on 'Service and Success,' is one of the most brilliant and constructive thinkers and speakers of our country.

"Mrs. Emily Newell Blair—the only woman speaker on the general program—has a national reputation as a speaker.

"One of the newest and greatest novelties is the telephotograph, by which messages, pictures and advertisements are reproduced over the telephone wires. W. E. Harkness, who is in charge of this work of the American Telephone & Telegraph Company, will describe the use of this process and exhibit many interesting pictures.

"We have in Senator Borah, who will address the convention on Tuesday night, a man who is universally recognized as a great statesman and a wonderful orator. The subject of his address will be 'Business and the Government.'

"Because of the extraordinary interest in aviation and the enthusiasm aroused by the wonderful feats of Col. Lindbergh and Clarence Chamberlin and Charles Levine, Col. Paul Henderson's talk on 'The Wings of Business' will be one of the most timely and interesting addresses of any of those that are scheduled.

"The Program Committee, in its desire to emphasize industrial growth and the use of advertising in connection with it, considered it highly important to have some distinguished speaker make a talk on community work and community advertising. When we sent word that this subject was to be handled, we received telegrams and letters urging us to secure Mayor James Rolph, Jr., of San Francisco.

"Another great industrial development is that of public utilities. It is a subject which affects all of us. James F. Owens of Oklahoma City will handle this important subject.

"Another industry which represents a phenomenal growth is that of radio and Merlin Hall Aylesworth, president of the National Broadcasting Company, was our choice for this talk. He has selected as his subject, 'The Romance of Radio.'

"Agriculture is not merely one of our

DENVER'S HAND RAISED HIGH IN SALUTE TO ENVOYS OF ADVERTISING

By J. E. MOORHEAD

President-Elect Advertising Club of Denver and General Convention Chairman

THE convention which may prove to be a turning point in the career of organized advertising probably will also mark a turning point in the city which is to be its host. Denver, already widely known as a resort, proposes to offer for the inspection of the masters of American marketing its remarkable facilities as a distribution center for the intermountain trade territory. Denver sees in this convention far more than a grateful opportunity to play host to friendly thousands; the city believes its guests form a master group which will in good time point the way to industrial expansion and well deserved commercial development for this intermountain capital.

Denver is ready for its guests. There will be no last minute confusion. The city accepts the challenge which the unrivalled hospitality of past host cities has placed before her. Denver is ready to have her advertising friends test her capacity for generous welcome.

As president-elect of the Advertising Club of Denver I anticipate such a thrust of enthusiasm as a result of this convention that the club and organized advertising in this territory will go forward to fuller and finer achievements in the year to come.

great industries, but probably the greatest one, because we are dependent upon it for our very existence. One of the most famous agricultural experts of America —Ex-Governor S. R. McKelvie, of Nebraska—will paint a picture of the development of agriculture and what it means to us as individuals.

"Inasmuch as every industry, without exception, is dependent upon proper financial support, the talk that will be made by Francis H. Sisson, of New York, on 'Problems of Prosperity' will be a most important feature of the convention proceedings.

The convention, as already stated, will be confined to three business days instead of the usual four days. An important innovation will be the holding of two great meetings Monday and Tuesday evenings, Wednesday evening being devoted to entertainment.

High spots of the business and entertainment program follow:

Sunday Afternon, June 26—Inspirational Meeting, Greek Theater, Denver Civic Center.

Monday Morning, June 27—General Session, Orpheum Theater.

Monday Afternoon—Departmental Sessions.

Monday Night—General Session, Orpheum Theater or Municipal Auditorium.

Tuesday Morning, June 28—General Session, Orpheum Theater.

Tuesday Afternoon—Departmental Sessions.

Tuesday Night—General Session, Orpheum Theater or Municipal Auditorium.

Wednesday, June 29—Departmental Sessions, Morning and Afternoon.

Wednesday Night—Western Baile at Municipal Auditorium.

Thursday, June 30—Golf Tournaments and Post-convention Tours.

Annual meeting of the International Advertising Association at Orpheum Theater, at 4 p. m., Wednesday Afternoon, June 29.

Annual meeting of the Advertising Commission at the Hotel Cosmopolitan, Monday noon, June 27.

Club Officers' Conference all day Wednesday, June 29.

Special Entertainment for Visiting Ladies Daily.

Dress—Summer clothes for Denver. Light overcoats will be needed for mountain wear.

Convention Information Booth in Hall of Hospitality, Hotel Cosmopolitan.

The Wednesday night "Western Baile," it might be said for the benefit of tenderfeet (or is it tenderfoots) will be Denver's idea of how the annual convention grand ball should be conducted. Details of this entertainment are being kept a deep secret by the committee in charge.

Following the convention, the delegates will have their choice of 77 tours into the scenic wonderland of Colorado. The cost, it is said, will range from $5 to $160, the latter being the fare over the "grand circle" tour. Many no doubt will find their way to Colorado Springs and its well known "Garden of the Gods" and other points of interest in the Rockies before returning to their homes.

CITY EXTENDS WARMEST OF WESTERN WELCOMES

By BEN F. STAPLETON,

Mayor of Denver

THE long arm of Denver's welcome stretches across the continent and to the farthermost outposts of organized advertising to greet the visitors who will make this city the business center of the world for the week of their stay. All that a hospitable people can say and do to **make their guests happy and comfortable has been arranged for their pleasure. The warmest of western welcomes await you.**

CARROLL TO RETIRE AS A. N. A. E. CHIEF

Has Served Four Terms as President of Ad Managers Group—Outlines Achievements of Organization During Past Year

Frank T. Carroll, president of the Association of Newspaper Advertising Executives and advertising director of the *Indianapolis News*, will not be a candidate to succeed himself as A. N. A. E. president at the annual meeting of the group, to be held in Denver, July 26-29, in connection with the annual convention of the International Advertising Association, he stated this week. Friends have urged him to allow his name to be offered for reelection, but he has declined. He has served four terms, beginning in June, 1923.



F. T. Carroll

An outline of the achievements of the A. N. A. E. during the past year, prepared by Mr. Carroll for presentation at the Denver meeting, follows in part:

1. Arrangements were made whereby newspaper advertising was the subject of addresses before advertising and service clubs in more than 100 American cities during the week of January 17.

2. Arrangements have been made with a recognized authority to publish a textbook on newspaper advertising. Copy is now in process of preparation.

3. The Idea Exchange Committee has been reorganized to provide numerous revenue building plans.

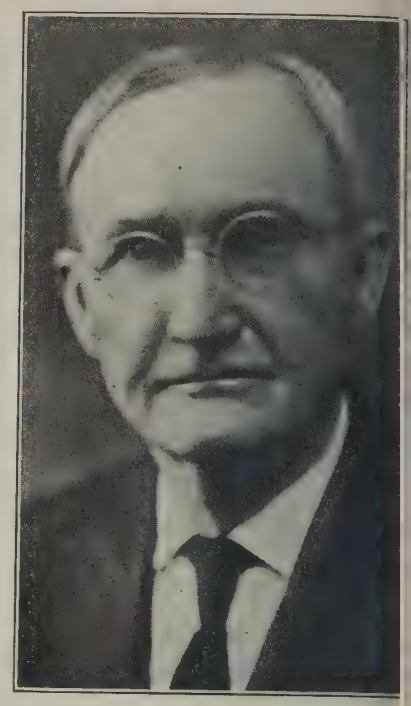
4. A program is being carried out to encourage syndicate mat services to produce high-grade art work and to curtail the use of pronounced black areas, borders and other objectionable devices.

5. A detailed survey of the merchandising service problem was conducted and the results sent to each member. Reprints were also mailed generally to national advertisers, advertising agencies and non-member newspapers, in order to help standardize both the demands for service and the service policies.

6. A survey was conducted covering the cost to sell and handle local display, national display, classified and total advertising. The report also covered average net rates received from each division of advertising. This valuable information was given to the membership.

7. The A. of N. A. E. has continued to grow until the membership now includes 316 newspapers.

"COME UP TO COLORADO"



By HON. WILLIAM H. ADAM

Governor of Colorado

A STATE famous for its hospitali since the days of its pioneer offe its blandishments to the advertisin throngs. The immaculate altitudes our mountains, the luring waters of lal and stream, but most of all the smili hearts of her people call "Come up Colorado."

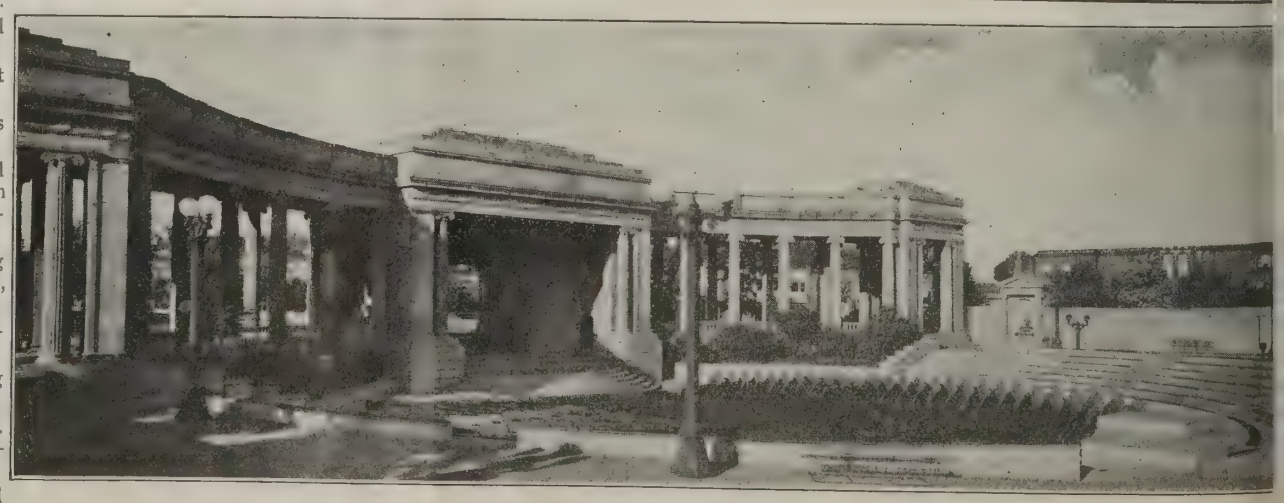
LIBEL SUITS SETTLED

An action for libel brought by tl Vicomtesse Phillis Meeta de Janze, Paris, against the publishers of tl *Cardiff Western Mail*, the *Manchest Guardian*, the *Manchester Evening New* the *Liverpool Courier*, the *Liverpool Ev ning Express*, and the *Sheffield Dai Telegraph*, for inserting a photograph her as being concerned in a shooting ca at Paris, was announced as settled in tl British King's Bench Divisional Cou recently. A photograph of the Vicor tesse had been published in connecti with a Paris shooting affray, in which sl was not involved.

BRITISH PARTY ARRIVES

A party of six from Newcastle, En land, arrived in New York Tuesday route to the Denver convention. In tl party were Mr. and Mrs. George Wilke J. McEwen, E. Lees, T. F. Bell, and C. Robson. They will travel with tl New York party.

GREAT DENVER CONVENTION'S FIRST SESSION HERE



Denver's Greek Temple, which is part of the city's $12,000,000 Civic Centre, seats 12,000 people and will be the scene of the opening session of the I. A. A. Convention—the Sunday inspirational meeting.

A. B. C. RULE ON RETURN COPIES TO BE REPEALED

Long Standing Controversy on Five Per Cent Regulation Near Settlement, Harn Tells I. C. M. A.—Harold Hough of Ft. Worth Elected President

By PHILIP SCHUYLER

(*By Telegraph to* EDITOR & PUBLISHER)

ATLANTA, Ga., June 23.—Harold Hough, circulation director and treasurer of the *Fort Worth* (Tex.) *Star-Telegram and Record,* was unanimously elected president of the International Circulation Managers' Association at the closing session of the Association's 29th annual convention held at the Atlanta-Biltmore here this week from Tuesday until Thursday. He was elected first vice-president at Philadelphia last year, and now succeeds Charles Payne, *Indianapolis Times,* at the head of the organization.

Only 38 years old, Mr. Hough is one of the youngest circulation managers of the country ever to head the International group. He has been a circulation manager in Fort Worth for the last 12 years, coming there from the *Oklahoma City Daily Oklahoman and Times.*

O. C. Harn, managing director of the Audit Bureau of Circulations, this week revealed to members of the International Circulation Managers Association that the board of directors of the A. B. C. had voted to repeal the old five per cent ruling, long a cause of debate between the believers in full returns and partisans of non-returns.

Official announcement of the repeal, he said, awaited action of the newspaper advisory committee, members of which had told him they considered the board's action satisfactory.

In an exclusive statement to EDITOR & PUBLISHER, Mr. Harn said:

"The so-called 5 per cent rule, headed in the printed rules as 'dealers' unsold copies' has been repealed by the board of directors, subject, before formal announcement and putting into effect, to reference to the newspaper advisory committee for the opinion of that committee's members."

Mr. Harn explained that on formal adoption of the repeal, bureau auditors would be instructed simply to get the facts on returns or non-returns. He said that he had no opinions as to whether one system was better than an other, and that the bureau was only concerned in making sure that the newspapers were charging advertisers only on a basis of actually giving them what they paid for. He described the five per cent rule as "unworkable because of necessary ambiguities."

Mr. Harn made his announcement Wednesday following an address by M. W. Halmbacher of the *Oklahoma City Oklahoman and Times,* who denounced the 5 per cent rule. The session immediately developed into a hot debate between advocates of full returns and non-returns from dealers. O. V. Fragstein, *Milwaukee Journal,* was champion of the former system, while Halmbacher and H. W. Stodghill, *Louisville Courier-Journal,* stood up for the latter. Stodghill said that the non-returnable system was started during the war period on federal order to conserve print paper. He said the need to conserve newsprint was still at hand. Acceptance of full returns he characterized as a wasteful practice, the expense of the unsold copies often being borne by advertisers.

John Schmid, director of circulation of the Hearst newspapers, predicted that "whatever the A. B. C., does all newspapers will in a very short time go on a fully returnable basis."

Fragstein said that without returns advertisers frequently are made to pay for circulation they do not actually receive. He said a system of paid agents, strict supervision with heavy penalties prevented dealers from cheating publishers by returning copies of the paper that actually had been sold to readers. Newspapers sometimes forced agents to increase the draw when no returns were allowed, either making the dealer pay the bill or paying bonuses to compensate the dealer, he said.

"I advocate a ruling by the A. B. C. making full returns compulsory, or at least inserting a clause in the bureaus report for papers not allowing returns to read in effect: 'this paper on non-returnable basis, therefore total net paid circulation is not ascertainable.'"

J. R. Marks, *Asheville Citizen,* read a code of ethics adopted by the Carolina Circulation Managers Association, and urged similar action by I. C. M. A. No action was taken before EDITOR & PUBLISHER went to press.



Harold Hough

In an interview with EDITOR & PUBLISHER immediately after his election Mr. Hough declared his chief concern as president would be to get circulation managers all over the country interested in increasing rates to subscribers, particularly those in rural districts.

"We are selling our papers too cheaply," he said. "If circulation managers are interested, as they should be, in saving money for their publishers, adjustment of rates upwards to obtain more money from rural subscribers is a more important problem than postal rates.

"Many newspapers, particularly those in cities of 200,000 or under, are giving their country readers city service now with no advance in charges. Such practices are costing newspapers dearly, since to give the service demanded, expensive motor routes are being installed everywhere.

"Farmers once content to receive their papers by rural mail delivery now want morning papers before breakfast on the day of publication and evening papers on the same day before supper. Very few are paying for this extra service and they should."

Of outstanding importance at this convention were addresses of O. C. Harn, new managing director of the Audit Bureau of Circulations, and E. W. Chandler, chief auditor. Mr. Harn's address is carried in detail on another page of this issue.

Described as of vital importance to I. C. M. A. members was the subject of returns as interpreted by the A. B. C. This matter was brought up before the convention on Wednesday morning by M. W. Halmbacher of the Oklahoma City Oklahoman and Times.

Mr. Halmbacher asked the questions, "Are newspapers slipping back into the practice of returns?" and "Are the accounting methods of the A. B. C. responsible?"

In developing his theme he quoted returns from a questionnaire first made public at the last meeting of the A. B. C. by E. K. Gaylord, president of the Oklahoman and Times, and printed at that time by EDITOR & PUBLISHER. He continued Mr. Gaylord's attack on the Bureau's ruling on left-overs and unsold copies.

Mr. Halmbacher argued that it was difficult to determine the exact difference between an agent and a dealer as promulgated by the Bureau.

"The A. B. C. contends," he said "that in order to be a dealer you must conduct a newstand, sell papers, and make your delivery. A dealer is not permitted to employ carriers or newsboys. If the dealers adhere strictly to these rules he is so classed by the A. B. C. and the publisher is then entitled to claim as paid circulation left-overs and unsold copies, so long as they do not exceed five per cent of the total drawn."

The speaker cited several illustrations from his own records of the confusion caused by this ruling, which he described as ridiculous.

"The Oklahoman and Times," he said, "have approximately 800 distributors, part of whom would be classed under the A. B. C. ruling as dealers and part as agents. There is no living man who would able to know how many of these distributors are strictly dealers, and given the five per cent left-over privilege and how many are agents, and what percentage we should deduct for circulation supplied to agents.

"When the A. B. C. considers only circulation that is bought by the reader, and eliminates the five per cent clause, they do away with surplus circulation and cheap flat rates, and afford publishers a wide open protection. Publishers will then be on an equal basis. The advertiser will receive dollar for dollar for that which he pays and to which he is justly entitled."

A new A. B. C. problem was injected into the meeting. Answering a question, E. W. Chandler, chief auditor, said it seemed inevitable that there would have to be a new classification in the report to care for motor route lists.

Mr. Chandler also explained the clubbing offer rule that goes into effect July 1, warning circulators that they would be caught if they tried to beat the barrier by putting through a lot of orders under the old rule on June 29.

It seemed certain as the convention drew to a close that fellow officers with Hough, now president, would be J. N. Annenberg, Curtis-Martin Newspapers, first vice-president and in line for the presidency in 1928, James Mathews, *St. Paul Pioneer Press* and *Dispatch,* second vice-president, and Clarence Eyster, *Peoria Star,* re-elected secretary and treasurer.

A note was read from Robert Weir, now seriously ill in Detroit, and the convention telegraphed its regrets that he was unable to be present. Weir was one of the founders of the association.

Thomas Dowling, circulation director of the Scripps-Howard Newspapers who is now stationed at New York on the *Evening Telegram,* told delegates of the ending of the circulation war in Cleveland.

"Cleveland papers spent about $1,250,000 on premium contests and other similar circulation stunts last year," he said, "and it was about time a halt was called. Strangely enough there has been very little falling off in circulation since the publishers recently agreed to discontinue forced promotion.

"Now that the newspaper Santa Claus has packed his bag and left Cleveland the circulation managers there are glad of it. They have been giving away automobiles and houses and lots for subscriptions long enough. Now they are sour on this kind of circulation promotion."

As far as New York was concerned, Mr. Dowling said he thought the Telegram should put Ruth Snyder, Judd Gray and Col. Charles Lindbergh on the payroll.

"This trio put us over in New York," said Mr. Dowling. "We have put on 30,000 circulation since the Snyder-Gray trial."

Incidentally it became known at the convention that Mr. and Mrs. Dowling are parents of a daughter, Madeline, born eight weeks ago. They have another girl, Mary Elizabeth, who is two.

John M. Schmid, director of circulation for the Hearst newspapers with headquarters in Chicago, also said Col. Lindbergh was responsible for phenomenal increases in newspaper circulation. Other circulators suggested a vote of thanks to the daring airman.

The new president of the group, Harold Hough, is very popular among members of the Association. They tell how he started work at 16 as a route boy on the Oklahoma City Oklahoman and in six years worked up to the position of assistant circulation manager. He had been a newsboy only a year when, while selling papers at the railroad station, he was in an accident and lost his right foot. Since then he has been an earnest advocate of newsboy welfare.

"Newsboys don't want charity, they want a square deal," he declared at this convention.

"Give him as good a corner as he deserves and protect his rights after you have given it to him."

Soon after he had been made assistant circulation manager of the Oklahoman, Hough decided he wanted to hold the title job himself and saw little chance for advancement in Oklahoma City. He heard that the circulation manager of the Fort Worth Star-Telegram was leaving and immediately wrote Amon G. Carter, the publisher, a letter, although he did not know him.

"Don't hire any circulation manager, I'm coming for the job," he wrote, telling Mr. Carter why he held that opinion.

"Nobody sent for you," said Mr. Carter when two days later Mr. Hough arrived in his office, in Fort Worth.

"Well, I'm the guy you want," the young Oklahoman countered.

"You'll have to show me," said Mr. Carter.

Hough did show the Star-Telegram what he could do for it. When he first came to Fort Worth the circulation of the paper was 19,000 now it is more than 100,000. Two years ago he was taken into the firm and made treasurer.

The circulation increase, according to Hough was made without contests or premiums.

"Each year," he said, "we do conduct a direct mail subscription campaign holding what we call bargain days for subscriptions in December. We cut our rate from $10 to $7.45 and usually average about 32,000 paid in advance subscriptions from this one stunt annually."

Mr. Hough is a past president of the Texas Circulation Managers' Association. He became widely known throughout the Southwest, when, under the name of "The Hired Hand" he was announcer for the Star-Telegrams radio broadcasting station. He enjoyed this job as a sideline until people began to find out who the Hired Hand was. Now he is beginning to give it up gradually.

An address by John A. Park, publisher of the *Raleigh* (N. C.) *Times* and president of the Southern Newspaper Publishers' Association, discussion of puzzle contest and insurance as a means of in-

(*Continued on page* 60)

HARN DISCUSSES PREMIUMS BEFORE I. C. M. A.

Audit Bureau Director Says Publishers Should Let Advertisers Know All the Facts Concerning Bargain Offers—Urges Spirit of A. B. C. Rules Be Observed If Harmony Is to Prevail

Following, in part, is the text of an address made by O. C. Harn, managing director of the Audit Bureau of Circulations, before the annual convention of the International Circulation Managers Association in Atlanta, Ga., this week.

BEFORE I begin allow me to assure you that, while I may assume the role of a friendly critic, I distinctly reject the role of complainer, scolder or pessimist. On the contrary, I feel that what is being done today is highly creditable. I believe that, on the whole, you publishers are meeting the issues as they arise squarely and in good spirit. If there is failure anywhere, it looks to me as if it were due to two things: first, to misunderstanding of the rules adopted, and second, to a lack of keen apprehension of the inevitable interdependence existing among yourselves—or, to put it in another way, the general effect which the act of one may have on the welfare of the whole. This keener sensitiveness will come; indeed, it is growing all the time.

It is with the idea, therefore, of pointing out our future logical pathway, not of criticizing our present, that I shall discuss some things which I believe will be interesting and profitable.

In the first place, let me clear the atmosphere of possible misunderstandings by restating what has been said many times but which will bear repetition, namely, that the work of the Audit Bureau has nothing whatever to do with opinions or judgments as to what is good circulation or poor circulation. It has no hostility to any plan or method which a publisher may see fit to adopt in order to increase his circulation. It has no opinion as to circulation secured by such methods. The Bureau's function is not to say what you shall do or shall not do, in the selection of these methods, but simply to set forth as clearly as it can what you have done.

The Audit Bureau does not presume to say whether or not what the publisher offers to the advertiser is "a good buy" or not. The Bureau discharges its full duty when it tells the buyer clearly what the offer is.

Keeping in mind, therefore, that the only function of the Audit Bureau is to help the buyer and seller to come together on a frank basis of full knowledge of the facts involved in the purchase and the sale, what can members do to enable the Bureau to increase the effectiveness of that service?

In the first place, I should say that the chief thing for us all is to acquire a more thorough and more acute recognition of the fundamental purpose of the thing we are doing. This is all important. The rules of procedure adopted by the Bureau are nothing more nor less than the expression of what is considered at the time of adoption the best way to arrive at and set forth the facts which are to be the basis of the sale of the circulation to the advertiser. If every member, in making his reports to the Bureau, would say to himself: "How can I best meet the spirit of the rule?" instead of "How far can I go and still stay within the technical letter of the rule?" a decided advance would immediately be made.

I can make my meaning clear, I think, by a few illustrations.

The giving of premiums is a recognized method of inducing people to subscribe to a publication—all kinds of publications, newspapers, magazines, farm papers, business publications. Some people think it is an entirely wicked procedure; others believe it to be perfectly legitimate. Let us look into it.

In the first place, it seems perfectly obvious that we cannot interest a person in a *paper* by talking to him about something else—a *jacknife*, a *book*, or a *cooking utensil*. If the collateral articles does influence the purchase of the paper, it must be for an entirely different reason. The reason, of course, is the appeal to the bargain instinct.

If, then, a sale of the paper plus the merchandise is made when the paper could not have been sold alone at its regular price, another question must next be asked. What is the attitude of the purchaser toward each of the two things he has bought, the paper and the premium?

If the only question involved were the sale of two items, the paper and the premium, this question need not be asked. But we must keep in mind always that the taking of subscriptions to a paper with a premium attached is an entirely different matter from the selling of a case of soap with a premium attached. In the latter instance, the soap manufacturer simply wishes to sell his soap at a profit and when he has done so the transaction is closed. In selling the paper the transaction has just begun. There is another factor vitally interested—the advertiser. The publisher in making the sale of the paper has not made a profit. If he stopped there, he would go broke. He has just laid the foundation for his profit. He expects to realize on the transaction by later selling to some advertiser the reader he has just secured. If, therefore, he honestly wants to sell to the advertiser what he pretends to sell him, it is absolutely essential that he satisfy himself that he has really added a reader to his subscription list and not merely a name and address.

Accordingly, in order to satisfy ourselves of the legitimacy of a premium subscription, we must inquire as to the probably attitude of the purchaser. It would appear evident that if the premium given is such as to seem a bargain to the purchaser at the combination price, even if he left the paper entirely out of consideration, then there could be no assumption of any interest in the paper. If, on the other hand, the price of the combination is the full price of the paper plus the known or apparent full value of the premium, then the purchaser has certainly expressed a desire for both the paper and the premium

True enough, you say, but no one ever sells a combination that way. There would be no point to that. All right; I have mentioned the two extremes of the possible use of premiums, in order to get at the principles. The Audit Bureau's definition of a paid subscription is one which has been taken at not less than one-half of the regular price. In other words, it has been held that the bargain instinct may be appealed to within a certain degree without necessarily losing the essential thing which the publisher is going to sell later to the advertiser, namely, reader interest. But, recognizing also that some advertisers, and some publishers also, look upon this question of how much a subscriber is willing to pay as an essential guide in judging the probable degree of reader interest, the Bureau sets forth the facts as to the extent of the cut made in price.

When it comes to premiums, the same principle has been followed and the rule is that, if the full value of the premium plus at least one-half the regular price of the paper is collected, then the subscriber has exhibited a definite desire for the paper, as well as for the premium, and the order is considered a paid subscription.

Now, the principle having been agreed to, that, in taking subscriptions in connection with premiums, we must be satisfied that the subscriber, in spite of the premium, has registered a definite desire for the paper, the publisher should render every assistance possible in establishing that reader interest. He should not take advantage of every technicality in order to qualify as many of these names as possible, regardless of what conclusion a common-sense view of the situation would lead a reasonable person to take. If we are guided by the spirit of the rule instead of by its technicalities, we will not try to make the premium loom as large as possible in the mind of the prospective subscriber at the time of the sale and then minimize it so far as possible when making out our report to the advertiser.

Let me illustrate the difference in the attitudes which might be taken. Supposing I pick up a bargain in a job lot of fountain pens. They are handsome and look like pens for which the public is accustomed to pay $5. I put no price on them, knowing full well that the prospective subscriber will establish the value in his own mind unaided. I offer a term subscription to my paper, regular price $2, and the pen for $2. I argue that it should pass muster, on the ground that the pen cost me only $1, which, added to 50 per cent of the regular price of my paper, $1, makes up the $2 whi the subscriber paid.

The actual state of mind of the su scriber may be quite different. He se a fountain pen which looks to be worth and a paper worth $2, total $7 fered to him for $2. He snaps up wh seems to be a bargain, with little co sideration as to whether he wants t paper or not.

Shouldn't the publisher, who wishes deal frankly with his advertiser on t 20th-century basis, take pains to ha him know all the facts and let him dra his conclusions, rather than endeavor conceal them? I really believe that the *spirit* of the premium rule were a ways frankly followed, the strenuous o jection which so many advertisers a many publishers have to premium-bu circulation would largely disappear.

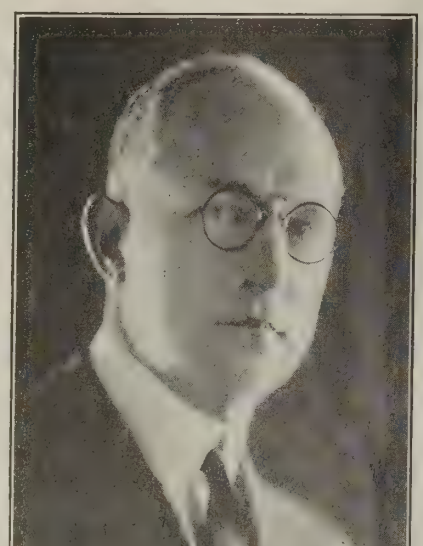
Take another case of a different kin Everybody agrees that papers printed b not reaching a reader are of no value an advertiser and should not be counte in the circulation which he pays for. is perfectly obvious that if a news deal or a carrier boy takes more papers tha he sells, the left-overs should not b counted in the net paid circulation so to the advertiser.

Now, how should a publisher go the task of being frank with the adve tiser? Supposing his paper is sold on non-returnable basis. On the face of i we might assume that there could n possibly be left-overs to any extent be cause the dealer or newsboy would se to it, for the protection of his own profit that only enough papers were delivere to him exactly to fill his requirement But if a publisher insists on standing pa on this assumption, he may easily be le into accepting pay from the advertise for something which he is not in fac delivering. You all know what may hap pen. The wholesale rate of the pape may be low enough to permit the deale to take a chance. A bonus or salary ma be allowed, with the honest intention o compensating the dealer for extra effort Dealers sometimes carry papers as a accommodation side-line and would rathe have some left-overs regularly than dis appoint good customers by being out These and other practices, perfectly legitimate in themselves, may make i possible that the first assumption of one hundred per cent delivery of every copy to a reader is no longer tenable. What shall the publisher then do? Shall he insist that, inasmuch as he gets cash for every paper sent out, therefore, he will not go further in search for the facts? I think that a true desire to accept pay from the advertiser for only what he knows he can deliver will lead the publisher to take the opposite attitude, and say: "I know there is a possibility of left-overs and I will make every effort to find out before I make any claim to the advertiser."

Supposing on the other hand his paper is on a returnable basis. The publisher might then say: "Inasmuch as dealers and newsboys *can* return all unsold copies and my records show that many copies have been returned and deducted, therefore I can legitimately assume that the net figure is my salable circulation." But, again, this assumption may have to be modified. Pressure of enterprising sales campaigns, coupled with the desire on the part of the dealer to hold a valued agency, may lead him to forget to return copies. This is especially so if bonuses for certain increases are offered. The true desire to deliver to the advertiser only what he knows is real circulation will prompt the publisher to know what has really happened, instead of what *may* have happened.

In short, what I am trying to say is that the spirit is the thing. All plans may be good if the spirit is right. The

(*Continued on page* 62)



Orlando C. Harn

"The A. B. C. has nothing whatever to do with opinions or judgments as to what is good circulation or poor circulation. The Bureau's function is not to say what you shall do or shall not do, but simply to set forth as clearly as possible what you have done."

* * *

"What I am trying to say is that the spirit is the thing. All plans may be good if the spirit is right."

AGATE LINE THE NEW FOREIGN TRADE WEAPON

Increased Advertising by U. S. and Germany in South American Newspapers Reflected in Immediate Rise in Exports—Journalism Depends More on Its Own Revenue and Less on Subsidies

NEWSPAPER advertising has replaced the menace of navies and armies as the chief weapon of the world's industrial nations in the battle for foreign trade, according to James I. Miller, vice-president and South American manager of the United Press, who sails for Buenos Aires Saturday, June 25, after two months in the United States.

"And advertising is by far the most effective weapon," said Mr. Miller. "South American newspapers have proved it.

"Last year, in the face of depressed business conditions, exports from the United States to all of South America increased ten per cent. United States manufacturers were the heaviest foreign advertisers in South American newspapers.

"German products were second in the amount of newspaper space used. And German exports to South American countries increased four per cent.

"On the other hand, English exports to the Southern continent showed a loss of 17 per cent. English manufacturers were not advertising in Latin-American newspapers to any great extent. Now they have started.

"Since 1923 the amount of space used by North American concerns in South American newspapers has doubled, and it is showing a constant increase.

"When North American advertising is fully developed it should represent at least ten per cent of the total advertising revenue of South American newspapers, and comprise another strong bond of common interest between the two continents."

The newspapers themselves, said Mr. Miller, look to North America for nearly all of their supplies and machinery with the exception of paper. Germany and the Scandinavian countries are at present selling South America the bulk of her newsprint.

"One of the biggest forward steps for the newspaper business in South America," said Mr. Miller, "was the recent withdrawal of newspaper subsidies by the Brazilian government. Increased local and foreign advertising has largely replaced this loss of revenue, and the Brazilian newspapers are now building on solid business foundations.

"Newspaper development in South America is going through the same process of evolution it did in the United States. Not many years ago North American papers were just throwing off political shackles which for so long retarded their growth as business enterprises and public service institutions. Similarly in South America the tendency is strongly toward an entire elimination of subsidies, whether of a political or commercial nature, and this trend found one of its first expressions in opposition to news services operated by European governments.

"The forward-looking publishers of South America have, of course, torn many a leaf out of the books of North American newspaper men, particularly in the development of advertising, circulation, and in the mechanical departments. Some United States publishers could likewise profit by adopting methods and standards which have originated in Latin-America, but I have seen little evidence that they have done it.

"Some experiments with American methods have failed. One Buenos Aires newspaper put in a battery of telephone girls for its classified advertising department, but the Argentinians somewhat resented being solicited for ads on the telephone, and the experiment was discontinued.

"Circulation methods among the South American newspapers are much the same as here, but you will rarely find circulation figures being used as a basis for advertising solicitation. We have nothing in South America to correspond to the Audit Bureau of Circulations, nor is there an apparent need for it. The big advertisers, in buying space, seek to establish what American advertising men have learned to call 'consumer acceptance.' They place their advertising in the newspaper which itself has 'consumer acceptance' among its readers. The theory of Latin-American newspaper advertising executives is that circulation volume is no more potent as an argument than is volume of sales a first-grade reason for buying a product.

"The outstanding difference between journalism of North and South America," said Mr. Miller, "is the greater attention given there to international news.

"The leading newspapers south of the equator not only carry a large volume of international information, but they aim to classify it, and present it in consistent fashion to give their readers a true and continuing picture of international events, just as the North American newspapers give their readers such thorough service on baseball.

"The greater interest of South American readers in international affairs is largely due to the fact that the southern continent must look abroad for markets for its raw products, and for sources of supply for manufactured articles. Also in large part it is due to the general culture of the educated people of the Latin-American countries—a factor which is as yet but slightly understood in the United States.

"All United States news of international consequence now is reported regularly throughout South America, and interchange of news between the countries of South America has increased tremendously in the last few years. Previously the international gaze had been directed chiefly toward Europe.

"News problems of the South American editor are far more diverse than those of his northern contemporaries. The continual arrival of messages from all parts of the world imposes a burden of translation which is not experienced by North American editors. News is received at Buenos Aires in English, Spanish, Portuguese, French, Italian and German. It is distributed to newspapers published in Spanish, English, German, Italian, Jewish and Arabic. Fifteen translators are employed in the staff of the United Press Buenos Aires bureau. *La Prensa* has an additional corps of ten translators. One is assigned to the dispatches from each important country, and must thoroughly understand the affairs of the country with which he deals. A real translating feat was the handling of the Dawes reparations report in 1924. The text of 40,000 words was transmitted in full, received after noon of one day, translated, set and published in La Prensa the following morning. During the Tacna-Arica plebiscitary proceedings documentary texts of more than 15,000 words were received several times, translated and published the following morning."

Morning newspapers are still dominant in South America, said Mr. Miller, because of the long-established reading habits of the people. However, improvement of cable facilities and the consequent earlier availability of dispatches have enabled afternoon papers in recent years to grow continually in circulation and influence.

"South American editors generally regard their editorial columns with greater seriousness than do the North Americans," said Mr. Miller. "To be certain that an editorial expression is thoroughly consistent, it is not unusual for an editorial writer to make careful comparisons, before publishing it, with similar views expressed on his page over a period of many years. Editorial pages of leading foreign newspapers are thoroughly scanned, and an important part of reporting a big piece of international news is to quote the editorial comments of foreign papers.

"Not infrequently, in order to avoid any possible editorial inaccuracy, some South American newspapers will secure textually by cable the addresses of foreign statesmen, or similar documents, as a basis for formulating editorial comment. This is particularly true of La Prensa of Buenos Aires, and as a consequence of such meticulous care, its editorial views are read and frequently heeded by statesmen abroad as well as at home.

"Another distinguishing characteristic of South American journalism at its best is the high premium placed upon literary quality. They regularly seek contributions from the foremost international figures in art, literature, law, science and other fields. They print more of what you would call 'heavy features'—a field which in the United States is left largely to the magazines and technical publications. Distinguished scholars and statesmen of foreign countries are frequently engaged as contributing correspondents.

"South American editors can print features of this type because, unlike so many of their North American compatriots, they do not have to count the circulation they will gain every time they add a feature. They are striving for the best and most authoritative information available. They are trying to maintain a high standard of literary quality, rather than to get more readers. Of course, they would be interested and pleased to know that more people bought their paper because of something they were printing, but that wouldn't be the object of printing it.

"South American journalism is well started on an era of progress which will attract the attention of the entire world. In the last decade modern mechanical equipment has been everywhere introduced. Business standards among the leading newspapers are, in my opinion, higher than in most other countries of the world. Every newspaper of consequence now has abundant foreign news service at reasonable expense. New systems of cable, telegraphic and radio communication are everywhere being perfected.

"South American newspapers are establishing standards which North American editors may well study with care, and in many cases emulate."

"Last year in the face of depressed business conditions exports from the United States to all South America increased 10 per cent. U. S. manufacturers were the heaviest advertisers in South American newspapers."

* * *

"Since 1923 the amount of space used by North American concerns in South American newspapers has doubled and is showing a constant increase."

* * *

"South American newspapers are establishing standards which North American editors may well study."



James I. Miller

PORTLAND TELEGRAM IS SOLD FOR $226,000

Attorney Announces Purchase of Bankrupt Daily by Unnamed Group —Employes to Share Ownership

Sale of the *Portland Telegram*, evening newspaper which has been in bankruptcy, was announced by A. M. Cannon, referee in bankruptcy, June 18. The paper has been sold for $226,000 to David Lofgren, attorney acting as trustee for a group of purchasers whose identity has not been disclosed.

The *Portland News* has previously offered $200,000 for the Telegram, when sealed bids were received. This offer was subsequently withdrawn and the News later submitted a bid of $178,000. The Lofgren group about the same time put in its bid of $226,000, which was acceptable to Amedee M. Smith, trustee, and to representatives of the creditors.

L. R. Wheeler, one of the former owners of the Telegram with his brother, J. E. Wheeler, has given the present purchasers a lease on the Telegram Building.

In his formal statement after the purchase, which became immediately effective, Mr. Lofgren said:

"It is impossible for me to divulge the name of the clients for whom I purchased the assets of the Telegram Publishing Company.

"My clients consist of a group of men who have confidence in the future of Portland, a friendly interest in the Telegram, and its employes.

"As soon as the assets can be turned over, it is probable that some local trust company will be selected to represent the members of the group for whom I am acting, and the employes of the Telegram who are to become substantial stockholders."

N. H. DAILY SUSPENDS

The *Concord* (N. H.) *Evening Telegram* suspended publication Monday, after nearly two years of existence. Mechanical equipment and other assets of the paper were purchased by the *Concord Monitor-Patriot*. Edward J. Gallagher was publisher of the paper, which was owned by local business men. William E. Wallace was editor.

MAY LINAGE RAN LESS THAN 4 PER CENT BEHIND 1926 IN 36 CITIES

ADVERTISING linage carried by large newspapers in 36 important cities of the United States during May ran less than 4 per cent behind the total for May, 1926, according to records gathered by the New York Evening Post Statistical Department, Inc., and EDITOR & PUBLISHER. All of the figures published below were obtained from the *Evening Post* service except those for the cities of Atlanta, Kansas City, Memphis, Newark, Pittsburgh, and Portland, Ore., and of the *Seattle Post-Intelligencer*.

SUMMARY OF ADVERTISING BY CITIES

36 cities listed — 9 show gain — 27 show loss
152 papers listed — 44 show gain — 96 show loss
12 no comparison

	1927	1926	
New York	15,583,260	16,324,002	740,742 Loss
Chicago	8,603,688	8,803,532	199,854 Loss
Philadelphia	7,208,538	7,626,797	418,259 Loss
Detroit	5,507,040	5,995,976	488,936 Loss
Cleveland	4,262,250	4,315,575	53,325 Loss
St. Louis	4,380,220	4,611,640	231,420 Loss
Boston	7,137,870	7,501,690	363,820 Loss
Baltimore	4,607,070	4,962,662	355,592 Loss
Los Angeles	7,412,555	7,440,254	27,699 Loss
Buffalo	3,653,136	4,135,191	482,055 Loss
Pittsburgh	5,939,136	6,219,597	280,461 Loss
Newark	1,908,070	1,935,362	27,292 Loss
San Francisco	4,970,728	5,075,521	104,793 Loss
Milwaukee	3,741,590	3,509,136	232,454 Gain
Washington	4,931,566	5,233,163	301,597 Loss
Cincinnati	4,086,000	3,892,800	193,200 Gain
New Orleans	3,759,568	4,438,086	678,518 Loss
Kansas City	3,619,729	3,819,250	199,521 Loss
Minneapolis	3,257,311	3,392,315	135,004 Loss
Seattle	3,221,722	3,222,450	728 Loss
Indianapolis	3,400,714	3,463,035	62,321 Loss
Denver	3,222,030	2,425,780	796,250 Gain
Memphis	2,744,630	2,741,193	3,437 Gain
Atlanta	2,259,908	2,057,174	202,734 Gain
Portland	3,257,941	3,634,932	376,991 Loss
Providence	3,032,602	3,191,207	158,605 Loss
Columbus	3,625,991	3,888,294	262,303 Loss
Louisville	3,246,755	3,722,755	476,000 Loss
St. Paul	2,698,346	2,652,678	45,668 Gain
Oakland	2,629,844	2,539,012	90,832 Gain
Omah	1,871,289	2,250,598	379,309 Loss
Birmingham	2,780,358	2,963,534	183,176 Loss
Richmond	1,974,056	2,154,670	180,614 Loss
Dayton	3,209,136	3,142,790	66,346 Gain
Houston	3,253,180	3,091,004	162,176 Gain
Des Moines	1,768,497	2,237,464	468,967 Loss
Totals	152,699,796	158,609,855	5,910,059 Loss

NEW YORK

	1927	1926	
American	1,226,926	1,246,514	19,588 Loss
Herald Tribune	1,733,630	1,755,726	22,096 Loss
Times	2,740,576	2,804,854	64,278 Loss
World	1,470,484	1,741,064	270,580 Loss
*Mirror (Tabloid)	227,568	297,460	69,892 Loss
News (Tabloid)	766,858	671,102	95,756 Gain
*Evening Graphic	267,498	328,988	61,490 Loss
*Evening Journal	1,184,152	1,300,282	116,130 Loss
*Evening Post	448,324	417,030	31,294 Gain
*Evening World	854,120	840,992	13,128 Gain
*Sun	1,384,930	1,379,052	5,878 Gain
*Telegram	509,096	510,600	1,504 Loss
Brooklyn Eagle	1,686,846	1,834,446	147,600 Loss
Brooklyn Times	581,102	655,606	74,504 Loss
Standard Union	501,150	540,286	39,136 Loss
Totals	15,583,260	16,324,002	740,742 Loss

CHICAGO

	1927	1926	
*Daily News	1,889,976	2,015,556	125,580 Loss
Tribune	2,960,853	3,138,804	177,951 Loss
Herald-Examiner	1,183,917	1,170,489	13,428 Gain
*Post	433,221	494,892	61,671 Loss
*American	1,294,146	1,244,733	49,413 Gain
*Journal	841,575	739,068	102,507 Gain
Totals	8,603,688	8,803,542	199,854 Loss

PHILADELPHIA

	1927	1926	
Inquirer	1,913,700	2,082,600	168,900 Loss
Record	786,900	755,100	31,800 Gain
Ledger	1,392,706	1,507,004	114,298 Loss
*Evening Ledger	1,349,432	1,374,393	24,961 Loss
*Bulletin	1,765,800	1,907,700	141,900 Loss
Totals	7,208,538	7,626,797	418,259 Loss

DETROIT

	1927	1926	
News	2,875,908	3,138,338	262,430 Loss
Times	1,139,600	1,183,350	43,750 Loss
*Free Press	1,491,532	1,674,288	182,756 Loss
Totals	5,507,040	5,995,976	488,936 Loss

CLEVELAND

	1927	1926	
Plain Dealer	1,763,175	1,811,775	48,600 Loss
News-Leader	1,109,775	1,158,000	48,225 Loss
*Press	1,389,300	1,345,800	43,500 Gain
Totals	4,262,250	4,315,575	53,325 Loss

ST. LOUIS

	1927	1926	
Post-Dispatch	2,159,920	2,296,840	136,920 Loss
Globe-Democrat	1,374,000	1,383,300	9,300 Loss
*Star	555,600	584,700	29,100 Loss
Times	290,700	346,800	56,100 Loss
Totals	4,380,220	4,611,640	231,420 Loss

BALTIMORE

	1927	1926	
Sun	1,503,271	1,704,478	201,207 Loss
*Evening Sun	1,526,907	1,651,759	124,852 Loss
American	530,244	588,624	58,380 Loss
*News	709,208	660,529	48,679 Gain
*Post	337,440	357,272	19,832 Loss
Totals	4,607,070	4,962,662	355,592 Loss

BOSTON

	1927	1926	
Herald	1,564,379	1,623,627	59,248 Loss
Globe	1,584,683	1,596,683	12,000 Loss
Post	1,141,934	1,160,117	18,183 Loss
Advertiser	504,292	508,190	3,898 Loss
*American	464,795	429,436	35,359 Gain
*Traveler	1,222,078	1,171,709	50,369 Gain
*Transcript	655,709	772,780	117,071 Loss
*Telegram	.....	239,148	.....
Totals	7,137,870	7,501,690	363,820 Loss

Telegram discontinued November, 1926.

LOS ANGELES

	1927	1926	
Times	2,355,500	2,415,910	60,410 Loss
Examiner	2,017,263	2,126,904	109,641 Loss
*Express	810,502	784,476	26,026 Gain
*Herald	1,546,524	1,489,124	57,400 Gain
*Record	406,070	419,986	13,916 Loss
News	276,696	203,854	72,842 Gain
Totals	7,412,555	7,440,254	27,699 Loss

BUFFALO

	1927	1926	
Express	.....	545,393	.....
Courier	928,978	710,153	218,825 Gain
Times	1,311,918	1,222,974	88,944 Gain
*Star	.....	190,773	.....
*News	1,412,240	1,465,898	53,658 Loss
Totals	3,653,136	4,135,191	482,055 Loss

Express combined with Courier, June 19, 1926.
Star combined with Courier, June 19, 1926.

SAN FRANCISCO

	1927	1926	
Chronicle	1,027,390	1,040,186	12,796 Loss
Examiner	1,766,912	1,795,419	28,507 Loss
Bulletin	538,958	596,064	57,106 Loss
*Call	925,064	940,296	15,232 Loss
*News	712,404	703,556	8,848 Gain
Totals	4,970,728	5,075,521	104,793 Loss

MILWAUKEE

	1927	1926	
Journal	1,873,111	1,893,770	20,659 Loss
S. T. & A. M. S.	743,094	690,079	53,015 Gain
*Leader	244,479	263,265	18,786 Loss
*Wisconsin News	880,906	662,022	218,884 Gain
Totals	3,741,590	3,509,136	232,454 Gain

WASHINGTON

	1927	1926	
Star	2,665,453	2,631,669	33,784 Gain
Post	847,790	1,041,114	193,324 Loss
*Evening Times	635,271	687,940	52,669 Loss
Herald	582,065	656,376	74,311 Loss
*Evening News	200,987	216,064	15,077 Loss
Totals	4,931,566	5,233,163	301,597 Loss

CINCINNATI

	1927	1926	
*Post	918,600	887,100	31,500 Gain
*Times-Star	1,452,900	1,323,000	129,900 Gain
Enquirer	1,439,100	1,374,900	64,200 Gain
Tribune	275,400	307,800	32,400 Loss
Totals	4,086,000	3,892,800	193,200 Gain

NEW ORLEANS

	1927	1926	
Times-Picayune	1,564,092	1,877,346	313,254 Loss
Item	949,797	1,004,639	54,842 Loss
States	747,334	912,878	165,544 Loss
*Tribune	498,345	643,223	144,878 Loss
Totals	3,759,568	4,438,086	678,518 Loss

MINNEAPOLIS

	1927	1926	
Tribune	1,354,302	1,407,016	52,714 Loss
Journal	1,358,246	1,465,764	107,518 Loss
*Star	544,763	519,535	25,228 Gain
Totals	3,257,311	3,392,315	135,004 Loss

SEATTLE

	1927	1926	
Times	1,516,956	1,528,016	11,060 Loss
Post-Intelligencer	1,026,578	981,442	45,136 Gain
*Star	587,776	604,674	16,898 Loss
*Union-Record	90,412	108,318	17,906 Loss
Totals	3,221,722	3,222,450	728 Loss

INDIANAPOLIS

	1927	1926	
*News	1,679,751	1,677,459	2,292 Gain
Star	1,288,827	1,266,615	22,212 Gain
*Times	432,136	518,961	86,825 Loss
Totals	3,400,714	3,463,035	62,321 Loss

DENVER

	1927	1926	
News	1,021,320	566,496	454,824 Gain
Post	1,345,950	1,433,488	87,538 Loss
*News	854,760	425,796	428,964 Gain
Totals	3,222,030	2,425,780	796,250 Gain

Times changed to Denver Evening News November 22, 1926.

PROVIDENCE

	1927	1926	
Journal	1,019,271	1,046,249	26,978 Loss
*Bulletin	1,269,253	1,286,083	16,830 Loss
Tribune	368,073	435,830	67,757 Loss
*News	376,005	423,045	47,040 Loss
Totals	3,032,602	3,191,207	158,605 Loss

COLUMBUS

	1927	1926	
Dispatch	1,882,578	2,086,723	204,145 Loss
Journal	690,771	744,143	53,372 Loss
*Citizen	1,052,642	1,057,428	4,786 Loss
Totals	3,625,991	3,888,294	262,303 Loss

LOUISVILLE

	1927	1926	
Courier-Journal	1,373,546	1,433,358	59,812 L
Herald-Post	324,866	†674,921	350,055 L
*Times	1,120,766	1,131,391	10,625 L
*Post	427,577	483,085	55,508 L
Totals	3,246,755	3,722,755	476,000 L

Herald-Post morning edition discontinued with issue of Ma 5, 1927. † Includes 244,345 lines of morning issue.

ST. PAUL

	1927	1926	
*Dispatch	889,252	895,006	5,754 L
Pioneer	939,414	1,014,286	74,872 L
News	869,680	743,386	126,294 G
Totals	2,698,346	2,652,678	45,668 Ga

OAKLAND

	1927	1926	
Tribune	1,714,398	1,704,906	9,492 Ga
*Post Inquirer	915,446	834,106	81,340 Ga
Totals	2,629,844	2,539,012	90,832 Ga

OMAHA

	1927	1926	
World-Herald	1,199,625	1,219,799	120,174 Lo
Bee	671,664	555,625	116,039 Ga
News	.....	475,174	.....
Totals	1,871,289	2,250,598	379,309 Lo

News combined with Bee, February 7, 1927.

BIRMINGHAM

	1927	1926	
Age-Herald	613,508	749,014	135,506 Los
News	1,615,460	1,691,942	76,482 Los
*Post	551,390	522,578	28,812 Gai
Totals	2,780,358	2,963,534	183,176 Los

RICHMOND

	1927	1926	
*News-Leader	1,074,220	1,176,056	101,836 Los
Times-Dispatch	899,836	978,614	78,778 Los
Totals	1,974,056	2,154,670	180,614 Los

DAYTON

	1927	1926	
News	1,569,162	1,541,484	27,678 Gai
*Herald	936,964	902,734	34,230 Gai
Journal	703,010	698,572	4,438 Gai
Totals	3,209,136	3,142,790	66,346 Gain

HOUSTON

	1927	1926	
Chronicle	1,343,510	1,392,188	48,678 Loss
Post-Dispatch	1,240,092	1,170,988	69,104 Gain
*Press	669,578	527,828	141,750 Gain
Totals	3,253,180	3,091,004	162,176 Gain

DES MOINES

	1927	1926	
Register	814,788	812,751	2,037 Gain
*Tribune-Capital	953,709	907,792	45,917 Gain
*Capital	.....	516,921	.....
Totals	1,768,497	2,237,464	468,967 Loss

Sunday Capital discontinued February 21, 1926.
Daily Capital discontinued February 12, 1927.

ATLANTA

	1927	1926	
Constitution	.....	.....	.....
Georgian-American	760,396	634,186	126,210 Gain
Journal	1,499,512	1,422,988	76,524 Gain
Totals	2,259,908	2,057,174	202,734 Gain

KANSAS CITY

	1927	1926	
Journal	506,154	549,824	43,670 Loss
*Post	435,339	504,470	69,131 Loss
Star	1,771,416	1,807,103	35,687 Loss
*Times	906,820	957,853	51,033 Loss
Totals	3,619,729	3,819,250	199,521 Loss

MEMPHIS

	1927	1926	
Commercial Appeal	1,335,999	1,556,212	220,213 Loss
*Evening Appeal	673,974	.....	.....
*News-Scimitar	.....	618,415	.....
*Press	.....	566,566	.....
*Press-Scimitar	734,657	.....	.....
Totals	2,744,630	2,741,193	3,437 Gain

NEWARK, N. J.

	1927	1926	
Ledger	.....	.....	.....
*News	1,908,070	1,935,362	27,292 Loss
*Star-Eagle	.....	.....	.....
Totals	1,908,070	1,935,362	27,292 Loss

PITTSBURGH

	1927	1926	
*Chronicle-Telegraph	1,077,482	1,090,236	12,754 Loss
Gazette-Times	908,166	996,001	87,835 Loss
Post	934,738	1,014,034	79,296 Loss
Press	2,334,752	2,340,492	5,740 Loss
*Sun	683,998	778,834	94,836 Loss
Totals	5,939,136	6,219,597	280,461 Loss

PORTLAND, ORE.

	1927	1926	
*News	512,723	536,256	23,533 Loss
Oregonian	1,231,328	1,405,040	173,712 Loss
Oregon Journal	1,194,340	1,134,210	60,130 Gain
*Telegram	319,550	559,426	239,876 Loss
Totals	3,257,941	3,634,932	376,991 Loss

* No Sunday edition.

TRADE BODY ASSUMES AD CENSORSHIP POWERS

U. S. Commission Orders True Romances to Cease Publication of "Reducine" Copy and Firm to Stop Sale of Product—"Not A Precedent", Lawyer for Magazine Declares

THE precedent that the Federal Trade Commission has the power to order a publication to cease and desist printing of advertising which is false and misleading was set this week when that body ordered the Womanhood Publishing Corporation, New York, publisher of *True Romances*, to cease publication of copy from McGowan Laboratories, Inc., Chicago, concerning "Reducine," a cream claimed to have flesh reducing properties. True Romances is a Bernarr Macfadden publication.

The McGowan Laboratories also were ordered to stop the sale of "Reducine," in interstate commerce, and from advertising the cream in any publication.

The McGowan Laboratories, Inc., asserted in its advertising, according to the Commission's findings, that anyone may be freed from every ounce of unwelcome flesh, and that getting thin is made pleasurably simple and easy for anyone by simply applying "Reducine," which dissolves all excess fat by a harmless chemical reaction. The Commission found these statements to be false and the cream useless for the purpose claimed.

The Commission found also that the Womanhood Publishing Corporation, by publishing the fraudulent advertising of the McGowan Laboratories, in its magazine, True Romances, knowingly became a party to the scheme for defrauding the purchasing public.

The foregoing practices were also found to be unfair to competitors who truthfully advertise professional advice, instructions and other methods for reducing excess flesh.

The Commission's order follows:

IT IS NOW ORDERED by the Federal Trade Commission that respondents, McGowan Laboratories, Inc., and Womanhood Publishing Corporation, do cease and desist from all and singular the acts and practices in said complaint alleged and set forth in said findings as to the facts, to wit:

That respondent, McGowan Laboratories, Inc., cease and desist, in selling or offering for sale in interstate commerce its certain toilet compound or cream in said complaint referred to, and in causing its said compound to be advertised for sale in interstate commerce in newspapers, magazines, periodicals or other publications of general circulation throughout the United States and in various sections thereof, or in otherwise advertising the same for sale and misleading statements and assertions regarding the certain harmless chemical reaction which is alleged to take place in the portions of the human body to which said compound or cream is applied:

(1) To the effect that by the use of said product any one may be freed from every ounce of unwelcome flesh and that getting thin is made pleasurably simple and easy for any one.

(2) To the effect that, upon the application of said product to the human body, a harmless chemical reaction takes place, during which the excess fat is literally dissolved away, leaving the figure slim and properly rounded, giving the lithe grace to the body every man and woman desires.

(3) To the effect that any purchaser of said compound, by applying said product and patting it gently into the parts of the human body which the purchaser desires to slenderize, will thereby reduce any and every part of the body so treated no matter how much or how little excess flesh there may be, quickly, surely and permanently.

(4) To the effect that any portion or portions of the alleged effects of the application of said compound to the human body, will result therefrom.

That respondent, McGowan Laboratories, Inc., cease and desist in selling or offering for sale in interstate commerce its said certain toilet compound or cream, and in causing its said compound to be advertised for sale in interstate commerce, in newspapers, magazines, periodicals or other publications of general circulation throughout the United States and the various sections thereof, or in otherwise advertising the same for sale in interstate commerce, from making any false and misleading statement or statements or assertions as to the said product or as to the effect or effects of its use upon, or application to, the human body.

That respondent, Womanhood Publishing Corporation, cease and desist from incorporating in its certain magazine, to wit: True Romances, and distributing the same as a part of said magazine to its subscribers and to the purchasers thereof in and throughout the several States of the United States or any section thereof, all and singular the false and misleading statements and assertions in relation to the certain toilet compound or cream sold and offered for sale in interstate commerce by respondent, McGowan Laboratories, Inc., alleged and set forth in the complaint herein, or set forth in the Commission's findings as to the Facts herein, or referred to or set forth in Paragraph One or Paragraph Two of this Order.

That respondent, Womanhood Publishing Corporation, cease and desist from incorporating any of the false and misleading statements as to said toilet compound or cream referred to in Paragraph Three of this Order or any similar false and misleading statement or assertion, as to said toilet compound or cream, or as to the effect of its application to the human body, in any newspaper, magazine, periodical or other publication, and distributing same as a part of such newspaper, magazine, periodical or other publication to the subscribers therefor, or purchasers thereof, in and throughout the several states of the United States or in any section thereof.

The respondents are required to report to the Commission within 30 days the manner in which they have complied with the order.

By this ruling, as it pertains to True Romances, which is entirely new in Trade Commission history, the body assumes the power of censoring advertising and of ordering a publisher to bar it from his columns.

Both the McGowan Laboratories and True Romances consented to the issuance of the order.

Joseph Schultz, attorney for the Womanhood Publishing Corporation, in discussing the case for EDITOR & PUBLISHER, declared that he did not believe that a precedent had been established, or that power to order advertising barred from a publication is within the jurisdiction of the Trade Commission.

"We did not fight this action for the reason that the copy had already been barred from True Romances at the time the Federal body opened its case in July, 1926," he declared. "In addition the McGowan Laboratories signified their intention accepting the cease and desist action of the Commission.

"The last 'Reducine' copy ran in August, 1926, and for that reason any action the Trade Commission might take later was of purely academic interest to us.

"I disagree, however, that consent to the action constitutes a precedent, and question the Commission's jurisdiction in the case of publishers. Had the product been one we wanted to back up we would have made a test case of it.

"The Trade Commission stands in the position of attacking fraudulent advertising from the standpoint of unfair competition. I cannot conceive of fraudulent advertising being unfair competition—it is a criminal offense punishable under the Federal law of using the mails to defraud.

"As I view it, the Commission is organized to restrain unfair practices as they relate to *methods* of doing business, not as to *quality* of products offered for sale. If it can say to a firm 'Your article does not have the qualities you claim for it,' why cannot it go further and say 'Your price for this product is too high considering its value, you must reduce the price?'

"The Commission's order states that by printing the advertising of 'Reducine' the magazine knowingly becomes a party to the fraud. In a contested case I think the Commission would be hard put to prove knowledge on the part of a publisher.

"Despite all this, however, I do not think publishers generally should oppose such action by the Commission. There is entirely too much fraudulent advertising appearing. There ought to be some way of censoring misleading advertising for the protection of the public. A publisher owes it to his readers to protect them from fraudulent schemes just as a restaurant owner owes it to his patrons to see that the food he serves them is not poisonous. Without the aid of the publishers fraudulent advertising cannot exist.

"Many newspapers and magazines exercise rigid censorship, but there are many that do not. The advertising fraternity itself, I believe can clean up the situation.

"Every person in the publishing business should approve stringent censorship, but not by giving more power to a Federal body."

LOCAL DRUGGISTS CAN PROFIT BY USING MORE NEWSPAPER SPACE

ONE of the big fields for advertising which the average small town daily is not developing to the extent that it should is the local druggist, J. Earle Mavity, advertising manager of the *Valparaiso* (Ind.) *Daily Vidette,* told members of the Inland Daily Press Association at its recent May meeting in Chicago.

"Drug stores nowadays carry as varied a stock as many of the small department stores and the hours during which the drug store is kept open makes possible an extremely large volume of business," Mr. Mavity said. "Drug store proprietors are for the most part live wire merchandisers and are in one of the most highly competitive fields in the retail business. And it is the very keenness of this competition which makes advertising necessary. This I have demonstrated to my own satisfaction at least, in Valparaiso, a city of 8,000 population located 45 miles southeast of Chicago.

"Twice within the past year, James L. Meagher, one of our local druggists, has used a double page truck to announce a special merchandising event.

"In the early part of December, 1926, Mr. Meagher used a double page truck in connection with his announcement of the semi-annual Penslar Drug sale at his store. The sale ran four days during which he did a cash business of $2,159 and wrote onto his books in 30-day charge accounts more than $500. Besides this he put away some $400 worth of merchandise to be called and paid for before Christmas. The sale paved the way for one of the most successful holiday businesses that the store has ever done.

"Then in March of this year, Mr. Meagher again used a double page truck combining a paint and wall paper sale with the Penslar one-cent sale. This merchandising event covered a period of eight days (including two Saturdays). Cash register receipts for these eight days were more than $3,500 and the total posted to charge accounts was more than $2,000. And Mr. Meagher has done a tremendous business in paints and wall paper ever since.

"There are seven drug stores in the city, two of them larger than the Meagher store. Three of these seven stores will average more than 250 inches per month in each of the two daily papers here. All three of these have used full page ads frequently but Mr. Meagher has been the only one to attempt the double spread and so satisfactory has it been that he intends to keep up the practice."

McNITT BUYS JOHNSON SYNDICATE INTERESTS

Latter Retires as President and General Manager of Johnson Features and Editors' Feature Service

W. H. Johnson this week resigned as president and general manager of Johnson Features, Inc., New York, and Editors' Feature Service, Cleveland, and is at present on a leave of absence.



V. V. McNITT

Mr. Johnson's stock interest in the syndicates has been sold to V. V. McNitt, president of the McNaught Syndicate, who was subsequent to Mr. Johnson's resignation elected general manager of the two companies. He assumed his duties Monday. The Central Press Association, Cleveland, owned by Mr. McNitt, is continuing to issue its service in its own plant as usual.

Mr. McNitt plans to strengthen and improve the services as rapidly as possible, he stated.

Mrs. Mary H. Rumsey retains her interest in Johnson Features, Inc., and Editors' Feature Service, Mr. McNitt said.

George Barr Baker was elected president of both companies, succeeding Mr. Johnson.

Mr. Johnson resigned as manager of the New York Herald Tribune Syndicate, and early in 1925 organized Johnson Features, Inc. In January, 1926, Editors' Feature Service was started with headquarters in Cleveland.

EDITOR & PUBLISHER CALENDAR

June 26-29—International Advertising Association, annual convention, Denver.

July 4-6—Southern Newspaper Publishers Assn., 25th annual convention, Atlanta.

July 9-11—Utah Press Assn., annual summer meeting, Cedar City.

July 14-16—Virginia Press Assn., annual meeting, Williamsburg, Va.

OFFICIAL PROGRAM

Twenty-third Annual Convention

International Advertising Association

DENVER, JUNE 26-29

SUMMARY OF PROGRAM AND CONVENTION FEATURES

Theme of Convention—"THE GROWTH OF INDUSTRY AND THE PART ADVERTISING IS PLAYING IN ITS DEVELOPMENT."

INSPIRATIONAL MEETING

SUNDAY AFTERNOON, JUNE 26, 3:30 O'CLOCK

Presiding—E. D. GIBBS, Chairman, General Program Committee; Advertising Director, The National Cash Register Company, Dayton, Ohio.
MUSIC.
ADDRESSES OF WELCOME:
HON. WILLIAM H. ADAMS, Governor of Colorado.
HON. BENJAMIN F. STAPLETON, Mayor of Denver.
RESPONSE—C. K. WOODBRIDGE, President I. A. A.
KEYNOTE ADDRESS—DR. J. WHITCOMB BROUGHER, President, Northern Baptist Convention; Pastor, First Baptist Church, Oakland, Cal. "Service and Success."
MUSIC.

GENERAL SESSION

Broadway Theatre

9:00 A. M., MONDAY, JUNE 27

MUSIC.
THEME OF CONVENTION—"The Growth of Industry and the Part Advertising Is Playing in Its Development."
Convention called to order by C. K. WOODBRIDGE, President, I. A. A. Address by PRESIDENT WOODBRIDGE.
THE. HON. SAMUEL R. McKELVIE, Former Governor of Nebraska; Publisher, *Nebraska Farmer*, "The Market at Our Door."
MERLIN HALL AYLESWORTH, President, National Broadcasting Company, New York, "The Romance of Radio."
MRS. EMILY NEWELL BLAIR, Magazine Writer and Lecturer, Washington, "The Women Who Buy."

MONDAY EVENING, 8 O'CLOCK

MUSIC.
W. E. HARKNESS, Manager, Auxiliary Service, American Telephone and Telegraph Company, New York, "Some Commercial Uses of Telephotographs."
JOE MITCHELL CHAPPLE, Writer and Traveler, Boston, "Advertising—An Open Door to the New Epoch."

TUESDAY MORNING, 9 O'CLOCK

MUSIC.
FRANCIS H. SISSON, Vice-President, Guaranty Trust Company; Treasurer, International Advertising Association, New York. "Problems of Prosperity."
COL. PAUL HENDERSON, General Manager, National Air Transport Company, Chicago. "The Wings of Business."
THE HON. JAMES ROLPH, JR., Mayor of San Francisco. "Community Advertising as San Francisco Knows It."
JAMES F. OWENS, Vice-President and General Manager, Oklahoma Gas & Electric Company, Oklahoma City. "Business Is Good in America—Why Change It?"

TUESDAY EVENING, 8 O'CLOCK

MUSIC.
S. L. ROTHAFEL, "ROXY," President, Roxy Theatre, New York. "The Invisible Audience."
THE HON. WILLIAM E. BORAH, United States Senator from Idaho.

WEDNESDAY AFTERNOON, 4 O'CLOCK

ANNUAL BUSINESS MEETING

Report of President—C. K. WOODBRIDGE, Detroit.
Report of Secretary—ROWE STEWART, Philadelphia.
Report of Treasurer—FRANCIS H. SISSON, New York.
Report of Chairman of Advertising Commission—W. FRANK M'CLURE, Chicago.
Report of Federation of Women's Advertising Clubs of the World—MRS. BERNICE BLACKWOOD, New York.
Report of Committees.
HAROLD J. STONIER, Vice-President, University of Southern California, and President, Advertising Club of Los Angeles—"The Challenge of Organized Advertising."
Report of Resolutions.
Announcement of Nomination of Convention City by President of Board of Club Presidents.
Announcement of Selections to Executive Committee of the International Advertising Association by Sustaining Members, Board of Club Presidents, Federation of Women's Advertising Clubs, Advertising Commission and National Better Business Bureau.
Election of President.
Election of Secretary.
Election of Treasurer.

ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES

MESSANINE BANQUET ROOM, HOTEL COSMOPOLITAN.
MONDAY AFTERNOON, 2 O'CLOCK

LOCAL DISPLAY ADVERTISING

Presiding—WILLIAM E. DONAHUE, Manager, Local Display Advertising, *Chicago Tribune*.
"Chain Store Merchandising"—R. L. WHITMAN, Advertising Manager, J. C. Penney Company.
"The Selection of Media"—MISS CLAIRE SAMELS, Advertising Manager, Carson, Pirie, Scott & Co., Chicago.
Subjects for Open Discussion:
"What are the principal advantages and disadvantages to the advertiser of a 'shopping news'?"
"Are newspapers changing policies relative to the acceptance of advertising from retail stores located in other cities?"
"What are the best arguments to induce independent grocers to advertise to compete with chains?"
"How can a newspaper best help the retail advertiser?"
"What service should and should not be extended to the retail advertiser?"
"What market data should be compiled for the retail advertiser."
"What are the best arguments replying to the idea of a few retail advertisers that advertising is not as effective as formerly?"
"What is the effect of a large volume of bargain advertising on linage and on business generally?"
"What are effective methods of stimulating interest in staff meetings?"
"What are practical methods of developing local lineage for light days?"

TUESDAY AFTERNOON, 2 O'CLOCK

NATIONAL ADVERTISING

Presiding—FRANK T. CARROLL, President, A. N. A. E.; Advertising Director, *Indianapolis News*.
"Co-ordination of the Publication Office and the Special Representative in Developing National Advertising"—F. ST. J.

OFFICIAL PROGRAM — Continued

RICHARDS, Eastern Manager, *St. Louis Globe Democrat;* Ex-President, The Six Point League.
"The Kind of Co-operation That Pays the Newspaper and the Advertiser"—ARTHUR H. OGLE, Secretary-Treasurer, Association of National Advertisers.
"The Westinghouse Newspaper Campaign"—J. C. McQUISTON, Director of Advertising and Publicity, Westinghouse Electric Manufacturing Company, East Pittsburgh, Pa.
Subjects for Open Discussion:
"How can newspapers check the tendency to place national advertising through retailers?"
"What merchandising service should and should not be extended to national advertisers?"
"Can a small newspaper afford to give merchandising service?"
"How important is survey work in developing national advertising?"
"What are the most effective methods of developing national advertising?"
"Is it advisable to secure a special representative who confines his newspapers to one geographical area?"
"What are the best methods of charging advertising and handling claimed deductions when the advertising as printed measures less than the order, due to shrinkage?"

WEDNESDAY MORNING, 9:30 O'CLOCK

CLASSIFIED ADVERTISING

Presiding—CHARLES W. NAX, Classified Advertising Manager, St. Louis Globe Democrat; President, Association of Newspaper Classified Advertising Managers.
"Building Classified and Making It Pay"—CHARLES W. HORN, Classified Advertising Manager, *New York American.*
"What Classified Advertising Needs Most"—HARRY GWALTNEY, Classified Advertising Manager, *Milwaukee Journal.*
A group of twelve classified advertising managers, representing newspapers of varied sizes, types and publication hours, will be present to answer questions in open discussions.
Award of the Shuman Trophy and presentation of the prize winning story of Newspaper Advertising Success.

WEDNESDAY AFTERNOON, 2 O'CLOCK

PROBLEMS CONCERNING COMPLETE DEPARTMENT

Presiding—CARL P. SLANE, Publisher, *Peoria Journal-Transcript.*
"Who Pays for Advertising"—RHEY T. SNODGRASS, Advertising Manager, *Minneapolis Journal.*
"Rotogravure from the Angle of the Advertiser and the Newspaper"—ROGER H. FERGER, Advertising Manager, *Cincinnati Enquirer.*
Subjects for Open Discussion:
"Should newspapers stop selling guaranteed positions?"
"What is the best system of payment for advertising salesmen?"
"What is the solution of the rate differential problem for automobile advertising?"
"What are the best rulings for differentiating between national and local advertising?"
"What is the best closing time for an afternoon paper in a city of 50,000?"
"What are the merits of the A. B. C. rule that prohibits a newspaper from printing a competitor's statement?"
"What can be done about the evident disregard by many newspapers of the efforts to curtail the use of excessive areas of black?"
Closing Business—Report of Resolutions Committee; Report of Auditing Committee; Report of Nominating Committee; Election of Officers.

ASSOCIATION OF NEWSPAPER CLASSIFIED ADVERTISING MANAGERS

Eljebel Masonic Temple, Denver

MONDAY MORNING, JUNE 27, 9 O'CLOCK

(Note: As much of the program as is possible will be completed at each session, allowing as much time as seems desirable to each subject. The following session will begin where previous session finished.)
Registration Officers' Reports, Appointment of Committees.
Value of Classified to a newspaper, by well-known publisher or business manager who is a classified enthusiast.
Four Sources of Classified: 1. Over the Counter. 2. By Telephone. 3. Personal Solicitation. 4. By Mail.

1. Counter Business: Chairman, J. A. FINNERAN, *New York Times.* A. Selection and Training of Counter Help. B. Counter Methods. C. Blind Answers. D. Copy Writing Assistance.
2. Telephone Business, Soliciting Room: Chairman, W. W. MURDOCK, *Detroit Free Press*—A. Selection and Training of Telephone Sales People. B. Supervision and Sales Helps for Telephone Solicitors. C. Follow-Ups.
"Voluntary" Telephone Room: Chairman, A. R. KOEHLER, *Chicago Tribune*—A. Qualifications and Training of "Ad-Taker." B. Censoring Copy." C. Handling Kills, Corrections, Allowances and Reinstates. D. Salary and Personnel Problems.
3. Personal Solicitation: Chairman, HARRY GWALTNEY, *Milwaukee Journal*—A. Qualifications of Salesmen. B. Sales Methods. C. Salaries. D. Sales Meetings. E. Sales Assistance.
4. Direct by Mail: Chairman, JOHN L. IRVIN, *New York American*—A. Circulars vs. Letters. B. Territorial Limits. C. Enclosures. D. Promotion Methods. E. Rates.
On Tuesday separate sessions will be held for the Large Newspapers and for the Small Newspapers.
Large Newspapers Meeting: Chairman, HY. MOEHLMAN, *Baltimore Sun*—A. Development of New Classifications. B. Personnel Problems. C. Sub-Stations.
Small Newspapers Meeting: Chairman, R. E. BALLOU, *Peoria Star*—A. Department Organization. B. Complaints. C. Classification of Ads. D. Special Pages. E. Special Rates. F. Censorship. G. Service Bureaus. H. Methods of Handling Kills, Allowances, etc. I. Competition. J. Promotion.

WEDNESDAY MORNING, 11 O'CLOCK

ELECTION OF OFFICERS

Discussion of "Co-Operative Promotion Idea—Its Purpose and Progress," by C. L. PERKINS, *Chicago Herald-Examiner.*
Report of Committees at close of afternoon session.
On Monday a luncheon meeting will be held for those newspapers carrying First, Second, and Third Volumes in their cities.
On Tuesday separate luncheon meetings will be held for large morning papers, large afternoon papers, and for small newspapers.

FINANCIAL ADVERTISERS ASSOCIATION

Albany Hotel, Denver

WEDNESDAY, JUNE 29

MORNING SESSION

9:00—Registration (no fee).
9:30—Meeting called to order by ALLAN HERRICK, Advertising Manager, United States National Bank, Denver.
9:35—"Address of Welcome"—JAMES C. BURGER, Vice-President, Denver National Bank.
9:50—"The Objectives in Financial Advertising"—C. H. HANDERSON, President, F. A. A., and Vice-President of the Union Trust Company, Cleveland.
10:15—"What Advertising Has Done for Financial Institutions"—HENRY FAILING, Advertising Director, *Oregon Journal,* Portland.
11:00—"The Ideal Advertising Program for a Financial Institution"—RALPH CASTLE, Pacific Coast Manager, *Christian Science Monitor.*
11:45—Discussion.
12:15—Luncheon, Albany Hotel.
Presiding—C. H. HANDERSON, President, F. A. A.
"Possibilities of the Newspaper in Security Advertising"—PAUL LOUGHRIDGE, Partner, Bosworth, Chanute, Loughridge and Company, Investment Securities, Denver.
Entertainment—Furnished by Denver Clearing House Association.

AFTERNOON SESSION

Presiding—CLINTON F. BERRY, Assistant Vice-President, Union Trust Company, Detroit.
2:15—"Developing the Trust Department Through Personal Solicitation"—(Speaker to be announced later).
2:50—"Employes' Contest for New Business"—WM. J. KELLY, Second Vice-President, Chicago Trust Company.
3:15—"How to Sell Bonds"—CHARLES B. ENGLE, Treasurer, International Trust Company, Denver.
3:35—"Making the Advertising Part of the Bank"—CHARLES McMAHON, Director of Advertising, First National Bank, Detroit.
4:00—Adjournment.

OFFICIAL PROGRAM — Continued

ASSOCIATED RETAIL ADVERTISERS

Consistory Auditorium, Denver

MONDAY AFTERNOON, JUNE 27, 2 O'CLOCK

Presiding—GEORGE B. FORRISTALL, President, Associated Retail Advertisers; Advertising and Sales Manager, Foley Bros. Dry Goods Company, Houston, Texas.

2:00—Report of President, Report of Secretary-Treasurer, Appointment of Committees on Nomination and Resolutions, Report of Chairman, Program Committee.

2:20—"Howdy"—H. MAURICE WEILAND, The Neustetter Co., Denver.

2:30—"Profit—The Measure of Advertising Success"—F. W. CRANKSHAW, Amos Parrish & Co., New York, N. Y.

3:00—Questions and Discussion.

3:10—"Accent on the 'Manager'"—LULU E. ECKELS, Los Angeles.

3:40—Questions and Discussion.

3:50—"Straightening Out the Volume Kinks"—RAY M. WRIGHT, Advertising Manager, Scruggs-Vandervoort-Barney, St. Louis, Mo.

4:20—Questions and Discussion.

4:30—Adjournment.

TUESDAY AFTERNOON, 2 O'CLOCK

Presiding—H. M. VOSS, Denver Dry Goods Company.

2:00—Foreword—By the Chairman.

2:10—"The Business of the Better Business Bureau"—EDWARD L. GREENE, Managing Director of National Better Business Bureau, New York.

2:40—Questions and Discussion.

2:50—"The Proper Use of Space"—W. E. DONAHUE, *Chicago Tribune.*

3:20—Questions and Discussion.

3:30—"Backing Up the Advertising"—J. R. OZANNE, Advertising Manager, Carson, Pirie, Scott & Co., Chicago.

4:00—Thirty Minutes of "Open Forum," presided over by MISS R. McCLUNEY, Advertising Manager, Ackemann Brothers, Elgin, Ill.

A. "Getting the Newspaper With You."
B. "How a Store Can Interest High School Students."
C. "Selling Yourself to Your Own Organization."

4:30—Adjournment.

WEDNESDAY FORENOON, 9:30 O'CLOCK

Presiding—GEORGE B. FORRISTALL, President.

9:30—Reports of Committees.

9:40—"The Merchant's Viewpoint of Merchandise Promotion Today"—J. K. STERNE, General Merchandise Manager, The May Company, Denver.

10:10—Questions and Discussion.

10:20—"The Fashion Force in Retailing"—CARL GIBSON, Vice-President, Standard Corporation, Chicago and New York.

10:50—Questions and Discussion.

11:00—"I Am the Customer"—MRS. DONALD C. BROMFIELD, Denver.

11:30—Questions and Discussion.

11:40—"Retail Radio Advertising in Boston"—FRANK A. BLACK, Publicity Manager, Wm. Filene's Sons Company, Boston, Mass.

12:10—Questions and Discussion.

12:20—Adjournment.

WEDNESDAY AFTERNOON, 2 O'CLOCK

Presiding—ARTHUR BRAYTON, Editor, *Dry Goods Merchants Trade Journal,* Des Moines, Ia.

2:00—The Query Box—One hour and forty-five minutes to be devoted in open forum and divisional groups—to comparative experiences in dealing with the essential factors which go to make up successful retail store promotion today. Entire program to rest on a summary of points indicated by retail advertising men and women in response to a pre-convention questionnaire.

3:45—Adjournment.

THEATRE ADVERTISING PUBLISHERS ASSOCIATION

Room A, Hotel Cosmopolitan, Denver

MONDAY AFTERNOON, 2:30 O'CLOCK

Presiding—E. E. BRUGH, President, Clyde W. Riley Advertising Company, Chicago, Ill.

2:30—General Discussion and Election of Officers.

Luncheon

TUESDAY, JUNE 28, 12:30

Close of Business Details

TUESDAY AFTERNOON, OPENING AT 2:30 O'CLOCK

Presiding—E. E. BRUGH, President.

2:30—"Selling Advertising"—J. C. CHEVALIER, Secretary, New York Theatre Program Corporation, New York, N. Y.

2:45—"Purchase—Inclination"—the important fundamental of a "Quality Market"—E. E. BRUGH.

DIRECT MAIL ADVERTISING ASSOCIATION

Ball Room, Brown-Palace Hotel, Denver

MONDAY AFTERNOON

2:00—"Selling One Out of Four Farmers"—C. R. LAWSON, Potts-Turnbull Company, Kansas City.

2:30—Discussion.

2:45—"Advertising Everybody Can Do"—ROBERT E. RAMSEY, President, Robert E. Ramsey Organization, New York.

3:15—Discussion.

3:30—"A Clinic on Business Letters"—VICTOR KLEBBA, Vice-President, Superior Advertising Service, Chicago.

4:00—Discussion.

4:15—Adjournment.

TUESDAY AFTERNOON

2:00—"Cold Facts About Direct Mail"—GORDON W. KINGSBURY, Director of Advertising, Kelvinator, Inc., Detroit.

2:30—Discussion.

2:45—"How We Enlarged Our Market by the Use of Direct Mail"—CLARKE A. RICHARDS, The Coleman Lamp & Stove Company, Chicago.

3:15—Discussion.

3:30—"How Auto Dealers Were Secured Through Direct Mail"—W. R. EWALD, Campbell-Ewald Company, Detroit.

4:00—Discussion.

4:15—Adjournment.

WEDNESDAY MORNING

9:30—"Selling Building & Loan by Mail"—THOMAS L. CRAWFORD, Advertising Manager, The National Savings & Loan Association, Wichita, Kan.

10:00—Discussion.

10:10—"Direct Mail Tie-Ups and the Business They Brought"—MISS LENA OSBORNE, The Osborne Advertising Agency, Oklahoma City, Okla.

10:40—Discussion.

10:50—House Organ Round Table.

12:30—Adjournment.

AMERICAN PHOTO-ENGRAVERS ASSOCIATION

Room A, Cosmopolitan Hotel, Denver

TUESDAY AFTERNOON, 2 O'CLOCK

Presiding—CHARLES A. CLARK, The Cocks-Clark Engraving Company, Denver.

"Photo-Engravings in Advertising"—E. W. HOUSER, Barnes-Crosby Company, Chicago, Ill.

"Photo-Engravings Convince the Buyer"—M. C. GOSIGER, Schultz-Gosiger Company, Cincinnati.

"Photo-Engravings Attract Attention"—H. C. CAMPBELL, Western Eng. & Col. Company, Seattle, Wash.

"The Best Reproductions"—CHARLES A. CLARK, Denver.

GRAPHIC ARTS DEPARTMENT

Ball Room, Adams Hotel, Denver

MONDAY AFTERNOON, 2 O'CLOCK

"The Part Printing Plays in Financial Advertising"—CLINTON F. BERRY, Assistant Vice-President, Union Trust Company, Detroit.

(Subject to be announced)—GORDON W. KINGSBURY, Director of Advertising, Kelvinator, Inc., Detroit, Mich.

"Ethics of Typography"—JAMES O'SHAUGHNESSY, Executive Secretary, American Association of Advertising Agencies, New York.

OFFICIAL PROGRAM — Continued

"Business and Advertising"—FRANCIS H. SISSON, Vice-President, Guaranty Trust Company, New York.

AMERICAN COMMUNITY ADVERTISING ASSOCIATION

Adams Hotel, Denver

TUESDAY AFTERNOON, 2 O'CLOCK

Presiding—DOWELL LIVESAY, Editor, *Denver Magazine*, Denver.
President's Remarks—Committee Appointments—CHARLES F. HATFIELD, Secretary-Manager, St. Louis Convention, Publicity and Tourist Bureau.
"Oklahomans, Inc.—A Plan"—WILLIAM S. KEY, General Manager, Oklahomans, Inc., Oklahoma City.
"Value of Tourists—Canadian Viewpoint"—C. W. STOKES, Assistant Publicity Agent, Canadian Pacific Railway, Montreal.
"Community Advertising by Railroads"—J. W. KEARNEY, Manager Publicity, Missouri Pacific Railway, St. Louis.
"Influence of Travel"—R. H. Faxon, President, Denver Advertising Club.
General Discussion of Following Topics:
1. "Inter-Community Advertising for Sectional Growth"—MRS. ROBERT G. COULTER, Coulter & Payne, Inc., San Antonio, Tex.
2. "Selling a Campaign to a Community"—P. H. REILLY, Wisconsin Land O'Lakes Association, Rhinelander, Wis.

WEDNESDAY MORNING, 9:30 O'CLOCK

Presiding—CHARLES F. HATFIELD, President.
"Outdoor Tie-Up in Community Advertising"—C. B. LOVELL, Secretary, Outdoor Advertising Association of America, Chicago.
"How Travel Advertises a Community"—HARRY N. BURHANS, Executive Secretary, Denver Tourist and Publicity Bureau.
"Economics of Community Advertising"—DON E. MOWRY, General Secretary, Madison Association of Commerce, Madison, Wis.
General Discussion of Following Topics:
1. "Selling Community Advertising at Home"—E. E. HANWAY, Editor, *Casper* (Wyo.) *Herald-Tribune*.
2. "Effective Follow-Up"—DOWELL LIVESAY, Editor, Denver, Colorado.
3. "Checking Wastes in Community Advertising"—O. W. MEILKE, Portland (Ore.) Chamber of Commerce.
4. "Fund Raising in Utah"—EDGAR M. LEDYARD, President, Advertising Club, Salt Lake City.
5. "Where Does the Advertising Agency Come In?"—W. FRANK McCLURE, Albert Frank & Co., Chicago.

WEDNESDAY NOON, LUNCHEON, 12:30 O'CLOCK

Presiding—CHARLES F. HATFIELD.
Report on Nation-Wide Community Advertising Survey—FRANK M. SURFACE, Assistant Director, Department of Commerce, Washington, D. C.
Address—HON. JAMES ROLPH, JR., Mayor of San Francisco.

SCREEN ADVERTISERS ASSOCIATION

Broadway Theatre, Denver

SUNDAY EVENING, 8:15 O'CLOCK

"Thirty Years of Motion Pictures". (Film).

MONDAY AFTERNOON, 1:30 O'CLOCK

Shirley Savoy Hotel, Denver

1:30—Opening of Convention—Chairman J. DON ALEXANDER, Alexander Film Company, Denver.
Minutes of Secretary and Treasurer.
2:00—Address of President—DOUGLAS D. ROTHACKER, Rothacker Industrial Films, Chicago, Ill.
2:30—Panchromatic & Dupe Negative—GEORGE A. BLAIR, Eastman Kodak Company, Rochester, N. Y. Discussion.
3:00—"Uses of Phonofilm for Commercial Advertising"—RAY D. LILLIBRIDGE, President, Lillibridge Advertising Agency, New York.
4:00—"Motion Picture Conditions in the Northwest"—R. H. RAY, Ray-Bell Films, St. Paul.
4:30—"Short Length Division Plans"—A. V. CAUGER, Chairman. Discussion.
5:00—Adjournment.

TUESDAY AFTERNOON, 2: O'CLOCK

2:00—Presentation New Business
2:15—Discussion.
2:30—"Sales Organization"—M. F. CAMPBELL, Denver.
3:00—"Motion Pictures and Floods"—WM. JOHNSON, Motion Picture Advertising Service, New Orleans, La.
3:15—Our Jim From Texas—JAMES P. SIMPSON, James P. Simpson Company, Dallas, Tex.
3:45—Discussion and General Business.
500—Adjournment.

WEDNESDAY, 9:30 O'CLOCK

9:30—General Business.
10:00—"International Advertising Association Plans"—ROBERT A. WARFEL, Executive Secretary, Advertising Commission.
10:30—Discussion.
10:45—"Successful Uses of Motion Pictures"—Speaker to be announced.
11:15—Committee Reports.
11:45—Executive Committee Meeting.
12:00 to 3:30—Short Length Division Business Meeting.
1:00 to 3:30—Screening of Pictures.
3:30—Report Short Length Business Meeting.
3:45—Unfinished Business.
4:00—Adjournment.

CLUB OFFICERS' CONFERENCE

WEDNESDAY MORNING, 9:30 O'CLOCK

Presiding—DR. H. H. MAYNARD, President, Advertising Club of Columbus, O.
9:30—"Keeping Advertising Club Members on the Job Every Day of the Year"—ARTHUR H. BRAYTON, President, Advertising Club of Des Moines.
10:00—"The Use of Programs Supplied by Headquarters"—ALFONSO JOHNSON, President, Advertising League of Dallas.
10:30—"How Women's Clubs Educate Their Members and the Public on the Economics of Advertising"—MRS. HILMA BENSON, President, Women's Advertising Club of Chicago.
11:00—"Starting Public Dinners on Time"—J. R. BOLTON, Secretary, Advertising Club of New York.
11:15—"Making District Conventions Most Useful"—C. C. YOUNGGREEN, Chairman, Sixth District, Milwaukee, Wis.

WEDNESDAY AFTERNOON, 2 O'CLOCK

2:00—"Publicity for and Promotion of Club Events"—DONALD K. THOMAS, Managing Director, Advertising Club of Los Angeles.
2:30—Round Table Sessions.
(a) For clubs with paid secretaries—Leader: H. T. Bussman, President, Advertising Club of St. Louis.
(b) For clubs with volunteer secretaries—Leader: E. N. Ledyard, President, Advertising Club of Salt Lake City.

FEDERATION OF WOMEN'S ADVERTISING CLUBS

MONDAY AFTERNOON, 5 O'CLOCK

Hotel Cosmopolitan, Denver

Greeting to Denver—MISS MARIE RICHEY, Advertising Manager, Daniels & Fisher Store Company, Denver.
"What the International Advertising Association Means"—C. K. WOODBRIDGE, President, I. A. A.
The Pro and Con of Testimonial Advertising Copy: When It is Good—MISS HILDEGARDE GLOYER, National Advertising Department, *Milwaukee Journal*.
When It Is Not Good—MISS ELSIE E. WILSON, Associate Editor, *American Heating Merchant*, Advertising Division, American Radiator Company, New York.
Report of Executive Committee Member—MRS. BERNICE BLACKWOOD.
Report of Officers—President's Report—MRS. MINNA HALL CAROTHERS, Vice-President's Report—MISS HAZEL LUDWIG.
Elections—Vote on Constitutional Revisions.
Club Problems—Employment Work—MRS. HILMA BENSON, *Swedish Courier*, Chicago; President, Women's Advertising Club of Chicago.

OFFICIAL PROGRAM — Continued

Programs—MRS. ELLEN PATTEN, Crane Ice Cream, Philadelphia; President, Advertising Women's Club of Philadelphia.
Scholarship—MRS. SELMA ELGUTTER, Elgutter Advertising Service, Toledo; President, Women's Advertising Club of Toledo.
Vigilance—MISS MARGARET COONS, First National Bank, St. Louis; President, Women's Advertising Club of St. Louis.
Social Events—MISS JESSIE ZIEGLER, Women's Advertising Club of Houston.

GENERAL MAGAZINE REPRESENTATIVES

MONDAY AFTERNOON, 2 O'CLOCK

Presiding—EARLE L. TOWNSEND, *The Spur*, New York; Chairman, Magazine Group, Advertising Club of New York.
"Co-operation between Newspapers and Magazines"—GILBERT T. HODGES, Member Executive Board, *New York Sun* and President, Advertising Club of New York.
"The Importance of Magazine Advertising; the Appreciation of an Advertiser"—GILBERT H. DURSTON, Advertising Manager, Mohawk Carpet Mills, Amsterdam, N. Y.
"Some Remarks from an Editor and Publisher"—JOE MITCHELL CHAPPLE of Boston, Mass.
"Advertising Fifty Years Ago"—CHARLES H. STODDARD, Western Director, Frank A. Munsey Company, Chicago, Ill.
Fifteen Minutes for General Discussion—Led by ROBERT L. JOHNSON, Advertising Manager, *Time* and President, Magazine Club of New York. Assisted by ELIOTT ODELL, Eastern Advertising Manager, *Needlecraft*.

ADVERTISING SPECIALTY ASSOCIATION

TUESDAY AFTERNOON, 2 O'CLOCK

Presiding—THEO. R. GERLACH, President, Gerlach-Barklow Company, Joliet Ill.
2:00—"Advertising Specialties and Their Tie-up with Newspapers"—C. L. PERKINS, Classified Advertising Manager, *Chicago Herald-Examiner*.
2:30—"My Experience With Blotters for Holiday Greetings"—HARRY W. BUNDY, President, Bundy Coal Company, Denver.
3:00—"Co-operative Use of Specialties and Motion Pictures"—DOUGLAS D. ROTHACKER, President, Rothacker Industrial Films, Inc., Chicago.
3:00—"How the Use of Advertising Specialties Is Planned to Add Greater Value to All Advertising"—J. MACKEEVER, Vice-president, Gerlach-Barklow Company, Joliet.
4:00—"The Change in Financial Advertising"—GUY W. COOKE, Assistant Cashier, First National Bank, Chicago.

BROADCAST ADVERTISING GROUP

WEDNESDAY MORNING

Sponsored by the Advertising Club of Baltimore, Md.

Presiding—CHRISTOPHER R. WATTENSHEIDT, Former Counsel, Advertising Club of Baltimore, Md.
Introduction by Chairman.
"Radio Broadcasting as an Advertising Medium"—FRANK A. ARNOLD, Director of Development, National Broadcasting Company.
"Relation of the Advertising Agency to Broadcast Advertising"—JAMES O'SHAUGHNESSY, Executive Secretary, A. A. A. A.
"Experiences of an Advertiser Who Has Used Broadcast Advertising"—Name to be announced.
Question Box.

OUTDOOR ADVERTISING ASSOCIATION OF AMERICA

India Room—Shirley-Savoy Hotel, Denver

MONDAY AFTERNOON, 2 O'CLOCK

Presiding—HARRY F. O'MELIA, President, Outdoor Advertising Association of America.
Address of Welcome—ALDEN J. CUSICK of Denver.
"The Public View of Outdoor Advertising"—JOE MITCHELL CHAPPLE, editor, *National Magazine*, Boston.
"The Opportunity For Advertising Media" –S. N. HOLLIDAY, General Outdoor Advertising Company, New York.
"Business Organization and Advertising"—(Chamber of Commerce speaker to be announced).
"Buying Outdoor Advertising"—(User of Outdoor Advertising speaker to be announced).
"The Plant Owner's Relation to His Community"—R. L. BIRD, Bird & Jex, Salt Lake City.
"The Economic Aspect of Advertising"—EDWARD H. GARDNER, Professor of Business Administration, University of Wisconsin.

TUESDAY AFTERNOON, 2 O'CLOCK

Presiding—TOM NOKES, Treasurer, Outdoor Advertising Association of America.
"The Church and the Outdoor Medium"—(Speaker to be announced).
"Keeping Faith With the Public"—I. W. DIGGES, Secretary, General Outdoor Advertising Company, New York.
"Women's Influence on American Business"—EMILY NEWELL BLAIR, Washington, D. C.
"British Business and Outdoor Advertising"—SIR WILLIAM Veno, Governing Director, Veno Trust Company, Manchester, England.
"Marketing the Products of the West"—GEORGE W. KLEISER, President, Foster & Kleiser Company, San Francisco.
"Outdoor Advertising Your Home Town"—DON E. MOWRY, Secretary, American Community Advertising Association.
"The Trend of the Times"— C. B. LOVELL, General Manager, Outdoor Advertising Association of America.

WEDNESDAY MORNING, 10 O'CLOCK

Presiding—S. N. HOLLIDAY, Advertising Manager, General Outdoor Advertising Company.
"Standards of Practice in Outdoor Advertising"—AL NORRINGTON, General Outdoor Advertising Company, Pittsburgh.
"The Outdoor Advertising Departmental"—C. K. WOODBRIDGE, I. A. A. President.
"Reminiscences on Outdoor Advertising"—JAMES A. CURRAN of Denver.
"Outdoor Advertising As a Factor in American Business"—KERWIN H. FULTON, President, General Outdoor Advertising Company, New York.
"The Artist and Advertising"—(Speaker to be announced).
"The Need for Intensive Merchandising"—E. ALLEN FROST, General Counsel, Outdoor Advertising Association of America.

CHURCH ADVERTISING DEPARTMENT

MONDAY AFTERNOON 2 O'CLOCK

Presiding—CHARLES STELZLE, Publicity Counsellor, New York.
2:00—"Psychology in Church Advertising"—PROF. EDWARD H. GARDNER, University of Wisconsin.
3:30—"Newspapers in Church Advertising"—F. I. CARRUTHERS, Advertising Manager, *Denver Post*.

TUESDAY AFTERNOON, 2 O'CLOCK

Presiding—CHARLES STELZLE.
2:00—"Letters in Church Advertising"—HOMER J. BUCKLEY, President, Buckley, Dement & Co., Chicago.

WEDNESDAY MORNING, 10 O'CLOCK

10:00—"Co-operation in Church Advertising"—REV. WILLIAM L. STIDGER, Pastor, Linwood Boulevard Methodist Church, Kansas City, Mo.
11:30—Business Meeting of the Church Advertising Department.

NATIONAL ASSOCIATION OF TEACHERS OF MARKETING AND ADVERTISING

Luncheon, Wednesday, June 29, Prof. Nathaniel Barnes, University of Chicago, presiding.

AGRICULTURAL PUBLISHERS ASSOCIATION

Meeting Room A, Cosmopolitan Hotel

MONDAY AFTERNOON

1. Opening remarks by chairman.
2. Report of executive secretary.
3. Intensive drive for linage.
4. Who is our second best customer in 1928?

TUESDAY AFTERNOON

5. Can farm solicitations be improved?
6. How far should copy scrutiny go?
7. Are farm papers essential to farm market coverage?

RECORDS THAT CHECK DANGEROUS COST TRENDS

Publishers No Longer Find Bank Balance Sufficient Index to Business Health—Simple Systems Reveal All Important Facts Whenever Wanted

THERE are any number of legends in the newspaper business of famous proprietors and publishers who wanted to know nothing about the daily affairs of their property beyond the amount of the bank balance. If that was satisfactory, they could go fishing. If not, authority raised its voice and explanations followed. Such was the fabled simplicity of a by-gone day. It may have been fortunes for proprietors surrounded by capable and devoted souls in times when fortunes were written with fewer figures than is the rule today. It may have sufficed when a metropolitan daily could exist on the revenue produced by eight-page editions. But it is as remote as the Stone Age from newspaper publishing of 1927.

Publishers charged with the profitable guidance of modern newspaper machines watch them as a patient is watched upon the operating table. Daily reports are given them by responsible executives of the amount of the current issue's circulation, extraordinary activity by competitors, weather conditions or other details which might send the circulation or the volume of linage up or down for the day, the number of agate lines (segregated ad lib.) printed in their own paper and their local competitors, sometimes even the linage of semi-competitive newspapers in nearby cities. They know each evening or each morning, how much newsprint their pressrooms are using, how much goes into salable papers, how much is wasted, and how; they keep a stop-watch on the composing room and foundry, as well as the pressroom, and are prepared instantly to call to the carpet the wretch whose blunder caused seconds' or minutes' delay in the progress of an edition.

They get daily and weekly reports of income and expense from the responsible departments. And, of course, they get the daily bank balance that was paramount to their ancestors.

In recent years, much mental energy has been used to devise a form which will give for the calendar month a composite picture of the business, compared with the same month last year, and often giving a cumulative and comparative total of the year to date, in aggregate and by departments.

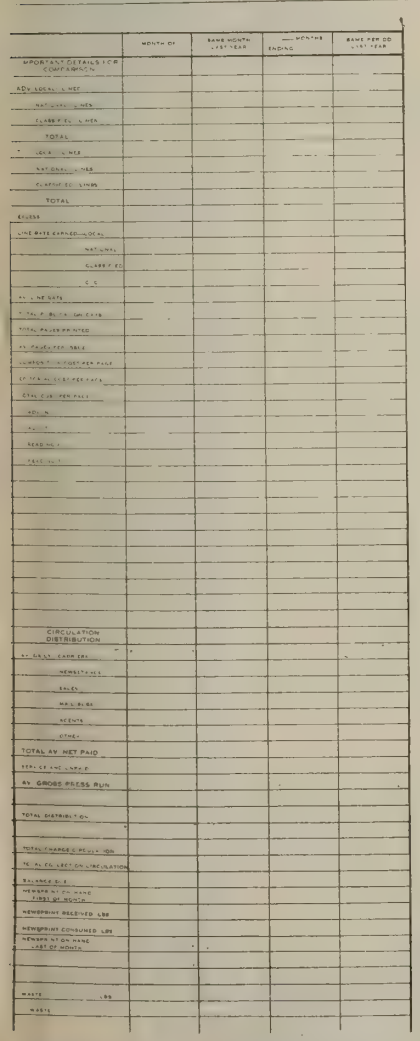
A simple form giving some of the data mentioned is used by the *South Bend* (Ind.) *News-Times*. It is reproduced below and is self-explanatory. Earnings from advertising, circulation, and miscellaneous sources are divided under their principal headings; expenses are given by departmental totals, the details of department expenses becoming available on a special form whenever desired by publisher or chief of department. One interesting feature is the corner data showing the percentage of increase or decrease for the month in earnings, expenses, gross earnings, and net income and giving a money comparison of weekly payrolls for the current and last year.

Another form, while not put forward as a model by its compiler, Walter C. Johnson, general manager of the *Chattanooga News*, is nevertheless the most complete example of its kind which has been laid upon this writer's desk. As reproduced upon the opposite page, it is legible, and needs no lengthy description. It expresses the present views of Mr. Johnson, who as president of the Southern Newspaper Publishers' Association and for many years its secretary, continuously urged upon his colleagues the necessity for accounting systems that would give them quickly a true picture of their business. Under his leadership and that of John A. Park, *Raleigh Times*, now the S. N. P. A. president, that organization has made excellent progress in bringing Southern newspapers to view modern accounting methods approvingly and they have supplemented their own work by obtaining the counsel of the Inland Daily Press Association, one of the first newspaper bodies to find an interesting and profitable field in newspaper book-keeping. The sheet reproduced below is a composite of many ideas gathered over a number of years, with improvements incorporated by Mr. Johnson early this year.

"The daily and weekly report forms of the Chattanooga News," Mr. Johnson tells EDITOR & PUBLISHER, "are so designed that we are able to keep thoroughly posted on every large detail of our business. It is not complicated and does not require a large clerical force. For example, we have a form reporting on advertising secured. This comes to my desk at the end of the week and it not only shows the total charge on local advertising, but enables me to keep a line on the work of the solicitor, with very little trouble. The figures are tabulated weekly, and in addition, we have a recapitulation sheet made up at the end of each six months which compares each month and quarter with the corresponding periods of previous year. By this method, we are able to determine whether a solicitor is showing an increase or a loss and most of all the number of charges for each period.

"We have recently improved our 'Comparative statement of revenue and expenses and details of publication,' which not only visualizes every phase of our business for the calendar month, but also carries a comparison for the corresponding month last year. We do not fool ourselves on expenditures, but practically close our books each month. The net income for the month is easily ascertained. We close every six months, although a number of newspapers and other business concerns close their books only

(*Continued on page 39*)



Reverse side of *Chattanooga News* monthly report, giving comparative data without revealing revenue.

COMPARATIVE STATEMENT OF EARNINGS AND EXPENSES

For Month of.....19.....

Form R-60-500-2-25

	This Year	Last Year
ADVERTISING EARNINGS		
Display, City		
Lines, City		
Classified		
Display, Foreign		
Mishawaka		
Miscellaneous		
Total Advertising		
CIRCULATION EARNINGS		
City Carriers		
Mail Subscribers		
News Stands		
Country Agents		
Counter Sales		
Mishawaka		
Miscellaneous		
Total Circulation		
MISCELLANEOUS EARNINGS		
Job Work		
Sales of Scrap Paper		
Rent		
Discounts Earned		
Miscellaneous		
Total Miscellaneous		

RECAPITULATION	This Year	Last Year
EARNINGS		
Advertising		
Circulation		
Miscellaneous		
Gross Earnings		
EXPENSES		
General		
Composing Room		
Editorial		
Stereotyping Dept.		
Press Room		
Circulation		
Advertising		
Total Expenses		
Net Income		
	% Increase	% Decrease
Advertising Earnings		
Circulation Earnings		
Miscellaneous Earnings		
Expenses		
Gross Earnings		
Net income		
Weekly Pay Rolls { This Year		
Weekly Pay Rolls { Last Year		

Simplified report form used for monthly comparisons by the *South Bend* (Ind.) *News-Times*.

TO BUILD PACIFIC EMPIRE ON AD FOUNDATIO

Speakers at Portland Convention Urge Co-operation to Replace Policy of Competition Betwee States—Harold J. Stonier of Los Angeles New President

PORTLAND, Ore., June 23—Problems of the Pacific Coast, its industrial development and the furtherance of a friendly alliance among the states and cities of that region were the particular concern of the Pacific Coast Advertising Clubs Association, meeting in Portland June 19 to 23. Leading advertising men and executives in allied activities presented a keen analysis of the situation and the important role that advertising is playing and will continue to play in the upbuilding of the Pacific West.



HAROLD J. STONIER

The convention doubtless was the most important the Coast Clubs have ever held. There was a registration of 817 delegates on Monday when the convention started to get down to business, following an inspirational program on Sunday. The number continued to mount to more than 900 registrations. All sections were well represented. California sent two special trains, one from San Francisco and one from Los Angeles, while the Pacific Northwest Clubs participated 100 per cent. There was an especially active and prominent delegation from Hawaii, headed by Raymond C. Brown, secretary of the territory and president of the Honolulu Advertising Club. The Islanders came as prospective hosts for the next convention.

An aggressive alliance, rather than destructive competition among the cities of the Pacific Coast, was urged upon the convention by David Whitcomb, general chairman of the Pacific Coast Empire Association and former president of the Seattle Chamber of Commerce. The Empire Association was one of the big factors of the convention. In addition to Mr. Whitcomb's talk, Harry Chandler and C. G. Milham, as representing that organization, presented a statement pointing out the economic and commercial advantages of unified advertising.

The position of the railroads, appreciative of the efforts of advertising men to forward the interests of the Pacific Coast, was expressed by F. S. McGinnis, passenger traffic manager of the Southern Pacific, who spoke in the absence of Paul Shoup on the subject, "What Community Advertising Means to the Average Man."

Recognition of radio as an important element in advertising and one that must be taken into consideration was given by the Association and it was the first time that this subject has had a serious place in deliberations of the convention. It was brought before the meeting by George J. Povdeyn, Pacific Coast manager of the National Broadcasting Company, in a talk on "The Fourth Dimension in Advertising."

His theme was the radio, its achievements in an advertising field, and its possibilities. More than 6,000,000 homes of America now are equipped with radio service, he said, and there is a field of 22,000,000 more to be reached.

Frank T. Carroll, advertising director of the *Indianapolis News* and president of the Association of Newspaper Advertising Executives, spoke on "Marketing the Great Commodities of the Pacific Through Advertising," urging the continuance of development of the tourist trade, but giving greater attention to the creation of a more extensive demand for coast products of all kinds.

A vigorous protest against the idea of grouping women together as vain, foolish and extravagant buyers was sounded by Bertha K. Landis, Mayor of Seattle, in her address on "What The Housewife Demands in Advertising." The advertiser who proceeds on that basis will reap a disappointing return, she averred, because he insults woman's intelligence.

"As a matter of fact," said she, "Women buy more efficiently, carefully and economically than men. This is due to long practice and training."

"The most casual review of the advertising columns of any daily newspaper will reveal that the leading and most aggressive manufacturers of merchandise today are likewise the leading newspaper advertisers," L. M. Barton, advertising manager of the *Chicago Daily News,* told the delegates. "To them newspaper advertising is a genuine factor in the distribution of their product, so great a factor that the average retailer will buy and put his greatest sales effort behind newspaper-advertised merchandise.

"In fact, newspaper advertising today is second only to the necessity of making a good product at a fair cost and a reasonable selling price."

The section of the convention devoted to church advertising had particularly interesting sessions. Walter W. Cribbins, San Francisco advertising man, gathered together a large audience of Portland preachers and told them what they needed to make their churches succeed.

"Give me the right kind of preacher, and let me tell the world about him with simply worded but enthusiastic advertisements, and I will guarantee to pack your greatest auditoriums every time it is announced that he is to speak," said Mr. Cribbins. "Advertising if used properly will double the congregation of the biggest church within a period of 12 months."

The keynote speech of the convetion was made on Sunday afternoon by Harold J. Stonier, vice-president of the university of Southern California and president of the Los Angeles Advertising Club.

His topic was, "Building the Era of the Pacific Through Advertising," and the address was delivered in place of one scheduled by Senator Borah and which his physicians advised him not to make.

From the time Mr. Stonier sounded the keynote until the end of the convention on Thursday there was not an idle minute. The evenings were given over chiefly to entertainment, including dances and dinners and a stunt night at the Heilig Theaters. On Thursday a trout breakfast was served on Eagle Creek, 40 miles from Portland, and the delegates were taken on a ride around the Mount Hood loop Highway.

Harold J. Stonier was the unanimous choice for president in the nominating committee, consisting of ex-presidents and secretaries of the Association.

Anne P. Keil, executive secretary of the Portland Advertising Club and convention secretary, was the committee's choice for vice-president at large, and the first woman in the history of the Association to be thus honored.

Richard P. Milne, former president of the Advertising Club of Seattle, will be proposed for vice-president, representing Western Washington; Raymond P. Kelley of Spokane will be proposed for re-election to vice-president for Eastern Washington. William P. Merry, retiring president of the Portland Advertising Club, will be proposed for vice-president for Oregon; George Montell of Palo Alto, Cal., vice-president for Northern California and Hawaii, and Tom H. Shore of San Diego, for re-election for vice-president for Southern California. Honolulu was the choice of the committee for the next convention.

The Association has 29 clubs, located in Oregon, Washington, Idaho, California and Hawaii. It has a membership of 4,800.

Four new clubs were admitted to membership, Eugene and Albany in Oregon and Pullman and Wenatchee in Washington.

HONORED BY KING

Eight Who Helped Publish British Gazette During Strike Get Orders

(*Special to* EDITOR & PUBLISHER)

LONDON, June 10.—In the King's birthday list, some interesting awards were made for public services during the General strike of May, 1926. Sydney W. H. Long, night superintendent of the *London Daily Express,* who receives the Order of the British Empire, set up the whole of the first issue of the news-sheet published by the Government from the office of the *London Morning Post,* and now famous as the *British Gazette.* H. R. Evans, head machine-room overseer of the Daily Express, and Edward Trotter, chief mechanical engineer, who receive similar decorations, also worked on the British Gazette with Mr. Long.

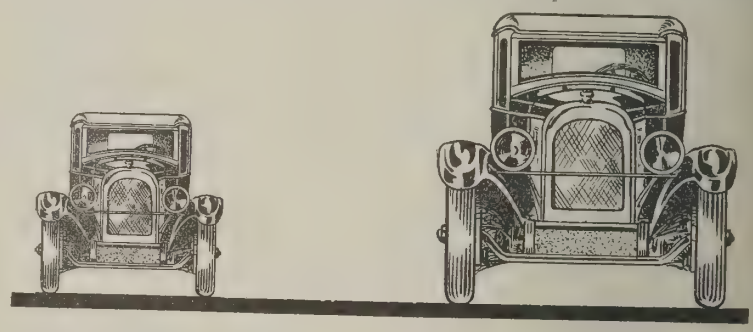
J. C. Holmes, works manager of the Morning Post, and Alfred Hawkins, chief stereotyper of the *London Daily M* who receive O. B. E.'s with T. Boyd, machine room overseer, J Palmer, linotype mechanic, and Edw William Norris, chief electrician of Morning Post, who became M. B. also served on the British Gazette dur the strike period.

TAKING STUDENTS ABROAD

Samuel Cahan, instructor in the D partment of Journalism, College of Bu ness Administration, Syracuse Universi will act as chief advisor to the dele tion of American college students, rep senting 19 institutions, going to stu conditions in the Union of Social Soviet Republics this summer. M Cahan was formerly on the *Syracu Post-Standard.*

TO OCCUPY NEW PLANT

The *Syracuse* (N. Y.) *Herald,* afte noon daily, will soon leave the Hera building in South Warren street to o cupy its new plant at Noxon and Fran lin streets. The latter location is with easy access to the new Syracuse post o fice and the site generally favored for t new Union railroad station.



1925 1926

40% Increase in Motor Car Registrations

Last year 401,562 motor vehicles were registered in Florida—40.2 per cent more than in 1925 and a greater percentage of increase than in any other state. These figures, moreover, do not include non-resident cars.

Today there is one motor vehicle to every 3.2 residents in Florida—just another indication of the buying power of this great market.

One of the richest and fastest growing parts of this market is the Jacksonville trade territory which national advertisers can effectively reach by placing their messages in

The Florida Times-Union
JACKSONVILLE, FLA.

A Good Newspaper Sells Itself--

That Makes Circulation.
Circulation Sells Merchandise.
That Makes Profits!
In Washington, D. C.—
The Times, Evening,
The Herald, Morning.
Sold Combined,
During May, 1927,



136,006

Newspapers Every Day—

That's Circulation.

Bring On the Merchandise!

The Washington Herald — The Big Sunday Washington Herald — WASHINGTON TIMES

A. B. C. MARCH, 1927—114,373

RODNEY E. BOONE
General Manager, National Advertising
9 East 40th Street, New York

ARTHUR BRISBANE CHARGED WITH BAD FAITH IN SALE OF JERSEY DAILY

Four Defendants in $88,500 Suit Say He Misrepresented Condition of Elizabeth Times in Their Answer to Action Brought by Courtland Smith

ARTHUR BRISBANE, editor of the *New York Journal,* must submit to an examination before trial by attorneys for the defense in a suit for $88,500 based on the transfer of the *Elizabeth* (N. J.) *Times* from Mr. Brisbane to Joseph P. Bannon, Harry A. Braelow, Herbert Krancer and Moses L. Annenberg, it was decided in Westchester County Supreme Court last week when Judge Frank L. Young denied a motion of Max D. Steuer, in behalf of Mr. Brisbane, to vacate the notice of examination.

The suit in which Mr. Brisbane is being asked to testify before trial is being brought by Courtland Smith, brother-in-law of Mr. Brisbane, to collect the sum of $88,500 due in payment for 75 per cent of the stock of the Elizabeth Times, which was owned by Mr. Brisbane at the time of its sale to the four defendants.

The suit is being brought by Mr. Smith because prior to the start of the action, Mr. Brisbane transferred to him all of his title in the property.

In an amended answer to the suit filed in the Westchester court last week, the four defendants made charges of fraud and misrepresentation against Mr. Brisbane.

In the filed documents covering the case it is stated that Mr. Brisbane, through Raymond F. McCauley, purchased the Elizabeth Times in October, 1925, for $62,000, and that Mr. Brisbane later advanced the paper $26,500, making a total of $88,500. On Dec. 3, 1925, Mr. Brisbane by written agreement turned over to the four defendants, M. L. Annenberg, Harry A. Braelow, Joseph P. Bannon and Herbert Krancer, a 75 per cent share in the paper for $88,500. They were to give bonds in this sum, which would constitute a first lien on the property. Mr. Brisbane was to sell the remaining 25 per cent of the stock to an individual to be named by himself.

The four defendants were bound by the agreement to take over the management of the paper, pay expenses and meet all losses, and were not to declare any dividends until the bonds covering the purchase price were paid off.

On May 26, 1926, the defendants wrote Mr. Brisbane that the paper had been running at a considerable loss since the purchase, and inasmuch as the 75 per cent of the stock of the corporation had never been delivered to them they were ready to return the property to Mr. Brisbane at any time prior to June 1. Unless he assumed control prior to June 1, 1926, they would on that date close down the paper and dispose of its assets, the letter said.

The defendants withdrew from the paper on June 1, and on June 29 the paper was adjudged insolvent in a creditors suit. It was sold in July, 1926, at public auction.

Mr. Smith, plaintiff, asked judgment in the sum of $88,500 on the basis that the defendants had failed to carry out their written agreement, and had refused to give Mr. Brisbane bonds constituting a first lien on the property.

In the amended answer to the action filed last week the defendants make the following charges:

That the agreement of sale was obtained by the plaintiff's assignor, Arthur Brisbane, by fraud and deception in that he had led them to believe the paper was losing but $900 a week when the sum was in reality from $1,500 to $1,700.

It also stated that he had promised to give them the benefit of his influence in the operation of the paper, and had promised to go to the big store advertisers in New York and procure from them one full page advertisement for publication in the Elizabeth Times every Sunday.

Mr. Brisbane also promised to call on advertisers in Elizabeth and stimulate their advertising patronage, and to use his influence with Governor Moore of New Jersey and Mayor Hague of Jersey City, the defendants stated.

In addition, the answer set forth, he promised to sell a special edition of the *New York Journal* to the defendants at a price of $1 a hundred for daily distribution with the Elizabeth Times, and a special edition of the *New York Sunday American* at a price of five or six cents each for distribution with the Sunday Times at the single price of ten cents. On both these propositions he said he had obtained the consent of William Randolph Hearst, the defendants alleged.

All these promises the defendants believed to be true, they stated, and they were thereby induced to purchase the paper.

None of these promises were performed, nor was the 75 per cent stock interest turned over to them, their answer to the suit states, and therefore the purchase agrement was void from its inception. Dismissal of the complaint is asked.

DeWitt & Van Aken are the attorneys for the defendants, while Max D. Steuer is representing the plaintiff.

Joseph P. Bannon is circulation director of the New York Journal and Moses L. Annenberg was circulation director of the Hearst newspapers until his retirement a year ago. Mr. Krancer is in the contracting business and Harry Braelow is connected with the Newark News Dealers' Supply Company. Mr. Krancer acted as manager of the Times during the months it was operated by this group.

GIVING NEWS INSTRUCTION

H. J. Metcalf, director of the information service, agricultural extension department, Iowa State College, Ames, Ia., has organized the News Writers' Training Service at Des Moines, Ia. The service is designed for country correspondents, reporters and members of farm organizations who are often called upon to contribute news to the farm pages of dailies and weeklies.

SCHOOL HONORS H. J. ALLEN

Henry J. Allen, editor of the *Wichita* (Kan.) *Beacon* was recently given the honorary degree of doctor of laws by Kansas Wesleyan University, Salina.

CHANGES CORPORATE NAME

Notice has been filed of the change of name of the Buffalo Courier, Inc., to the Buffalo Courier-Express, Inc.

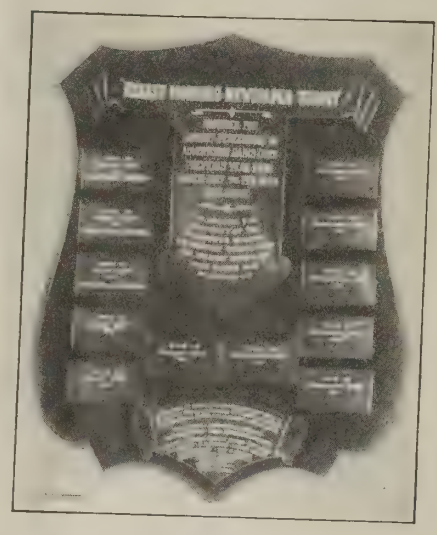
Readers of
The Daily American
Are ONE PAPER Readers

To reach this virile section of a rich community, you must use

THE DAILY AMERICAN
Canon City, Colorado

(Covers Fremont County Thoroughly)

HEARST AD DEPARTMENTS COMPETING FOR TROPHY



The display trophy

EARLY in 1927 the display advertising staff of the *Seattle Post-Intelligencer* devised a plan of competition for monthly percentage of increased local linage for the morning papers in the Hearst service. This plan was submitted and approved by the *Boston Advertiser, Chicago Herald and Examiner, Baltimore American* and *Milwaukee Sentinel.* Because of a change in classifications from local to national the *San Francisco Examiner* and the *Los Angeles Examiner* did not enter the test.

The inter-paper contest commenced with the figures of March, 1927, and is to complete itself in February, 1928. At the end of each month the trophy is awarded and remains in possesion of the paper winning it until the month following.

The trophy is to become the property of the publication winning it the greatest number of months within the year. As can be seen from the inscriptions, it was won in March by the Baltimore American, in April by the Chicago Herald Examiner, and in May by the Seattle Post-Intelligencer.

TO REMODEL UTICA PLANT

The *Utica* (N. Y.) *Observer-Dispatch,* one of the Frank Gannett newspapers, has acquired additional land adjoining its plant, paying $10,518 for the tract. A novel feature of the acquisition of the property is that the entrance of the Observer-Dispatch building will be shifted to what now is the rear of the structure.

ALL-TEXAS TRAIN STARTS

One hundred and forty-nine persons, including Gov. Dan Moody, are aboard the All-Texas special advertising train which left Texas June 19 to visit mid-western and eastern cities. The train is sponsored by the Texas Daily Press League.

PRINTS LINDBERGH EDITION

The *Plainfield* (N. J.) *Courier-News* issued a special Lindbergh edition of 24 pages June 11, carrying 10,542 lines of extra advertising.

A recent article about Akron in a Cleveland newspaper contained the following:

Akron is properly feeling good over the recent revelation that the city now stands second in manufacturing in the state (Ohio), having passed Cincinnati in the period between the last two censuses of manufacturing, 1923 and 1925. Nor is the relationship changed any by including in the Cincinnati total the production of Norwood, Ohio, its large manufacturing suburb. Cincinnati and Norwood together had a production of $514,755,000 in 1925, compared with Akron's $565,391,000.

But if Norwood can be added to Cincinnati's total, then Barberton, Cuyahoga Falls, and Kenmore should be included with Akron and these would bring the year's work of the Akron industrial district for 1925 to $612,195,000.

Indeed if Akron and Cleveland continued to expand their industrial output at the rate maintained between 1923 and 1925, Akron would pass Cleveland late in 1931 or early in 1932.

No other newspaper covers the Akron industrial district so well as the Akron Beacon Journal. Include it in your schedules.

AKRON BEACON JOURNAL

Member of the 100,000 Group of American Cities

STORY, BROOKS AND FINLEY, *Representatives*
New York Chicago
Philadelphia Los Angeles San Francisco

DETROIT goes ultra-violet regularly. That is, Detroiters travel consistently by responding regularly to advertisements that portray the sunshine lure, that display the bait of mountains, seas, lakes, flowers, blue skies and things to see.

Those who have travel-merchandise to sell, wherever it may be, can most profitably merchandise it through The Detroit Free Press, for this newspaper regularly carries more general resort and travel advertising than both other Detroit newspapers combined.

As the particular community that put the whole world a-wheel and behind the wheel, probably no other single area anywhere is more appreciative of





the travel and resort appeal, or any more responsive, than the Detroit area.

Here, in the prosperous twenty-five Michigan counties that make up the Greater Detroit market, The Free Press reaches every other home, providing a coverage of practically every single buying unit of consequence.

Where else can you more profitably sell the "where-to-go-and-how-to-get-there" idea?

The Detroit Free Press

VERREE & CONKLIN, Inc.
National *Representatives*
New York Chicago Detroit San Francisco

Starts the Day in Detroit

ADVERTISING'S EYE APPEAL NOW AIDED BY RADIO PATH TO EAR, SAYS ARNOLD

Second District of I. A. A. Hears Broadcasting Co. Official Call His Art the Fourth Dimension of Advertising—Thomson Brings A. B. C. Message

(*By Telegraph to* Editor & Publisher)

SCHENECTADY, N. Y., June 22.—Commercial broadcasting is the "fourth dimension of advertising," Frank A. Arnold, newly appointed director of development for the National Broadcasting Company, declared in one of the principal talks delivered at the convention of the Second District International Advertising Association here.

This new giant in business must be met on common ground with three other great publishing media—the newspapers, magazines and signboards, Mr. Arnold told the more than 500 delegates at the convention. Explaining the speaker continued:

"The immensity of the radio audience to whom programs are broadcast will be seen when we consider that 6,000,000 homes in the United States now have well equipped receiving sets with an average of better than five listeners to each set, while 21,000,000 homes are yet to be equipped before the saturation point is reached.

"Up to the present time, commercial copy has depended largely for its effectiveness on eye appeal, resulting in the most beautiful and attractive advertising the world has ever seen. Now, along comes this fourth dimension of advertising—"broadcasting" with its exclusive ear appeal, and by skilfully combining the two and by making its commercial program tie in closely with the printed page, broadcast advertising has succeeded, theoretically at least, in obtaining 100 per cent of individual interest in a given subject.

"The problems which surround the development of commercial broadcasting are very similar to those that face the publisher of a national periodical. To all intents and purposes, broadcasting is equivalent to a magazine of the air.

"The best broadcasting stations are today safeguarding the listener from objectionable forms of blatant advertising. All along, the great objective has been good will—the desire to establish a favorable relationship with an unknown and unseen clientele."

An appeal to buyers of circulation to make a more careful study of A. B. C. reports, particularly the inside pages of those reports which disclose how the circulation is obtained, was made by P. L. Thomson, president of the Audit Bureau of Circulations.

"Remember that when you make an advertising contract with a publisher you are not buying white space," he said. "White space is not what you want. It is the attention of a particular audience that you are after, and the more you know about that audience the more likely you are to make your message ring the bell."

Telling how the A. B. C. has worked out a spirit of co-operation for safeguarding common interests of advertiser and publisher, Mr. Thomson declared that a movement for self-government of the advertising business such as now prevails in the movie industry will find no trace of scandals as between national advertisers and publishers because of misrepresentation.

In his foreword Mr. Thomson cautioned the convention: "I hope that no time at this convention is going to be wasted in glorifying advertising as an end in itself and whooping up about it so that there may be a lot more of it. I hope we are all agreed that our objective is not more advertising volume but greater advertising efficiency."

"Good taste and common sense in advertising" was discussed by Miss Helen M. Rockey, president of the New York League of Advertising Women. She listed the qualifications of an advertising judge as: training, including schools, books and analysis of copy in magazines and newspapers; and tact, not "glorified lying," but desire to please.

Under the heading of tact, Miss Rockey placed the woman advertiser as highest. "Without being a feminist," she said, "I can safely claim that women have their place in advertising and as judges of advertising. Their very training in the desire to please makes them keen observers, quick to catch reactions, to note coming changes, to be good weather prophets."

Miss Rockey concluded with an appeal for exercise of censorship within the advertiser's own office as a safeguard for common sense and good taste.

Besides delegates from advertising clubs in New York, Pennsylvania, New Jersey, Delaware and Maryland, hundreds of persons interested in advertising attended the sessions which were held at the Edison Club Hall. Visiting women were entertained with an informal tea at the historic Schuyler Mansion in Albany. Nearly every delegate attended a big outdoor program at Luther's White Sulphur Springs Hotel at Saratoga Lake.

Rowe Stewart of the *Philadelphia Record* was toastmaster at the convention dinner, with Francis H. Sisson, vice-president of the Guaranty Trust Company, as principal speaker.

BRITISH PAPERS REPORT $5,600,000 PROFIT

Allied Newspapers, Ltd., of London and Manchester Showed Bigger Net in 1926 Than 1925 Despite Strike

By ALLAN DELAFONS

London Correspondent of Editor & Publisher

LONDON, June 10.—Profit amounting to £1,121,908. 19s. 3d. is announced by Allied Newspapers, Ltd., London and Manchester, at the annual meeting in London on June 9. Cecil Harmsworth, chairman of directors of the *Daily Mail*, the *London Evening News*, and the *Weekly Dispatch*, presided, and in his speech proposing the adoption of the report and accounts, pointed out that the profit was an increase on that of the previous year, which was £953,655. 8s. 1d., despite the general strike and the general dislocation of trade caused by the prolonged coal dispute.

After meeting all dividends £292,511. 8s. 6d. was carried forward to next year's account. The new building (Northcliffe House), was rendered necessary by the development of the papers owned by the company, and its cost had already been paid in the greater part from the cash resources of the company.

The innovation of a 20-page issue regularly by the Daily Mail was becoming increasingly popular and it had been necessary on occasion to print 24 pages. The Evening News advertisement scale had been increased, so great had been the demand for advertising space. The Weekly Dispatch, now 126 years old, was increasing in circulation. The following were elected as directors: Cecil Harmsworth, the Hon. Esmond Harmsworth, M. P., A. St. John Harmsworth, V. G. Harmsworth, Lieut.-Col. W. H. Wild, D. S. O., Walter G. Fish, C. B.E., P. A. Goudie, G. Ward Price, H. W. Wilson, F. L. Fitzhugh and James Heddle.

NEA Service is the only blanket feature service covering the world with its own staff of correspondents and cameramen.

NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

BLUMENFELD 40 YEARS IN FLEET STREET

Leaders of Britain Honor Express Editor—R. W. Howard Telephones Congratulations from New York

(*Special to* Editor & Publisher)

LONDON, June 22.—At the unanimous request of the London District of the British Institute of Journalists, R. D. Blumenfeld, editor and chairman of directors of the *London Daily Express*, has accepted nomination to the Presidency of the Institute, for the year 1928. He will be formally elected to office at the annual conference of the Institute at Reading at the end of August. As narrated in Editor & Publisher of May 28, Mr. Blumenfeld was entertained at dinner by the staff of the Express at the Hotel Victoria, London, on the occasion of his having completed his 25th year as editor.

On June 21 he was the guest of honor at a luncheon of Fleet Street newspaper and advertising men at the Savoy Hotel, to mark his forty years' work in Fleet Street. Rt. Hon. Winston Churchill, Chancellor of the Exchequer, presided and Blumenfeld was presented wit portrait of himself painted by Ne Lewis. Three hundred leaders of jour ism, politics and business today atter the luncheon.

Lord Birkenhead, Secretary of S for India; Sir William Joynson-Hi Home Secretary, and Sir Laming Wo ington-Evans, Secretary of State War, were the other Cabinet Mem present. Sir Rowland Blades, L Mayor of London, represented the

A transatlantic telephone message f Roy W. Howard, chairman of the bo of Scripps-Howard newspapers, Blumenfeld was a feature of luncheon.

The guests were hushed while Churc spoke into the ordinary telephone on table before him. The crowd laug when Blumenfeld repeated Howard's o of a job on the *New York Telegram* if former would leave London.

Churchill, Birkenhead and Sir Cha Higham toasted Blumenfeld and Churc mentioned cablegrams of congratulat from "the United Press and from Pulitzer, showing that they have the sa opinion of Mr. Blumenfeld that we hav

UNIQUE GIFT TO LINDBERGH

I. N. S. Gives Him Collection of D patches on His Exploit

Among the many gifts and troph presented to Col. Lindbergh during few days he was in New York was handsomely bound volume containing complete story of his exploit just as was sent out over the wires of Inter tional News Service.

The book, in which was reproduc more than 150,000 words of news d patches, was presented to Col. Lindber by M. Koenigsberg, president of Int national News Service, on the evening June 16. In a short speech of appreci tion and welcome Mr. Koenigsberg e plained that it was a record of "the wo record for attention from the press" giv in gratitude to the maker of "the worl perfect news story."

OUR POLICY

ONE SIZE
all mats 20" x 24"

ONE QUALITY
only the best we can make

ONE PRICE
15c
on standing order

Certified Stereotyping is Simplified Stereotyping

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue New York, N.Y.

For wet mat printing with DRY MAT facility - use CERTIFIEDS
MADE IN U.S.A.

MADE IN CERTIFIED DRY MATS THE U.S.A.

You Are Welcome!



PIKES PEAK

—Delegates of the

INTERNATIONAL ADVERTISING ASSOCIATION

to

Colorado Springs

THE PIKES PEAK REGION is one of the richest territories in the entire country. The community is one of homes, of wealth. Bank deposits top $18,000,000.00. There are 12,000 motor cars here—almost one to every three people—and more high price cars than in any other city in the country of the same size. It is a community of metropolitan stores—metropolitan ideas.

No national campaign is complete without covering Colorado Springs through the Morning Gazette and The Evening Telegraph.

COLORADO SPRINGS

GAZETTE AND TELEGRAPH

GAZETTE (Morning) GAZETTE AND TELEGRAPH Sunday Consolidated Issue TELEGRAPH (Evening)

Associated Press, United Press, Universal Service, International News Service—three sets of automatic printer machines and one Morse wire. Compare our papers with others in cities five times as large—then draw your own conclusions.

Delegates to the International Advertising Association will want to see Pikes Peak close up! COME UP TO COLORADO SPRINGS—the cleanest, richest, BIGGEST LITTLE CITY in the country. Look us over and you will agree that there is not an element of exaggeration in these claims.

INTERNATIONAL ADVERTISING ASSOCIATION TRUTH

Foreign Representative: E. KATZ SPECIAL ADVERTISING AGENCY

NEW YORK CHICAGO KANSAS CITY DETROIT ATLANTA SAN FRANCISCO

PHENOMENAL SALES OF WHIPPET CARS CREDITED TO NEWSPAPER ADVERTISING

President Willys Describes Dramatic Zone Presentation of New Model—40,000 Sold in 51 Days—$6,000,000 Net Profit First Half of 1927

By HAMMOND EDWARD FRANKLIN

A NET profit of about $6,000,000 before taxes for the first half of 1927 has been made possible by the success of the Whippet car, which is just observing its first birthday as a member of the Willys-Overland Company family of automobiles.

The Whippet, which has been termed "the sensation of a sensational industry," was introduced a year ago by unusual highly localized methods, which included extensive large-space newspaper advertising. Although brought out late in the buying season, the company sold 40,000 cars in 51 days. Sales for the year on this model, now well over 100,000, are expected to total about 115,000 when all returns are in. The company looks forward to entering the second half of the year with $15,000,000 in cash in its treasury, the largest in its history. During May alone it shipped 26,946 of its various cars with a value of around $23,000,000.

How the company put across the Whippet was described for EDITOR & PUBLISHER by John N. W. Willys, president of the company, shortly before sailing for the International Chamber of Commerce meeting at Stockholm.

When the corporation reached the decision to place upon the market a new model to replace the Overland 91, the first problem was to clear the dealer's show-rooms of the old model. This was accomplished in about four months. Through a dramatic presentation, the salesmen were interested in the new car, then zone by zone the dealers lined up, hard-hitting page space released at the psychological time in local newspapers and buying action by the public started.

The company had spent two years in perfecting the Whippet. The designers turned to Europe for the basic ideas behind the car, such as compact motor size and compact exterior dimensions, while it relied upon American methods of design as to roominess, riding comfort, standard tread and such features. The company recognized the trend toward smaller cars.

"The announcement of the Whippet line was made late in June of last year," Mr. Willys explained. "Cars were in production early that month but the plans of the sales department were so developed that none of these cars were sold in the separate sales zones throughout the country until each dealer in each zone could be supplied with a demonstrating model.

"There were five such zones: the East, the North Central West, the South, the South Central West and the Pacific Coast. The East zone was covered the first week, succeeding zones being covered in the order named, and *complete national coverage was obtained in four weeks.*

"Prior to the announcement of the Whippet in any zone, there was a series of meetings to cover that zone. Dealers and newspaper men were called in to hear the discussion of the plans for the announcement of the model. To facilitate matters, in some cases meetings for the press alone on certain points were held.

"The purpose of the original selling campaign was to keep the facts about Whippet as 'blind' as we could until it could be shown. It was essential to marshal the introductory advertising so the story could be released simultaneously with the arrival of the Whippet at each dealer's place of business. Newspapers offered the solution.

"At meetings such as I mention, newspaper men were shown the car, given the detailed story of its development, and then shown the advertising copy and details of the campaign, but were asked to keep all information secret until the date set for announcement.

"In many sections closely located to zones where announcements were being made (but where the zone announcement for the particular section was to be delayed), a definite obligation was placed upon the newspaper. I am glad to be able to say that every paper in the country closely adhered to the request that information about the Whippet be kept quiet until the release date.

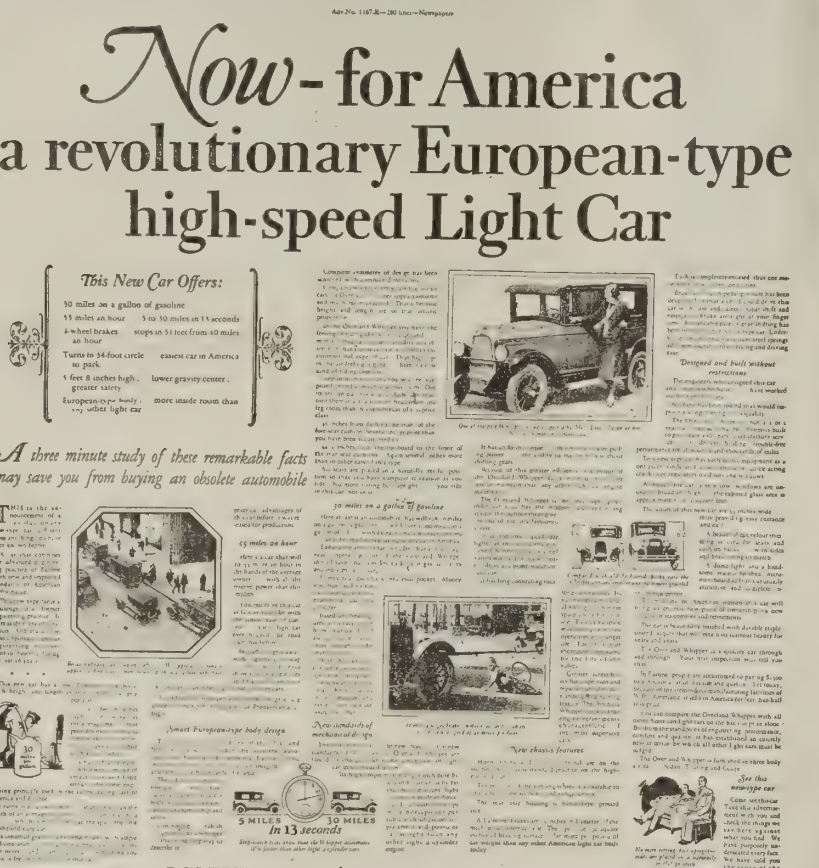
"The announcement copy took the form of newspaper pages in the larger trade centers and copy somewhat smaller in the second and third divisions of the trade population.

"Much interest in light cars had been awakened by previous news notices appearing in the press about Citroen and other European cars whose representatives were in this country at the time in anticipation of a change in the general construction of American-built light cars. Their presence in the country had become a matter of news interest.

"Then came our big advertising campaign and the public was put in a receptive attitude toward the Whippet. As a result, I estimate that over 14,000,000 people streamed through our dealer establishments. Certainly, the name was on the tongues of millions of newspaper readers and the car won immediate recognition. The volume for the year speaks for itself."

The copy used showed the ease of use of the car in parking, gasoline economy, European-idea construction and many points in detail in feature news story style. Close watch was kept to capitalize every evidence of local interest.

The company's profits for the second quarter this year were $4,000,000 after all charges except Federal taxes. This showing would have been impossible without the Whippet, which now ranks high as an unusual current merchandising achievement, which owes much to newspaper advertising.



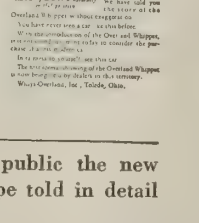
Ad-No. 1167-R—280 lines—Newspaper

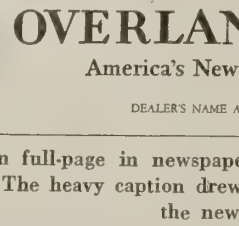
Now- for America
a revolutionary European-type high-speed Light Car

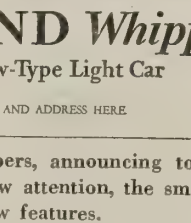
This New Car Offers:

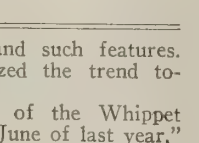
30 miles on a gallon of gasoline	
55 miles an hour	5 to 30 miles in 13 seconds
4-wheel brakes	stops in 31 feet from 40 miles an hour
Turns in 34-foot circle	easiest car in America to park
5 feet 8 inches high	lower gravity-center
European-type body	more inside room than any other light car

A three minute study of these remarkable facts may save you from buying an obsolete automobile









OVERLAND *Whippet*

America's New-Type Light Car

DEALER'S NAME AND ADDRESS HERE

First copy, run full-page in newspapers, announcing to the public the new Whippet car. The heavy caption drew attention, the small type told in detail the new features.

INTRODUCED WHIPPET CAR

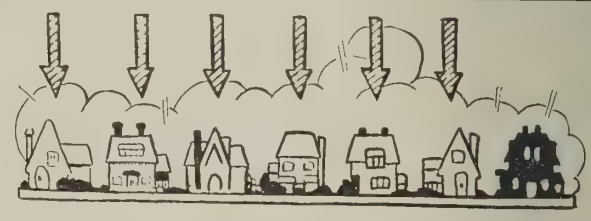


John N. W. Willys

MAY 7, 14 ISSUES NEEDED

EDITOR & PUBLISHER is in need of extra copies of the May 7 and 14 issues of this paper. Full price will be paid to readers who can furnish these copies.

The Law of Averages Is All In Your Favor



When Your Message Goes Into 6 out of Every 7 Bloomington, Ill., Homes

A wonderful coverage in a city remarkable for its high standards of home-life. Truly the finest cross-section of America—an ideal proving ground for advertising results.

For Good Measure We Throw In 77% of the Homes of McLean County.

OVER 19,500 PAID

The Daily Pantagraph

Published Every Morning Except Sunday at Bloomington, Ill.

REPRESENTATIVES

CHAS. H. EDDY CO., 247 Park Ave., New York City; 294 Washington St., Boston.
F. E. WALES, Room 1501, 140 S. Dearborn St., Chicago.
Member A. B. C., A. N. P. A., Associated Press.

Bringing the Journal Message
TO DENVER!



Henry R. Failing



Ralph S. Thompson

THE JOURNAL will be represented at the Convention in Denver by Henry Failing, the Advertising Director of the newspaper, and Ralph Thompson, the Classified Advertising Manager. ,,, These two delegates will carry the HEARTY INVITATION OF THE JOURNAL TO ALL DELEGATES AND VISITORS TO VISIT PORTLAND after the close of the convention. ,,, There are many beautiful and interesting things in Portland and throughout the Oregon country which will add to the enjoyment of your trip. And the Journal wishes to assure you of a cordial welcome and true Portland hospitality during your stay in the City of Roses.

The JOURNAL
Portland-Oregon

BENJAMIN & KENTNOR COMPANY, Special Representatives

CHICAGO Lake State Bank Bldg. | NEW YORK 2 West 45th Street | LOS ANGELES 401 Van Nuys Bldg. | SAN FRANCISCO 58 Sutter Street | PHILADELPHIA 1524 Chestnut Street

The Pacific Northwest's Largest Afternoon Newspaper!

2427

NATIONAL ADVERTISERS WANT MORE SMALL TOWN MARKET INFORMATION

Lack of Data Has Kept General Advertising from Weeklies, Cushing Tells N. E. A. Members—Outlines Material Needed—Quotes Henry Ford Letter

Following, in part, is the text of an address delivered before the National Editorial Association convention in Omaha last week by George W. Cushing, manager of the Detroit office of the American Press Association.

THE national advertiser is taking a greater interest than ever before in the small town market and the small town newspaper. Now, more than at any previous time, there seems to be a sincere effort on the part of sales and advertising managers and agency space buyers, to know as much as possible about advertising possibilities in the small towns that represent the backbone of this nation.

It is a situation that all of us should welcome. It is an opportunity to make the most of. And how shall we do it? What is it these men who have the control of national advertising expenditures want to know?

They want to know all they can about the small town market. Many of them are now asking themselves, "Have we been overlooking something?", and you and I know what they have been overlooking. We know that no publication is read so closely as the home town paper.

Eight out of ten of the men who sit behind advertising desks came from small towns—they know your strength—but they haven't given the proper consideration to using your advertising columns because they have been educated to the value of mass circulation.

Let us consider then what our competition does to impress its story on prospective advertisers. Every type of publication, with the exception of the small newspaper, has for some time offered various kinds of elaborate evidence to show how well it covered the market. The advertising manager has been offered all kinds of charts, maps, statistics on purchasing power, number of farms, wealth, literacy—all the factors to prove the buying power of a community, have been offered by these competing publications that come into the very homes we reach—and all with one thought in mind—that this or that large publication covered the advertiser's market.

And is it any wonder that the advertiser has considered these large units of circulation as sufficient, as doing the job for him? Why should he think of adding a thousand or more small newspapers when one publication, one plate, one invoice, would do the trick?

"Think of the bother of dealing with the little fellows," the big fellows tell him. I am glad to say the difficulties of placing advertising with a large list of small newspapers is not the problem that it once was. And the advertiser who really wants to reach this market isn't worrying so much about the bother. Modern advertising machinery is helping him take care of these details. He can reach this great audience easily and effectively. He will select your papers if he has all the facts.

The organization I represent has just completed a comprehensive radio survey. Other investigations have been made, still more are to be made, and right now we are working on a standard information form for country newspapers. There are certain things that the advertising or sales manager of a manufacturer of a national commodity wants to know about his market.

He wants to know the number of families it is possible to reach; the purchasing power of those families; and particularly in a small newspaper, the percentage of town and rural circulation. He wants to know something about the editorial contents of that paper, the buying habits, and ability of the people who read it to purchase the article he has to sell.

He wants to know the type of advertising you have been carrying, and the volume over a period of years. Many publications, and this pertains to all classes, are inclined to call attention to a single or six months' growth in advertising and circulation, especially when there has been an unusually large growth. The advertiser, however, wants to study the record of growth over a period of years. It's the average that counts.

He wants to know something, too, about your circulation. There is too prevalent a belief today among space buyers that the printed circulation of country newspapers is not always the true circulation. That belief is due probably to the fact that there is no standard unit of measurement for country newspapers. We have no Audit Bureau of Circulations. I hope the day is not far distant when we may have a standard form of auditing circulations.

Quite as important as circulation is the question of rates. The National Editorial Association has done much to stabilize rates—to suggest a uniform rate. But that isn't always possible. Conditions are different—costs vary. The advertiser recognizes this. He does want to be sure, however, that the rate is a fair rate—that it is worth all that he pays for it, and that he isn't paying any more than someone else for the same circulation.

These things the agency space buyer deals with daily in his consideration of other types of publications. He can study them more easily, because there aren't so many. He thinks of 10,000 weekly newspapers as a hopeless task. He is apt to give up and follow the easiest way—use a few large units of circulation, and trust in Providence that he will get coverage.

The job then is to give these advertisers facts about the small town newspaper market, to give them information that will help them make up their minds to use your papers, and to always emphasize that it is just as easy to do business with small country newspapers as with large publications.

It should not be difficult nor costly to furnish the facts. Your field secretaries have already accomplished a great deal by gathering information from their publishers, and acting as a clearing house.

The field secretary's post is an important one. For many publishers, the field secretary is the only outside point of contact. Next fall your field secretaries will meet in Detroit. There they will have the opportunity to meet all the national advertisers in that city. It is such contacts as this that will bring business to you. It would be a fine thing if every publisher could talk to the advertising managers or the advertising agencies that send him business. That, of course, is a difficult thing to do, but you can get the information for these men. You can tell them all that they want to know about your market. You can make it easy for them to put country newspapers on their advertising lists.

This is my second invitation to talk to the members of the National Editorial Association. Last year at the last minute, I had to cancel my plans to be with you at Los Angeles, because the Ford Motor Company had just reached a decision to hold up its advertising program. I stayed in Detroit pending developments. A year has passed, and I am pleased report there are developments on t account. I know that every publisher the United States is interested in the a vertising plans of the Ford Motor Co pany. I asked for some message to bri to you publishers here at Omaha, a while no public announcement has be made by the Ford Motor Company, have a personal message for you, writt by Mr. Henry Ford himself. I take gre pleasure in reading it.

"To the Members of the National Editorial Association in Convention at Omaha.

"Gentlemen: I am glad of the oppo tunity to send a greeting to the pu lishers of our home community new papers. Besides being the oldest and mo distinctively American type of public tion, the small town and country pre is our only real newspaper. It comes t us as a friendly visitor from the neigh borhood that we knew and still kno best. It has avoided the errors of moder journalism without any sacrifice of it fluence. The Ford Motor Company ha always found the country press an efficien means of reaching the public and w foresee further use of its facilities in th future.

"With best wishes for a profitable con vention, I am

"Respectfully,
HENRY FORD."

CELEBRATES 77TH YEAR

The *Salt Lake City Deseret New* staff celebrated the 77th anniversary o the paper June 15, with an outing a Lagoon, 17 miles north of the city.

There are 14,781 Square Miles of Newly Developed Country in 14 Northern Wisconsin Counties

All other State papers together Have a Daily Coverage of 3,451

The Superior Evening Telegram Has 11,761

Subscribers in this Territory

(Exclusive of 8,211 Circulation in Superior)

It is the *Only* "One Newspaper Buy" To Reach this Market

Represented by WEAVER-STEWART COMPANY, New York–Chicago



SPARTAN
Restore Metal
Since 1866

YOUR TYPE METAL ALWAYS UNIFORM!

Because the

RESTORE METAL PLAN

KEEPS IT AT ORIGINAL FORMULA ALL THE TIME

FOR MORE THAN 20 YEARS

The Restore Metal Plan Has Served Some of the Largest Publishers in the Country.

OUR DESCRIPTIVE FOLDER

—goes into detail. Why not send us a sample of your metal now in use and we can give you concrete evidence of how this Plan forever eliminates metal troubles from the list of Publisher's worries.

MERCHANT & EVANS COMPANY

Manufacturers of SPARTAN Type Metals

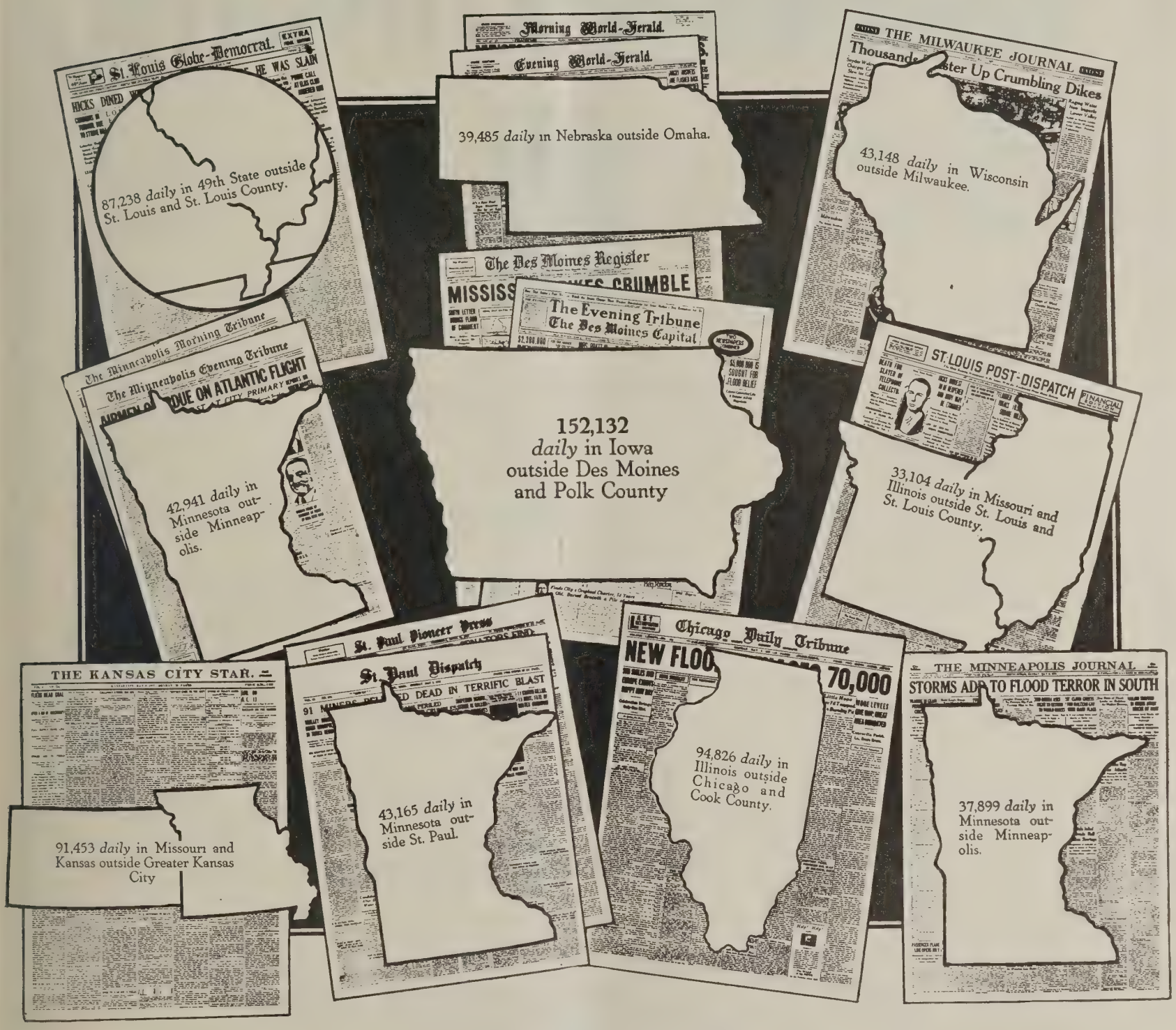
Linotype—Intertype—Combination—Stereotype—Autoplate—Monotype

PHILADELPHIA

Stock in Principal Cities

Most Thorough Coverage

of Any Middle-Western Newspaper



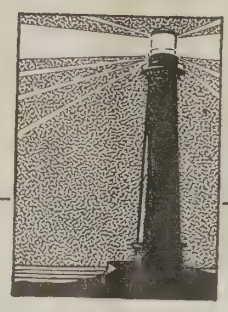
NOTE that in Iowa outside Des Moines and Polk County, *The Des Moines Register and Tribune-Capital daily* has 64,894 more circulation than the St. Louis Globe-Democrat in the 49th State outside St. Louis and St. Louis County; 112,647 more than the Omaha World-Herald in Nebraska outside Omaha; 108,984 more than the Milwaukee Journal in Wisconsin outside Milwaukee; 109,191 more than the Minneapolis Tribune in Minnesota outside Minneapolis; 119,028 more than the St. Louis Post-Dispatch in Missouri and Illinois outside St. Louis and St. Louis County; 60,679 more than the Kansas City Star in Missouri and Kansas outside Greater Kansas City; 108,967 more than the St. Paul Pioneer Press-Dispatch in Minnesota outside St. Paul; 57,306 more than the Chicago Tribune in Illinois outside Chicago and Cook County; 114,233 more than the Minneapolis Journal in Minnesota outside Minneapolis.

This outstanding state circulation is in addition to most heavily concentrated city coverage—45,256 Evening and 27,464 Morning (May net paid daily average) in Des Moines, a city of 150,000. Total daily circulation for May—226,501—99% in Iowa.

The Des Moines Register and Tribune-Capital

New Booklet shows circulations daily and Sunday in *every* Iowa county and 1,011 Iowa cities and towns

Scripps-Howard



Scripps-Howard Newspapers

New York.....Telegram	Birmingham .....Post
Cleveland .....Press	Memphis ....Press-Scimitar
Baltimore .....Post	Houston .....Press
Pittsburgh .....Press	Youngstown .....Telegram
San Francisco.....News	Fort Worth.....Press
Washington .....News	Oklahoma City.....News
Cincinnati .....Post	Evansville .....Press
Indianapolis .....Times	Knoxville ....News-Sentinel
Denver....Rocky Mt. News	El Paso.....Post
Denver.... ...Evening News	San Diego.....Sun
Toledo .....News-Bee	Terre Haute.....Post
Columbus .....Citizen	Albuquerque..... New Mexico State-Tribune
Covington....Kentucky Post	
Akron .....Times-Press	

ALLIED NEWSPAPERS, INC., *National Representatives*

250 PARK AVENUE, NEW YORK CHICAGO SEATTLE SAN FRANCISCO CLEVELAND DETROIT LOS ANGELES

Growth in Denver

In Denver, as in other Scripps-Howard cities, SCRIPPS-HOWARD GROWTH is strongly in evidence

April averages compared with December averages show a circulation increase in the morning of 13,399 (47%); an increase in the evening of 20,034 (54%); an increase on Sunday of 39,630 (68%).

Gain in advertising linage since January 1 exceeds 2,000,000 lines.

I. A. A. Convention Visitors are invited to make their headquarters at the offices of the Denver Rocky Mountain News and Evening News.

Morning	Evening	Sunday
40,077	56,964	95,684

SCRIPPS-HOWARD NEWSPAPERS

MEMBERS AUDIT BUREAU OF CIRCULATIONS AND MEMBERS OF THE UNITED PRESS

CHARLESTON (W. VA.) DAILY MAIL OCCUPIES NEW $300,000 PUBLISHING PLANT



New Charleston Mail Plant

THE *Charleston* (W. Va.) *Daily Mail* recently occupied its new $300,000 three-story home at the corner of Virginia and McFarland streets directly opposite its old location and published an 80-page edition celebrating the event.

Ground was broken for the new structure in June, 1926. The building has a frontage of 50 feet on Virginia street and a depth of 149 feet on McFarland. Total floor space is 20,000 square feet, as compared with the 8,500 square feet in the old quarters just vacated.

The new Daily Mail building is of Indiana limestone, in a classic design with a pilastered Corinthian order super-imposed on a rusticated base.

The main entrance door on Virginia street is set in a wide, moulded frame, the lintel of which is ornamented in true printer's fashion, a character stamp for the building.

Carved in bas-relief on a group of Roman shields stand replicas of the old Washington press, a printer's stick, and a matrix from a linotype machine.

On the first floor are found the business, circulation, and advertising departments. A steel, mahogany-stained counter, runs almost the full width of the room.

On this same floor, back of the departments named, is found the press room and mailing room. In the pressroom has been installed a Scott sextuple, unit-type press, and room has been provided for extension to much larger size. The press is electrically controlled and operated by the Cutler-Hammer system. It is equipped for printing a 24-page tabloid section and 24-page regular newspaper at the same operation.

The press is equipped with an automatic paper-break stop. Newspapers are folded, counted, and delivered by conveyors to the mailing room. Papers can be delivered to the conveyor from the press on both sides.

Nearby is found the paper storage room, which will hold four to five carloads of newspaper rolls. An ink tank is also found in this room, which has a capacity of 5,000 pounds of ink. The ink is carried to the press by gravity. Ample trucking space and every facility necessary for speedy delivery is found adjacent to the mailing room.

On the second floor of the new building are the editorial rooms and owner's offices, and a community center. The floors of the first and second-story are covered with dark gray battleship linoleum.

The state headquarters of the Associated Press are also on this floor. The suite of executive offices are furnished throughout in American walnut. A handsomely furnished library, file room, each with distinctive features of its own, are found on this floor.

On the third floor is found the composing room, where 12 Linotypes, a Monotype material making machine and Ludlow typograph and other modern devices are installed.

The stereotype foundry is on this floor. The composing room and foundry are lighted by large windows on four sides, and artificial light is seldom used.

This building is in the form of an "L," one part being three stories and the other one story in height.

The Daily Mail is published by Walter E. Clark, who was Governor of Alaska during President Taft's administration. He was formerly a Washington correspondent, for many years in the bureau of the *New York Sun*. He purchased th old Daily Mail property at a sheriff's sa in 1914.

Mr. Clark was assisted in the desig of the building by S. P. Weston of Ne York.

R. H. Martin is chief editorial write on the Daily Mail; S. G. Damron is mar aging editor, B. H. Anderson, busine manager; George E. Evans, circulatio manager; C. E. Anderson, advertisin manager; P. J. Canova, superintende of the composing room; Otto Buckne foreman of the stereotyping departmen and Don Fraser, foreman of the pres room.

RADIO ADVERTISING UP 15 PERCENT OVER 1926

First 3 Months of 1927 Saw Big In crease, President of Manufacturers Group Reports—Weeding Superlatives from Copy

Radio advertising volume in newspapers of the United States during the first three months of 1927 increased 15 per cent over the total for the same quarter in 1926 and the use of superlatives is rapidly vanishing with a changing trend toward statements of fact as basis of advertising copy declared Major Herbert H. Frost, first president of the Radio Manufacturers Association, in an address at the third annual convention in Chicago last week.

The test of good advertising lies in interpretation of statements by the consumer, he told several thousand manufacturers, jobbers and dealers at the gathering representing more than $200,000,000 capital.

The period of spectacular merchandising by the manufacturer has passed and the manufacturer of the future must strive for a program in proper proportion to a fair return on invested capital, Major Frost declared.

We'd better save a few marines for Chicago.—*Honolulu Star-Bulletin.*

The
San Francisco Chronicle

during the first 5 months of 1927 gained in national advertising (excluding automotive) 42,868 lines—the largest gain of any San Francisco newspaper.

The Chronicle for the same period also led all other San Francisco newspapers in the following classes of quality advertising:

	CHRONICLE *Lines*	Second Newspaper *Lines*
Financial	421,218	267,190
Automobiles (excluding accessories)	510,496	486,990
Publications	84,560	25,382
Resorts	52,654	30,156

The Chronicle's net paid circulation for the six months ended March 31st, 1927 was

Daily 94,148 - Sunday 160,680

a gain of 7,350 Daily and 11,558 Sunday over the corresponding period a year ago.

National Representatives

285 Madison Ave. New York — WILLIAMS, LAWRENCE & CRESMER CO. — 360 North Michigan Ave. Chicago

SIX . . . SCIENTIFIC . . . REASONS WHY THE EXPERTS ENDORSE INTERTYPE IDEAL NEWS FACE FOR LEGIBILITY

[1] *Thicker hairlines and serifs.* Less chance of broken letters in stereotyping. Greater legibility. But note that sufficient contrast has been retained to avoid monotone. Monotone letters are displeasing to the eye.

[2] *Normal spacing between letters* affects legibility just as spacing between lines. Makes it possible to produce matrices with strong side walls—more durable, less likely to break in the lock up and in distribution.

[3] *Adequate lengths and heights of ascending and descending letters.* Intertype has retained the familiar proportions, to which the eye is accustomed. Familiar *word-pictures,* easier reading.

[4] *Lower case has been enlarged,* in proportion to capitals, enough to open up certain letters for better stereotyping and greater legibility. But this has not been overdone. The eye can scarcely detect the difference in individual letters or words, but the improvement in legibility is apparent.

[5] All of these improvements have been made without radical departures from what the newspaper reader's eye is accustomed to. The Intertype Ideal News Face is *familiar* and *friendly* to the eye.

[6] Intertype Ideal News Series matrices are extra-wide-tooth matrices (patented feature). Better distribution; longer service.

An illustrated broadside on this subject, showing full-size newspaper specimens, will be sent on request. If you wish to see our local representative write or wire the nearest Intertype branch.

Intertype matrices will run in other slug-casting machines

Write nearest branch for larger specimens

Standardized INTERTYPE TRADE MARK

6½, 7 and 8 Point Designed in 5½,

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 So. Main St.; *Boston* 80 Federal St.; *London; Berlin*

MIDWEST STORES USING NEWSPAPERS TO COMBAT "RADIO MAIL ORDERS"

Refuting Broadcast "Bargains" with Price Quotations from Their Own Stocks—Several Stations Making Direct Price Announcements

SMALL town merchants in middle western states, particularly Iowa, Missouri, Kansas and Nebraska, are using newspaper advertising to combat the new "radio mail order" business which has been making inroads upon their trade.

Several broadcasting stations in the middle west operated by private businesses have been broadcasting direct advertising, announcing "bargain" rates on dress goods, prunes, seeds, smoked salt, overalls, and many other staple articles carried in the average store. In some cities merchants have been quick to accept the radio challenge and have placed copy showing that the "bargain" prices announced over the radio are in reality higher than their own prices for the same articles.

The *St. Joseph* (Mo.) *Commercial News,* retailers' paper, in a recent article discussed the situation as follows:

"'This is Station BLAH, the chummy farmers' station. Now, before we have our old-time fiddlers give us some good old-fashioned tunes, I am going to tell you about those dress patterns we are selling.'

"And so on, far into the night.

"Who in the Middle West spends part of his evenings in front of a loud speaker in the hope of getting some of the wonderful entertainment on the air these nights has not been intrigued into listening to some of the sales appeals which are being sent out in behalf of the greatest bargains ever offered in prunes, tires, radio tubes, seeds, hams, candy, pig meal, windmills and dress patterns? Coffins and pre-Volstead refreshments seem to be the only articles of commerce not being sold these days by radio, at prices which are advertised to be the lowest in the memory of the oldest living inhabitant.

"One of the best known of these nuisance stations reported the first week in February that it had in a month sold about 45,000 pieces of dress goods, amounting to aproximately 175,000 yards. Figured in mileage, this amounts to 99 4/13 miles of dress goods.

"Just what effect is this having on the small town retailer? Are enough of his customers taking advantage of these bargains to make any appreciable inroads on his regular trade? What is going to be the outcome of it all?

"So far as Commercial News can ascertain, selling by radio is and will be far less negligible than such forms of competition as the mail order houses, chain stores or peddlers. In fact, the whole situation by a number of hustling retailers is being turned into one of the best opportunities for a new advertising appeal that has turned up for a long time and is being termed a blessing in disguise for those who are awake to the situation.

"The hundreds of thousands of radio sets in the small towns and the farms of the Middle West for eight months of the year have become what are probably the greatest single source of entertainment. There is no doubt of the intense interest created by the radio, despite the efforts of some broadcasters to turn the freedom of the air to their own enrichment.

"With the people of every community having their lives broadened by the magic of radio, what better subject can the merchant have to discuss in his local advertising? And what is more important, what better selling argument can possibly be opened to him than the comparison he can make between the prices of the radio retailers and his own store?

"Possibly a few instances of comparative prices offered consumers will make the latter point clearer. One of the best known stations, not far from St. Joseph, recently put on an active selling on cans of smoked salt, for use in butchering on the farm. It offered two cans of a good quality of smoked salt for $2.50, postage prepaid. Orders were accepted for not less than two cans.

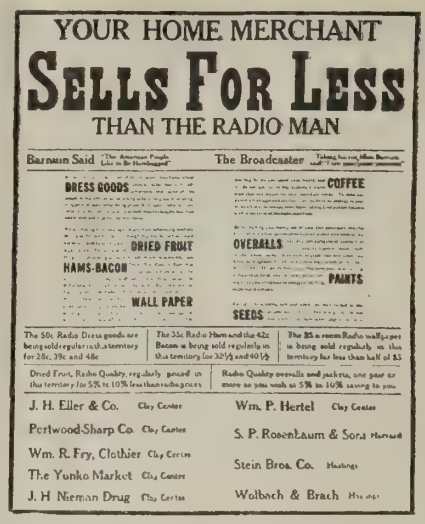
"One Iowa farmer fell for this great bargain in smoked salt and bought his two cans for $2.50. After getting his package at the postoffice he stopped at the store of his regular merchant. The retailer noticed the package and inquired what it was. With considerable reluctance the farmer showed him what it contained and told him the price. The merchant then took the farmer to the back of the store and showed him the identical salt, only the regular price was $1 a can, and the customer was not compelled to buy more than one. Of course, this particular farmer will do a little investigating before he buys again from this 'Tall Corn' station. As every retailer of smoked salt knows, the average price to him is $8 a dozen. Just figure out the profit of Mr. Radio Retailer.

"Another radio bargain was 10 pounds of prunes for $3.50, sold only in that quantity. In St. Joseph the identical quality of prunes was being sold in 1-pound packages for 28 cents. Price, an Earlham, Ia., retailer, has been selling the same prunes at 5 pounds for $1.50.

"Aside from seeds, considerable emphasis was laid by the radio retailers in February and January on three dress patterns selling for $5. After inspecting samples of these patterns, one wholesale dress goods buyer in St. Joseph stated that he could buy merchandise of the same type and vintage in New York for 10 cents the yard, although it had been many years since he had had any of it in stock. A touch of comedy was injected into the dress goods phase of radio selling when a Kansas City station which has been attracted into the game offered to send four patterns of 'nice, fresh, wash goods' for $5. The announcer stated 'these are not antique patterns of obsolete materials, but the season's goods.' There was a chance for a snappy comeback from Iowa, but none has been reported.

"Some factors in the radio industry have indicated their belief that the radio commission recently authorized by Congress and named by President Coolidge will have much to say about the mistake of broadcasting privileges and the monopoly of the ether by objectionable advertising schemes, but whether this is done or not, the progressive merchant need not wait for federal intervention to come to his relief, because meeting radio competition is one of the least difficult problems he has to face. He has only to community how he is consistently under to do one thing, tell the people of selling the broadcasters.

"The remedy of course is advertising



The above advertisement appeared as a full-page display in the *Clay Center* (Neb.) *Clay County Sun* some time ago, paid for by the merchants signing the copy.

DAILY RAISES $110,000

The Chicago Daily News, through radio stations WMAQ and WQJ, raised more than $110,000 for the relief of sufferers in the Mississippi flood area.

People who *read* the best *buy* the best

Consolidated Press dispatches "go where money is"

Display and Classified Advertising Checking Proofs distributed for NEWSPAPER Publishers by a

Simple and practical plan of service that automatically relieves a publisher's office of all detail work and gives his agencies and advertisers a much more satisfactory service than is otherwise possible.

OVER 400 SUBSCRIBERS

—Write for details— and Trial Test Offer.

The Advertising CHECKING BUREAU *Inc.*
79 Madison Ave. NEW YORK — 538 So. Clark St. CHICAGO

New England's Second Largest Market

Four Out of Every Five Homes In Rhode Island Use Electricity

There are 121,323 residence electric meters and 21,790 commercial meters in use in Rhode Island.

In this same territory there are 150,134 families (1925 State Census) which means that four out of every five homes in the State are prospective purchasers of electrical appliances.

The live dealers and jobbers operating as the Electrical League of Rhode Island are doing constructive work to educate the public in the advantages of electricity.

The Providence Journal *and* **The Evening Bulletin**

with a net paid circulation of 108,809, offer manufacturers and distributors of electrical appliances the most effective and economical means of reaching this prosperous market at a minimum cost.

In 1926 these newspapers carried 72.28 per cent of all advertising carried by Providence newspapers.

Providence Journal Company
Providence, R. I.

Representatives
CHAS. H. EDDY COMPANY — Boston, New York, Chicago
R. J. BIDWELL COMPANY — Los Angeles, San Francisco, Seattle



YEAR after year, THE TIMES is first in Buffalo, in total Local Display and in Department Store Advertising—the two most accurate registers of newspaper effectiveness.

. . . and again, THE TIMES leads in both, for the first 5 months of 1927, with 3,877,103 lines of Local Display or over 40% of the total for all papers and in Department Store Advertising with 1,546,830 lines or over 48% of the total for all papers.

National Advertisers and local merchants must both sell the very same people and, because the local merchants depend upon the response to their daily advertising for the vital success of their business, the National Advertiser will regard their choice of newspapers with favor. In Buffalo, they prefer . . .

THE BUFFALO TIMES

BUFFALO, NEW YORK

EVENING
Over 116,000

SUNDAY
Over 135,000

VEREE & CONKLIN, Inc.
NATIONAL REPRESENTATIVES

NEW YORK CHICAGO DETROIT SAN FRANCISCO

KEY TO CONSUMER BUYING ABILITY

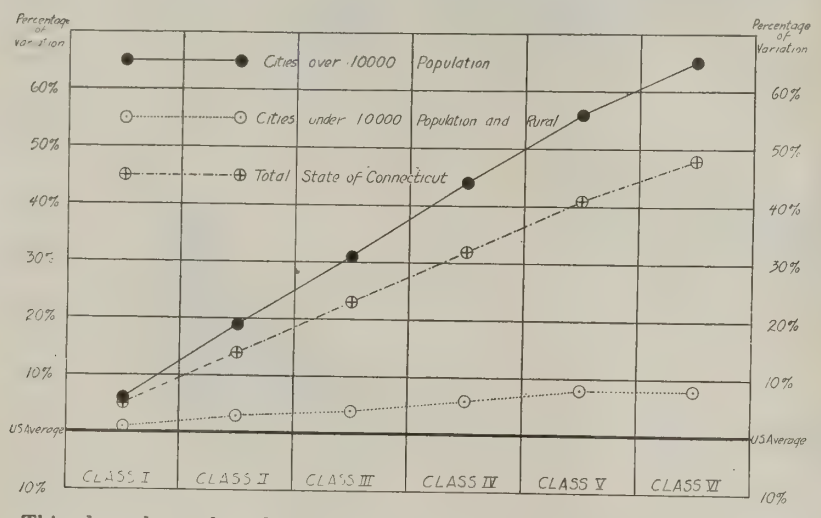
Statistical Rating of Connecticut Counties and Cities for Products of General Appeal, Graded in S Major Classes of Quality and Cost—An Original Simplified and Tested Formula from Basic Data

By NELSON H. SEUBERT

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ABILITY to buy anything useful, ornamental, or pleasing that the market offers is portrayed in the tables and charts for the State of Connecticut, presented this week in EDITOR & PUBLISHER'S series on consumer buying ability. The map bears out the impression that the figures and the upward curving lines demonstrate—a compact market, well studded with rich cities set in a farming area that produces goods of high value and quick marketability.

In every one of the six classes of products covered by this survey, Connecticut holds alluring possibilities for the man with goods to sell, from shaving creams to custom-built automobiles. Like all other states and communities, it ranks with the average in its capacity to consume the normal amount of everyday necessities, but as the scale of value of products ranges higher, Connecticut's ability to absorb them more than keeps pace. It is proportionately a better market for the higher-priced luxuries than it is for those products which hover on the border between luxury and necessity. This is true even in the rural districts, which, weighed on the same scale as are the cities, show a composite purchasing power which closely parallels the more densely populated areas.



This chart shows the relative variation for the State of Connecticut above or below the United States average for cities of 10,000 or more population, cities of less than 10,000 and rural population and the entire State of each merchandising class.

It is a state where the advertising channels to the riches of the market are direct and limited in number. Connecticut has always been known among newspaper men as a state which is intensely interested in news of itself. It is one of the first states to develop an intra-state telegraph service, and its newspapers covering in their news columns the activities of the smallest hamlets as well as the minute-to-minute business of city folks, have a circulation that reaches to every corner of their little realm. The manufacturer or sales executive who has been reading these articles, of which this is the sixth, know that the figures give an approximate percentage for each locality of the proportion of their product which each community can absorb.

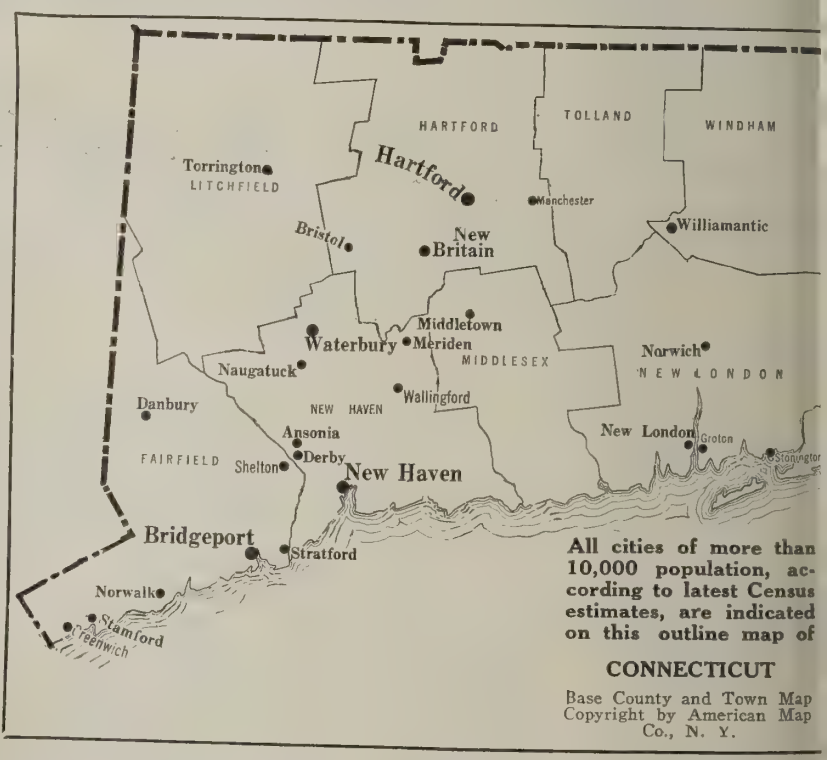
To check this percentage against the proportion of the advertising appropriation which is going into the given communities is relatively simple in this state, where the city and trading area circulation of the daily newspapers is available to inquirers.

BUYING POWER ANALYZED BY PRODUCT CLASSES FOR CONNECTICUT

Note: Figures below represent percentages of U. S. total carried out to four places: To use, mark off four places and insert decimal point.

Counties in bold face capitals—Cities in capitals and lower case

	CL No. 1	CL No. 2	CL No. 3	CL No. 4	CL No. 5	CL No. 6
CONNECTICUT	14086	15318	16550	17783	19015	19910
FAIRFIELD	3318	3555	3791	4029	4265	5531
Bridgeport	1305	1390	1475	1559	1644	2131
Danbury	186	223	261	299	336	440
Greenwich	241	278	315	352	389	506
Norwalk	275	301	328	354	380	492
Shelton	98	99	100	101	102	129
Stamford	384	437	490	542	595	773
Stratford	113	121	129	137	145	187
HARTFORD	3656	4201	4745	5290	5835	6216
Bristol	233	265	298	330	362	385
Hartford	1582	1928	2275	2621	2967	3161
Manchester	175	201	227	253	279	299
New Britain	627	685	744	802	860	914
LITCHFIELD	705	712	720	728	735	910
Torrington	220	228	236	243	251	473
MIDDLESEX	435	448	461	474	487	458
Middletown	208	219	231	242	253	292
NEW HAVEN	4235	4625	5015	5405	5796	5237
Ansonia	175	189	204	218	232	211
Derby	110	110	110	110	110	99
Meriden	335	366	398	429	460	416
Naugatuck	148	155	162	169	176	159
New Haven	1674	1874	2074	2274	2474	2236
Wallingford	97	111	125	138	152	136
Waterbury	911	1000	1089	1178	1267	1145
NEW LONDON	1003	1034	1066	1098	1129	872
Groton	88	79	71	62	53	41
New London	270	299	327	355	384	294
Norwich	224	265	307	349	390	299
Stonington	98	105	111	117	124	94
TOLLAND	244	247	250	252	255	265
WINDHAM	490	496	502	507	513	321
Willimantic	119	128	138	147	156	96
CITIES OVER 10M	9893	11054	12216	13376	14537	15409
UNDER 10M AND RURAL	4193	4264	4334	4407	4478	4501



All cities of more than 10,000 population, according to latest Census estimates, are indicated on this outline map of

CONNECTICUT

Base County and Town Map Copyright by American Map Co., N. Y.

TO MEET AT BOSTON

National Ad Commission Sits There for First Time Nov. 7-8

For the first time in its 14 years of existence the annual meeting of the National Advertising Commission will be held in Boston next fall in connection with the New England Advertising Clubs' convention in that city, Nov. 7 and 8. The sessions will be held at the new Hotel Statler.

Frank A. Black, publicity director of William Filene's Sons Company, Boston department store, is general chairman of the advertising clubs' convention. The sessions of the commission will be in charge of Chairman W. Frank McClure, of Albert Frank & Co., Chicago, and Secretary Edward H. Kittredge, of Hornblower & Weeks, Boston.

CHARTER FOR OHIO GROUP

Brush and Moore Form $1,400,000 Corporation for Their Papers

The Brush-Moore Newspapers, I with headquarters at Canton, O., h been incorporated by Louis H. Brush Salem; Roy D. Moore, of Canton, William V. Vodrey, of East Liverp It is understood that the properties the new corporation will include the newspapers now controlled and opera by Brush and Moore. These are *Canton Repository*, the *Marion Star*, *East Liverpool Review-Tribune*, *Salem News* and the *Steubenville Herc Star*.

Articles of incorporation authorize issuance of 64,000 shares of stock, cluding 50,000 shares of no par comm and 14,000 shares of preferred stock $100 par value. The corporation chartered for $1,400,000.

CELEBRATES 25TH BIRTHDAY

Employes of the *Palestine* (Te *Daily Herald* recently tendered a sup and program to owners and publish of the paper in honor of its 25th niversary as a daily.

The South Norwalk Sentinel

Est. 1870

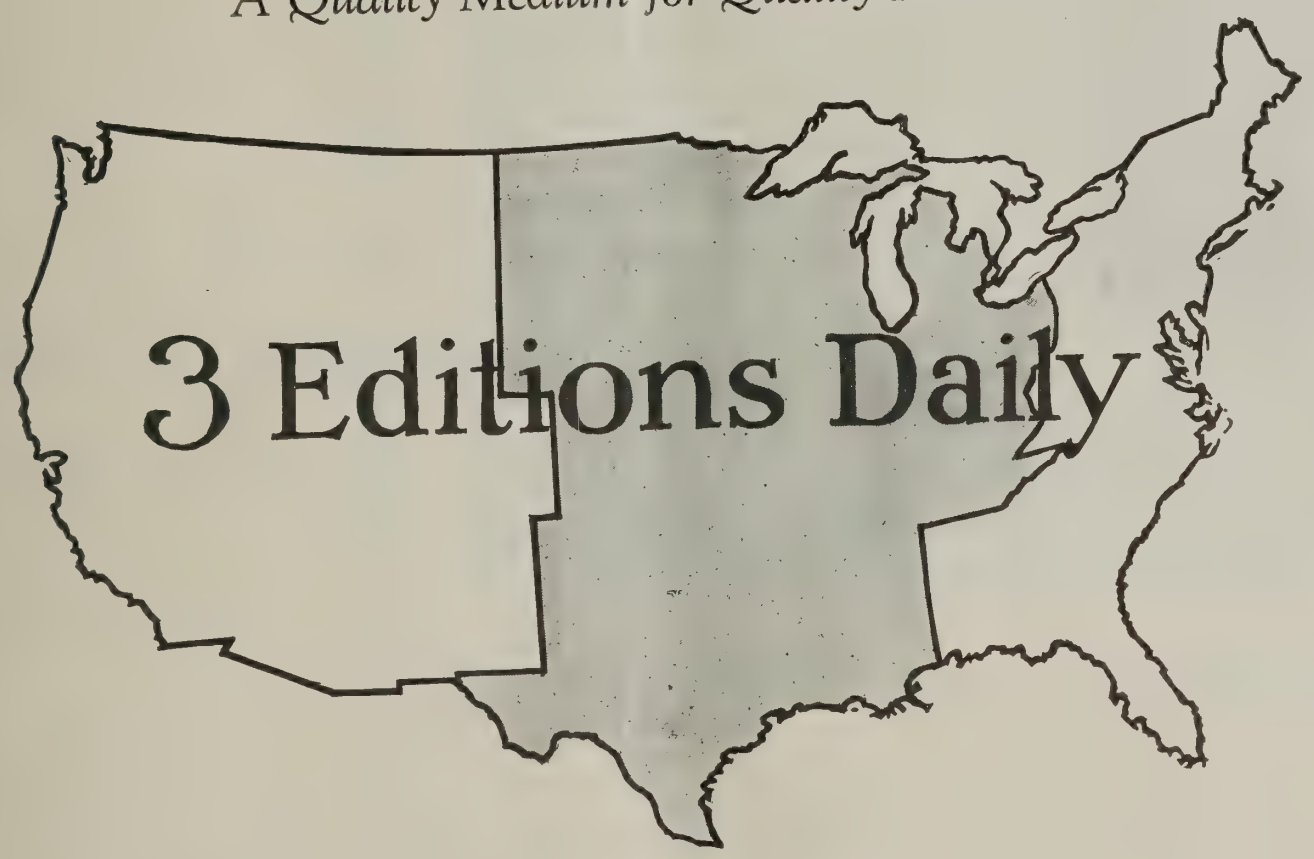
6,000 automobiles
6,000 telephones
34,000 population

A high class community one hour from N. Y. C. on New Haven RR.

Julius Mathews, Special Agency Representative

The Christian Science Monitor

"A Quality Medium for Quality Products"



3 Editions Daily

An International Daily Newspaper
Offering

Regional Advertising at Regional Rates

ADVERTISING OFFICES

Boston: 107 Falmouth Street
New York: 270 Madison Avenue
London: 2, Adelphi Terrace
Paris: 3, Avenue de l'Opéra

Philadelphia: 802 Fox Building
Cleveland: 1658 Union Trust Bldg.
Detroit: 442 Book Building
Kansas City: 705 Commerce Bldg.

Chicago: 1458 McCormick Building
San Francisco: 625 Market Street
Los Angeles: 626 Van Nuys Bldg.
Seattle: 350 Skinner Building

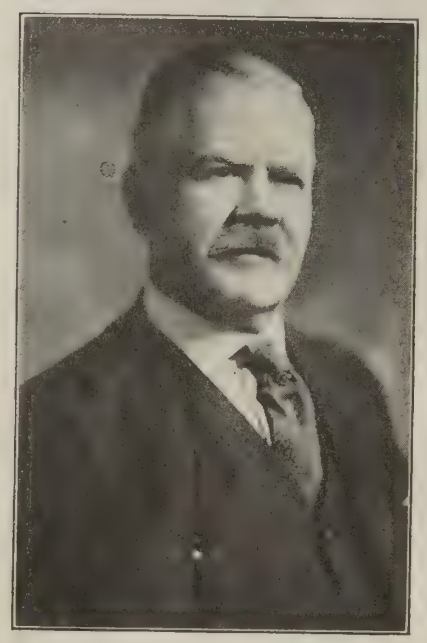
Address Any of the Above Offices for Information and Rates

PLAIN PEOPLE GIVE DAILIES THEIR POWER

Papers Which Neglect Their Interests for Selfish Groups on Road to Failure, E. J. Lynett Tells Pennsylvania Publishers in Search of Controversial Questions

President Paul R. Eyerly of the Pennsylvania Newspaper Publishers Association asked Edward J. Lynett, publisher of the Scranton Times, to talk on some controversial subjects at the summer meeting last week to "warm up" the discussion period. Mr. Lynett's remarks follow in part.

ALL of our newspapers are organized for profit. It is essential to the independence of the publisher that he should neither be deeply in debt nor so affiliated with big financial interests that either an individual, a bank or a corporation magnate can dictate the policy of the paper or steer him in a course to which he is disinclined. Not only in such



Edward J. Lynett

an event does he lose his self-respect, but the people in this day and age are wise. If sinister influences should be apparent they soon catch on. The paper will lose its influence among the public and the situation is soon reflected in the loss of subscribers and of advertising.

The newspaper gets its greatest strength by appealing to and supporting the interests of the plain people of the community in which it is published.

A good many people believe that the day of the partisan newspaper has passed; that most of the newspapers of the country are independent and should remain independent. I do not go along with that idea. So long as the politics of this government is conducted on the party system, so long will the newspapers be divided on fundamental, economic and political lines. The so called independent newspapers in nearly every instance, line up in campaigns with one party or the other and year after year with the same party. This is as it should be. The newspaper should express the abiding convictions of its publisher in the matter of the principles and policies of government. I do not believe in the servile attitude of party organs which slavishly follow the dictates of an organization or leader whether right or wrong or that seeks to cover up dishonesty, incompetency or abuses because the offender belongs to its party. The first duty of the newspaper is to protect the people and to expose rascality and malfeasance in office no matter what the politics of the errant officer may be.

The Scranton Times during the 32 years of my ownership has never conducted a popularity contest, a gift enterprise, or any other scheme to promote circulation. It has been offered to the public simply on its merits as a newspaper at the regular subscription for the Times. In that way the paper acquires a real quality circulation. People buy it and pay for it because they want it. You are apt to infer from this that I am not in favor of schemes to inflate circulation. The inference is correct. Every year I become more and more impressed with that fact. Other newspapers in the field have given away automobiles, houses and lots, trips to Europe, watches, jewelry and other junk. It always results in advantage to the Times. It makes some new readers, often unwilling and unsympathetic readers, who eventually come to the Times. The gift enterprise or beauty contest is an extremely expensive means of getting subscribers and if you get them they do not stick.

I have always held that good local news is the very best feature that a newspaper could get. People are always more interested in what happens in the towns with which they are familiar and to people that they know than in more important events in remote portions of the earth. There are exceptions of course, such as the epochal adventure of Charles A. Lindbergh and of Chamberlin and Levine in blazing the way for aerial navigation across the ocean. But for solid every day, all round the year service, give me a faithful, competent and loyal local staff. I have heard publishers complain that the reporters of today are not as lively nor energetic as those of the olden times. I have noticed no deterioration in my staff. Perhaps there's a reason for the complaint. As a rule the reporter is the most poorly paid man about the establishment. Give him at least as much wages as you pay your printers and pressmen and a word of commendation when he does good work and you may note an improvement.

I don't like what we ordinarily call features. The alleged fun in the comic strip is to me flat, stale and insipid and yet they appear in my paper to a limited extent because the other fellows use them and because there appears to be a popular demand for them. I have on several occasions tested the relative popularity of the strips we use and the replies come in by the thousand showing that people are interested in them. The sob sister and the preacher stuff and the gushing replies to lovelorn youths are an abomination. I have managed to worry along without them up to this time.

There is no more important subject to the publisher than advertising. It is our bread and meat and cake and pie. Those of us who print papers above sixteen pages in size do not get the cost of the white paper we use out of our circulation department. All the rest, the deficit and the cost of newsprint, payroll in all departments, the light, heat, power, insurance, depreciation on building and machinery and the profit if any, must come out of the advertising. It is the only commodity we have to sell.

Seriously, we don't know the value of our goods. We don't get the value of our goods. We don't appreciate the tremendous potency of publicity for the promotion of business both to the retailer and the manufacturer. It is a miracle of modern progress. It is a psychological giant in its effect upon the people.

Yet the average publisher knowing that he is not getting the revenue he should, sits down and broods for a year, fearful of the loss of business, before he takes his courage in his hands and announces an increase of rates. Of course he gets it. Ten to one he doesn't lose a single account. If one or two drop by the wayside they come back sheepishly in a week or two and sign contracts at the new rate. They are not advertising because you are a good fellow nor from public spirit nor to help along the paper. They are advertising because they you in their business. They have to to you.

Don't hesitate to raise rates. ought to get enough out of your pub tion so that you will have at least a petence when the time comes for yo retire and have a good deal of fun i meantime.

Publishers should be especially of the advertiser or advertising ag which under the mask of co-opera seeks to have the newspaper set them in business in the town or expand exploit their business among the dea by letters or personal interviews, or tribution of printed matter that want the paper to print and distribut its own expense. I believe in co-op tion within limits but after all what buy is space in your newspaper and your personal service as a salesman.

Then there is the general advert who does not use the daily papers. puts a page in the *Saturday Even Post* or some other publication of natio circulation and asks you to solicit from retailers in your town. I view s schemes as very detrimental to the ne paper business. They lead to free adv

(*Continued on page* 54)

2007

net paid circulation

IN A THRIVING COMMUNITY OF 2258 HOMES.

That is the coverage the advertiser gets in

THE CANON CITY DAILY RECORD

Canon City, Colo.

A Community of Fine Homes, Coal Mining, Zinc Smelters, Fruit Growing, Truck Gardening, Poultry Raising, Scenic Attractions and Oil Wells.

Better Ads Produce Bigger Profits

GREATER attractiveness to your advertisements can be secured and their pulling power materially increased by using bright, new display typelines every day. This is why the advertisements of many leading advertisers are now set the Ludlow way.

Distinctive typefaces, symmetrical in design and always-new, are a prime essential in creating ads that produce more business. Ludlow typefaces are freshly cast every time. They constantly assure a uniform, legible, clean-cut impression. They are not compressed to meet the limitations of any machine, but are full-width and expertly designed to reflect greater individuality. To these characteristics of all Ludlow lines may be added the superior beauty of Ludlow italics which have the full-kerning effect, but with no kerns to break off. There are also the beautiful Ludlow swash characters fully supported from beneath, with no danger of breakage. Then, too, by the Ludlow method of composition, you have all the advantages of hand-spacing your words and lines as carefully as any compositor could space them with foundry type. All these factors account for Ludlow-set pages creating better business.

The Ludlow provides unlimited quantities of type in slugs, in any size up to full-width 72 point, and even 84 point caps, thus enabling you to provide your advertisers with only first-choice faces.

There are many other reasons why the Ludlow will prove a valuable merchandising factor in your plant. Let us send you the complete facts.

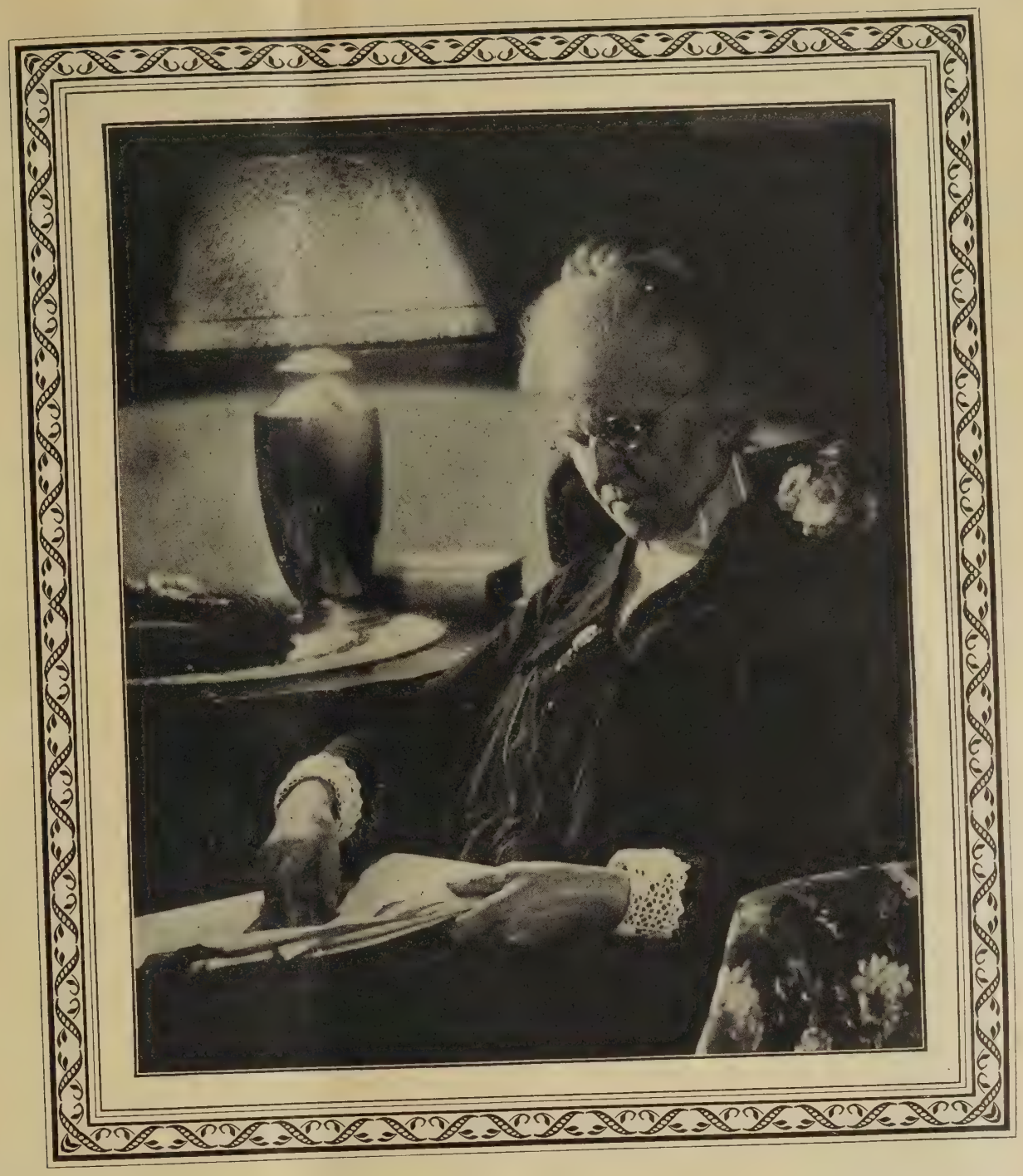
Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago, Illinois

Boston: 470 Atlantic Avenue
New York: 63 Park Row
Atlanta: 41 Marietta Street
San Francisco: 5 Third Street

LUDLOW QUALITY SLUG COMPOSITION

When weary eyes turn hopelessly away . . .



EYES that have seen the drama of a lifetime surge and ebb. Eyes that have grown dim with watching and waiting; with laughter and with grieving. Eyes that have yearned with tender care over the oncoming generations and then have seen themselves pushed with gentle ruthlessness aside.

And now they dwell apart, though not alone, in a world peopled with memories, and listen for the rustle of the pages that bring them their only contact with the ceaseless flow of human endeavor and aspiration and passion; of triumph and disaster about them.

What tragedy when that last link with life is broken! When the one last window grows cloudy and dim.

"I thought," said one gentle, trembling voice, "that I would have to give up reading altogether, and then this new type came——"

Can you do less than give them the chronicle of the day, printed in type that life-worn eyes can read?

IONIC No. 5

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

LINOTYPED IN THE GARAMOND SERIES

After several years of investigation and experimentation the Mergenthaler Linotype Company announces the introduction of a new newspaper body face This new Ionic is an exceptionally readable face The openness of the rounded letters—the height and width of the lower case—the clear-cut capitals—the size and fullness of the figures—the absence of marked contrast between thick and thin strokes—the well-fitted units—the maximum letter-count—all of these things go to make this new type a most desirable newspaper face. There are no "pin-holes" sharp corners to fill up with fine lines to break down in ing The even color of t is particularly adapted ness" of newspaper standing advantag is its conservatio tone throughou without being enough vari ness, yet certing A effected can be u may b compa ers e bilit pap Ev a m a

come over here and make twice as much money as he gets in his own country"

The delegates departed during the afternoon for Schenectady and will travel as far west as Chicago completing their investigations in about four weeks. They will report their servations to the newspa vited them to the

The Brit union on

disparity was that the American actually did produce more than the British toiler in a given time

This he was enabled to learned, becaus ards of

ing that has served twenty years or more

Mr Mosses dwelt on the turnover of the American employee industrial worker here

equipped for his job knowledge and tools "There doubt" he commented, "that his high rate of production, the an worker earns his pay"

this is how we are permitting tish worker to learn for him plained Sir Percival, "the rea the differences in wages paid des of the water There has uch said about it that we was the best way of let ers find the answer to nselves

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The were v special Mail"; F same news J P., who the British L war.

Mr MacPhers welfare facilities can plant were mu than in England and and quarters were mo This was evidently the re served, of the frequent scra plants to make way for expan development. His country loath, he said, to tear do ing that has served twe more.

Mr. Mosses dwelt on the turnover capacity of the American employee. The average industrial worker here, he noted, was of as high moral type as his British confrere, and is much better equipped for his job with re spect to knowle is no doubt," with this high r American work

"And this is t the British wor self," explained sons for the diff on both sides of been so much thought this wa ting the worke the question the

"By coming o can see why it first-raters in Britain and the United States receive comparatively the same wage, a second rater in Britain can

London Daily Mail" to for the disparity between the high wages and prosperous living conditions of the American worker and

in Brooklyn, the delegates remarked that one of the vital reasons for the worker was capable of producing and

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They were curious to know how it was that the average wage of the American toiler virtually doubled that of his British brother, and how it was possible for industries here to offer their employees e compete suc- arkets.

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The commen were voiced by special corresp Mail"; Fenton same newspaper J P., who had the British Labo war

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THROUGH WHICH LENS IS YOUR PAPER READ?

After several years of investigation and experimentation, the Mergenthaler Linotype Company announces the introduction of a new newspaper body face. This new Ionic is an exceptionally readable face. The openness of the rounded letters—the height and width of the lower case—the clear-cut capitals—the size and fullness of the figures—the absence of marked contrast between thick and thin—the well-fitted units—the standard letter-count—all of these things go to make this new type a most desirable newspaper face. There are no "pin-holes" or sharp corners to fill up with ink; no fine lines to break down in stereotyping. The even color of the character is particularly adapted to the "roughness" of newspaper stock. The outstanding advantage of the new face is its conservation of vision. The even tone throughout is restful to the eyes without being monotonous. There is enough variation to avoid tiresomeness, yet not enough to be disconcerting. A happy medium has been effected. Various degrees of leading can be used to advantage, or the lines may be cast on a solid body. The comparative shortness of the ascenders and descenders gives good legibility even when set solid. The first paper to adopt the new face was the Evening News, of Newark, N. J. After a trial of several weeks, the publisher of the paper is

© TRADE LINOTYPE MARK ®

Ionic No. 5

ner case—the clear-cut capitals—the size and fullness of the figures—the absence of marked contrast between thick and thin—the well-fitted units—the standard letter-count—all of these things go to make this new type a most desirable newspaper face. There are no "pin-holes" or sharp corners to fill up with ink; no fine lines to break down in stereotyping. The even color of the character is particularly adapted to the "roughness" of newspaper stock. The outstanding advantage of the new face is its conservation of vision. The even tone throughout is restful to the eyes without being monotonous. There is enough variation to avoid tiresomeness, yet not enough to be disconcerting. A happy medium has been effected. Various degrees of leading can be used to advantage, or the lines may be cast on a solid body. The comparative shortness of the ascenders and descenders gives good legibility even when set solid.

The British delegation of trade-union representatives, who came here on Tuesday at the invitation of "The London Daily Mail" to study reasons for the disparity between the high wages and prosperous living conditions of the American worker and their own lower wage standards, gained considerable light in a tour of several industrial establishments in Brooklyn yesterday.

They were curious to know how it was that the average wage of the American toiler virtually doubled that of his British brother, and how it was possible for industries here to offer such fat envelopes to their employees and at the same time compete successfully in world markets. After a study of the Brooklyn Edison plant and the factory methods of the Mergenthaler Linotype Company in Brooklyn, the delegates remarked that one of the vital reasons for the disparity was that the American worker was capable of producing and actually did produce more than the British toiler in a given time.

This he was enabled to do, they learned, because of the high standards of efficiency obtaining here, mass production methods, the utter perfection of organization for which the American industrialist seems always to be striving, and labor-saving devices evident on every hand. The comments of the delegates were voiced by Sir Percival Philips, special correspondent of "The Daily Mail"; Fenton MacPherson, of the same newspaper, and Sir William Mosses, J. P., who had a prominent part in the British Ministry during the war.

Many noted that were offered by the American worker much more and that were more beneficial. This was the result, he observed, of the frequent scrapping of plants here to make way for expansion and development. His countrymen are loath, he said, to tear down a building that has served twenty years or more.

Mr. Mosses dwelt on the turnover [illegible] "that with this high rate of production the American worker earns his pay."

"And this is how we are permitting the British worker to learn for himself," explained Sir Percival, "the reason for the differences [illegible] on both sides of the water. There has been so much said about it that we thought this was the best way of letting the workers find the answer [illegible] themselves.

"Over here the workman [illegible] that, although the [illegible] and the United [illegible] only the same [illegible] Britain can [illegible] twice as [illegible] in his own [illegible]

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Many noted that were offered by the American worker much more and that were more beneficial. This was the result, he observed, of the frequent scrapping of plants here to make way for expansion and development. His countrymen are loath, he said, to tear down a building that has served twenty years or more.

Mr. Mosses dwelt on the turnover [illegible] "that with this high rate of production the American worker earns his pay."

"And this is how we are permitting the British worker to learn for himself," explained Sir Percival, "the reason for the differences [illegible] on both sides of the water. There has been so much said about it that we thought this was the best way of letting the workers find the answer [illegible] themselves.

"Over here the workman [illegible] that, although the [illegible] and the United [illegible] only the same [illegible] Britain can [illegible] twice as [illegible] in his own [illegible]

TRADE **LINOTYPE** MARK

Ionic No. 5

THE READABLE TYPE

6½ Point

The British delegation of trade-union representatives, who came here on Tuesday at the invitation of "The London Daily Mail" to study reasons for the disparity between the high wages and prosperous living conditions of the American worker and their own lower wage standards, gained considerable light in a tour of several industrial establishments in Brooklyn yesterday.

They were curious to know how it was that the average wage of the American toiler virtually doubled that of his British brother, and how it was possible for industries here to offer such fat envelopes to their employees and at the same time compete successfully in world markets.

American More Productive

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Mr. MacPherson also noted that the welfare facilities offered by the American plant were much more elaborate than in England and that equipment and quarters were more beneficial. This was evidently the result, he observed, of the frequent scrapping of plants here to make way for expansion and develop-

7 Point Body
Will average 1238 words to a 21-inch column

6¾ Point

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7½ Point Body
Will average 1156 words to a 21-inch column

7 Point

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8 Point Body
Will average 1083 words to a 21-inch column

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

LINOTYPE SET IN IONIC NO. 5 AND CLOISTER BOLD EXCEPT FOR LARGE TITLE LINE

RECORDS THAT CHECK DANGEROUS COST TRENDS

(*Continued from page* 15)

very twelve months usually in December.

"The sheet enclosed gives a fairly good idea of the information it reveals when the figures are entered. Totals of the expenditures, it will be observed, are shown in the first column, and are detailed in the second and third columns under 'department expense details.'

"I direct your special attention to the reverse side of the sheet — 'Important Details for Comparison,' which is very valuable, or at least should be, to the publisher who is interested beyond the information as to the net income for the month."

While not noted by Mr. Johnson, another aspect of the information on the reverse of the main sheet is that the publisher can use the figures there supplied in discussions with department heads without revealing the revenue on the face. It is reproduced on this page and is adequately described in the caption.

"While this form is an improvement over the one we had used for a period of about ten years, we find that it still can be improved," Mr. Johnson comments. "It is very difficult to devise a form of this sort and not overlook some important details. I don't claim that this form is perfect, nor that it is original. It is a composite form, made to meet our requirements, resulting from experience and after inspecting similar forms used by a number of newspapers."

Behind this one-sheet picture of the month's success or failure of course lies a complete and efficient system of keeping the daily records in such form that their transcription is accomplished without disrupting the necessary routine. This series will make no effort to tackle the subject of newspaper bookkeeping, by hand or machine. Almost any of the numerous systems and variations of the old double-entry plan can be adapted to give the publisher whatever information he wants, in as great detail as his budget for the accounting department can afford. Not a few newspapers doing a gross business of nearly half a million dollars a year and conducted with no more than ordinary efficiency keep their accounting system up to the second with a competent bookkeeper-cashier, assisted by one girl to keep circulation cash records and another to keep track of classified accounts. Less than $5,000 a year is paid in salaries to people handling in the aggregate 100 times that amount and the publisher can obtain on a few moments' notice the minutiae of any branch of his business, with a history covering two or three years back if he desires it. That may be unusual and probably represents a minimum of expense for the results achieved, but it can be approximated by a publisher or business manager who understands what he wants well enough to organize to obtain it. As the usual budget amount available for the accounting department is in the neighborhood of 5 per cent of total operating expense, according to recent surveys, it appears that the publisher has plenty of latitude in his demand for information. Failure to obtain it usually indicates a defect in the organization, rather than in the personnel of the accounting department. Accountants are generally above the average in intelligence, almost fanatical in their desire to show the "boss" a quick and accurate job, and the machine systems on the market, generally speaking, demand little ingenuity of their operators once the ground lines are laid.

Need for this quick and accurate information was impressed upon business men generally and newspaper publishers especially by the exactions of the war income tax laws and costs that mounted with deadly speed and it is being further impressed by the economic situation confronting newspapers this year. Advertising revenue, generally speaking, is running behind that of last year, while expenses remain substantially the same or higher. The publisher who is not watching production costs daily and comparing their course with past experience by means of accurate records is piloting his craft toward reefs where the past can't help him and the present and future exist only for his destruction.

REPORTERS EXTRADICTED

Massachusetts Governor Signs Papers in Thompson Case—Appeal Taken

Governor Fuller of Massachusetts on June 20 signed extradition papers for the removal of Fred H. Thompson, *Boston Post* reporter, to New Hampshire, for trial. Thompson is charged with having procured the larceny from the plant of the Rumford Press at Concord of copies of *The Atlantic Monthly* containing an article by Governor Smith of New York.

Counsel for Thompson announced that he would petition the Supreme Court for a writ of habeas corpus, which would delay extradition until the higher court had passed on the issues involved.

GETS LIBEL JUDGMENT

John Martin, rancher, who obtained judgment for $12,000 against the *Houston Chronicle* in a libel suit tried at San Antonio, recently was awarded $20,000 on re-trial of the case. The suit grew out of a story which, a few years ago, had to do with possible origin of the hoof-and-mouth disease which was epidemic around Houston for a time.

COMPARATIVE STATEMENT—REVENUES AND EXPENSES AND DETAILS OF PUBLICATION

INCOME	MONTH OF	SAME MONTH LAST YEAR	——MONTHS ENDING——	SAME PERIOD LAST YEAR
ADV. LOCAL				
NATIONAL				
CLASSIFIED				
CIR. CARRIERS				
SALES				
NEWSSTANDS				
MAIL				
AGENTS				
OTHERS				
EXPENDITURES				
OVERHEAD				
EDITORIAL				
BUSINESS				
REV. LOCAL				
NATIONAL				
CLASSIFIED				
CIRCULATION				
MAIL				
STEREOTYPE				
PRESS				
COMPOSING				
NEWSPRINT				
ADV. INCOME				
CIR. INCOME				
MISC. INCOME				
TOTAL				
EXPENDITURES				
NET				
AV. REVENUE PER DAY				
AV. EXPENSE PER DAY				
ABSTRACT FROM TRIAL BALANCE				
CASH ON HAND				
ACCTS. RECEIVABLE, LOCAL				
NATIONAL				
CLASSIFIED				
C. C.				
BILLS RECEIVABLE				
PAPER STOCK				
NEWSPRINT PAYABLE				
BILLS PAYABLE				
ACCOUNTS PAYABLE				
CASH RECEIPTS				
ADVERTISING				
LOCAL				
NATIONAL				
CLASSIFIED				
TOTAL				
CIRCULATION				
OTHER				
TOTAL				

DEPARTMENT EXPENSE DETAIL	MONTH OF	SAME MONTH LAST YEAR	——MONTHS ENDING——	SAME PERIOD LAST YEAR
OVERHEAD				
X BAL.				
XX				
MISC. EXP.				
LEGAL				
INSURANCE				
INS PRE. EMP				
LIGHT & POWER				
WATER				
INT SONDRY				
BONDS				
FUEL AND COAL				
PTG AND STAT.				
FIREMAN AND N W.				
TELEPHONES				
BUILDING REP.				
TAXES—FEDERAL				
STATE, COUNTY AND CITY				
PROMOTION				
DEPRECIATION				
DONATIONS AND ASSN DUES				
EDITORIAL				
SALARIES				
PRESS SERVICE				
ASSO. PRESS				
CORRESPONDENTS				
CUTS				
EXPENSE				
TELEGRAMS				
SYN. AND MAT.				
SUPPLEMENTS				
POSTAGE				
PROMOTION				
BUSINESS				
SALARIES				
POSTAGE				
ADV LOCAL				
SALARIES				
MISC				
COMMISSIONS				
DISCOUNTS (E & O)				
CASH DISCOUNTS				
UNCOL. ACCOUNTS				
CUTS				
POSTAGE				
PROMOTION				
ADV NATIONAL				
SALARIES				
COMMISSIONS				
PROMOTION				
CASH DISCOUNTS				
DISCOUNTS (E & O)				

DEPARTMENT EXPENSE DETAIL	MONTH OF	SAME MONTH LAST YEAR	——MONTHS ENDING——	SAME PERIOD LAST YEAR
ADV. CLASSIFIED				
SALARIES				
DISCOUNTS (C. E & O.)				
MISCELLANEOUS				
UNCOL ACCOUNTS				
PROMOTION				
CIRCULATION				
SALARIES				
MISCELLANEOUS				
TRAVELING EXP.				
DELIVERY EXP				
COMMISSION				
AUTO EXPENSE				
DEPRE AUTO				
POSTAGE				
DISCOUNTS				
PREMIUMS				
PROMOTION				
MAIL ROOM				
SALARIES				
EXPENSE				
POUND POSTAGE				
EXPRESS ON PAPERS				
STEREOTYPE				
WAGES				
MISCELLANEOUS				
METAL				
MATRIX				
PRESS				
WAGES				
MISCELLANEOUS				
ROLLERS AND BLANKETS				
REPAIRS AND PARTS				
COMPOSING				
WAGES				
LINOTYPE METAL				
GAS				
REPAIRS AND PARTS				
MISCELLANEOUS				
NEWSPRINT				
INK				
GRAND TOTAL				

This is a looseleaf ledger sheet 17 x 22, used by the *Chattanooga News* for monthly comparisons. Down rules for digit columns are not reproduced in this reduction.

EDITORIAL

ADVERTISING'S "WHY?"

PHYSICALLY and spiritually, the International Advertising Association at Denver will stand next week on a mountain top, looking down upon what has been done in the past and what may be attempted in the future. The vista down the past twenty-three years is pleasant; one achievement alone of the many that have marked the first quarter-century of the organization's life would have been ample to justify it—the advertising structure has been purged of much of the chicanery and misrepresentation that was rife then and rare today. In this advance, the leadership of the International Advertising Association, and its predecessor, the Associated Advertising Clubs of the World, has been unceasing and invaluable.

That battle has been won. Exploitation of the success, still under I.A.A. supervision, is largely routine and in capable hands, and business can find more important work for the tremendous potential energy that inheres in the association.

Advertising, a comparatively new business force, has kept the wheels of commerce turning for ten years at a rate never before believed possible. Like high-voltage electricity, its power has been turned into profits, and disasters have been comparatively few, even though the nature of the power has been a deep mystery to most of its employers.

It is this mystery that the country's business wishes to dissipate. If advertising can be used by many successfully, why should failure attend its use by any? The business men now in control of the International Advertising Association believe that the next great task of their group is to answer this question, to learn the facts about advertising.

Intelligently gathered and applied, knowledge of advertising performance under the many methods represented in the I.A.A. membership should be instrumental in a few years in removing much of the advertising technique from the empiric to the scientific realm. It is a job worthy of the best thought that organized advertisers can give it.

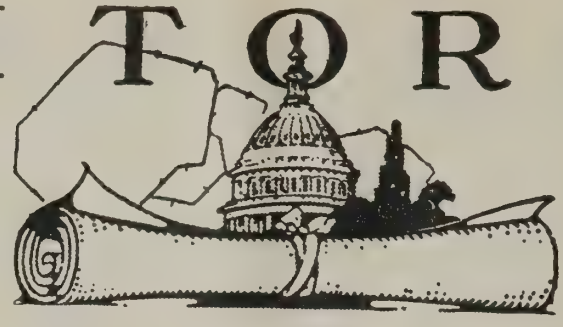
Sport reporting is probably the most accurate that appears in the newspaper, due in large measure to the fact that the general public is better grounded in a knowledge of sport, both historical and current, than in any other department of interest.

AN UNFAIR CRITICISM

"WHY do the newspapers not print the truth about Mexico?" queries the editor of *America*, the well-known Catholic weekly review, and then asserts: "The undoubted censorship, the 'interests,' bigotry, pacifist propaganda, hostility to our Government, public interest, have all been conjectured as reasons why one of the biggest news stories of the day is not being printed." The editor describes a frightful state of affairs in Mexico and declares that the American press has not printed it but have "meekly" accepted the usual fortnightly official statement that the revolution has been crushed. Where are fearless correspondents to tell the world that the revolution is now in full swing, with horrors on every side?

To Editor & Publisher it has seemed that the American press has presented the story of Mexico, as it has developed to date, very fairly and in quite remarkable detail and America's inference that editors are deliberately suppressing this news or that correspondents are afraid to write it to us seems nothing short of a shockingly narrow opinion. What is the big story that America believes is being held back from the public? The daily press has published, in news style and not as propaganda, every valid fact that is suggested by America. Perhaps it is true that a great story does lie in Mexico, but if so it is not being neglected because correspondents are afraid to write it or because any editor would hesitate to print it for the reasons suggested in America's unfair criticism.

It is now time to call a staff meeting to find the best way around the seemingly inevitable Summer linage slump.



Greater love hath no man than this, that a man lay down his life for his friends.—St. John, XV; 13.

INTRODUCING A SPECIALTY

IN one of the great metropolitan districts of our country, where some five millions of people lived and strove and had their being, this writer once attempted to introduce a grocery specialty. It was a brand of Dutch breakfast cocoa, in a neat package priced to give the commission merchant his usual bit, the retailer a good twenty per cent profit and the consumer more cocoa for the money than he had been used to getting. The product was excellent in every way.

We took four young salesmen out into the district and proposed to cover every grocery store in a six months' canvass. The salesmen received drawing accounts and a commission on sales. All they had to show were samples of the goods, some cheap counter advertising signs and a page proof of an advertisement which would come out in a magazine of alleged national distribution within a few weeks.

Our sales talk was based on (1) the high percentage of profit for the retailer (2) the excellence of the product, which we said would repeat and (3) the prospect that the magazine advertisement would create a demand.

The way the grocers of that city received this sales talk was one of the most interesting and instructive experiences of a life-time. We discovered that the old-fashioned grocer, who knows what he is selling and buys merchandise so he may intelligently cater to the taste of his particular clientele, is well-nigh extinct. The average independent grocer, although railing at chain-store competition, copies chain-store methods as best he can and has become a mere automaton, passing out package goods to his customers on their call and with nothing to say on the subject of their choice. He recommends nothing, if he can avoid it. He groans because his profit on certain lines of merchandise has been cut to a narrow shred, but when goods are in demand he feels he must carry them.

Of course, our sales crew went up against terrific resistance but we succeeded in selling a case or a half-case to about one out of five stores called upon. In many instances the grocer would put it on his shelf more to get rid of a persistent salesman than anything else. Naturally, he would be sympathetic because we would say that our goods were not on sale at chain-stores and that we were interested to see the independent grocer make a fair profit. In many instances the grocer would be talked into the notion that he might push a small quantity of our packages over his counter, whether there was a demand or not, and that the goods themselves might be so meritorious as to repeat.

Our sales force did not earn much money and it was difficult to hold it together, but in the course of time about half of the city was covered. In the early stages of the campaign we besought the manufacturer to give us just a small appropriation for local newspaper advertising. To us, the fact became as plain as a pikestaff that the proposed magazine advertising was to the grocer a far-away, shadowy appeal. It might help or not. He had heard the song before and it did not convince him. But he would tell us that if the cocoa were to be advertised in the local papers, and he would usually name one or two of them, it would have a chance in the race. In fact, many grocers would tell us that they would feel safe to sell the goods if they were advertised in local newspapers. Despite this obvious condition the manufacturer with whom we were dealing would make no newspaper allowance. He had, he said, put his money into the magazine and nothing was left for the daily press. He seemed satisfied to p small quantities of his goods in one out of stores, believing that their merit would start the rolling and ultimately give him regular sales.

The campaign was not a success—it was a dis failure. Every grocer who received our stuff c to feel that he had been "stuck" by high-powe salesmanship after the goods had littered his s for a month or two. He did not pass them to customers. There was no active call for them. three months we knew that the possibility of considerable amount of repeat business was a figm of our imagination. Some of the cocoa came b to the commission merchant and life became j one quarrel after another for all concerned. Des all this unpleasantness our stubborn manufactu refused to see the light and buy the newspaper sp we recommended. His good cocoa was never m keted.

The experience was an eye-opener for this wri and is the basis of the reference so often made the columns of Editor & Publisher: Advertis which does not register in the mind of the avera consumer and which does not positively co-ordin with distribution is mere waste. The best advert ing medium is the daily newspaper and if you not think so just put some samples of an unadvertis grocery specialty in a bag and spend one day calli on the grocery trade.

The editor who induces his readers to write brief letters for publication is assured of good editorials.

GOOD NEWSPAPER MEN

A SURVEY made under the direction of t University of Pennsylvania's Wharton Scho of Finance and Commerce shows some interes ing figures in relation to the editorial staffs of dai newspapers in the United States. For instance, colle graduates comprise 52 per cent of editorial worker compared with about 9 per cent of 25 years ag Of 340 men filling positions as managing editor, chi editorial writer, city editor, news editor or head co reader, on 70 newspapers, 218 reported as colle men, the proportion among managing editors beir 68 per cent.

But editors interviewed by the surveyors frank stated that while the college graduate was ordinari superior as a writer he rarely developed the "nose fo news" that seemed to come naturally to the boy wh starts as a copy chaser, becomes a reporter and the an executive. The explanation given is that th college man is ambitious to be known as a write the non-college man as an investigator.

To the question, "All other things being equal, d you give preference to the college man when hirin men?" there were affirmative replies from 84 pe cent of the editors and a variety of comments, on of which was, "We no longer hire non-college men, and another who said, "We regard college men witl suspicion as more likely to have fallen into writin ruts and lax habits."

Another objection expressed by several editors wa that the college man overrates himself during th first few years out of college, "and wants to be a managing editor or columnist right off the bat.' Opinion was divided on the value of schools o journalism, some editors praising them highly and others expressing a preference for talented high school graduates.

For our part we must confess that the subject of preference of college or non-college men in journalism has become wearisome. It is really all bosh and we think that colleges that are stirring up interest in these comparisons merely to sell themselves to aspiring youth are in small business. The fact is that the more one knows, no matter how or where he gets the knowledge, the better he is equipped to do newspaper work. Another fact is that good newspaper men are those who have the right spirit for the work, good ideas and a natural ability to express thought. The woods are full of wonderfully educated men who cannot articulate and of blabbers who know nothing. The way to find a good newspaper man is to give a candidate a chance to report and write and if he makes good hold onto him with both hands, for such men are not too plentiful.

PERSONAL

FIVE hundred business and professional men were the guests of William J. Connors, Sr., aboard the steamer Octorara, recently joining Mr. Connors in the celebration of the first anniversary of the merger of the *Buffalo Courier* and the *Buffalo Express*.

S. J. Duncan Clark, editor of the *Chicago Evening Post*, gave the commencement address at the class exercises last week of Macalester College, St. Paul, Minn.

Gardner Cowles, publisher of the *Des Moines* (Ia.) *Register and Tribune-Capital*, has been elected to the board of trustees of Drake University, Des Moines.

Edward H. Butler, editor and publisher of the *Buffalo Evening News*, has been elected to serve a term of three years on the Nichols school board of trustees.

Miss Victoria Murdock, daughter of Victor Murdock, editor of the *Wichita Eagle*, has returned to her home for the summer after a year's study of the harp in the Curtis Institute of Music, Philadelphia.

Tom Perkins, editor and publisher of the *McKinney* (Tex.) *Courier*, has been re-elected mayor of McKinney. This is his fourth term.

C. C. Harvey, editor of the *Fort Fairfield* (Me.) *Review*, with his family, is on an automobile trip to Southern California.

Bruce Cole, editor of the *Prophetstown* (Ill.) *Echo*, and Mrs. Cole have left for a tour of Europe. Mr. Cole, a veteran of the World War, will be in France for the Legion convention.

Alfred E. Henderson, Riviera correspondent of the *London Morning Post*, Paris edition of the *New York Herald Tribune* and English editor of *La Cote d'Azur*, illustrated weekly review published at Nice, is touring a number of American cities and recently visited Houston and Dallas, Tex.

IN THE BUSINESS OFFICE

JIM WINTER, formerly advertising manager of the *Kansas City Journal-Post*, has gone to Denver, where he is associated with F. G. Bonfils, publisher of the *Denver Post*. E. E. Allison and L. S. David, from the Journal-Post advertising force, went to Denver with Mr. Winter. Mr. Winter has been succeeded at the Journal-Post by John Ritchie.

Fred B. Trimm, local advertising manager of the *New York Evening Journal*, arrived home this week from Europe, where, with Mrs. Trimm, he spent some time in travel in England, France, Belgium and Holland.

A. C. Baggerly has resigned from the Steuben News Company of Auburn, N. Y., and July 1 will go to Syracuse to join the advertising department of the *Syracuse Herald*. Mr. Baggerly has been connected with the Steuben News Company for the past seven years, directing the business and editorial policy of the *Addison Advertiser*, the *Hammondsport Herald*, the *Savona Review* and the *Bath Plaindealer*.

Keating Ransone, who has been a member of the advertising staff of the *Dallas* (Tex.) *Morning News*, has joined William Easterwood, Jr., and is handling publicity on the Dallas-Hong Kong flight, for which Mr. Easterwood has offered a cash prize of $25,000.

Emanuel Martines has been appointed advertising manager of the *Italian News*, a weekly newspaper at Boston, Mass. He was formerly accounts manager for Wood, Putnam & Wood of Boston, advertising agents.

Robert C. Vance, assistant business manager, *New Britain* (Conn.) *Herald*, will sail soon for his annual visit to Europe.

Seattle (Wash.) *North Side Reporter* announces that George W. Hill has joined the staff as manager.

Chester L. Jacoby, business manager, and N. C. Peterson, advertising manager of the *Dodge City* (Kan.) *Daily Globe*, have purchased the *Norton* (Kan.) *Daily Telegram*.

Russell Mack, business manager of the *Aberdeen* (Wash.) *Daily World*, addressed members of the Hoquiam Kiwanis Club June 1 on the subject of Newspaper Advertising.

Thomas P. Jones has been appointed national advertising manager of the *Washington Daily News*. He was formerly advertising manager of the *Times-Dispatch* of Richmond, Va., and for the past year has been with Cecil, Barreto & Cecil.

Robert E. Murphy has been appointed chief of the *Miami Daily News'* promotion department. He formerly was advertising manager of the *Miami Tribune*.

IN THE EDITORIAL ROOMS

MILES D. STETTENBENZ, assistant managing editor of the *New York Evening World* is in St. Louis on an assignment from Herbert Pulitzer.

John B. Callaghan, managing editor of the *Springfield* (Mass.) *Daily News*, was given the honorary degree of Master of Arts by Holy Cross College at Worcester, Mass., last week. Mr. Callaghan has been for 30 years with the News.

John D. Wells, managing editor of the *Buffalo Courier-Express* was the principal speaker at the commencement exercises of Syracuse Uuiversity.

Oliver L. Hall, managing editor of the *Bangor* (Me.) *Commercial*, was honored at the commencement of the University of Maine by the masters of arts degree.

Kenneth P. Middleton, reporter, and Pat Murphy, photographer, covered the Col. Lindbergh program in St. Louis last Saturday for the *Kansas City Journal-Post*. Murphy returned to Kansas City by airplane with pictures.

Goodman Ace, dramatic editor of the *Kansas City Journal-Post*, who writes the column "Lobbying" in the Post, has started a column in the Journal captioned "Cereal Stories."

W. J. White, who has been editor of the *Van Alstyne* (Tex.) *Leader* for the last few years, has joined the staff of the *Sherman* (Tex.) *Democrat*. J. L. Power, recently of Mineral Wells, Tex., has succeeded White as editor of the Van Alstyne Leader.

Paul E. Lucas, radio editor, *New Britain* (Conn.) *Herald*, is a member of the Jesters, a trio which entertains bi-monthly from broadcasting station WBZ, Springfield, Mass.

G. S. Mitchell of the editorial staff of the *Houston* (Tex.) *Chronicle*, was a recent visitor in Portland, Me.

T. T. E. Cadett, of the *London Times*, and traveling scholar of the English speaking Union, has left the *New York Times* for a trip to California. When he returns he will act in the capacity of New York correspondent for the London Times until winter, when he will become Washington correspondent.

Spike Cooper has resigned as managing editor of the *Beaumont* (Tex.) *Journal*, afternoon paper, and has joined the advertising staff of the Texas Power and Light Company as assistant to Beeman Fisher.

C. A. Reakirt, reporter on the *Dallas* (Tex.) *Morning News*, has resigned to join an El Paso newspaper.

Charles Kelly, who was copy boy for five years on the *Los Angeles Times*, and left last winter to attend college, is back again as a cub reporter for the summer.

Charles Carter has resigned from the staff of the *Los Angeles Times*.

Harold R. Jones, telegraph editor of the *New Britain* (Conn.) *Herald*, is spending his vacation at Atlantic City, N. J.

Earl Sparling, a member of the Washington, D. C. bureau of Scripps-Howard newspapers, is spending a month

(*Continued on next page*)

FOLKS WORTH KNOWING

W. F. JOHNS, who last week succeeded Rhey T. Snodgrass as advertising director of the *St. Paul Dispatch and Pioneer-Press*, is a graduate of Amherst College, class of 1912, and started his business career in the advertising department of the Burroughs Wellcome Company, manufacturing chemists. He received his early schooling at the Tome School, Port Deposit, in Maryland.



W. F. JOHNS

After two years with the Burroughs Wellcome Company he joined O'Mara & Ormsbee, Inc., newspaper representatives, and served in their Chicago office. Later he spent four years in magazine and advertising agency work with the International Magazine Company and Erwin, Wasey & Co., Chicago office.

In 1918 he took charge of the national advertising department of the *Minneapolis Journal*, and in 1922 was named advertising manager. He later rejoined Erwin, Wasey & Co. and left that organization last week to join the St. Paul dailies.

DID YOU HAVE—

THE FIRST story of Col. Charles A. Lindbergh's projected San Diego-St. Louis-New York-Paris hop?

THE FIRST AND ONLY story of Lindbergh's life told by his mother?

THE FIRST stories of the lives of Clarence D. Chamberlain and Charles A. Levine, as told by their wives?

THE FIRST story on the projected California-Hawaii hop, with probable extension to the Orient?

AND SCORES OF OTHER FIRSTS IN THE LAST FEW MONTHS?

YOU DID—IF YOU HAD THE SERVICE OF

The Central Press Association

2042 E. Fourth St.
Cleveland, O.
V. V. McNITT, President

Times Building
New York City
FARRIS A. FLINT, Manager.

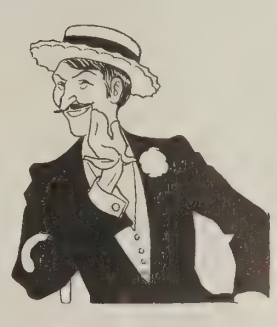
This Is

Orlando Allick

Small Town Shriek and Community Caution in

GOOD TIME GUY

The New Sunrise in the Comic World



Orlando Allick

Who Is Always As Fresh As Fritters and Imagines He's Twice as Hot

A Scintillating Comic Strip

By

Frank Smiley

(William M. Conselman, Author of ELLA CINDERS)

With Drawings by

Mel Cummin

STARTING ON MONDAY, JUNE 27

Wire Now

Metropolitan Newspaper Service,

Maximilian Elser, Jr. General Manager, Earl J. Hadley, Associate

150 Nassau St., New York City

(Continued from page 41)

with friends in Oklahoma City. He was formerly with the *Oklahoma City News.*

James J. Butler, political writer, *New Britain* (Conn.) *Herald,* has been elected a member of the board of education. He is the youngest member ever to sit on the board.

Stanley F. White, formerly connected with the *Burlington* (Vt.) *Free Press* and other New England newspapers, has joined the staff of the *Trenton* (N. J.) *Evening Times.*

T. W. Patterson has resigned as sports editor of the *Monroe* (La.) *News-Star.* Miller Hollingsworth succeeds him.

Benjamin Kornfield of the *New York Daily News Record,* a first lieutenant in the 577th Field Artillery, has been assigned to Fort Bragg, N. C., July 16, for two weeks' duty.

Clarence L. Moody, city editor of the *Quincy* (Mass.) *Patriot-Ledger,* and Mrs. Moody are receiving congratulations upon the birth, June 13, of a son, Donald Edward.

Harry H. Williams, who formerly wrote "Cattle Clatter" for the *San Antonio Express,* now is doing "Cattle Trail" on the *San Antonio Light.*

Ty Cobb, city editor *Bryan* (Tex.) *Eagle,* has been elected president of the Bryan Lions Club.

Edward A. Carney, former newspaper man for many years with the Hearst newspapers, has entered the real estate subdivision field, with new offices at 8 South Dearborn street, Chicago.

Henry Brenner has resigned from the *San Antonio Light* reportorial staff.

John P. Ferguson, former Sunday editor of the *New York Morning Telegraph,* has joined the *New York Evening World* as night telegraph editor.

MARRIED

O. B. KEELER of the Atlanta bureau of the Associated Press, to Eleanor McIntosh McAuliff, publisher of the *Southern Golfer,* Atlanta, in the Municipal Building, New York City, recently. They left for a honeymoon abroad.

Harold C. Jackson, staff reporter, *Boston* (Mass.) *Post,* to Miss Emma K. Erickson of Everett, Mass., June 13.

Harry M. Appleton, of Bellingham, Wash., former editor of the *Petersburg* (Alaska) *Herald,* to Helene Cecile Wright, recently.

Miss Erma Norton, of Yakima, to Elmore Slagle of the *Yakima* (Wash.) *Republic* staff.

Harold Wesley Dayton, foreman in the composing room of the *Olean* (N. Y.) *Evening Herald,* to Estella Isaman, recently.

Miss Mae W. Hamilton, editor of the *Marcus* (Ia.) *News,* to Wilbur D. Temple, June 10. They will make their home in Muskogee, Okla., where Mr. Temple is an oil operator.

Alexander Brin of Boston, editor and publisher of the *Jewish Advocate,* the *Springfield Review, Connecticut Hebrew Record* and other publications, to Miss Bertha Kastor of Evanston, Wyo., in Worcester, Mass., June 12.

John Olive, of the *San Antonio Evening News* copy desk, to Miss Hope Berlanga, June 25, at St. Mary's Catholic Church, San Antonio.

Joel David Wolfsohn, political editor, *Chicago Evening Post,* to Miss Rebecca Serilla Simon, June 12.

SPECIAL EDITIONS

HALIFAX (N. S.) HERALD AND MAIL, 36-page Tourist edition, June 14.

Worcester (Mass.) *Post,* graduation and June bride edition, June 16.

Albany (N. Y.) *Knickerbocker Press,* vacation number, 28 pages, tabloid, June 12.

Portland (Me.) *Sunday Telegram,* 32-page State of Maine edition, June 19.

Albany (N. Y.) *Times-Union,* school graduation number, four pages, June 16.

Aurora (Ill.) *Beacon-News,* June 14, 14-page section issued by the journalism class of the Aurora East high school.

Phoenix (Ariz.) *Gazette,* 8-page rotogravure advertising section marking opening of new Donofrio Confectionery ice cream factory, June 15.

SCHOOLS

RUSSELL H. REEVES of Cleveland has been awarded the Robert H. Wolfe medal in journalism at Ohio State University, Columbus. He was editor of the *Lantern,* the college daily.

Jack Taylor was elected editor of *The Campus,* student publication of the Oklahoma City University, at a recent meeting of the student body. Eva Alexander was named associate editor.

A book of selected stories from the work of students in the School of Journalism of the University of Missouri which has been published in newspapers and magazines within the last year is now in the hands of the printer.

Byron Christian, instructor in the School of Journalism at the University of Washington, left recently for Detroit, Mich., to join the staff of the *American Boy* magazine for the summer months.

A gift of $10,000 in scholarships from the estate of David Rowland Francis, former *St. Louis Republic* publisher, to the University of Missouri was announced during commencement week by Dean Walter Williams of the school of journalism. One scholarship is in public affairs for men and the other in creative literature for women.

Charles E. Robbins of Tulsa, Okla., junior in the college of liberal arts at DePauw University last week was elected editor of the *DePauw,* student newspaper, for the coming year.

NEW PUBLICATIONS

BELLFLOWER (Cal.) PROGRESS has started publication. J. V. Harvey formerly with the *Bellflower Enterprise* is publisher and editor.

Norco (Cal.) *Beacon* was recently established at Norco, Riverside county, by Mrs. Sarah T. Chadwick.

Mrs. G. E. Lundy has commenced the publication of the *Portola* (Cal.) *Reporter,* weekly.

Dinwiddie (Va.) *County News,* published by George Kilpatrick, publisher of the *Brunswick* (Va.) *Times-Gazette,* appeared for the first time on Thursday, June 2. Mrs. R. H. Lee is editor.

PRESS ASSOCIATION NOTES

HARRY McCORMICK, assistant manager of the Lincoln United Press bureau, has been promoted to the relay office in Kansas City. He will be succeeded by Gene Gillette, formerly of the *McCook* (Neb.) *Gazette* staff.

R. B. Niese, formerly city editor of the *Nashville* (Tenn.) *Tennesseean* and more recently on the copy desk of the *Fort Worth* (Tex.) *Star Telegram,* has joined the Dallas bureau of the Associated Press, succeeding R. H. Grant, who has gone into publicity work.

Clyde Byers, formerly of the United Press Indianapolis bureau, and later attached to the New York staff, has been appointed manager of the U. P. Detroit bureau, succeeding Marben Graham, who takes charge of the Lansing office, during the illness of Foster Eaton, who was seriously injured in an automobile wreck recently.

Returning from a vacation trip to Illinois H. Martin Glenn, San Antonio Associated Press correspondent, was injured in an automobile accident and taken to a hospital in Kansas City.

George McVey, of the United Press Kansas City office, has been assigned to the Denver bureau for eight weeks' vacation relief work.

CHANGES OF OWNERSHIP

BERKLEY WALKER, has purchased the *Willowbrook* (Cal.) *News,* and will move his printing plant to Willowbrook from Lawndale, where he has been established as a printer.

J. Leonard Manire, formerly connected with a Minnesota paper, and Louis Meyer, publisher of the *Oakdale* (Cal.) *Leader,* have bought from C. A. West the *Pittsburgh* (Cal.) *Dispatch.*

Ownership of the *Tujunga Valley* (Cal.) *Sentinel,* a semi-weekly, has been taken over by B. B. Johnson and A. S. Griffith, both of whom were formerly connected with the *Fillmore Herald.* W. E. Perry was owner of the Sentinel.

Iowa Falls (Ia.) *Hardin County Citizen,* of which Ira A. Nichols is publisher, has purchased the *Iowa Falls Sentinel* from A. W. McBride, and will consolidate the two papers July 1 as the Citizen, it was announced this week.

James E. Davis has sold the *Palmdale* (Cal.) *Reporter* to Dr. C. D. Williamson of Claremont, Cal.

S. P. Shutt has bought from W. A. Cloud the *Fruitland* (Idaho) *Daily Times.*

E. K. Abbott has sold the *Salmon* (Idaho) *Herald* to Mrs. Evelyn Melvin, editor and publisher of the *Salmon Recorder.* She has consolidated the two papers as the *Recorder-Herald.*

J. S. Daley, Sr., has sold his interest in the *Eagle Rock* (Cal.) *Reporter and Sentinel* to his sons, J. S. Daley. Jr., and Max O. Daley.

H. J. Hoogennakker, former editor of Audubon and Nevada, Ia. newspapers, has purchased an interest in the *Pella* (Ia.) *Press,* being associated with G. A. Stout, its owner for many years, in the business. Both men began their newspaper careers in this office 30 years ago.

Princeton (W. Va.) *Press* has been sold at public auction by C. B. Martin, special commissioner, to Dr. W. H. Wallingford, of Princeton, for $5,200.

Herschel E. Barnes, a graduate of Ohio State University, department of journalism, has purchased an interest in the *Hillsboro* (O.) *Press,* and will act as editor. Robert J. Kerns will continue as business manager.

ON THE MECHANICAL SIDE

BILLY B. HOKE, superintendent of the *Minneapolis Tribune* composing room, and Mrs. Hoke are on a tour of Europe.

HOLDING NEW POSTS

OLIVER T. GRISWOLD, from reporter, *Ithaca* (N. Y.) *Journal-News,* to *Buffalo Evening News* staff.

Gerry Sullivan, from Amsterdam office of *Albany* (N. Y.) *Evening News,* to staff, *Albany* (N. Y.) *Times-Union.*

Kenneth Shane, from *Fort Worth* (Tex.) *Record Telegram,* to telegraph editor, *Childress* (Tex.) *Daily Index.*

Edward T. Fairchild from copy desk, *Springfield* (Mass.) *Union,* to assistant news editor, *Providence Bulletin.*

NEW PLANTS AND EQUIPMENT

WALNUT RIDGE (Ark.) BLADE has purchased a new site and will erect a new plant which is expected to be ready for use July 15. Walter Southworth is editor.

San Leandro (Cal.) *Reporter* is constructing a new publishing plant.

L. A. Culbertson, manager of the *Republican-News* Printing and Publishing Company, Mt. Vernon, O., has awarded a contract for remodeling and enlarging the plant. A quantity of new machinery will be installed.

J. N. Wolford has purchased the News Printing Company plant at Yellow Springs, O., from the Antioch Publishing Company.

ASSOCIATION

SOUTHEAST MISSOURI PRESS ASSOCIATION closed its annual meeting at Kennett, Mo., last Saturday after selecting Benton as its next meeting place. Alden Pinney, publisher of the *Benton Scott County Democrat,* was chosen president. Other officers include: Fred Kies, Jackson, vice-president; Mack Denman, Farmington, recording secretary; Harold Smith, Charleston, corresponding secretary.

R. W. Safford, publisher of the *Reardan* (Wash.) *Gazette,* was elected president of the LINCOLN COUNTY EDITORIAL ASSOCIATION at the meeting held in Sprague, May 28. Mrs. Ethel Hill, of the *Davenport Times-Tribune,* was elected secretary; Robert E. Gay, publisher, *Harrington Citizen,* presided at the meeting and E. F. Hultgrenn, publisher of the *Sprague Advocate,* was host.

Group 3 of the WASHINGTON PRESS ASSOCIATION met in Yakima, Friday, June 10. Virgil Sproull, editor of the *Prosser Record-Bulletin,* was elected president for the coming year and Hill Williams, editor of the *Pasco Herald,* was elected secretary. Shop problems and economic conditions of the Yakima Valley were discussed.

CHICAGO ADVERTISING COUNCIL on June 16 re-elected Homer J. Buckley of Buckley, Dement & Co., president and chairman, for the fourth successive term. Other officers chosen were: first vice president, G. Raymond Schaeffer, advertising manager, Marshall Field & Co. 2nd vice-president, Mason Warner, Mason Warner Advertising Agency; secretary Paul S. Van Auken.

Chicago-St. Louis air route will be known as the "Lindy Air Line" if members of the PEORIA (Ill.) AD CLUB are successful in their enterprise to have the air mail lines renamed.

MASON CITY (Ia.) AD CLUB has elected officers for the year as follows: George Harrer, president, succeeding Lee P. Loomis; Lloyd Geer, vice-president; M. F. Miller, secretary; Lester Milligan, treasurer.

Joe M. Dawson has been elected president of the *Dallas* (Tex.) *Advertising League,* succeeding Alfonso Johnson. Stanley Zercher and Roy Cowan were elected vice-presidents; Louis I. Yeidel, secretary-treasurer; James Edwards, editor O K'd Copy; Stanley Marcus, director at large; Frank Everts, Beeman Fisher and J. F. Kempton, Jr., directors.

WACO ADVERTISING CLUB has elected officers as follows: President, C. B. Harman; vice-president, Frank Wallace; secretary, F. M. Truett; directors, L. M. Coyne, A. L. Haster, F. M. Shaver, Louis Marsh and E. C. Taulbee.

CROSSCUP-PISHON POST, AMERICAN LEGION, composed of Boston advertising men, held its annual carnival Monday evening, June 13, at Braves Field, Boston, in aid of wounded war veterans and widows and orphans of those who gave their lives in the World War.

FLASHES

Mussolini aspires to have the greatest and finest armed forces in the world. It seems to indicate that he can't remember as far back as 1914.—*Nashville Banner.*

Lindbergh's old flivver is being trotted out into public gaze. An old flivver has something of the same relation to a man's past as a log-cabin birthplace formerly had.—*Wichita Eagle.*

Facts are stubborn, but statistics more pliable.—*Fort Wayne News-Sentinel.*

Disarmament is a help, but what the world needs is a history schoolbook that reads the same in all countries.—*Detroit News.*

London and Paris have named cocktails after Lindbergh, and if they're made of American liquor it might be a good idea to serve a parachute with each drop.—*New York Evening Post.*

It is about time for the editor of the *Forum,* who wrote to Cal, asking him if he had the nerve to run for a third term, to complain of the mail service.—*J. R. Wolf in Milwaukee Journal.*

Asked to name a book by Sir Walter Scott, a bright schoolboy suggested "Emulsion."—*Florence* (Ala.) *Herald.*

The WINNIPEG TRIBUNE

OF THE SOUTHAM STRING

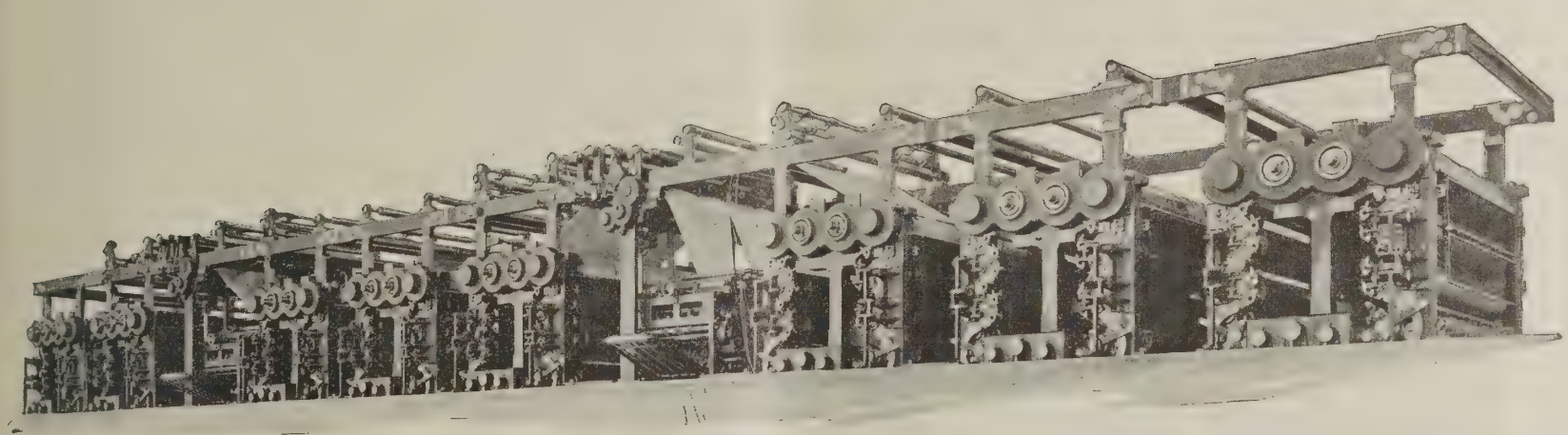
HAVE INCREASED THEIR ORDER

FOR

DUPLEX SUPER DUTY INTERCHANGEABLE UNITS

TO A

Double Octuple Press



The Duplex Super Duty Interchangeable Unit Double Octuple Press

Because of a continued growth in requirements, The Winnipeg Tribune has ordered additional units to convert the Duplex Super Duty Press on order into a Double Octuple Machine.

The original decision to purchase Duplex Super Duty Units was made after a thorough investigation of all metropolitan presses offered.

Superior quality of material and better workmanship also standardization and simplicity of design were leading factors given due consideration by the technical staff of the Southam Organization in reaching their decision.

A NEW STANDARD OF EXCELLENCE IN METROPOLITAN REQUIREMENTS

THE DUPLEX PRINTING PRESS COMPANY

OF BATTLE CREEK, MICHIGAN

BUILDING NEWSPAPER CIRCULATION

Charlotte Observer's Town Hall Ready for Use—Kansas City Star Offering Free Course in Piano Playing—Quincy (Ill.) Herald-Whig Circulators at Dinner Party

M. H. BRANDON, circulation manager of the *Charlotte* (N. C.) *Observer,* believes that one of the biggest factors in creating good will for the Observer will be the recently opened Town Hall on the third floor of the paper's new building. The hall measures approximately 60 by 160 feet.

"The Hall is now available to the public and is offered without charge to all churches, civic and women's organizations, business groups, and in fact almost any kind of meeting except political and private business," Mr. Brandon states. "Several civic and church organizations have already taken advantage of the Observer's offer by reserving certain nights for meetings of their groups and it is probable that the Town Hall will be almost steadily engaged.

"Free picture shows for children of Charlotte will be given on Saturday afternoons. There are two motion picture machines installed in a steel booth in the Hall and there is an excellent screen on the stage. Each Saturday afternoon there are four shows, each of one hour and thirty minutes duration. Six reels of feature are shown and two reels of comedy. These films are approved by a member of the Better Films Committee.

"Admission to these shows is obtained through tickets of admission, one of which is given to each subscriber upon payment to the carrier boy of the 20c weekly subscription rate. These weekly shows promise to be a great feature of the Town Hall and will enable many Charlotte children, who might otherwise be unable to attend pictures, to enjoy the entertaining and educational programs which will be put before them."

The honor of riding in the automobile with Col. Lindbergh on the occasion of his visit to Brooklyn last week, was offered by the *Brooklyn Eagle* to the boy or girl representing any public or parochial school in the borough who wrote the best letter of 200 words on the subject, "Why I Admire Col. Lindbergh." Nearly 10,000 letters reached the Eagle office. Some ambitious young writers even wired their entries, and some fond parents chartered taxicabs to get their offsprings, contributions into the Eagle office in time to be judged. Two winners, a boy and a girl, were picked.

"The competition excited more interest than any conducted by the Eagle in the 85 years of its existence," an Eagle official stated.

Beginning last Sunday, the *Kansas City Star* inaugurated a vacation course in free piano lessons, using the same system taught in the public schools. There will be lessons every day on the music page, radio talks and free personal instruction by the public school teachers of the system.

Eighty-five mothers of British Columbia received boxes of flowers on Mother's Day when the *Vancouver* (B. C.) *Sun* undertook to find the mother with the largest family of living sons. Mrs. Christina Beckman, of Lower Nicalo, near Merritt, B. C., who has 12 sons of 21 years and under, won the grand prize of cut flowers. Other boxes of blooms were sent by motor stage, train and boat to all mothers with seven sons or more. Many of the mothers live in pioneer homes in the picturesque wilderness of the Pacific Coast province. A special Mother's Day card of greeting was sent by the Sun to all mothers—numbering more than 200—whose names had been submitted during the contest.

What the *Syracuse* (N. Y.) *Herald* considers one of its most successful contests was that for the selection of the "Clara Bow of Syracuse." The contest was conducted by the Herald in conjunction with the Eckel Theatre. Miss Mary Hillebrand won the first prize of $25 as the most perfect double of the film star.

Members of the circulation staff of the *Quincy* (Ill.) *Herald-Whig* were guests at a dinner in the Elks club recently, presided over by O. R. Myers, circulation manager. J. Greene MacKenzie, manager of the Hannibal, Mo., bureau, was elected secrtary. C. F. Eichenauer, editor, was a speaker at the chicken dinner served the members of the staff.

In connection with "Elmer Gantry," running serially in the *Kansas City Journal-Post,* that paper is offering cash prizes of $25, $15 and $10 for the three best 200-word reviews of the story.

The *Worcester* (Mass.) *Telegram-Gazette* has completed and placed in operation their city suburban sub-station home delivery carrier system handling over 60,000 copies daily within the 18 miles zone. E. D. Dolhenty is circulation manager.

TWO AMERICANS BEHIND CHINESE NEWS STAGE

Mr. and Mrs. Prohme Handling Nationalist Publicity—Hope to Counteract "Stupid Propaganda Controlled by British

With 5,000 American marines now in China, war news from the Orient appears certain to come back to the front pages of American newspapers, as the enthusiasm for Capt. Charles A. Lindbergh dies down.

And, to those newspaper editors in this country assigned to handle the story as it comes to them at the telegraph desk, it may be of interest to know that two important scene shifters behind the stage of Chinese news are Americans.

Mr. and Mrs. William Prohme have been handling the publicity of the Chinese nationalist movement for about a year and a half, Mr. Prohme wrote EDITOR & PUBLISHER from Shanghai in a letter dated May 2, and received in New York this week.

"The difficulties have been enormous," Mr. Prohme wrote, "financially and otherwise. But we've tried to stick to facts and information and have kept out hokum of all kinds from that part of the publicity work we are handling, which is the Nationalist News Agency, and from the papers we have started for the movement inside China.

"We are, of course, Americans. My wife's training was in Illinois, mine rather scattered about the country. I was for nine years with the Hearst service, for six of these as editorial writer on the *San Francisco Examiner.*

"I am at present in Shanghai trying, feebly because of financial handicaps and also because of the horrible war neurosis which has seized Shanghai, to counteract the stupid propaganda which the British control here and which, I'm afraid, sadly affects the judgment of most of our American correspondents here."

In its issue of Feb. 26, EDITOR & PUBLISHER described the copy being sent out by the Nationalist News Agency, and quoted Eugene Young, foreign editor of the *New York World,* as praising the work of those in charge, then unknown.

L. B. WOOD PROMOTED

Oklahoma City News M. E. Joining N. Y. Telegram as News Editor

Lee B. Wood, for more than two years managing editor of *Oklahoma City* (Okla.) *News,* has been promoted to



RAYMOND J. DYER



LEE B. WOOD

news editor of the *New York Telegram,* it was announced June 15.

Raymond J. Dyer will succeed Wood as managing editor of the News.

The New York Telegram recently was purchased by the Scripps-Howard Newspapers from the estate of Frank Munsey.

Wood came to the News early in 1925 from the *Cleveland Press.* A native of Pennsylvania, he had had experience on newspapers in Chicago and Cleveland, and also, following service in the war, had been for sometime a member of the staff of the Paris edition of the *Chicago Tribune.* He is 34 years old.

Dyer, the new managing editor of the News, was born in Kansas, and is a graduate of the University of Kansas. Before joining the staff of the News a year ago, he had worked for the *Kansas City Kansan,* the *St. Joseph* (Mo.) *Gazette* and the *Oklahoma City Times.*

HE SPIKES GOLD "BOOMS"

Eureka, Cal., Reporter Is Expert Assayist—Alert for Hoaxes

Stories of gold booms, which have been prevalent in many points of California, Nevada and Oregon since the famous Weepah strike, have not made their appearance in Northwestern California on account of the presence of a veteran assayer on the news staffs of one of the papers. William H. Gallagher, 65-year-old reporter of the *Eureka* (Cal.) *Humboldt Standard,* got his assaying experience in the hectic Comstock days in Nevada, and is still rated as one of the best metallurgical experts in the West.

Since the Weepah boom Gallagher has been handed hundreds of samples of ore supposed to contain gold, but his ruthless microscope and chemical retort have invariably "killed" the hopes of the miners for "pay dirt" and the newspapers for front page stories.

"As a mining man I want to see the boys strike it rich, and as a newspaperman I am desirious of my associates getting 'the big story,'" said Gallagher in commenting on the situation. "However, miners and newspapers both want the truth, and as long as I can give my employers the benefit of my experience we are not going to hoax the reading public with any false 'boom' stories."

—Roger F. Owsley, Magazine Space Buyer of the George Batten Company, Inc., says in "Printers' Ink":

"Two Types of Circulation"

"After all is said and done aren't there really only two distinct types of circulation? One we might call advertiser's circulation and the other publisher's circulation. Advertiser's circulation is that which is gotten, in so far as it is humanly possible to do so, for the sole purpose of making it profitable for an advertiser to buy that circulation and make it pay a profit for him. Publisher's circulation on the other hand is that which is gotten so that at least numerically or proportionately that publisher can crowd on the band wagon and carry a 'Me too' sign."

The Brooklyn Standard Union circulation has another distinction—that is reader circulation.

Never did a prize, premium or contest buy any of it.

R. J. R. Huntsman
Publisher

Largest Week-day Circulation of any Brooklyn Newspaper



A BATTERY OF PRESSES AT NORTHCLIFFE HOUSE, THE NEW HOME OF THE DAILY MAIL

The Daily Mail

(LONDON, ENGLAND)

IN ITSELF, CONSTITUTES A COMPLETE ADVERTISING CAMPAIGN FOR THE UNITED KINGDOM

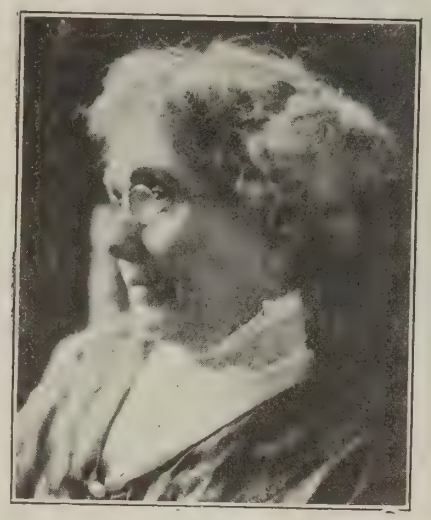
NORTHCLIFFE HOUSE,
E.C.4. LONDON,
ENGLAND

GRAYBAR BUILDING
LEXINGTON at 43rd St.
NEW YORK CITY, U. S. A.

WOMEN IN ADVERTISING AND JOURNALISM

Marshall, Mo., Woman at 85 Still Contributes to Local Paper—Buffalo Newspaper Women Elect—Women's Ad Club Formed in Los Angeles

THE undisputed record in Missouri and perhaps in the United States in service for one newspaper is held by



Mrs. J. M. Patterson

Mrs. J. M. Patterson, 85 years old, of Marshall, Mo.

Mrs. Patterson has been a regular contributor to the *Marshall Daily Democrat-News* for 60 years. Perhaps more remarkable than her length of service is the fact that at the age of 85 she is still furnishing excellent copy.

Until his death 20 years ago Mrs. Patterson's husband owned an interest in and was editor of the Democrat-News. Mrs. Patterson began newspaper writing when Mr. Patterson first became editor. She was capable and enjoyed the work. When her husband died Mrs. Patterson was retained on the staff.

For the past five years she has handled her work at home by use of the telephone.

Besides her newspaper work Mrs. Patterson does all her own housework. She lives with her only surviving son. One son died several years ago after having been an invalid twenty years.

The summer outing of the New England Woman's Press Association was held on June 15 at Cedar Hill, Waltham, Mass. Miss Helena B. Shipman, newly chosen president.

Marian De Forest was recently re-elected committee chairman of the Scribblers' Club of Buffalo; Mrs. Frank T. Sullivan was again named as secretary-treasurer and Miss Anna L. Harlow, Mrs. Frederick Willard Kendall and Mrs. John W. Bush make up the executive committee. This club is composed of the newspaper women of Buffalo.

Organization of the Woman's Advertising Club of Los Angeles has just been perfected, with 65 active members. The group will meet weekly. Temporary officers elected were: Mrs. Gertrude Maynard, president; Mrs. Elsa Beregassy, secretary, and Mrs. Jessamine Adkinson, treasurer. Rosalind Bates heads the committee appointed to draw up a constitution, and Marion Lois is in charge of clubhouse affairs.

Alice Spinney, a reporter for the *Worcester* (Mass.) *Telegram*, has been elected vice-president of the Tau Kappa Alpha, the honorary journalistic society of the University of New Hampshire.

Mrs. Irene Simms Shields has returned to her post as advertising manager of the *Monroe* (La.) *News-Star*, following an operation.

Altha Leah Bass, a member of the *Chicago Daily News* staff of book reviewers, recently had her first novel, "Neosho," published by Burton.

JOBS WAITING FOR 25 COLUMBIA GRADS

Half of 1927 Journalism Graduates Already Have Positions, Prof. Will Reports—Several Working in N. Y.

Twenty-five seniors out of a class of 50 who received their B.Litt. degrees from the Pulitzer School of Journalism, Columbia University, on June 1, stepped into newspaper, magazine advertising or publicity jobs, according to a record in the hands of Dr. A. S. Will, associate professor at the Pulitzer School. Many of these students assumed the responsibilities of their positions before commencement and were not able to attend commencement exercises for that reason.

The United Press employs Robert Bell and Robert Newcomb in its New York offices.

The *Denver Post* employs Orrin Pierson.

Will Bowman and Samuel Pace serve as reporters on the *New York World*.

Frances Schiff is reporting for the *New York Herald Tribune* and Tess Slesinger is in the fashion department of that paper.

Margaret Cosse edits the *Bronxville Review* for the summer, while Lester Rounds edits *Brooklyn*, and reports for the *Brooklyn Eagle*. Louise Garber will be assistant editor of *The Independent Woman*.

Portia Biggs has joined the advertising department of Macmillan Company. Eugene Gartner will do advertising in Bloomingdales.

William Bourne reports for the *Asheville* (N. C.) *Times*, Dorothy Lannuier for the *Paterson* (N. J.) *Press Guardian*, Paul Ritter for the *Cleveland* (O.) *News*, Myra Waterman for the *New York Times*. Pauline Packer takes assignments for *Success* and *Forbes Magazine* and Ernest Warren does reporting and copy reading for the *New Bedford* (Mass.) *Standard*.

Harry McHose is office manager for the Select Printing Company, 80 Lafayette street, New York. Milton Cohen writes books reviews for *The Nation*.

Hugh Neely Fleming, Jr., is handling publicity for Carl W. Ackerman, and Ruth Silverman will take care of publicity for the Girl Scouts' organization.

REPORTER CHAPERONS ELOPERS

And It Made a Good Yarn, for Bride Was Governor's Daughter

When the pretty daughter of Governor Fred W. Green of Michigan recently took it into her head to elope with the boy of her choice, the *Lansing State Journal* managed to score a real "scoop" on the rest of the state with an exclusive "inside" story of the event written by a staff member who chauffeured the couple on their thrilling trip into Ohio, "stood up" with the bridegroom, and presumably had the first opportunity to kiss the bride.

The heroine of the escapade was Miss Helen Nancy "Peggy" Green, the hero was Norvell Tyrrell, and the newspaperman was Trevor L. "Ted" Christie. The boy and girl, principals in the affair, were both students at Michigan State College and Christie, who was a student there not so long ago himself, happened to be sharing Tyrrell's room at his fraternity house when the youthful lovers began plans for their dash into matrimony. Christie became the only confidante of the pair and when all preparations were complete it was decided to take him along.

APRIL
—the biggest month!
MAY
—the next in point of
LOCAL and
FOREIGN
Advertising
in the history
of the

FORT WORTH STAR-TELEGRAM

The Star-Telegram and Record-Telegram has more circulation than any other three papers combined in West Texas, one of the richest sections in the South

Covering 1,100 Towns

NO CONTESTS, PREMIUMS OR SCHEMES
JUST A NEWSPAPER

FORT WORTH STAR-TELEGRAM
RECORD-TELEGRAM
DAILY AND SUNDAY

Charter Member Audit Bureau of Circulation

More than 125,000 Daily and Sunday
Largest Circulation in Texas

AMON G. CARTER, President and Publisher
A. L. SHUMAN, Vice-Pres. and Adv. Director

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*

For Economical Composition

INTERTYPE C-s.m.-2

TEXT and DISPLAY—3 Main Magazines, 3 Side Magazines

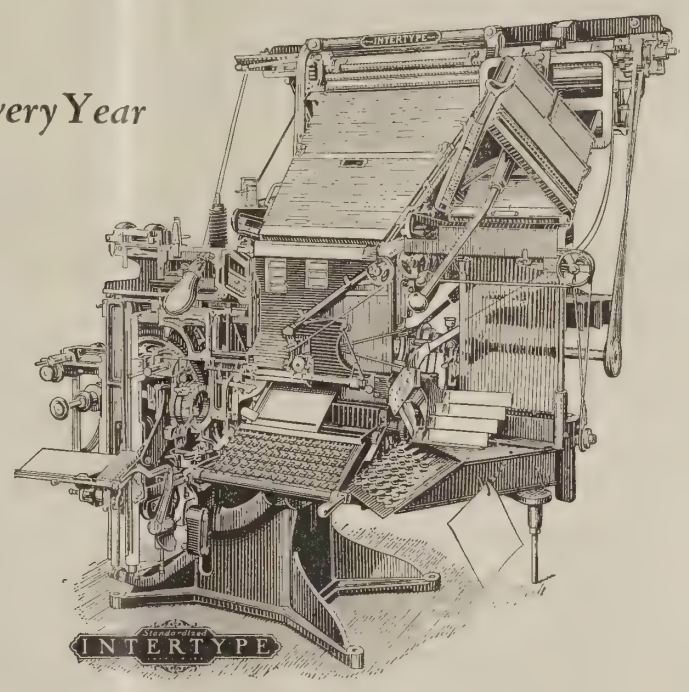
Without a Peer . . .

Saves Every Year

Use Intertypes For
ADVERTISING
COMPOSITION

Furnished in either
30 or 42 ems

The range of the C-s.m.-2 is from 5 to 60 point condensed and as many as 12 different faces can be run in the six magazines on the machine—without extra magazines.



Now that practically all the newer faces are cut in complete series for the Intertype, publishers, printers and advertisers are finding great economies in slug composition. Today the finest work is being set on Intertypes and printed direct from the slugs. The savings permit lower costs and larger profits. Write for literature.

Visit the Intertype Exhibit at the Graphic Arts Exposition

Standardized
INTERTYPE
TRADE MARK

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St.; *London; Berlin*

What's the matter with young Perkins?

THE neighbors think he's crazy. You can't blame them. Respectable young husbands and fathers don't ordinarily come dancing in from the 5:15 like a hamadryad on mid-summer's eve . . leastwise not in Rogers Park.

How can they know that something BIG has come into the life of Morton V. Perkins and family of two . . . that he's just received his first big RAISE . . . that now the Perkinses can have a CAR? Yet, that's just it. The boss has listened to reason and from now on bigger and better pay checks are to make possible a smart 1927 model for the Perkins household.

But make no mistake about it. Perkins isn't going to buy A car . . . any old car . . . he's going to buy THE car. Perkins reads The Chicago Daily News every evening. Automobile advertising in this effective medium has made him brand conscious. He is now ready to deliver himself "pre-sold" to somebody's salesroom.

THE CHICAG

Member of The 100,(

Advertising Representatives:
NEW YORK
J. B. Woodward, 110 E. 42d St.
CHICAGO
Woodward & Kelly, 360 N. Michiga

Average Daily Net Paid Circulation for Six Months End



Thousands of young fellows in Chicago and suburbs are on the brink of the BIG moment. The car they'll buy will be the car they're being sold now. The consistent week-day leadership of The Daily News in automobile display advertising is the best evidence that manufacturers and dealers find it the most effective week-day medium through which to reach the Perkinses of Chicago and suburbs during the important period when that first car is still but a rosy prospect.

DAILY NEWS

ıp of American Cities

DETROIT	SAN FRANCISCO
Woodward & Kelly, Fine Arts Building	C. Geo. Krogness, 253 First National Bank Bldg.

ıy 31, 1927, 439,990—95 per cent in Chicago and Suburbs

CLASSIFIED ADVERTISING

Descriptive Copy Placed by George Washington Used in Brooklyn Eagle Promotion—Collection Boxes Aid K. C. Star—Drive for 7-Time Contracts in Cincinnati

AN unusual classified promotion advertisement appeared in the *Brooklyn Eagle* on Thursday of last week stressing the importance of using descriptive copy.

The caption read "George Washington Knew the Value of Descriptive Copy," and underneath was a facsimile of an advertisement placed in the *Maryland Journal* in 1773, signed by George Washington, and offering for sale 20,000 acres of land on the Ohio and Great Kanhawa rivers. An excerpt from the ad follows:

"As these lands are among the first which have been surveyed in the part of the country they lie in, it is almost needless to promise that none can exceed them in luxuriance of soil, or convenience of situation, all of them lying upon the banks either of the Ohio or the Kanhawa, and abounding with fine fish and wild fowl of various kinds, as also in most excellent meadows, many of which (by the bountiful hand of nature) are in their present state, almost fit for the scythe."

Washington's copy goes into great detail regarding terms, how many acres shall be cleared and "laid down in good grass for meadows" each year, and how many fruit trees shall be planted by each purchaser.

Under the reproduction of Washington's copy the Eagle said:

"Back in 1773 the Maryland Journal carried this advertisement. Not only is it an interesting specimen, but it also shows how important the Father of Our Country considered a detailed description when advertising his property for sale.

"Remember this when placing a Classified Ad. It may make your copy slightly longer, but ultimately it's the shortest way to reach prospective buyers.

"BROOKLYN DAILY EAGLE
"Classified Want Ads"

Want ad boxes in leading stores and office buildings are a great aid to the *Kansas City Star's* classified ad department as well as to patrons. Twenty-three of the boxes now are located throughout the city.

Advertisements and answers to advertisements may be placed in the want ad boxes. No stamp is required.

Regular collections are made. Ads going into the boxes before 9:45 each morning reach the Star's office in time for the evening edition.

Excitement ran high in the classified department of the *Cincinnati Enquirer* when the first contest was held among the ad-takers for the greatest number of seven-time contracts for classified insertions.

There was a tie between Miss Ione Parker and Miss Catherine Rosenstein both obtaining 98 seven-time contracts. Altogether the ad-takers obtained a total of 550 such contracts in the first week's drive.

Many of the contracts obtained were from persons who called up to make a one time insertion and by good salesmanship of the ad-takers were convinced that it was to their advantage to take the seven-time basis.

An index to all Lost and Found ads appearing in the *Kansas City Star* for the preceding two months is maintained at the Star office to further aid in the recovery of lost articles.

Duke Bolger, formerly of Buffalo, N. Y., and Boston, Mass., is now classified advertising manager of the *New Britain* (Conn.) *Herald,* succeeding William J. Hennessey, who has become classified advertising manager of the *Hartford Times.*

WITH THE GENERAL ADVERTISERS

Sheaffer Pen Advertising Manager Returns from Dealer Instruction Tour—Gardner Motors Increases Sales—Chevrolet Promotes Klingler

CARL K. HART, advertising and sales promotion manager of the W. A. Sheaffer Pen Company, has just completed a tour of ten middle western cities, where he gave special instruction to the dealers, prospects and salesmen on the merchandising of Sheaffer products. Mr. Hart's tour included Des Moines, St. Paul, Minneapolis, Louisville, Nashville, St. Louis, Atlanta, Birmingham, Memphis and Columbus. He was gone from his Fort Madison, Iowa, office from May 1 to June 7.

Gardner Motors shows an increase of 38 per cent in actual retail sales from January to May, according to figures just released by its president. Net factory earnings for May totalled $68,000, or about 45 cents a share on the outstanding stock. More Gardner Eights-in-line were built and shipped last month than any previous one. One hundred and fifty-two new dealers have been added to the list.

Henry T. Wheelock, former advertising manager for the Velie Motors Corporation, Moline, Ill., and recently sales manager for the Moline Pressed Steel Company, has joined the International Harvester Company motor sales division in Milwaukee, Wis.

The Chevrolet Motor Car Company of Detroit has appointed H. J. Klingler general sales manager. He was formerly assistant sales manager and has been with the company since 1924.

H. A. Alexander, who has been in charge of advertising for the Great Atlantic and Pacific Tea Company in Kansas City a year, has been transferred to St. Louis to develop territory there. Kenneth Stitzer has succeeded Mr. Alexander.

Arbuckle Brothers, New York, have appointed the Hawley Advertising Company, New York, to direct a campaign on Yuban coffee in a list of Connecticut newspapers.

The Consolidated Gas Company, New York, will establish a precedent among local gas utilities next month by advertising its new gas refrigerator in full-page space in a half dozen national business publications.

SENDING LETTER WITH BYRD

A letter from H. R. Swartz, president of R. Hoe & Co., to Dr. Marcel Knecht of *Le Matin,* Paris, will be carried by Commander Richard E. Byrd in his plane the "America" when it hops off for Paris this week.

ITALIAN EDITORS IN FEUD

The arrest of James V. Lanzetta, publisher of the Italian newspaper *Corriere Di Syracuse,* on a charge of criminal libel is the climax of a controversy, which has been waged for the last two months between himself and Giulio Fulco, publisher of the *Giornale Italiano.*

ASHEVILLE

Distributing Center of Western North Carolina

Population
60,000 Estimate 1927
28,504 Census 1920
255,363 City, Suburban, 25-Mile Radius

No other city is situated to cover western North Carolina as effectively as Asheville,—high in the Blue Ridge Mountains.

Charlotte is 140 miles to the southeast. Greensboro and Winston-Salem are 200 miles to the northeast. Knoxville, Tennessee, across the mountains, is 130 miles west.

Type of City

There is no other city of similar size the country over with more palatial homes and hotels. This is reflected in the high grade and varied merchandise displayed in Asheville's stores.

Asheville is a wealthy community. The very beauty of the mountainous country and mild climate, aside from business opportunities, attract many rich men.

Developments around Asheville (some not in the corporate limits but actually part of the city) have been multiplying for several years. Suburbs like Biltmore Forest, Lakeview, Grove Park, typify wealth and culture.

The schools, colleges and churches are many, modern and wonderful.

Industries

Aside from local manufacturing, wholesaling, retailing, farming, fruit growing, and stock raising, the "crop" most indicative of the territory is the "tourist crop" yielding approximately $35,750,000 in 1926 from 715,000 tourists.

Asheville is the hub of celebrated resort territory, high in North Carolina's Blue Ridge Mountains — next door to Paradise.

The Asheville Citizen

Morning and Sunday
16,246 Circulation

A. B. C. Member
Line Rate 6½c

Asheville is Naturally a Morning Paper City

Papers from other cities cannot get into Asheville's territory until the news is stale. And no evening paper in Asheville can get far out until the next morning.

The Asheville Morning Citizen has this natural advantage in addition to its news, feature services and sound management which combine to make it one of the South's most representative newspapers.

National Representatives

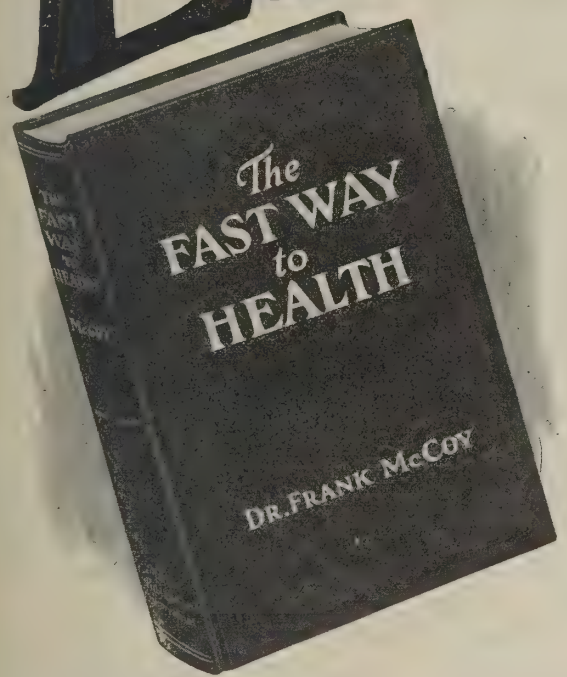
E. Katz Special Advertising Agency

NEW YORK
CHICAGO
DETROIT
ATLANTA
KANSAS CITY
SAN FRANCISCO

EAT Your Way To Health!

Old Corano, the Italian Nobleman did it! Thousands of Americans are doing it today! You can do it too!

Dr. Frank McCoy Tells How



His experience is the same as that of Sir Arbuthnot Lane, one of England's most noted physicians, who stated that good health is largely a matter of "diet and drainage." Dr. McCoy, through his clinic, his syndicated newspaper articles and his wonderful book, "The Fast Way to Health" is showing thousands how to get well and stay well.

Newspaper men work under tremendous pressure. Good health is absolutely essential if they are to maintain the pace that newspaper life demands. Wise eating—proper living—right thinking—may prevent a breakdown, even a painful operation. If you are suffering from any of the following diseases, Dr. McCoy's book—"The Fast Way to Health"—can probably help you just as it has helped thousands of others.

Acne
Adhesions (removing)
Anemia
Appendicitis
Asthma
Auto-Toxemia
Backache
Blood Pressure (high)
Blood Pressure (low)
Bronchitis
Catarrh and Colds
Constipation
Cystitis
Circulation (defective)
Deafness
Digestive Disorders
Dropsy
Ears (chronic discharge from)
Eczema and Psoriasis
Epilepsy
Flatulence
Gallstones
Goitre
Hay Fever
Headache
Heart Derangements
Insomnia
Kidney Stones
Liver Trouble
Nephritis
Neuralgia (Tri-Facial)
Neuritis
Paralysis
Prolapsus of Organs
Rectal Troubles
Rheumatism
Rickets
Rupture
Strength (gaining of)
Tonsils (dis.)
Varicose Veins
Weight (gaining of)
Weight (reduction)

Let Dr. McCoy Show You the Road to a Lifetime of Happiness

The Fast Way to Health

Read what "Ed" Howe and B. C. Forbes say

Dr. Frank McCoy's Health Articles are appearing daily in more than 150 of America's leading newspapers. Hundreds of thousands of people throughout the country are following his common-sense health advice.

McCoy Publications, Inc.: "I enclose my check for Eighteen Dollars ($18.00) for six more of Dr. McCoy's books "The Fast Way to Health." Kindly mail them to the following persons. My reorder will tell you what I think of this wonderful book."
(Name on request)

See what "Ed" Howe, America's own philosopher, and B. C. Forbes, noted financial authority, have to say regarding Dr. McCoy's great book:

Dr. McCoy: "'The Fast Way to Health' is the most sensible book of the kind that I have ever read."
E. W. "(Ed)" Howe, Atchison, Kansas.

Dr. McCoy: "The Fast Way to Health" is a book full of sound common-sense.
B. C. Forbes, New York City.

Dr. McCoy: "Your wonderful book is worth a thousand dollars of any man's money. I mean just that."
R. J. Cromie, Owner & Publisher, Vancouver Sun.

Dr. McCoy: "I have studied diet for twenty-five years and know your treatments will do what is claimed for them. 'The Fast Way to Health' is the best reasoning I have read on the diet question."
Dr. E. J. Favell, Rice Lack, Wisconsin.

Dr. McCoy: "If every family based its life habits upon the articles published under your name, we Doctors would have little to do."
Dr. W. V. Gage, M.D., Denver, Colorado.

Do you know what you should eat?
Do you eat bad combinations of good food?
How much do you eat?
Do you know the true relation between right eating and good health?
All these questions are answered clearly and briefly in Dr. McCoy's book, "The Fast Way to Health."
Already more than 100,000 copies have been sold throughout the United States. It discusses in plain, understandable language the influence of proper food on good health.
Dr. McCoy's Book covers almost every possible human ailment from asthma to eczema. By citing actual cases on which he has advised, he shows how even the most dread diseases may be overcome by proper dieting, correct exercise and right thinking.
This is one of the most valuable books that has ever been placed at the disposal of mankind. It is a book that will benefit your health—that will give you a new outlook on life—that will enable you to enjoy life to the fullest extent.

SPECIAL OFFER TO NEWSPAPER MEN

The regular price of "The Fast Way to Health" is $3. But because Dr. McCoy wishes his message to reach newspaper men, who in turn reach 20,000,000 people on this continent, he is making a special price to newspaper executives and employees of $2 per copy, postpaid. Dr. McCoy is helping millions of daily newspaper readers with their health programs. He can help you too.

$2 **You Take No Risk Whatever**

If you are not absolutely satisfied with the book, return it to us within 5 days and we will refund your money.

McCOY PUBLICATIONS, Inc.,
Brack Shops, Los Angeles, California.

Enclosed is $..... in full payment for..... copies of "The Fast Way to Health."
(If you wish it sent C. O. D., simply sign your name and address.)

Name .....

Street .....

City..... State.....

It is understood that you will refund the full purchase price if I return the book or books within five (5) days.

WHAT'S WHAT IN THE FEATURE FIELD

Syndicate Artists Greet Lindbergh in Strips—Noted Persons Tell "Success Recipe"—Rube Goldberg and Family Leave for Abroad—Tewson Resuming Radio Talks

WHEN Col. Charles A. Lindbergh returned in triumph to St. Louis the *St. Louis Post-Dispatch* issued a special Lindbergh edition, a feature of which was a page of comics drawn especially for the edition in which the regular characters took "time out" to welcome Lindy.

Artists contributing special cartoons were Maurice Ketten, Fontaine Fox, Marjorie Henderson, George McManus Clare Briggs, George Herriman, and Bud Fisher.

The Ledger Syndicate has compiled a series of 25 articles under the title of "My Success Recipe" as told to Lillian Genn by noted Americans. Among those interviewed are Fannie Hurst, Samuel Untermyer, Dorothy Dix, Samuel Rea, David Belasco and Gloria Swanson.

W. Orton Tewson, who writes "An Attic Salt-Shaker" column for the United Feature Syndicate, will give another of a series of radio talks through WEAF and associated stations on Monday evening, June 27, at 8:15 p.m. He will offer "Literary Cocktails."

Rube Goldberg, cartoonist for the McNaught Syndicate, with Mrs. Goldberg and their two sons sailed June 17 for a 3 months' stay in Europe.

Effective June 14, Rosa C. Charles withdrew from the Specialized Syndicate Service and her interests were purchased by the Boulden-Whittaker Company, Inc., who are assuming all obligations in connection with the business.

Mrs. H. I. Phillips, wife of H. I. Phillips, columnist for Associated Newspapers, underwent a serious operation in New York this week.

ADVERTISING AGENCY AFFAIRS

Dorrance, Sullivan & Co. Get Copper & Brass Research Association Account—Budd Named Art Director, Presbrey Company—C. H. Trapp Agency Formed in St. Louis

EFFECTIVE Aug. 1, 1927, the Copper & Brass Research Association of 25 Broadway, New York, has placed its advertising account with Dorrance, Sullivan & Company, Inc. The Copper & Brass Research Association is composed of miners and smelters in the industry as well as the fabricators of copper, brass and bronze products of all kinds.

No announcement of the advertising plans of the Association can be made at this time, Sturges Dorrance declared, but said that the newspaper advertising which has been done by the group has been very successful and that the newspaper appropriation would undoubtedly be increased.

Denison M. Budd was this week appointed art director of the Frank Presbrey Company, New York.

Mr. Budd's talent as an artist was recognized as a result of his work in connection with Houbigant and Cheramy advertising. He recently returned from Europe, where he spent six months in the study of French, English and German advertising art.

Prior to his connection with the Presbrey Company, Mr. Budd was art director and visualizer with Frank Seaman, Inc., New York, for three years, following which he operated his own art service, known as Lohse-Budd Company, New York City, for three years.

The C. H. Trapp Advertising Agency with offices in the Paul Brown Building, St. Louis, has been started by C. H. Trapp, for some years with the Anfenger Advertising Agency, St. Louis. Among other accounts he has obtained the Colin B. Kennedy Company, radios, St. Louis, and the Century Manufacturing Company, St. Louis, electrical supplies.

The new Texas advertising agencies were recently granted charters. They are: Aviation Advertising Company, San Antonio. Capital $2,000. Incorporators: E. R. Nabors, T. E. Breed and C. W. Payne; Hailey & Lewis, Inc., El Paso. Capital $1,000. Incorporators: H. W. Hailey, B. W. Lewis and Mrs. Clarice D. Hailey; The Dallas Association, Dallas. Capital $2,000. Incorporators: C. L. Norsworthy, H. D. Martin and J. H. Jenkins.

J. Jay Fuller, head of the Buffalo advertising agency bearing his name, discussed "Community Advancement and How to Sell Your Community" at a recent dinner of the Hamburg (N. Y.) Chamber of Commerce.

WOOD GIVES NEW PRIZE TO PRESS STUDENTS

New York School Will Award $100 to Pupils Selected by Their Fellows as Possessing Leadership—Other Prizes Total $500

Leadership is the quality selected for special reward by Henry A. Wise Wood, president of the Wood Newspaper Machinery Company, in presenting to the School for Newspaper Printing Pressmen in New York his check for $100 to be used as a prize or prizes for students chosen by his fellows as possessing that quality. The award will be made annually. "To knowledge, industry, and character must be added the power of leadership if a man is to succeed greatly," Mr. Wood commented in his letter to Charles J. Walsh, secretary of the advisory board on industrial and vocational education of the New York City Board of Education, under whose auspices the school is conducted.

Other prizes which are awarded annually to pupils of the school from funds previously made available by Mr. Wood are:

For the graduate rating highest in scholarship—$150.

For the pupil with the best attendance record—$25.

For the highest rating in the final written test of graduates—$25.

For the best essay on "Waste—ways to avoid it in the pressroom"—$25.

For the best essay on a subject assigned to the school six weeks before graduation upon a subject connected with school instruction—$25.

For the best idea given during the year on any practical improvement in the mechanism or operation of the newspaper press—three prizes, $75, $50 and $25.

For the best five of a group of students selected by the instructors as of high practical efficiency—five prizes of $20 each.

A. N. A. MEET OCT. 31

The dates of the annual meeting of the Association of National Advertisers have been put forward a week, until Oct. 31, Nov. 1 and 2. This meeting, which originally was scheduled during the week of Oct. 24, will be in the Hotel Roosevelt, New York City.

If you are planning a Rotogravure Campaign in Syracuse, N. Y., you will be interested in knowing where the local and national advertisers run the bulk of their rotogravure advertising.

ROTOGRAVURE LINEAGES
SYRACUSE, N. Y. NEWSPAPERS

FIRST 5 MONTHS 1927

	HERALD	POST STANDARD	HERALD'S LEAD
Local.	57,016 lines	9,328 lines	47,688 lines
Nat. . .	40,056 "	26,815 "	13,241 "
Total.	97,072 "	36,143 "	60,929 "

(De Lisser Bros., Inc., Figures)

SYRACUSE HERALD

SYRACUSE, N. Y.

National Representatives:

PRUDDEN, KING & PRUDDEN, Inc.

270 Madison Avenue, New York — Park Square Bldg., Boston — 28 E. Jackson Blvd., Chicago

507 Montgomery St., San Francisco, California — Leary Building, Seattle, Washington — Chamber of Commerce Bldg., Los Angeles, California

The IOWA NEWS

Vol. I, No. 3 June 25, 1927 Price, Two Minutes

RANKS WITH BEST BUSINESS SECTIONS

UYS IOWA FARM AT $312 AN ACRE

etired Farmer Purchases 80 Acres for $25,000

Davenport, June 25—Sale of ie first farm in Iowa in re- nt years above $300 an acre as reported this month when dward Stoltenberg, retired rmer, Davenport, purchased r his son the eighty acres wned by Herman Thiessen of urant for $25,000.

The farm is located one mile uth of Stockton, in Muscatine county, just off the proposed paved road running from olcott to Durant.

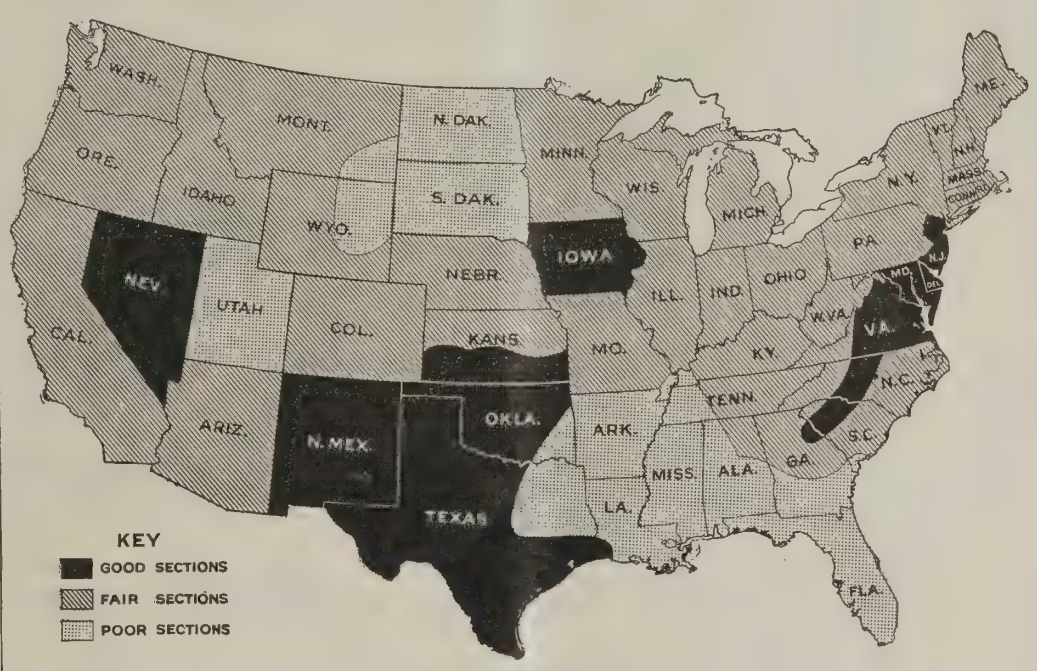
Deal on Cash Basis

Mr. Stoltenberg paid cash, ie price per acre being $312.-. The farm house is large id thoroughly modern, while ie buildings are new and well quipped.

—

Ed. Note—Two points in this ansaction should be noted. irst, the deal was cash, hich gives a more accurate icture of values than is posble in deals where trades gure largely. Second, Mr. toltenberg purchased the rm for his son—a move hich indicates that the comg generation in Iowa is not lind to the opportunities of ie farm.

Iowa Is Back on the Business Map



At a time when both private and public information about Iowa is mainly a matter of opinion, based on limited personal experience, it is helpful to check individual estimates of Iowa with this disinterested financial and economic survey, made by an eastern firm.

The map, printed above through the courtesy of the Brookmire Economic Service, New York, shows Iowa's position for summer and fall business in relation to the United States as a whole.

To the executive, the map has a broader significance than merely to point out the business opportunity in Iowa. It also shows a favorable outlook for the next six months over the major part of the country.

IOWA MERITS SALES EFFORTS, ACCORDING TO BUSINESS SURVEY

Sales and Credit Map Shows Favorable Market Condition

New York, June 25.—Iowa ranks among the four most favored sections in the United States for general business, according to the sales and credit map for summer and fall, issued recently by the Brookmire Economic Service.

The map is determined by a careful check of general trade indicators, including bank debits, business failures, collections, employment, wholesale trade, and collections. The map shows the entire state of Iowa as being one of the outstanding sections of the United States, on a general business rating.

1927 Income Above 1926

Estimated income for Iowa during the next six months, as shown by the income tables which accompany the map, is $864,000,000.00, nearly $400 per capita. This is a gain over the income for last year, and also over the average for the last three years. Iowa is one of the few sections in which a double gain has been registered.

Industrial Income Gains

One of the important factors in the growth of Iowa's income has been the industrial progress of the state. Total output of Iowa factories for 1926 was about $800,000,000.00, and 1927 production is reported ahead of 1926.

The gain in industrial production, nearly $300,000,000 above 1921 has not only increased the buying power of Iowa cities, but has helped to provide a better local market for Iowa farm products, which in turn has a favorable influence on income.

Income Evenly Distributed

The business situation in Iowa may be taken as even more favorable than is shown by the figures on per capita income, since compared with other states, the distribution of Iowa's income extends more evenly over the state and among its citizens.

It is even distribution of buying power, rather than concentration in certain areas or among certain classes, which makes the best potential market.

ADVERTISERS who understand the Iowa situation know from experience that the consumers' market there cannot be properly sold without the use of newspapers in these twenty-one key cities.

IOWA DAILY PRESS ASSOCIATION
DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat & Leader
Davenport Times
Dubuque Telegraph-Herald and Times Journal
Fort Dodge Messenger & Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times-Republican
Mason City Globe-Gazette & Tribune
Muscatine Journal & News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

LOCAL TRADE REPORT INDICATES PROGRESS

Wholesalers and Retailers Show Consistent Increases

Marshalltown, June 25.—The economic progress of Iowa, as reported by the Sales and Credit Map, is reflected in a recent survey of local wholesalers and retailers.

Remarkable increases in business were not reported, but the cross-section showed a consistent gain over 1926. The following are typical comments:

Letts, Fletcher Company: Although we have reorganized our territory so that we are now covering it with a smaller number of salesmen than were required last year, our sales show an increase over the corresponding months of 1926.

J. C. Penny Company: Our business up to April 30 showed an increase of approximately 13 per cent over 1926. Excessive rains and unseasonable weather have prevented us from making a similar gain for May. We are confident that fall business will be up to or better than normal, and have made purchases on that basis.

The New England Company: Higher prices for agricultural products, and profitable employment of labor, have put our business well on the right side of the ledger. We are looking forward to a good fall trade.

PLAIN PEOPLE GIVE DAILIES THEIR POWER

(*Continued from page* 34)

tising of your strongest competitors in the advertising line.

The worst pest of all is the free publicity agent who argues with the big business concern that it is folly to pay for advertising space in the newspapers. He, the press agent, can secure free publicity by his influence with the publisher or with persons on the staff of the newspapers. His product comes sometimes brazenly and openly enough, sometimes hidden in so-called syndicate letters offered free. Sometimes they have the temerity to ask a low price for the syndicate letters. They are often insidious and ingenious. The press agent is always well paid for his work. The newspaper is the goat. The waste baskets up in the Times office are crammed with such literature every day. Yet with all our watchfulness at infrequent intervals something gets through. A good many publishers fall for it right along. Don't you see that so long as the press agent can put these things over on the papers, you will never get a line of paid advertising from the houses he represents? The publisher should put his foot down strong on such an outrageous imposition.

Frankly, I do not like the chain newspaper game. Its tendency is to take all the idealism and sentiment out of the newspapers, standardize them and convert them into money making machines.

Look at Hearst. Besides a dozen magazines and film news corporations, he has great newspapers, morning or evening or both, in New York, Boston, Washington, Baltimore, Atlanta, Chicago, Milwaukee, San Francisco, Los Angeles, Rochester, Syracuse and other towns. Like a great colossus he doth bestride the continent. But whatever you may think of Hearst and his influence for good or evil, he is a newspaperman, and one of the greatest of his generation. That is what cannot be said of most of the other millionaire owners of many newspapers.

Frank Munsey, having bought and done to death the *New York News,* the *New York Press,* the *Philadelphia Evening Times* and goodness knows how many other newspapers, was up to the time of his death suckling the *New York Sun,* which had a glorious past under Charles A. Dana. He had a short time before his death sold the *Herald,* which won world wide fame under that stormy petrel, James Gordon Bennett, to the *Tribune.* William Cullen Bryant's and Larry Godkin's *Evening Post* is now an attachment of C. H. K. Curtis. In Philadelphia the *Public Ledger* of George W. Childs, the *Times* of Alexander K. McClure, the *Press,* which Charles Emory Smith made great, the Wanamaker *Evening Telegraph* and Van Valkenberg's iconoclastic *North American* have all been swept into the capacious maw of Cyrus H. K. Curtis and merged with the Public Ledger; while another Philadelphia paper, the *Record,* controlled by Wanamaker, is in the market.

Marse Henry Watterson, type of a great generation of journalists, lived to see his fine paper the *Louisville Courier-Journal* taken over by the heir to Standard Oil Flagler's millions. Why did these great newspapers fall into the hands of multi-millionaires? Because they could not live on their legitimate business and went to wealthy men who could afford to nourish and expand them. When other business ventures prove unprofitable they are closed up by the sheriff. When a newspaper is ready for the grave somebody comes along and resuscitates it.

Now this passing of newspaper control out of the hands of trained newspapermen and into the hands of very wealthy men is a serious thing for the people. It places tremendous power for the molding of public opinion in the hands of a few strong men and there is danger that it will not always be exerted in the popular interest but rather in the interest of the owner and his associates for their own aggrandizement. There is danger that the press may get out of touch with the people. Moreover the power of illimitable control of money with the willingness to spend it like a drunken sailor makes very difficult competition for the publisher who has not the money bags to fall back upon. I fear that the newspaper business has fallen upon evil days and I sigh for the good old days when every great newspaper had at its head and in control some outstanding man who had earned his reputation in newspaper work.

The Scripps-Howard combination has a score of newspapers scattered all over the country, the outcome of the life work of E. W. Scripps. It conducts as a by-product a great news service organized for profit which has thus far devoted itself to the dissemination of news; but if it should fall into the hands of mercenary men it might become an agency of great evil. Frank Gannett, Paul Block, James M. Cox and a score of other individuals and combinations also have the string paper fever.

There is something in the combination of a morning and evening publication in the same plant owned and conducted by the same man or little group of men that appeals to me. It is running strong in the New England states and is spreading all over the country. We have such a combination in our own state where Henry Walser and J. W. Derschuck are running in combination in Hazleton. I was up in Worcester, Mass., about a year ago where Mr. Booth is conducting the *Telegram-Gazette,* the Gazette in the afternoon and the Telegram in the morning. No ads are accepted for one that don't go in the other. There is only one setting of type for the two papers. There is little or no change in the make-up. The machinery does double work. You will readily perceive the tremendous saving by such a combination.

Up in Springfield, Mass., the situation is even more surprising. The Bowles family have conducted the *Springfield Republican,* an independent paper of wonderful reputation for so small a town, for almost time out of mind. There were four daily newspapers and two Sundays published in Springfield. The representative of the Bowles family for this generation has purchased all four of the newspapers and the extra Sunday paper. He is publishing the daily papers in two morning and evening combinations and has killed one of the Sunday papers. Some of these newspapers are Republican, others are Democratic, and still others independent. Some of them are wets and others are dry. Some are high protectionists and others are for a tariff for revenue only to meet the expenses of government economically administered. Yet they are all going under the ownership of the same man and they are all apparently in prosperous condition. If you want publicity in the city of Springfield, you have to go to Mr. Bowles for it.

Here are a few of the subjects that it will be possible, perhaps profitable, for members of our editorial organizations to discuss.

BARS "CHARITY" ADVERTISING

Richmond Merchants to Increase Their Newspaper Space

The Richmond (Va.) Retail Merchants' Association, at its last meeting, decided to make a sharp reduction in the usual amount of booklet, program and souvenir publicity, and increase the amount of newspaper advertising used by members of the organization.

A committee, the members of which have not been divulged, to be known as the "secret" committee, was appointed to pass on the worthiness of organizations seeking donations and advertising from the association. The new rules will go into effect at once, it was said.

W. A. Clarke, Jr., secretary of the group, said: "The association has decided to suspend advertising on theatre tickets, door checks, rain checks, score cards, hotel registers, wall thermometers, athletic and theatrical programs and similar media, except when such advertising is recommended by a committee of the association. Advertising will be diverted to newspapers."

No sirree
the Detroit Times
is not one
of the rover boys—
it stays
home nights
and doesn't go
wandering
all over "zones"
it stays right
by the old hearth
and peddles its
advertisers'
goods like a good
little medium

Figures That Are Intensely Illuminating

FOR the information of National Advertisers and Advertising Agencies, the May record of newspapers advertising in WASHINGTON, D. C., compiled by De Lisser Bros., Inc., Newspaper Advertising Statisticians, will prove interesting, showing as it does the supreme dominance by The Star—Evening and Sunday—of this fertile market.

	STAR Eve. & Sun.	2nd paper Morn. & Sun.	3rd paper Evening	4th paper Morn. & Sun.
Amusements & Theatres	**23,712**	19,428	20,328	19,585
Automobiles	**82,890**	71,998	15,318	30,916
Auto Accessories	**67,174**	27,832	34,851	30,325
Department Stores	**655,240**	82,677	111,629	36,503
Men's Clothing	**75,960**	30,022	33,541	18,258
Women's Wear	**164,704**	30,804	25,779	8,015
Financial, Banks and Brokers	**60,815**	42,823	14,337	14,449
Foods, Groceries & Beverages	**131,835**	23,429	40,396	22,941
Furniture & Household Goods	**286,138**	58,144	38,844	30,221
Hotels, Resorts, Etc.	**18,920**	14,169	7,752	9,069
Electrical & Radio	**30,322**	12,548	7,594	20,040
Jewelry, Silverware and Optician	**29,467**	9,734	11,281	4,637
Real Estate	**143,537**	87,451	25,776	31,001
Drug Stores	**37,585**	10,945	22,806	3,792
Musical Instruments	**20,917**	6,629	8,479	9,994
Medicines and Toilet Articles	**47,957**	19,981	25,726	41,991
Railroad & Steamship	**42,138**	40,791	9,426	8,621
Shoes	**57,528**	17,884	9,395	7,512
Tobacco	**33,925**	12,020	10,680	11,970
All other Classifications	**172,267**	78,349	44,808	77,264
Summary				
Local Display	**1,764,088**	502,692	410,523	275,294
Foreign Display	**418,943**	194,966	108,223	161,810
Classified	**461,818**	152,876	117,347	145,657
Grand Total	**2,644,849**	850,534	636,093	582,761

* The record of the Washington News (tabloid) is not compiled.

TWO IMPORTANT POINTS ARE GIVEN EMPHASIS

PROOF OF ECONOMY AND EFFICIENCY

One advertiser recently writes, "No mistake was made in selecting The Star to carry the copy in Washington for The Star's cost per inquiry in the prize recipe contest was the LOWEST OF ANY PAPER IN THE UNITED STATES—about HALF THE COST of the second best."

That The Star leads the field in every class of advertising—both local and foreign.

That The Star's total lineage was 585,461 lines MORE than that carried by the three other papers combined.

Any advertiser interested in cultivating this rich market should study these concrete figures bearing in mind that one appropriation—in The Star—is sufficient to completely and influentially command this field.

For any detailed information concerning the Washington market, write the Statistical Department of The Star.

The Evening Star
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.
Member of The Associated Press

Eastern Representative
Dan A. Carroll
110 East 42nd Street
New York, N. Y.

Western Representative
J. E. Lutz
1110 Tower Building
Chicago, Ill.

JULIUS HERMAN, ROTO PIONEER, DIES

Came to U. S. in 1888 and Became President of Printing Company—Aided in Producing First Roto Section in America

By Charles F. Hart
Mechanical Superintendent, *New York Times*

A recent cable from Europe announces the death of Julius Herman, president of the Rotoprint Gravure Company, New York, on May 27, at his native town, Vienna.

He was born at Vienna, Dec. 24, 1870, which would make his age at death, fifty-six. His education consisted of the ordinary grade school and the equal to our high school general training, until he reached the age of 18 years, when he came to the United States and obtained a clerical position with the Sackett & Wilhelms Printing and Machinery Company at Brooklyn, New York, until 1911, during which time he rose to Treasurer and later president, holding one or the other of these positions for a total period of 11 years.

In 1914, he organized, with John L. Zaugg as a partner, the Rotoprint Gravure Company, New York, becoming president thereof and holding this position during the growth of this company to date, although the corporate structure of the Rotoprint Company on Jan. 1, 1926, was merged with the Hall Printing Company of Chicago and New York, Mr. Herman however, retaining his title and position, together with extensive financial holdings, in the merger.

Mr. Herman became acquainted with the fundamentals of the rotogravure printing process in Germany in 1911 and studied and developed details of this method intensively and during the same year bought the process rights in behalf of the Sackett & Wilhelms Company and was the original pioneer to bring these results to and develop them in America. His company printed the *New York Times'* Christmas and New Year's editions in rotogravure which were the first of their kind in this country, at the end of 1913, the work being performed in the Sackett & Wilhelms Company's Brooklyn plant, shortly after which he sold and imported and installed their own rotogravure presses for the Times. Later, similar equipment was sold by and through Mr. Herman to the *Chicago Tribune,* the Curtis Publishing Company of Philadelphia, the *Boston Herald,* the *Cleveland Leader,* the *Toronto Star,* etc.

In addition to developing the rotogravure processes in this country for newspaper printing account, Mr. Herman obtained the first magazine insert rotogravure printing contract in the United States from the *National Geographic Magazine,* the latter holding exclusive publishing privileges in this particular direction for an initial period of six months.

He organized the Chicago Rotoprint Company and plant in Chicago in 1923, with the Hall Printing Company and his nephew, Alfred B. Geiger, and his partner, Mr. Zaugg, associated therein, this plant also having been merged in company with the New York organization into the Hall organization during 1926.

The rotogravure industry in this country owes Julius Herman a great deal. His work, during the early years of the World War, in lending every possible aid to the development of American rotogravure machinery and his sound and encouraging advice to competitors did much to establish rotogravure printing, particularly in New York City, on a sound financial basis.

His every thought was for the continued progress, not only of his own organization but the industry as a whole.

OHIO PUBLISHER DIES

Samuel Newton Cook, 81, at one time city editor of the *Columbus Dispatch,* died a few days ago at Sandusky, O. He was a civil war veteran. Burial was at Columbus.

ALLEN COLLIER

President of Cincinnati Agency Succumbs to Heart Attack

Allen Collier, widely known advertising man and president of the Procter & Collier Company, advertising agency of Cincinnati, died suddenly of apoplexy at his home in Cincinnati June 16. Burial services were held Monday of this week.

Mr. Collier had been enjoying fairly good health until last Wednesday when he was attacked with a severe headache and had his chauffeur drive him home. He became unconscious shortly afterwards and died about fifteen hours later.

Mr. Collier was 64 years old and last year Master Printers from all parts of America honored him on the occasion of his golden jubilee in the trade. The National Typothetæ and the Printing Crafts Association attended the celebration and presented him with a bronze tablet.

Mr. Collier was born in Cincinnati in 1863, and when but 13 he went into the printing business on a small scale, using a Tory press. He built up a large business from this inauspicious start and 34 years ago combined forces with Percy Procter, a pioneer in the advertising field, forming the Procter-Collier Advertising Company, of which he was president and secretary at the time of his death. For years he was a director of the National Typothetæ. He was a member of the American Association of Advertising Agencies, Sons of the Revolution, Society of Colonial Wars, Queen City Club, Cincinnati Country Club, Chamber of Commerce and the Cincinnati Club. He was a Thirty-Second Degree Scottish Rite Mason.

CHARLES M. WILLOUGHBY

Washington Writer and Hattiesburg (Miss.) American M. E. Dies

Charles M. Willoughby, a charter member of the National Press Club and for years a familiar figure in newspaper circles at the National Capital, died Monday night, June 20, in a New Orleans hospital. For the last five years he was managing editor of the *Hattiesburg* (Miss.) *American.* He was but 43 years old.

A native of Virginia, Willoughby began newspaper work at Washington. For six years he was on the *Washington Post.* He was next assistant city editor of the old *Washington Times* for three years. He then went to Hattiesburg to assume editorial charge of the *News* when Frank Lander purchased the paper. He was recalled to the Washington Times several years later and covered the second inauguration of Woodrow Wilson.

After the Armistice he was drafted by Herbert Hoover for special work as a member of the American Relief Commission to Russia. Upon his return to this country he returned to Hattiesburg to assume charge of the American.

Burial was at Jonesville, Va.

HARRY M. JOHNSTON

Houston (Tex.) Post-Dispatch News Editor Dies at 42

Harry M. Johnston, 42, news editor of the *Houston* (Tex.) *Post-Dispatch,* died recently at his home in Houston after an illness of several months. He was the son of the late Col. R. M. Johnston, editor of the *Houston Post* for many years.

Mr. Johnston began his newspaper career on the Houston Post under his father as soon as he completed his education, and practically all of his newspaper career, covering a period of 25 years, was on this paper and its successor, the Post-Dispatch.

For a short time several years ago he was managing editor of the *El Paso* (Tex.) *Times* and also of the *El Paso Democrat.* During Gov. W. P. Hobby's administration as Governor of Texas, he served as assistant adjutant general. Mr. Johnston came back to Houston from El Paso when the Dispatch was founded by R. S. Sterling to become city editor.

The Power of ADVERTISING

attains its greatest velocity when the message it assumes to deliver reaches the greatest number of people susceptible to the proposition. . . . .

A larger number of circulation units does not necessarily mean more buyers. It does mean a higher rate. . . . .

A study of the elements of circulation of any medium will determine the potential market for any product. It means far more than mere circulation. . . . .

In HARRISBURG, Pennsylvania

the HARRISBURG TELEGRAPH envelopes a retail market of more than 45,000 of the best families in Central Pennsylvania, families with fixed habits, buying power and characteristics. . . . .

In step with other progressive newspapers, the HARRISBURG TELEGRAPH, through Emerson B. Knight, Inc., of Indianapolis, has made a study of its market and has available facts and figures for all its advertisers.

Take advantage of this service. Ask us for our booklet, "Getting to the Bottom of Things in Harrisburg." . . . . .

HARRISBURG TELEGRAPH

Central Pennsylvania's Greatest Daily Newspaper

Represented by

STORY, BROOKS & FINLEY

New York Philadelphia Chicago
Los Angeles San Francisco



Dealer Co-Operation is real —

In the Keystone Market....

The experience of many National Advertisers in the Keystone Market has been both surprising and gratifying. In nearly every instance they have been able to tie up the local dealer with their campaigns. Because the dealer knows the value of the advertised product to bring customers to his store—he features the goods in this window. He displays them prominently on the show case and counter. He instructs his salespeople behind the counter to push it. He is sold on the quick sale, big volume and rapid turnover idea, behind the national product.

If you are not getting dealer co-operation from the Pennsylvania Market try a campaign of advertising in the papers listed below and watch your sales and dealer distribution grow.

	Circulation	2,500 lines	10,000 lines
**Allentown Call.....(M)	33,300	.11	.11
**Allentown Call.....(S)	23,638	.11	.11
††Beaver Falls Tribune.....(E)	7,141	.03	.03
††Bethlehem Globe Times.....(E)	14,147	.06	.06
††Brownsville Telegraph.....(E)	7,818	.04	.04
**Chester Times.....(E)	19,742	.09	.07
††Coatesville Record.....(E)	6,866	.035	.03
**Connellsville Courier.....(E)	6,012	.02	.02
**Easton Express.....(E)	34,476	.10	.10
**Erie Times.....(E)	30,594	.08	.08
††Greensburg Tribune Review.(EM)	14,800	.05	.05
††Hazleton Plain-Speaker.....(E) ††Hazleton Standard-Sentenel.(M)	20,582	.08	.07
**Mount Carmel Item.....(E)	4,340	.0285	.0285
**Oil City Derrick.....(M)	6,903	.04	.04

	Circulation	2,500 lines	10,000 lines
**Pottsville Republican and Morning Paper.....(EM)	15,887	.08	.07
**Scranton Times.....(E)	43,000	.13	.12
**Sharon Herald.....(E)	7,656	.0357	.0357
**Sunbury Item.....(E)	5,922	.035	.035
**Warren Mirror-Times.....(ME)	9,685	.043	.043
**Washington Observer and Reporter .....(M&E)	18,130	.06	.06
††West Chester Local News.....(E)	11,941	.04	.04
**Wilkes-Barre Times-Leader....(E)	26,442	.08	.06
††Williamsport Sun and Gazette & Bulletin.....(ME)	29,931	.09	.09
††York Dispatch.....(E)	20,131	.05	.05

**A. B. C. Statement, March 31, 1927.
††Government Statement, March 31, 1927.

Obituary

GEORGE A. ESHENFELDER, aged 34, former city editor of the *New London* (Conn.) *Day* and scenario editor of the Fox Film Company died recently at his home in Jackson Heights, Long Island.

MAX E. LINDHEIMER, 80, for many years publisher of the *New Braunfels* (Tex.) *Post*, German language newspaper, died recently at his residence in San Antonio.

W. L. TURNER, 65, veteran Texas newspaper man and for more than 20 years editor and publisher of the *Madisonville* (Tex.) *Meteor*, was killed recently when he was struck by a passenger train on the International-Great Northern Line.

G. A. BEEMAN, founder of the *Comanche* (Tex.) *Chief*, died recently at the home of his sister, Mrs. L. B. Russell at Comanche, after an illness of several months.

GEORGE W. CURTIS, 65, brother and assistant to John Curtis of the *Sullivan County Republican*, died June 13 at Monticello, N. Y. He participated in the Klondike gold rush.

DAVID C. DAVIES, president of the *Ironton* (O.) *News* died a few days ago. He was president of a bank in Ironton and was interested in various other enterprises.

THOMAS W. AHERN, publisher of *Naugatuck* (Conn.) *Daily News*, died recently.

PETER J. O'TOOLE

Newark News Editorial Writer Dies Following Stroke of Apoplexy

Peter J. O'Toole, Sr., for 40 years engaged in the newspaper business in New Jersey and an editorial writer on the *Newark Evening News*, died last week. Mr. O'Toole suffered a stroke of apoplexy in the office of Mayor Thomas L. Raymond, where he had been discussing topics which he planned to incorporate in an editorial, and was removed to the hospital, dying a few days later.

Mr. O'Toole was 61 years old. He started in the newspaper business on the old *Newark Evening Journal* and later went with the *Newark Sunday Standard*, both defunct. In 1890 he became Newark correspondent of the *New York World*, which work he carried on about 35 years. He was for years political writer in New Jersey for that paper. He joined the News in 1902.

U. S. PUBLICATIONS BARRED

Unable to Enter Mexico Because of "Derogatory Articles"

Seven newspapers and magazines published in the United States are at present barred from the Mexican mails under government censorship. These are the *Saturday Evening Post, Liberty Magazine*, the *Washington Post* and *Los Angeles El Eco de Mexico, La Opinion*, Los Angeles, *El Continental*, El Paso, and *La Prensa*, San Antonio. *El Heraldo de Mexico*, Los Angeles, Cal., was barred for a time, but the restriction has been removed and the paper is now allowed to enter the country.

Newspapers in Mexico City were subjected to censorship for a time, but are now being published without supervision by the government. However, government censors pass on all messages sent out either over the cable or the National Telegraph lines.

Action against the American papers and magazines was taken by the government on the charge that the publications had carried articles which were derogatory to the Mexican government and people. No specific mention was made as to what articles were considered offensive.

The offensive papers are confiscated by postal authorities at point of destination.

MILWAUKEE DAILIES CELEBRATE

The *Milwaukee Sentinel* celebrated its 90th anniversary last week. At the same time the *Milwaukee Wisconsin News* marked its 80th year.

RADIO FANS DENOUNCE AIR ADVERTISING

Direct Broadcasting of Articles and Prices Offensive, Questionnaire Reveals—Good Will Programs Approved

(*By Telegraph to* EDITOR & PUBLISHER)

CINCINNATI, June 22.—Data compiled from a questionnaire sent out to more than 8,000 persons, including radio editors of newspapers, Chambers of Commerce, members of the U. S. Radio Society and listeners representative of the better type of intelligence sent to Washington this week by the U. S. Radio Society gave an interesting composite view of the listeners' position with regard to direct advertising on the air.

The statement of the results of the questionnaire was given out today by Paul A. Greene, managing director of the U. S. Radio Society, headquarters Cincinnati, following his forwarding of a copy to the Federal Radio Commission at Washington.

"Fully 92 per cent of the answers to the questionnaires were signed," said Mr. Greene, "and the interesting part of the opinions expressed was that practically every respondent voiced his objections to direct advertising, but said that he had no objection to good will advertising of radio stations or stations operated in connection with newspapers or manufacturers. There was no objection to the Ever-Ready Hour or other good will programs placed on the air. The opinion prevailed that the direct advertising should be confined to newspapers, magazines and billboards and had no place on the air from radio stations.

"There was universal complaint from a station at Shenandoah, Ia., where direct advertising was being carried to an almost nauseating degree by a firm which was attempting to sell auto tires, prunes, groceries of all kinds and giving prices from the station as well as directions for sending orders. Merchants and commercial bodies were joining in protests against this type of direct advertising, and rightly so, for such things have no place on a radio program. There was no objection made by listeners to stations using the name of the concern operating it for good will advertising purposes or stating the product advertised, be it tooth paste, playing cards, soaps, tires or what not, but only in connection with announcing programs.

"The respondents declared against the use of radio for propaganda purposes and thought that all speeches should be censored by the station directors before delivered and all propaganda eliminated."

"The Commission has no censorship programs," said Mr. Greene, in conclusion, "but the law so reads that stations which the commission finds are not performing a public service will not be given preference in fixing wave lengths or issuing licenses to operate. The Commission can hold that such and such stations are objectionable to the listeners and are not performing a public service. We hope that after reviewing the results of the questionnaires that the Commission may give heed to the expressions of the listeners, and we believe that they will be so guided on this question of direct advertising on the air.

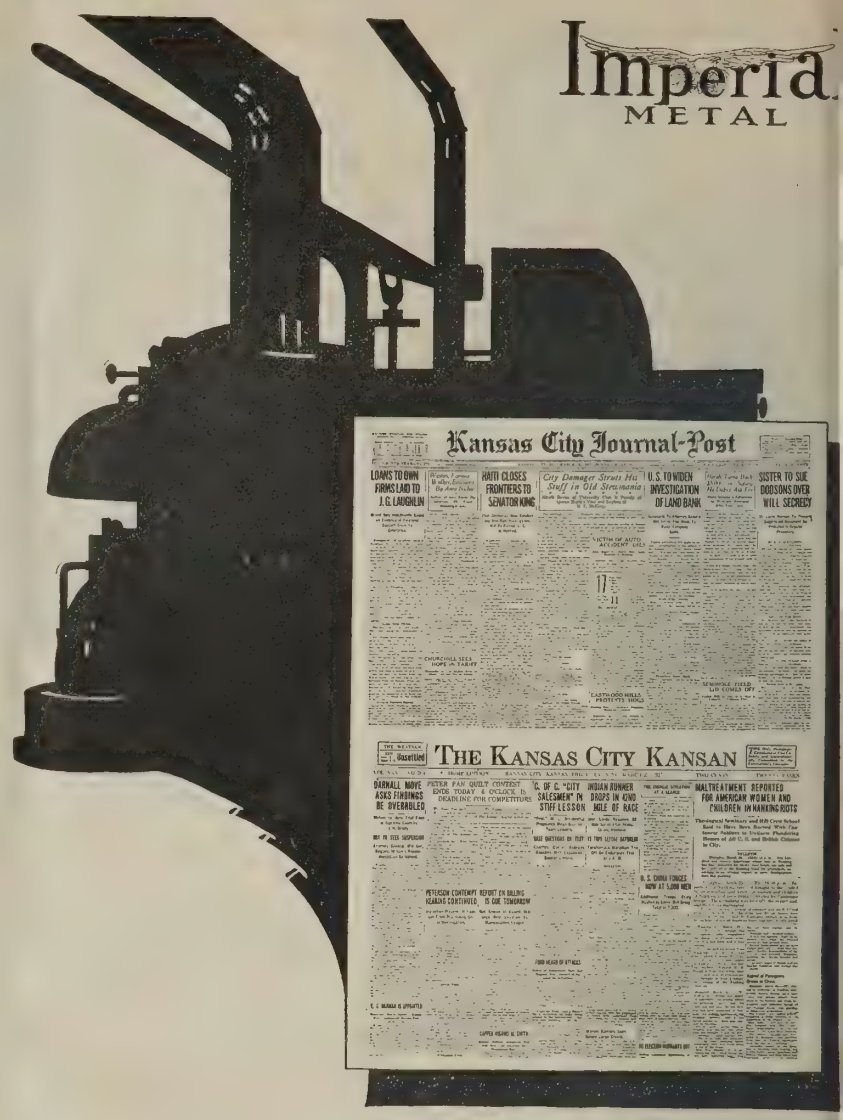
"Our responses came from all parts of the United States and may be well termed a cross-section of opinion in this regard."

LUDLOW WINS PRIZE

The Ludlow Typograph Company and the Cuneo Press, Inc., were given awards for excellence in the exhibit of the best work of the five printers of Chicago. The exhibit was held under the auspices of the Chicago chapter of the American Institute of Graphic Arts.

CATHOLIC CHURCH ADVERTISES

St. Patrick's Roman Catholic Church, Fall River, Mass., used a three column advertisement in the *Fall River Herald News* June 10 and 11 to call attention to the Triduum, three-day prayer service.



Imperial in Kansas City

KANSAS CITY on both sides of the River, has welcomed Imperial Type Metal and the Plus Plan. The Kansan and the Journal Post, two splendid newspapers have joined the growing ranks of newspaper Plus Plan users.

Sometimes we wonder if publishers who have not yet selected Imperial Type Metal, serviced by the famous Plus Metal Plan, realize that literally thousands of newspapers are now standardized on this system. Surely there must be unusual advantages in the Plus Plan for publishers. There are advantages and big ones:

The Plus Plan and Imperial Metal are the result of this company's studying and manufacturing one product—type metals. We're the only company manufacturing *type metal only*. Our work in your behalf has been imitated but never equaled. We have a better idea of the publisher's type metal needs and know best how to meet them.

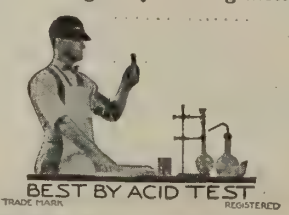
This specialization enables us to give you the reliable and economical Plus Plan that keeps your metal up to par at all times, adds years of working life to your metal, does away with metal troubles and makes a decided reduction in your metal costs. Why not make these advantages yours?

IMPERIAL TYPE METAL COMPANY

Manufacturing the following metals:

LINOTYPE
ELROD
INTERTYPE
LINOGRAPH

MONOTYPE
LUDLOW
STEREOTYPE
THOMPSON



Philadelphia
Cleveland

New York
Chicago

EDITOR & PUBLISHER

Is the NEWS Paper

of the Daily Newspaper Publishing and Advertising Craft

As such, is vital to every newspaper and advertising man who realizes the necessity of keeping accurately and promptly posted on the activities, opinions, and trends of the field—a field which is constantly expanding from the impulses given it by THE DAILY NEWSPAPER —the one great primary force that energizes the thinking and the buying of every home.

WHAT NEWSPAPER OR ADVERTISING MAN WISHES TO BE OUT OF TOUCH FOR ONE SINGLE WEEK WITH WHAT IS GOING ON IN A FIELD THAT NOURISHES THE DEVELOPMENT OF SO MANY BILLION-DOLLAR INDUSTRIES?

WHAT PUBLICATION GIVES THIS VITAL NEWS SO FULLY, WITH SUCH HAIR-TRIGGER PROMPTNESS, OR WITH SUCH DAILY NEWSPAPER AGGRESSIVENESS AS EDITOR & PUBLISHER?

But EDITOR & PUBLISHER is more than a Newspaper

It is also a great SERVICE, a tremendously effective Central Station or Clearing House of all kinds of newspaper and advertising information—a Service which it asks YOU to use whenever you can. Call up Bryant 3052-3053-3054-3055 or 3056; drop in on the 17th floor of the Times Building, Broadway and 42nd St.; telegraph or write to our Information Bureau for the answers to any question.

Have you any use for this coupon NOW?

EDITOR & PUBLISHER,
Suite 1700, Times Building,
Broadway at 42nd St., New York, N. Y.

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A. B. C. RULE ON RETURNS TO BE REPEALED

(*Continued from page 5*)

creasing circulation, and an epic eulogy of the yelling newsboy by Sidney D. Long, of the *Wichita* (Kan.) *Eagle*, featured the opening day of the convention.

Called to order by President Payne, *Indianapolis Star*, the more than 100 delegates attending heard the address of welcome from the local mayor, and the response by John Schmid, circulation director of the Hearst newspapers, before committee reports were submitted and consideration of circulation topics of the day really got under way. In epitome the net of the convention's opening day was a tug-of-war between two questions, "Should we increase, and how can we increase circulation?"

It was Mr. Park who sounded the warning note, urging the circulators to bear in mind that increased circulation may be a liability, rather than an asset.

"Circulation," he said, "should be no larger than necessary to cover the reading population within the trading district around the office of publication. A logical trading area that can be covered is one that can be reached on the day of publication.

"Sometimes an increase is demanded to live up to such a definition."

Speakers here this week generally approved legitimate editorial feature contests and were divided in their opinion as to the value of insurance policy schemes to increase the number of newspaper readers.

Loudly applauded was James Fletcher, *Birmingham News*, who, in the midst of this discussion, stood up and condemned all contests, premiums and circulation schemes as a "false stimulus," which, like drugs, left the addict weakened, shaken and forsaken.

"We circulation managers should devote more of our time to studying the contents of our paper in order that we may sell it on its news merits alone," he maintained.

Championing puzzle contests was H. Kloecher, of the *Cincinnati Enquirer*. He had run, he said, three puzzle contests, each one involving $4,550 in cash awards, and had obtained 14,197 paid in advance six months to one year's subscriptions. Of this total 10,614 were new and 3,585 renewals. The average cost was estimated at 71 cents per order.

Another advocate of the puzzle route was George McTaggart, of the *Toronto Mail and Empire*. He said that three puzzle pictures netted his paper 17,203 new subscriptions and 4,100 renewals for 12 months at an advance cost of little more than 40 per cent.

While he did not cite any particular contests he had used or furnish figures on the results obtained, John A. Mathews, of the *St. Paul Dispatch*, also supported the contest idea, provided, he said, they were "operated fairly and gave the readers information or entertainment."

There was no such harmony when insurance policy schemes were broached. The question on the program was "Is Insurance Here to Stay?" And the three speakers stood one in the affirmative, one on the fence, and one negative.

Asked for a show of hands among those in the convention hall, about 40 out of 100 said they were using the insurance policy scheme as a promotion stunt and of those using it 30 expressed the belief they would continue it.

The speaker endorsing the idea generally was John Eisenlord, of the *Chicago Daily News*. He said he thought the $1,000 policies did better sometimes than the higher offers. He estimated that between 70 and 80 per cent insurance-gained subscriptions were put on to stay.

Straddling the issue, Roy Hatton, of the *Detroit Free Press*, said that if insurance policies were used simply to get readers, and were not carefully handled by the newspaper, they had no value, while they would be of value for those "limited newspapers willing to spend money to make the policy offers of real service to the community."

"Out of two years' experience with insurance policies," he said, "I am willing to say they will endure as a builder and stabilizer of circulation, if properly presented. There is little to be gained in giving policies free. The value lies wholly in the development of a service which will win the appreciation of the readers."

C. S. Wilson, *Columbus Dispatch*, although he has used insurance policies for more than five years, declared in his opinion the scheme had no promotion value. When first inaugurated, and boosted by heavy office advertising, it works well, he maintained, but after a year or so it begins to wear down, the renewals become fewer and fewer while the expense becomes greater and greater.

The Dispatch, he explained, organized its own insurance company, depositing $100,000 with a local bank to meet claims, and depositing 75 cents out of every $1 paid by a subscriber for the policy to the same account. He said the newspaper's insurance company did not pay any profit. Every Wednesday his paper publishes claims paid. These claims average around 18 a week.

Mr. Hatton, who is a past president, received a rousing welcome when he appeared at the convention to speak. It had been reported he was ill and would be unable to attend. He admitted he was in Atlanta against his doctor's orders.

Delegates were plainly divided into two camps over the question of whether or not promotion through carrier organizations was becoming more effective or was losing its punch.

Only two of four scheduled papers on this topic were read. A paper written by Oliver King, of the *Phoenix* (Ariz.) *Republican*, was read by Clarence Eyster, *Peoria Evening Star*, and association president. It was in favor of carrier promotion and presented results of a questionnaire quoting unnamed circulation managers in all but one State as saying that the carrier boy was continuing to make good as a seller of subscriptions.

Kansas was the State the circulation managers of which said that carrier salesmanship was on the decline.

"I don't believe that boy salesmen can tell the merits of a paper with as much force as grown men," one circulation manager said.

W. J. Parker, of the *Chicago American*, whose paper was read for him, was not sure carrier promotion was good. "For one thing, it is a hard matter to keep boys on the job," he said. "Golf players lure them to the links where they can make much more money as caddies.

"Efforts to get home delivered circulation," he argued, "are too apt to take the dishpan route. People buy a subscription just to get a premium, or, worse still, just to help some little boy get a skooter bike. They don't have any idea of continuing the paper.

"We have our own independent carrier organization of 1,700 boys delivering 75,000 papers to homes, and I don't believe we would lose much home delivered circulation if we discontinue this costly system. In my opinion the real problem is to make a paper easy for people to buy. Have lots of stands, lots of boys, lots of selling points. People buy their papers and become their own carriers. Virtually all papers that come off the press are home delivered papers, whether the newspaper delivers them or the subscriber himself."

Of the routine reports the most interesting was that of the membership committee, headed by C. D. O'Rourke, of the *Indianapolis Times*. He said 67 new members had been obtained during th last year, and that the total membersh now stood at 643. W. C. Hixson, *Syr cuse Post-Standard*, of the railway ma and post office committee of the America Newspaper Publishers' Association, urge I. C. M. A. members to discuss post rates with their Congressmen.

A down-to-the-ground exposition o how to obtain mail subscriptions wa furnished delegates by E. P. Schwartz c the *Des Moines Register and Tribune Capital*, speaking extemporaneously o Wednesday morning. The Register ha 33,000 mail subscribers in 1921, h said, and now has 55,000. Mail subscrip tions of the evening paper, assisted b consolidations, had jumped from 7,000 t 43,000.

To obtain the Register's increase, ac cording to Mr. Schwartz, subscriptio salesmen were relied upon almost exclu sively. Forty-five men worked on care fully charted territory out of the mai office within a radius of 150 miles an were paid on a straight commission basis being allowed 50 per cent for new sub scriptions and 10 per cent for renewals By "new" was meant any subscriber of the paper's regular list 30 days or longer The salesmen had to pay all their ex penses, but were given an extra bonus commission of 10 per cent on every $5 worth of business.

Over a period of three years the morn ing paper, Schwartz said, had received a net income from each mail subscriber of $4.45 out of a possible $5, and for the evening $3.36 out of a possible $4. He explained this low cost of obtaining sub scriptions, despite the high commissions paid solicitors, as due to the fact that 55 per cent of the renewals came in from readers in response to "friendly letters suggesting renewal." During the last two years there had been 72 per cent re newals.

Answering a query from the floor, Schwartz said that in paying as high as 60 per cent commission to subscription salesmen his paper was not violating any A. B. C. ruling, since the total cost averaged under 50 per cent.

Schwartz also told of 11 motor routes operated by his paper out of Des Moines. They run from 40 miles to as high as 150. Route drivers were paid 5 cents a mile, plus the regular profit on the papers sold.

"I am opposed to any subscription bargain offers," Schwartz said, "on the theory that a year's steady sales effort is more effective than any 40 or 50-day cut-rate drive."

A different viewpoint on cut rates was held by W. C. Mercier, *Fort Wayne Journal-Gazette*. He said it was all very well to wear a high hat and talk ethics when you were sitting on top of the world, but "after all, the world is round, and you'd better watch out or you'll slip off."

"I will probably be considered a black sheep in this gathering," Mercier declared, "because I increased mail subscriptions over the last five years 100 per cent by making cut rates. I thought it good business, because I found I could get a subscription for $1 per order by cutting the rate, and it cost me $1.62 by solicitors. That 62 cents per order, in my opinion, is worth saving the publisher."

Mercier reached his cost of $1.62 per order on subscriptions obtained by solicitors on a recent drive when six solicitors working 40 days, with the help of a magazine clubbing offer, put on 108 new subscriptions and 169 renewals. This brought in a revenue of $1,336.50, minus a total expense of 459.43, making the total cost per order $1.62.

In a paper read by the secretary, W. T. Corbin, *Greensboro* (N. C.) *News*, described two methods his paper used obtaining mail subscribers, mail sampling, using the boxholder privileges afforded by the post office, and personal solicitation.

Following this paper, M. H. Brandon, *Charlotte* (N. C.) *Observer*, rose to suggest that the I. C. M. A. strive to get the postal authorities to change the ruling extending the present three-day boxholder sampling privilege to 10 or 30 days. The three days, in his opinion, were not suffi-

CIRCULATION CHATTER F. O. B. ATLANTA

I. C. M. A. opened its convention Monday evening with a closed session of the board of directors. Those attending were President Payne, Harold Hough, *Fort Worth Star-Telegram;* J. M. Annenberg, Curtis-Martin Newspapers; Clarence Eyster, *Peoria Evening Star* and secretary-treasurer of the association; Thomas J. Dowling, Scripps-Howard Newspapers; John Toler, *Atlanta Constitution;* Wiley B. Baker, *Knoxville Sentinel;* J. N. Eisenlord, *Chicago Daily News;* James Mathews, *St. Paul Pioneer Press;* Wills A. Butler, *Denver Rocky Mountain News* and *Evening News;* Royal Weiler, *Allentown Morning Call;* Vattier Snyder, *Pittsburgh Chronicle Telegraph;* and H. W. Stodgill, *Louisville Courier-Journal* and *Times.*

PITTSBURGH will be the next meeting place for the circulators. That seemed inevitable when the convention started. J. H. Miller, Jr., *Pittsburgh Gazette Times* and Vattier Snyder, *Pittsburgh Chronicle Telegraph,* brought letters with them from publishers of the newspapers in their city, urging the circulation men to come there in 1928.

A PARTY motoring to the convention from New Orleans included J. L. Thornton, *New Orleans Item-Tribune;* J. O. Stuardi, *Mobile Register;* Oscar Anderson, *Montgomery Journal;* and A. E. MacKinnon of New York, who happened to be in New Orleans on business.

OVER the bounding deep came a gay crowd from New York. With James McKernan as leader, others on the *S.S. City of Birmingham,* which left New York last Friday arriving in Savannah Monday were:

J. N. Annenberg, Curtis-Martin Newspapers, and Mrs. Annenberg; A. B. Croshere, *New Bedford* (Mass.) *Standard;* T. J. Dowling, Scripps-Howard Newspapers; Louis Hammond, *Boston Transcript* and Mrs. Hammond; Miss Hilda Larsen, *Tarentum* (Pa.) *Valley Daily News;* Seth Moore, *Brooklyn Eagle* and Mrs. Moore; Abram Newman, *New York Evening Post;* George H. Reynolds, president Magnetic Player Board Company; S. H. Engelberg, and Miss Engelberg, Ragle Pencil Company, New York; and W. G. Ryan, Addressograph Company, New York.

OSCAR ANDERSON, of the *Montgomery Journal,* who, in point of weight is sometimes referred to as the biggest man in the I. C. M. A., had a story of fast building to tell friends at the Atlanta Biltmore.

The Journal, he said, will have a new two-story plant completed shortly, the building of which, will have required only about 40 days, a record for the South. The new home of the Journal will measure roughly 80 by 80 feet, according to Anderson.

He said that the construction company that landed the contract for the building had to agree to complete its work within 50 days or pay a forfeit for each day over that period. They were also to receive a bonus for ever day under the time, and, in consequence, are pushing the work in magical fashion.

The new Journal home is on the site of the old building, which was torn down in two weeks. F. I. Thompson, owner of the Journal, bought the *Montgomery Times* last April, and the purchase price included a six month's lease of the plant and press equipment. It is this plant that is being used now while the record-smashing construction work is underway.

HAVING both men carriers and boys, W. T. MacKendree, circulation manager of the *Augusta* (Ga.) *Herald,* prefers the latter, he said this week at the convention.

"A boy 17 years old does the best carrier work for a newspaper, I believe, Mr. MacKendree said. "Our biggest route of 155 papers is carried by a boy this age. We have 107 city carriers, all boys, and men carriers in the surrounding towns."

The Herald, according to its circulation manager, controls all the money in the operation of its carrier system. The boys turn it all in as it is collected, and the paper pays them 33⅓ per cent of the total, keeping the remainder for itself. Thus out of an 18 cent a week price for the paper to reader, the carrier boy gets 6.

ent to interests prospects in the value of paper.

Out of this convention it seems a movement will be started to get baseball fans to urge the managers to start games earlier. It was argued by Walter Rauck, *Cincinnati Post,* and Karl F. Hall, *Toledo Blade,* that this would be a great help the newspapers covering the sport. They thought the fans would be unanimous in favoring beginning ball games at 2:30 instead of 3 P. M.

This was one feature of Wednesday afternoon's session, which contributed interesting statistics on costs of motor truck operation and some laughable reports on the trials and tribulations of using the reindeer plan.

George Galloway, *Rockford* (Ill.) *Register-Gazette,* through a questionnaire, learned that 97 newspapers are now operating 691 motor routes 60,000 miles today.

J. C. Montgomery, *Detroit News,* reported that he had found the average cost of operating trucks over a 12 months' period was 26½ cents per cwt. This cost included all except garage overhead. EDITOR & PUBLISHER will report these interesting papers in full next week.

Useful statistics were also gathered by questionnaire by C. D. O'Rourke, *Indianapolis Times,* on the division of the average net earnings of a circulation department.

Delegates rocked with laughter as speakers told of exciting adventures they had in curbing wild reindeer brought down from the frozen north to build circulation for American newspapers. They agreed that the reindeer plan did not increase circulation but said it did build good will for a newspaper.

Lewis Hoffman, *St. Louis Star,* commented particularly on the expense of the plan. He also did some letter writing to learn the opinions of others who had acquired reindeer. One of his questions was: Will you repeat in 1927? Out of 11, two answered yes, three no, and six doubtful. Seth Moore, *Brooklyn Eagle,* was one of those answering yes, although he admitted to having had some thrilling experiences as a reindeer cowboy.

Other speakers Wednesday were Charles S. Chaffee, *Aurora Beacon-News* and Ralph Seeman, *St. Louis Globe-Democrat.* Seeman argued that circulation rates were too low, that overhead was increasing and that it was time to make the circulation department an earning department exclusive of the cost of white paper. He said abolishment of the full return privilege would cut down circulation expense, and advocated action in that direction. Chaffee reported he had calculated that if he added $2 a year to his present charge of $5 a year for subscriptions it would take care of all circulation department expenses except white paper.

COLOR SPECIAL FOR "LIONS"

The *Miami* (Fla.) *Daily News* produced on Tuesday, June 14, a 24-page tabloid Lions International Convention Souvenir Number, in four colors, also an eight-page, standard sized International Lions Club Souvenir Number supplement, as parts of its regular edition of that date.

LIPPMANN RECEIVES LL.D

Walter Lippmann, chief editorial writer of the *New York World,* was this week given the degree of Doctor of Laws by the University of Wisconsin.

SULLIVAN TAKES NEW POST

John Sullivan, formerly for many years secretary of the Association of National Advertisers, has become associated as marketing counsel with the newly opened New York office of the Thompson & Lichtner Company, Inc., business engineers with other offices in Chicago and Boston.

NEW A. N. P. A. MEMBER

The *Rockville Centre* (N. Y.) *Nassau Daily Review* has been elected to membership in the American Newspaper Publishers Association.

EIGHT BOSTON STORES PLAN SHOPPING NEWS

Company Incorporated at $100,000 Will Start Publication in Fall —Patterned After Cleveland Paper

Eight of the largest Boston department stores will in the autumn sponsor *The Boston Shopping News,* a paper devoted entirely to advertising and patterned exactly after the *Cleveland Shopping News* and similar advertising papers published in Los Angeles and Detroit.

A corporation has been formed by seven prominent Hub business men and has a capital of $100,000 with each incorporator taking 40 shares. According to the incorporation papers the purpose is the "gathering and distribution of advertising material of every sort, to acquire, print, publish, conduct, circulate and distribute, sell or otherwise deal in advertising matter, including papers and periodicals.

The incorporators are George W. Mitton, president of Jordan Marsh Company; George B. Johnson, president of the R. H. White Company; Felix Vorenberg president of the F. Vorenberg Company, and vice-president and secretary of Gilchrist Company; Erving P. More, president of Houghton Dutton Company; John Shepard, 3d, president of the Shepard Stores; Adolph Ehrlich, president of C. F. Hovey Company; and Frank A. Black, publicity manager of Wiliam Filene's Sons Company.

The new paper will be conducted in accordance with the aims of the Boston Better Business Bureau and will contain advertisements of the incorporators and of such other Greater Boston firms as meet with their approval.

The Cleveland Shopping News, which will be used as a pattern, was started six years ago with a circulation of 100,000 and distributed free of charge once a week by school boys going from house to house.

DAILY 'KIDS' FREE PUFFS FOR ITS READERS

Unusual Column in Utica Observer-Dispatch Lists "Red Hot" News Items Received in Day's Mail

The campaign against puffery in the news columns is being carried vigorously, somewhat facetiously, to the editorial pages of up-state New York newspapers. A unique column in the *Utica* (N. Y.) *Observer-Dispatch* recently is being widely reprinted as a feature of the campaign.

The column, with a heading—"Daily Publicity Mail on the Editor's Desk"—sets forth in two or three lines practically all the worthwhile information contained in the reams of publicity received. The effect is ridicule of the corporations that are spending huge sums annually for puff artists.

Excerpts from a typical column in the Observer-Dispatch follows:

"Let's look over the editor's shoulder while he goes over one mail—not a day's mail, but just a single batch from the post office.

"University Travel Association, Inc., would tell the world in 600 words that 'girls are to have floating universities all their own.'

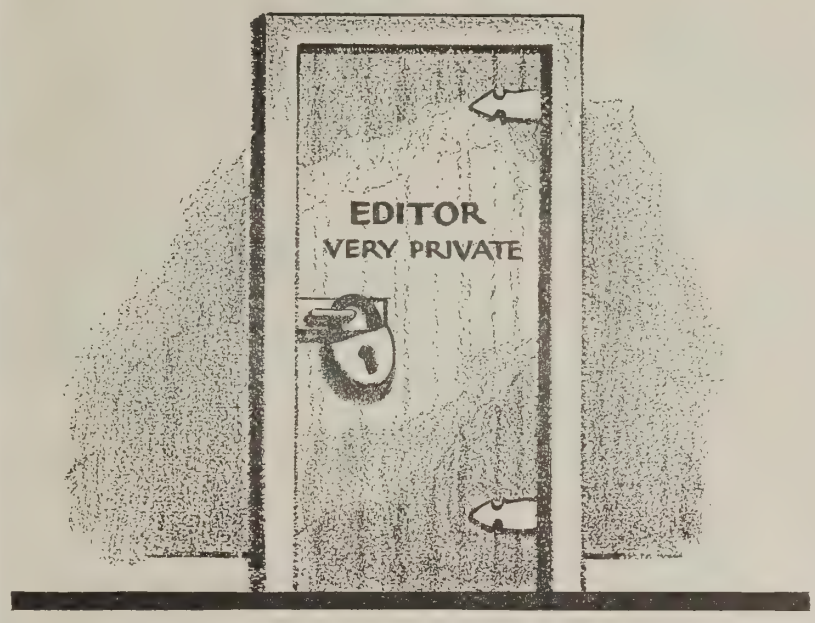
"National Better Business Bureau says in 400 words that Frank Hoffman is wanted in Saginaw.

"First National Productions furnishes a budget of 1,000 words or more informing the palpitating public that Mulhall is to be Colleen's lead, and a lot else.

"Some 600 words or more of editorials from the Republican state committee would save wear and tear on the editorial brain, if any, if used.

"Remember that The O-D is free to use all this matter without money and without price. But since the news editors who have prepared it no doubt were paid, and it took good paper, ink and postage to send it out, there must be a reason."

A MESSAGE . . *to*
Managing Editors



How many of your readers have you ever met?

WITH changing social conditions, managing editors are flinging straws into the wind to see how reader tastes are blowing. A conception of what people want, formed even a few years ago, is off the target today.

If every managing editor could study his readers at close hand regularly, there is no question about his being able to give them exactly the kind of a newspaper they want.

Loss in circulation very often means a weakening of the editorial grip. It is expensive, tedious, even hazardous to experiment in the newspaper itself in the hope of striking the key to popular acceptance.

A fresh view-point given through Knight Certified interviews has helped to reconstruct many editorial policies.

There is only one place to go for a knowledge of what the people want—*and that is to the people!*

Editorial and advertising problems have been studied successfully by Emerson B. Knight, Inc., in such markets as:

CHICAGO : MINNEAPOLIS : WASHINGTON
RICHMOND : ROCHESTER : LOUISVILLE
HARRISBURG : ERIE : ALTOONA

CERTIFIED MARKET STUDIES

Newspaper Publishers and Executives:

The strictest specialization is essential in such work. It is responsible for the success of the Knight organization in more than 50 American markets covering a period of years. Experiments are costly. Knight experience assures accomplishment at minimum expense.

A personal discussion may be arranged. Whether you need us or not—we want you to know us.

EMERSON B. KNIGHT, Inc.
INDIANAPOLIS, INDIANA

A. N. A. NAMES PROFESSOR TO ANALYZE ADVERTISING RATE TRENDS

Study Will Be Made by Prof. Thompson of Texas, Who Will Work on Important Phases This Summer—Olds a New Director

ADVERTISING rates will be subjected to analysis this summer under the direction of the Association of National Advertisers. This research plan is the outcome of co-operation with the National Association of Teachers of Marketing and Advertising, through the latter's Committee on Research. The object is to provide first hand advertising studies for class room use and, at the same time, material of value to members of the Association of National Advertisers.

It was recently announced by Bernard Lichtenberg, of the Alexander Hamilton Institute, chairman of the Association's Committee on Co-operation with University Professors, that an appropriation of a sum not to exceed $1,000 has been made for salary and traveling expense of an appointee of the National Association of Teachers of Marketing and Advertising, who, during July and August, should spend his time working up material on a special phase of advertising rates.

To this fellowship has been appointed Paul J. Thompson, Associate Professor of Business Administration of the University of Texas.

According to Prof. George Burton Hotchkiss, of New York University, and of the Committee on Research, the study will have to be limited somewhat, perhaps to a study of the trend in advertising rates in periodicals—dailies, weeklies and monthly magazines. Such factors as the difference between local and foreign rates in newspapers, the question of quality in magazines, whether measured by the price of the publication or by the selectiveness of its circulation, may be dealt with incidentally.

The resignation of P. B. Zimmerman as a director was accepted by the board of directors at its last meeting, Mr. Zimmerman being ineligible to that office because no longer A. N. A. representative of the General Electric Company, though still connected with it.

Norman E. Olds, advertising manager of the Perfection Stove Company, was elected director to serve out the unexpired term of Mr. Zimmerman until Nov., 1928.

REPRESENTING THE NEWSPAPERS

THE *Portsmouth* (O.) *Sun & Times*, and the *Ironton* (O.) *Tribune*, published by Harry E. Taylor, have become members of the Ohio Select List of Daily Newspapers and will be represented, beginning July 1, by Robert E. Ward, Inc., Chicago and New York, directors of national advertising for the Ohio association.

The *Clearwater* (Fla.) *Daily Sun* has appointed the S. C. Theis Company, Inc., to represent it beginning July 15.

COAST DAILY SOLD

Colin V. Dyment recently purchased the *Vallejo* (Cal.) *Daily Chronicle* from R. D. Pennycook.

HARN DISCUSSES PREMIUMS BEFORE I. C. M. A.

(*Continued from page 6*)

BIG NEWS EXPECTED AT POLITICS INSTITUTE

Newspapers Preparing to Cover Important International Gathering at Wiliamstown, Mass., Opening July 28

Viewing with special significance the coming of Count Carlos Sforza of Italy, editors of various newspapers and especially those in several metropolitan cities are beginning to select their correspondents to cover the seventh session of the Institute of Politics which opens at Williamstown on July 28.

Dr. Garfield, founder and chairman of the Institute, has already received several requests for the accommodation of correspondents. Indications are that a much larger number of newspaper men will attend the various round tables and conferences than at any time since the Institute was started.

The presence of Count Sforza is believed to mean that arguments on Fascism will rocket far above anything else expounded from the lecture platforms, and shoot along the wires to furnish some real copy.

This does not mean there will be a dearth of other important discussions and conferences. The program as arranged by Dr. Garfield is generally considered one of the best that has ever been built up.

The Institute will make a special study of the international problems now confronting the world, including the situations in China, Mexico and South America, the question of international debts, and the struggle for supremacy in Europe of the political ideals of democracy and dictatorship.

Statesmen and publicists from England, France, Italy, Germany Switzerland, Jugo-Slavia and Denmark will lecture and an entirely new group of American experts in international affairs has been obtained to lead round-table and general conference discussions.

A new ruling has been made this year by the Institute regarding the attendance at the various round-tables by representatives of the press. Heretofore it has been customary for many of the visitors to obtain press credentials from the Institute regardless of whether they were actually employed by a newspaper. This year only accredited representatives of the press will be accorded such privileges by the Publicity Bureau of the Institute.

While Count Sforza has been much in the press owing to his anti-Fascist attitude a slight discussion of his past activities might not be amiss.

Count Sforza was minister of Foreign Affairs for Italy during the Giolitti administration in 1920. In 1922 he was ambassador of Italy in Paris.

He defines his position as neither pro nor anti Mussolini. He was at various times the object of hostile demonstrations by Fascists.

Dr. Peter Reinhold, former Saxon Minister of Finance, and later Finance Minister in Chancellor Luther's cabinet in Germany, will lecture on the financial and economic policy of Germany.

Bishop Nicholai, of Ochrida, Macedonia, will deliver a series of lectures on the "New Spiritual Values in the Near East."

Robert Michels, Professor of Economics at the University of Basle, Switzerland, will address the Institute on some of the aspects of "Dictatorship versus Democracy in Europe," the subject of the round-table and general conference which Professor Henry R. Spencer, of Ohio State University will lead.

Other distinguished Europeans will deliver lectures at the Institute, including Dr. Jacob Lange, of Denmark, Professor John A. Todd of the Liverpool Cotton Service, England, and Dr. Pierre Le Paulle, of the French Bar, Paris.

CHANGES IN TEXAS

New Daily for Oil Region—Several Under New Ownership

Col. C. C. Watson, who recently sold the *Belton* (Tex.) *Journal* to F. B. Russell of Teague and James E. Laney of Cooledge, is returning to his former home at Midland to launch a new afternoon paper, the *Midland Daily Telegram*. Watson in years past published the *Midland Reporter*, weekly.

Joe Bailey, formerly of Brownfield, has purchased the interest of Calvin N. Noble in the *Midland Daily Gusher*, a recently launched publication of which Noble was the editor.

The *Teague News*, which was owned by F. B. Russell, has suspended publication.

HART ON A. B. C. BOARD

William A. Hart, director of advertising of the E. I. du Pont de Nemours Company, Wilmington, Del., has been elected to membership on the board of the Audit Bureau of Circulations.

LOCAL NO. 16 75 YEARS OLD

Chicago Typographical Union No. 16, organized in June, 1852, will celebrate its 75th anniversary with a banquet and ball, June 25, at the Stevens Hotel.

best of plans may give anything but truth if the attitude of those working them is not right.

Perhaps you might be interested in an outsiders' conception of your job and how it interlocks as an important factor in the general scheme of the advertising business. When we consider the newspaper as a commodity, you are at the head of the sales department; but when we look at the publication as an advertising medium, you are no longer the sales manager, but the production manager. You produce the product and turn it over to the advertising department to sell. Circulation is that product.

You as the production department are relied upon by the advertising department to give them the amount and kind of circulation which that department is supposed to be selling. Hence, all that we have been dwelling upon concerns not only the publisher, as the representative of the whole organization, but the circulation manager in particular. It is with you that the integrity of the whole organism begins. If you frankly set forth just what you have produced to the minutest essential detail, you have given all that is possible to the success of the sales program and you may well take pride in your work.

Now just a word in closing as to the relationship between the Audit Bureau and yourselves. I have been told that the men in your departments sometimes look upon the A. B. C. auditors as enemies who are to be circumvented or at least not helped; that they often resent questions put to them as impertinent or as implying that the auditors do not think your employes truthful.

You can do a great service to this movement, which is so important to both the publisher and the advertiser, if you will take considerable pains to give y men a more sane and helpful point view.

The Bureau's auditors do not c into your offices as enemies, but friends. They are no more foes than auditors who regularly go through y company's financial records. If sometimes ask some corroboration statement, it is not because they do believe the statement, but because are expected to know of their knowledge the thing to which they tify.

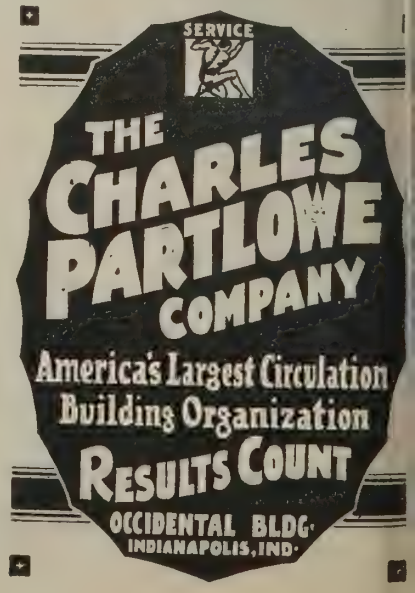
They would be censurable and worthy of the name of auditor if took the word of President Cooli himself, if Mr. Coolidge had hired to audit the White House accounts. have invited our auditors to come in audit. An audit does not consist in ing the audited concern some questi and then accepting the answers. You business men understand this perfec but the boys and girls of your dep ment do not. Explain it to them. A. B. C. auditors are just as much employes of the publisher members the Audit Bureau as of the adverti members.

The more searching their inquiry, greater their loyalty to the publis Wise people go to a doctor periodica for an examination, in order that t may detect incipient disease before it g serious. If the doctor gives a care examination and reports that we sound simply because he knows that hope we are, he is taking our mo without a return of value. He does worse than that; he prevents our taki the steps which may possibly be nec sary to save our health.

If membership in the Audit Bure means anything, it means that everybo wants the facts—publisher as well as a vertiser and agent. Nothing in t world will make the body we have bu a living creature until we breathe i it the spirit, which is life.



now
195,000 Daily
425,000 Sunday
And The largest home-delivered circulation of any paper in its territory
Los Angeles Examiner



SEES A BILLION DOLLAR YEAR FOR NEWSPAPERS

New Record for Advertising and Circulation Income to Be Set This Year Beazell Tells Pennsylvania Publishers

Newspapers in 1927 will reach their first billion dollar year in revenue from advertising and circulation, W. P. Beazell, assistant managing editor of the *New York World,* told members of the Pennsylvania Newspaper Publishers Association at their summer meeting in Waynesboro last week. He based his prophecy on figures for 1926 and advertising volume during the first six months of this year.

"For 1925 the Department of Commerce figures showed a gross income of more than $890,000,000 for the newspapers of the United States," Mr. Beazell said. "I am not speaking of the printing and publishing industry as a whole. I am speaking of the newspapers alone—a segregation by the way, that is, for some reason, not often made. The $890,000,000 was made up of $230,000,000 from sales and $660,000,000 from advertising. The whole income was 11 per cent greater than in 1923, while advertising revenue was 14 per cent greater, and revenue from sales a little less than 4 per cent greater.

"Figures for last year are not yet a matter of official record, but close approximations of them are possible. Income from sales grew to $250,000,000, while advertising fairly soared to $740,000,000. This year the evidence is that income from sales will increase to $260,000,000, and advertising, despite the check it has suffered this spring, to $750,000,000. The gross, then, should rise $20,000,000 to $1,010,000,000.

"One other detail of the situation is interesting. Each dollar of newspaper income will represent 74 cents from advertising and 26 cents from sales. The ratio would seem to have been pegged at that point, after 12 years of steady increase on the part of advertising. In 1924 the newspaper dollar was made up of 58 advertising cents and 42 sales cents. Until 1925 the advertising curve was evenly upward. For the past two years it has stood at 74:26. Oddly enough this average for the country at large is higher than in the great cities, of which we sometimes think of as the golcondas of advertising. The metropolitan ratio is, and for some time has been, 70:30.

"I hope I do not sound as if I were exulting in these figures because they represent prodigious sums of money. Quite seriously, I have used these figures only because they afford a simple and accurate measurement of the very extraordinary growth we have been enjoying. I take pride in that growth, without for a moment weakening in my conviction that the first duty of a newspaper is to purvey news, or in my belief that it is not advertising but news that begets advertising."

Mr. Beazell then discussed the modern communication miracles as they relate to the press—radio-telephone, radio pictures, and telephoto.

"Wizardry gets out the modern newspaper," he concluded. "And yet I am not entirely sure that we are making the worthiest use of these magical devices and the opportunities they open up to us.

"We need more selectivity in the assembling of our news. We need more thorough reporting, and more good writing; I do not mean 'fine' writing—God forbid! We need to be more chary of superlatives in statement and in presentation.

"We need better editing. We have all too many good-enough newspapers and far too few really good ones.

"We need a new realization of the fact that justice to all with whom we deal in our news columns is a supreme obligation upon us. Above all we need a new sensitiveness to good taste."

Read EDITOR & PUBLISHER classified columns for opportunities.

ASK STATE PRINTING

A committee from the Oklahoma state press association, in compliance with a resolution at the state press convention recently, has appeared before members of the state board of affairs and asked that state printing be distributed among newspapers of the state as well as among large printing firms.

MAINE PRESS MEET AUG. 18-20

Vice-President Dawes has been invited to speak at the meeting of the Maine Press Association which will be held August 18, 19 and 20 at Lakewood, Me. Cyrus H. K. Curtis will also be a speaker at that time.

182-PAGE TOURIST EDITION

The *Winnipeg Tribune* on May 31 issued its annual Tourist Edition of 182 pages carrying advertising from resorts in Canada and the northern tier of American states. It was printed on newsprint but in magazine size.

TAKING STRIKE VOTE

Members of the British National Union of Journalists in Dublin are balloting on the question of striking to enforce their demand that the Irish Newspaper Proprietors' Society should meet representatives of the journalists to discuss an increase in wages and better working conditions.

STORE TAKES 19 PAGES

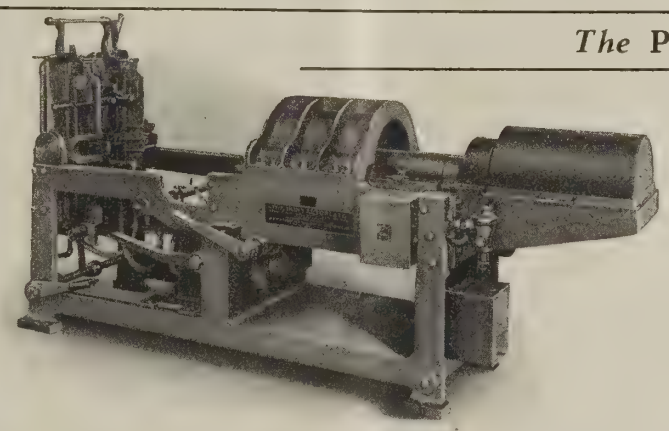
The *Portland* (Ore.) *Journal* on June 6 carried 19 pages of advertising from the Meier & Frank Company, local store. The paper was the largest regular issue ever printed in Portland, according to C. L. Baun, promotion manager of the Journal.

WOOD

PONY AUTOPLATE

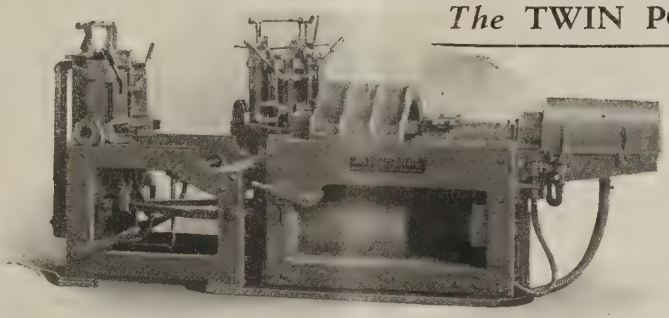
IT CASTS • • IT FINISHES • • IT COOLS

The PONY AUTOPLATE *Machine*



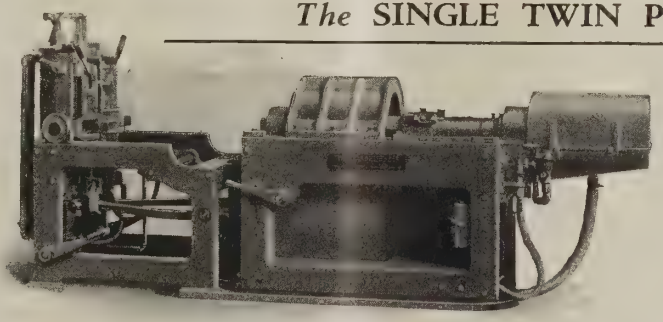
Casts, shapes, shaves, trims, cools, and delivers dry printing plates that are uniformly accurate in curvature and thickness. These plates require no hand-planing, hand-tooling, hand-dipping, or hand-drying. When taken from machine they are ready for press.

The TWIN PONY AUTOPLATE *Machine*



TWO complete Pony Autoplate casting mechanisms combined with a single finishing mechanism—doubles the output without doubling the investment or working space. Finishing mechanism swings automatically into position to receive casts from both casting mechanisms, which it finishes ready for press.

The SINGLE TWIN PONY AUTOPLATE *Machine*



IDENTICAL in operation and output with the Pony Autoplate, but its producing capacity may be doubled at any time by adding a second casting mechanism, converting it into a Twin Pony. For publishers who anticipate growth.

Mechanical data, prices and terms gladly supplied.

THE GOSS PRINTING PRESS COMPANY

Main Office and Factories, CHICAGO, ILL.

NEW YORK OFFICE
220 West Forty-second Street

SAN FRANCISCO OFFICE
646 Call Building

The Goss Printing Press Company of England, Limited, London

Mechanical data, prices and terms gladly supplied.

SELLING AGENTS

GOSS

INVITATIONS ISSUED FOR GENEVA MEET OF PRESS EXPERTS AUG. 24

International Meeting Under Auspices of League of Nations to Consider Press Rates, Censorship, Communications, and Facilities for Journalists

By ALBIN E. JOHNSON
Geneva Correspondent, EDITOR & PUBLISHER

GENEVA, June 11.—Preparations for the Conference of Press Experts, as the International Press Congress to be held in Geneva under the auspices of the League of Nations, on August 24, is known, have at last been completed, and invitations have been sent out to governments, press associations, journalists' organizations and newspapers.

The provisional agenda as drafted by the preparatory committees during the past year is as follows:

1. Press Rates:
   (a) Telegraph.
   (b) Telephone.
   (c) Wireless telegraph.
   (d) Wireless telephone.
2. Coding of Press Messages.
3. Improvement of Communications.
4. Transport of newspapers.
5. Postal subscriptions to newspapers.
6. Protection of News.
7. Professional facilities for Journalists.
   (a) Travel tours.
   (b) Schools for Journalists.
   (c) Scholarships for Journalists.
   (d) Double taxation of Journalists living abroad.
   (e) Reductions of steamship and railway fares.
   (f) Passport visas for Journalists.
   (g) Identity cards for Journalists.
   (h) Repressive measures against Foreign Journalists (expulsion).
   (i) Equality of treatment for Foreign Journalists.
   (j) Facility for enquiry afforded Journalists.
8. Censorship in Peace-time.
9. Information on the latest technical improvements of interest to the Press.
   (Wireless telephony, television, etc.)

The calling of the Conference signals a great success for the League, in that the original proposal of M. Yanez, Chilean delegate to the 1925 Assembly was confronted with many difficulties.

M. Yanez proposed: That the League Council consider the desirability of summoning a committee of Press Experts, representing the Press in different countries in order: (1) to enquire into the means of ensuring more rapid and less costly transmission of Press news with a view to reducing the risks of international misunderstanding. (2) to discuss all technical problems the solution of which in the opinion of experts, would be conducive to the tranquilization of public opinion in various countries.

It was due to the initiative and energy of M. Hymans, formerly foreign minister of Belgium, and member of the League Council that the plan materialized. When M. Hymans was succeeded by M. Vandervelde, present foreign minister of Belgium, the latter pressed the venture with equal sagacity and enthusiasm.

"The Chilean proposal is undoubtedly a bold one," declared M. Hymans in discussing it at the time. "The press, like all great powers, is rightly jealous of its independence. We must therefore approach the vast and delicate problem raised by this resolution with great circumspection. I wish to make it clear at the outset that the League does not wish to interfere in the affairs of the press and that it will only interest itself in them if the journalists themselves consider that its assistance is of value."

That was the spirit in which the League approached the undertaking. And in that spirit journalists, publishers and press association officials from a score of countries aided in the preparations. Among the Americans participating in the preliminary work were Roy W. Howard, of the Scripps-Howard Newspapers; Ed L. Keen, European manager and Henry Wood, Geneva correspondent of the United Press; Elmer Roberts, European manager and Joseph Sharkey, Geneva correspondent of the Associated Press; the Anglo-American Journalists Association, of which Wilbur Forrest, of the *New York Herald Tribune,* was president at the time. Lord Burnham and other prominent British publishers have taken an active interest also.

In adopting the Hyman's Report and authorizing the calling of the Conference, the last Assembly also clearly defined the part the League was to play. It noted:

"In certain cases the League of Nations can undoubtedly do a great deal to assist co-operation between the Governments and the press. Although an aggregate of private enterprises, the press is frequently obliged to have recourse to various government services. For example, it depends in a large measure, on the governments for the transmission of news by telegraph, telephone, cable and radio-telegraph; it also depends in every country upon the national legislation in all questions connected with authors' rights, transport rates, etc. In directions like these the friendly assistance of the League of Nations might often be of great value."

An indication of how complete has been the preparation can be gained from the fact that representatives of sixteen of the largest press agencies attended the first session. This was followed by a meeting in Geneva of representatives of sixteen European press bureaus, from as many countries, while lastly the various Journalists Associations gathered here to formulate the claims of the profession.

For the program of the conference all that was necessary was to draw up an agenda based upon the results of the preparatory work.

Among the requests that will be made, if the conference follows the lead of the Preparatory Committee are:

Priority of press telegrams over ordinary messages; reduction of rates by all governments for press communications by telegraph, telephone and wireless or cable.

Establishment of international conversations with a reduction of fifty per cent in current rates, with priority for press communications over ordinary private conversations; reduction of fifty per cent on urgent rates, with priority for urgent press communications over urgent private communications.

In regard to coding the Conference will recommend:

"That the accredited representatives of the press be allowed to use an appropriate code, in whole or in part, at ordinary press rates, for the sending of press news by wireless on the understanding that the code be communicated in advance to the telegraph companies . . . . . that unauthorized persons be prevented from utilizing wireless for press news."

The proposals for the "protection of news" have not yet been definitely formulated but the League Secretariat is preparing a memorandum on this subject.

The journalists, especially those engaging in international assignments have asked several advantages, chiefly of a nature to facilitate their work. They urge exemption from double taxation, freedom of transit from one country to another without the vexatious delays of passport and visa and customs formalities; an internationally recognized document of identity which will be accepted by postal and telegraph administrations of the International Postal Union; and the least possible censorship restrictions in times of peace.

That the Conference will confine itself to the agenda is not probable. Many interesting suggestions have been made by various publishers, journalists, and press organizations, and "regional" agreements between bordering countries or groups of countries, will undoubtedly be formulated at Geneva, with the object in view of fostering international relations.

The Roumanian delegation has suggested a scheme whereby scholarships be extended by various countries to journalists of other countries in order that they may become personally acquainted with conditions. It is not improbable, that in the future every telegraph and cable editor on every large international newspaper, will have as a preliminary course of training, a personal acquaintance with the countries wherein news which he edits, originates.

Other suggestions will aim at safeguarding the integrity of the press and the profession. Only journalists with the most unqualified credentials will be entitled to the exceptional advantages sought from governments. Publicity-mongers, "moochers" and others who come to Europe with a "letter of introduction" from the publisher of the Monthly Star of Blankville, seeking "reserved seats" in press galleries already overcrowded with working journalists will receive short shrift.

SHANDS SUCCEEDS YATES

New Sunday Editor Appointed for New York Daily News

Roberta Yates last week resigned as Sunday editor of the *New York Daily News.* She has been succeeded by Robert Shand, her assistant.

Miss Yates, who in private life is Mrs. Ralph F. Armstrong, plans to spend the summer in Westport, Conn., resting and writing. She has been Sunday editor of the Daily News for the past four and a half years. Prior to that she wrote features for the News. Her first newspaper work was with the *Cincinnati Post.* Before coming to New York she was associated with the *Chicago Tribune.*

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, RICHMOND, ATLANTA, BUFFALO, PITTSBURGH, CLEVELAND, DETROIT, CHICAGO, CINCINNATI, ST. LOUIS, MILWAUKEE, MINNEAPOLIS, KANSAS CITY, DES MOINES, DENVER, LOS ANGELES, SAN FRANCISCO, PORTLAND, SPOKANE, WINNIPEG

Home Equipment in the City of Altoona

The character and completeness of the furnishings of a home indicate the living standards, appreciation for refinement and the buying ability of the family within that home.

Observe the invariable superiority of Mirror-reading families in each of the items of the following table:

QUESTION: What do you have of the following home equipment?

	Pianos Owned by	Phonographs Owned by	Radios Owned by
City Average	51.62%	58.47%	25.46%
Mirror Families	53.95%	60.46%	31.24%

	Electrical Washers Owned by	Electric Cleaners Owned by
City Average	58.82%	50.81%
Mirror Families	62.49%	54.13%

Electrical Market

Observe the wide margin of undeveloped sales in the above tabulation of electrical equipment owned by Mirror families.

Consider also that 96.8% Mirror families in Altoona live in homes wired for electrical service.

Clearly, in such a receptive market, with The Mirror entering 82.12% of the wired homes of the city every day, a more thorough distribution of electrical appliances is possible.

The ALTOONA MIRROR
ALTOONA, PA.
Business Direct
FRED G. PEARCE, Advertising Director

NAME STRICKEN EDITOR AS PRESIDENT

exas Press, Assembled at El Paso, Elects Neu, Paralyzed on Way to Meeting—Congressman Defines Free Press

Texarkana was chosen over Wichita alls and McAllen for the 1928 convenon of the Texas Press Association, hich on June 18 concluded its three days' ssions at El Paso, after electing ofcers. The association on its first day ad changed the order of business to elect s president George Neu, publisher *Brenam Banner-Press,* who, en route to the 3th annual convention, was stricken with aralysis and had to be taken to a hosital at Sweetwater. He succeeds R. L. aldridge, Clifton.

Other officers, some re-elected, were amed as follows: Vice-president, E. A. arlock, Paducah; secretary, Sam P. arben, Richardson; treasurer, Ben Harisl, La Grange; attorney, Clarence E. ilmore, Austin; historian, E. G. Senter, allas; essayist, H. D. Wells, Willingon; orator, R. H. McCarthy, Albany, nd poet, Mrs. Lee J. Roundtree, Bryan.

Adjudged the best all-round weekly in exas, the *Whitewright Sun,* published by . H. Waggoner, won the silver loving up offered by the *Dallas News* and *Journal. Kerrville Mountain* won prizes ofered for the best set advertisements, both uarter-page or larger and less than uarter-page. *Rockdale Reporter* was warded first honors for its job printing xhibit.

Among resolutions was one endorsing rompt state investigation of alleged lawssness in Hutchinson County. It was at orger, in that county, where a state anger and police officer arrested a *Borer Herald* reporter, allegedly because of bjections of criticisms of the officials, and he ranger attempted to censor dispatches elling of the reporter's arrest. Gov. Dan Moody discharged the ranger.

H. D. Slater, editor and publisher of the *l Paso Times* and *Herald,* welcomed the ewspaper visitors to El Paso. The reponse was by J. H. Lowry, *Honey rove Signal.*

Speaking on "Free Government and ree Press," Congressman Tom Connally f Marlin declared: "A press of indeendence, a press whose business office oes not overawe its editorial rooms, a ress whose columns carry the truth, a ress of high courage and patriotism, is ne of the richest possessions of a free eople."

"As the power of the press is increased, o are its responsibilities and duties reater," declared Connally.

"In recent years the special and syndiated writer has become an important facor. By reporting purported fact and rtfully intermingling comment and opinon of his own into the fabric of the rticle, it subtly and ingeniously colors the ind of the reader. These are the methds of the political propagandist. The ress, no doubt, is persistently beset by ose who would use its columns for propganda. And therein the newspaper has a reat responsibility. It is its duty to print ne truth. There is, however, great difculty in that regard. The quest of truth not always an easy task. The highest orm of service that can be rendered to ne public by any instrumentality is to arn the truth and then give the truth other men. That is the lofty mission the press."

Crediting the press with destruction of ecrecy in government, whereby wrongs nd abuses sought to hide themselves, ne Congressman declared a free press to e essential to a free government.

Among interesting "shop talks" was ne in which J. Claude Wells, *Memphis emocrat,* discussed "Undeveloped Adertising Resources." Among others ho should advertise are doctors and rmers, he insisted. Speaking of the rmer, he asked: "Why does the quack et the business? It is because he adertises," Wells answered his own queson. "If a doctor cannot do this ethicly, then he should let his fraternity do ."

Declaring physicians owe it to the public to advertise their ability to cure the ills of humanity, the speaker continued: "The medical profession has kept a cloak of darkness around its activities from its very inception. It is time for doctors to let the people know what they can do for them."

As to the farmer, Wells said: "Instead of spending two bits to advertise he has some hay to sell, he should take space of the right size and tell what kind of hay he has for sale. The buyer should be brought to the farmer."

To combat competition of the world and the devil, Wells advocated churches taking plenty of space to advertise their services in such a way that people will want to attend. "The little notice no longer has the appeal," he said. "Places of amusement advertise and draw the crowds. Why shouldn't churches do the same?"

Convention visitors were entertained in Juarez, Mexico, across the Rio Grande from El Paso, as well as in the Texas city. The Rio Grande is an unusual river in that it has one dry bank and one wet one!

A party of nearly 200 convention visitors en route on a special train to El Paso were entertained when they stopped at Mineral Wells, where a luncheon was tendered by the Chamber of Commerce. Sam E. Miller, editor *Mineral Wells Index,* was toastmaster, and C. W. Wilson, Index business manager, was one of the speakers. These included J. J. Taylor, "State Press" of the *Dallas News,* and several others.

R. H. Nichols nosed out Ralph Shuffler in the press golf tournament to win the Southwestern Paper Co. cup.

The editors were loud in their praise of W. A. Salter, who attended the convention, and his brother, C. E. Salter, coowner with W. A. of the *Kerrville Mountain Sun,* for their action in building and equipping a summer vacation camp, in the hills 17 miles from Kerrville, for free use of Texas newspaper folk and their families.

CIGARETTE AD LAW CASE ARGUED

Attorneys for Kansas Press Declare Advertising of an Article Whose Sale Is Legal Cannot Be Prohibited

Insisting that advertising of an article whose sale is legal cannot be forbidden. Charles B. Griffith, former attorney general of Kansas, as attorney for a group of editors representing the Kansas Press Association, recently brought before the State Supreme Court arguments against the validity of the new Kansas cigarette law.

The attorney general's office had previously upheld the legislature's attempt to retain the old restriction against advertising while permitting the sale of the hitherto banned article.

Griffith declared that the anti-advertising section of the law penalizes Kansas newspapers while papers and magazines published in other states and circulated in Kansas are free to use such advertising.

Ray Calihan, assistant attorney general, explained the intent of the legislature was to repeal the anti-cigarette law only as it applied to adults and to retain both the sales and advertising restrictions for the protection of minors. In so doing, he said, the legislature provided for a proper exercise of the state's police power.

Al F. Williams, United States district attorney, also took part in the case as counsel for the newspapers. He pointed out that the purpose of the new law is to raise revenue through a sales tax on cigarettes. It is to the state's interest, therefore, he said, to encourage the sale of cigarettes.

The law cannot protect Kansas youth against cigarette advertisements, he said, because magazines published in other states are read by all intelligent people.

A decision will be rendered in 30 days.

40,000,000

1927 Appropriation in—

INDIANA—

In 1927, Indiana's highway program calls for the expenditure of approximately forty million dollars for highway construction and maintenance. The cities and local communities contributed $25,000,000 towards this appropriation.

This huge investment is a good example of the way Indiana's people carry out public improvement on a big scale.

It is also a good indication that the State is prosperous, which naturally reflects on the enterprise and industry of its citizens.

National advertisers always place Indiana on their A1 list of preferred territories because their advertising brings direct and immediate results.

If you are not yet acquainted with this rich market it will pay you to write for information from the newspapers listed below.

		Circulation	Rate for 5,000 lines
**Columbus Republican	(E)	5,027	.03
**Fort Wayne Journal-Gazette	(M)	38,539	.08
**Fort Wayne Journal-Gazette	(S)	30,255	.08
**Fort Wayne News-Sentinel	(E)	44,217	.10
†Frankfort Times	(M&S)	8,231	.04
**Gary Evening Post-Tribune	(E)	17,002	.06
**Huntington Press	(M&S)	5,058	.03
**Indianapolis News	(E)	130,079	.25
**Lafayette Journal & Courier	(M) 7,931 (E) 13,813	21,744	.06
††La Porte Herald-Argus	(E)	6,839	.04
**Marion Leader Tribune	(M&S)	9,898	.04
††Shelbyville Democrat	(E)	4,063	.25
**South Bend News-Times	(M) 9,858 (E) 18,288	28,146	.07
**South Bend News-Times	(S)	26,421	.07
**South Bend Tribune	(S) 23,482 (E)	24,351	.07
**Terre Haute Tribune	(E&S)	22,973	.06

**A. B. C. Publisher's Statement, March 31, 1927.
†Government Statement, October 1, 1926.
††Government Statement, March 31, 1927.

PENNSYLVANIA GROUP MEETS AT WAYNESBORO

Publishers Association Now Has 176 Members and Is on Sound Financial Basis Officers Report —Eyerly Presides

While business had to fight for attention against the strong counter attractions of golf and sightseeing, the members of the Pensylvania Newspaper Publishers Association made progress at the annual summer convention which closed Saturday, June 18, at Waynesboro. For the first time since it was organized two years ago, the officers were able to report that the income from dues is sufficient to balance the budget without calling upon the guarantors for further contributions.

With 176 members, the Pennsylvania Newspaper Publishers Association is the largest state association of daily and weekly newspapers in the United States. But the members will not stop there. One of the most important matters considered at the summer convention was an increase in membership. This work will go ahead under the leadership of the regional chairmen and the direction of Albert W. Fell, the manager.

Nearly half of the membership of the association was in attendance at the convention. The meeting was social in many of its aspects, the wives and children of many of the publishers being present at the informal dinner Friday evening and the banquet Saturday evening.

The "keynote speech" of the convention was delivered at the Friday morning session by Edward J. Lynett, publishers of the *Scranton Times*. Mr. Lynett had been assigned the topic "Has individuality in the publisher's chair ceased to count?" His answer was decided by in the negative. Mr. Lynett's address is carried in detail on another page of this issue.

Mr. Lynett's address was followed by general discussion. John L. Stewart, of the *Washington Observer-Reporter*, former president of the association, said that he was not a chain newspaper owner but the head of a group of newspapers in his region. He explained that his group has been a natural growth and that in all cases he has endeavored to build-up an organization which can carry on the newspaper in his absence.

The first session of the convention was held Friday morning with President Paul R. Eyerly of the *Bloomsburg Morning Press*, presiding. John G. Benedict of Waynesboro extended the greetings of the Waynesboro Chamber of Commerce. The response was made by Past President Stewart. Charles R. Long of the *Chester Times* presided at the general forum at which Ross W. Kellogg, director of the Empire State School of Printing at Ithaca told of the organization and operation of the school. Mr. Kellogg extended to the newspaper publishers of Pennsylvania an invitation to visit the school and also to make use of its facilities.

Professor Franklin Banner of the department of journalism, Penn State College, told of the interest which the students at the college are taking in journalism. Although a comparatively new department, the journalism department had a large enrollment including the sons of many Pennsylvania publishers. Professor Banner said that the department hopes to include courses in printing so that the students may obtain practical knowledge of the mechanics of publishing.

The discussions at the Saturday morning session were mostly relative to labor conditions. A special committee was authorized to continue an investigation of several matters brought out in the discussion.

At the informal dinner Friday evening, David Lawrence, publisher of the *United States Daily* spoke on "The Trend of the Times," W. P. Beazell, *New York World*, also spoke and Strickland Gillilan entertained in his characteristic manner.

COMPOSING FOREMEN MEET

L. A. Link of Waterloo (Ia.) Courier Heads Iowa Mechanical Group

Twenty-five newspaper composing-room heads, representing approximately two-thirds of Iowa's daily newspapers, were present June 13-14 to attend the first convention of the Iowa Newspaper Composing-Room Executives' Association, held at the *Waterloo* (Ia.) *Courier* plant.

The principal address of the morning session was given by W. E. Wines, manager of the mechanical department, American Newspaper Publishers' Association, who came direct from Harrisburg, Pa., where he attended the A. N. P. A. mechanical conference.

Leon A. Link, composing-room foreman of the Waterloo Courier, was elected president, with Thomas Kelly, of the *Davenport Times*, vice-president, and Leo J. Carle, of the *Mason City Globe-Gazette*, as secretary and treasurer.

Speakers on the program were Jackson McCoy, general manager of the Courier; W. A. Reed, editor of the *Waterloo Tribune;* A. N. Pruess, linotype machinist of the Courier; J. C. Youngblood, *Dubuque Telegraph-Herald;* Thomas Kelly; Ed Funk, Waterloo Tribune, and Frank T. Harrison, *Des Moines Register*.

Davenport was chosen as the 1928 convention city.

From the Linotype Mailbag

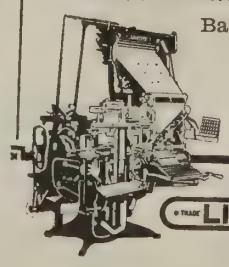
"Telegraph Service in 24 Hours"

"About 4 o'clock one afternoon I wired the Chicago office for repairs for Machine 2208L, and the following afternoon received them at 4:50. This is really an extraordinary service, taking less than twenty-four hours to get a message to Chicago and a reply in return. To say that I was dumbfounded when the special delivery clerk walked into our plant with the parts is expressing it lightly. Heretofore I have carried a rather expensive kit of repairs for the Lino, but you can guess now that outside of a few star wheels and fiber buffers for the assembler, that my repair kit will consist of a bunch of Western Union Telegram blanks.

"This service is really exceptional when you consider that Baldwin, Kansas, is a considerable distance from Chicago, and that air mail was not used by either your company or myself, in the transaction."

THE BALDWIN LEDGER

Baldwin City, Kan.



U. S. PRODUCTS LIKED IN AUSTRALIA

American Firms Spending Millions to Advance Their Products in Antipodes Says Sydney Agency Man

"Australia is becoming Americanized," W. O. Richards of W. O. Richards, Ltd., Sydney Agency, declared recently in telling of the expansion of American markets and the development of American methods on that continent. Mr. Richards, president of the Publicity Club of Australia and editor of the *Australian Manual & Newspaper Directory*, was in New York for a short visit to study American publishing and advertising plants, en route home from London.

"The automobile," Mr. Richards said, "has found an especially warm reception. Such well known American firms as Ford, General Motors, Studebaker and Goodyear Tire are now spending millions stirling in the establishment of vast assembly plants there to meet the Australian demand. And other American products are meeting with a similarly warm reception.

"The value of the importations last year amounted to £300,000,000.

"Australians," he claimed, "are the richest people in the world—the per capita purchasing power being 515 shillings, as against 480 in New Zealand, 420 in the Argentine, 410 in the United States."

The two countries making the strongest bid for the Australian market, Mr. Richards continued, are Great Britain and the United States. American methods and products are regarded highly there. The two countries have much in common. They have the same standards of living, and are possessed of the same ability to purchase and the same desire to spend. Great Britain, however, has made a much more concerted effort to "capture" Australia.

"I cannot quite understand why principal Australian newspapers, for ample, have no representatives in New York. In London, practically ev newspaper has direct representation.

"I venture to predict that Australia the U. S. A., tied as they are by kins and the same progressive spirit, will a few years be linked by thorough mutual understanding."

DUMAS GOES TO LONDON

F. Lloyd Dumas, editor of the *Sun News-Pictorial*, Melbourne, has arri in London to become manager and edi of the Australian Newspaper Ca Service. Mr. Dumas is a former ch of staff of the *Melbourne Argus*. Ral Simmonds succeeds him as editor of Sun News-Pictorial.

SEMI-WEEKLY NOW DAILY

The *Blackfoot* (Idaho) *Republic* lately published as a semi-weekly, is n appearing as a daily.

IN THE City of Homes
The Philadelphia Record
Opens the Door of 150,000 Families Every Morning

Largest Newspaper West of Chicago
500,000
Copies DAILY
The KANSAS CITY STAR

BRIDGEPORT Leads!
Most Important Industrial City In Connecticut

236,000 people in a 13 mile trading radius offers a compact market, easily covered. Bridgeport's diversified industries insure steady, substantial incomes to 50,000 wage earners who are thrifty and enjoy the better things in life. Many own their homes, mostly of the two family type. They read newspapers, which accounts for a

Post Telegram

circulation of 44,446, practically a copy for every family in its territory. More than three times the circulation of its nearest contemporary.

National Representatives
GILMAN, NICOLL & RUTHMAN
New York, Boston, Chicago, San Francisco.

Detroit
Fourth Largest City
For most complete and economical coverage concentrate in one paper—
The Detroit News.
Offers advertisers unusual opportunities

Make Your Title A Mark of Pride with
Hardened Steel Newspaper Heads
—they last forever
::
A. J. SOSSNER
361 West Broadway
New York



By MARLEN PEW

ON the day that Earl Carroll became a prisoner-patient at the City Hospi- of Greenville, S. C., a ragged and lorn young man entered the back door that institution and applied for work an orderly. When he was told that ere was no opening for him he begged r food and the chief nurse gave him a nd-out. The youth persisted in his ap- ication for work and when an orderly signed he was given the place. From o'clock in the evening until 7 in the orning the orderly cared for 37 negro d 19 white patients, doing the mean ork cheerfully and so well that the chief rse called him the best attendant the spital had ever employed. The day at the theatrical man was ordered to ove into Atlanta Penitentiary, sick or ell, the orderly reached for his hat and at and disappeared. He was Martin mmers, reporter for the *New York aily News*.

* * *

HE hospital authorities were indig- nant when they learned that a New ork reporter had imposed on them for e purpose of spying on a patient. One n understand their point of view and the narrow sense sympathize with it. here are even many newspaper people ho will side with the hospital's chief rse who said: "He was trying to get e 'low down' on the case, but his trick as the lowest I have known." Charles . Dana, whose maxim was "A *New ork Sun* man is always a gentleman," ould probably have fired Mr. Sommers r his enterprise. We know many city litors who do not want reporters to spy id Associated Press makes a great point that fact that it does not require its rrespondents to do such things to get ews. My feeling is with Mr. Sommers this enterprise, though I must admit at some things are occasionally done in ewspaper work in the name of enter- rise which jar my senses and seem holly indefensible. The line between gitimate enterprise and the sort of ctivity which reacts unfavorably can, I ink, be clearly drawn. The Sommers se is a case in point.

* * *

A DEEP suspicion had been abroad that Earl Carroll was feigning ill- ess to escape the bars of the gloomy deral prison. He is a man of consider- ble wealth and there has been a very xtraordinary attempt by his friends to vert the consequences of his audacious erjury before a federal grand jury which as investigating his disgusting bath-tub publicity stunt. When Carroll became unconscious on a train en route to Atlanta and was taken to the hospital in the South Carolina city, those who believe that money can buy immunity for almost any prisoner in this country began to wisely smirk. The case of Charles W. Morse was recalled. The one-time 'Ice King' of New York, a ruthless pirate of modern business, feigned illness and induced reputable physicians and others to recommend his pardon to President Taft and thus defeated justice. It seems to me there was ample justification for any reporter, with a sense of public duty, in keeping a sharp eye on Earl Carroll's movements. The acid test of Mr. Sommers' exploit is that if Carroll has been feigning illness, which apparently he was not, and this reporter by reason of his enterprise had been able to reveal the fact, we should have acclaimed him as a newspaper hero. The Government would have been served and cynicism regarding the system of justice would have been rebuked. In newspaper reporting the test of conduct is based on the old rule of the end justifying the means, which is safe enough when reporters are gentlemen by instinct.

* * *

SOME years ago a reporter named Japp learned that conditions were not right in an insane asylum in Ohio and got employment there. For weeks he worked as a nurse and then brought out an exposé of cruel neglect of helpless patients that startled the community and resulted in a reform that more than justified the deception. It was a magnificent public service. Reporters who covered that assignment might have gone on to this day politely applying for news to the superintendent's office, without discovering the hideous fact that mental deficients were suffering agonies behind those walls. Who shall say that Japp was not the better reporter?

* * *

MORE than 20 years ago at Washington Miss Sybil Wilbur, who later became famous for her writings on Christian Science, tested out for a local newspaper the question whether a sane person could be committed to St. Elizabeth's Asylum. She went to Lafayette Park and began to feign symptoms of insanity and soon found herself under arrest. A board of examiners tested her and she was committed. After the transaction was complete she wrote a statement of her experiences and its publication created wide interest. However, the physicians she had so neatly taken in proposed to turn the tables on her and began to insist that she was insane and should be held. No saner woman ever lived, of course, and after the newspaper's editors had demonstrated that Miss Wilbur had taken the assignment with the knowledge and consent of the editor she was released.

* * *

THERE is, of course, a sneaky spying into private affairs that is intolerable in the pursuit of journalism as it is elsewhere. The "waste-basket" searcher and the "key-hole listener" must be out for news that cannot be obtained in ordinary channels and is of very great importance. They must not be searching for mere scandal. Their quest must be for evidence in behalf of a public cause. Every well-balanced newspaper man knows where to draw the line of propriety and right in such matters.

* * *

AN evening newspaper on one occasion came out with a great local beat. The publisher of the opposition paper, humiliated by the defeat, called his city editor onto the carpet and demanded an explanation. The flushed city editor exclaimed: "This story was obtained by a reporter who misrepresented himself. It was a sneaky piece of business. My staff is composed of ladies and gentlemen who would not stoop to such practices." To which the veteran publisher replied: "I am glad that we have a staff that is well grounded in the ethics of the profession, but I think it should be enlarged by the reporter who has given this beat to our opposition. Let's have at least one man who will stoop to get news like that."

CURTIS ADVERTISING MAINE

A full page rotogravure advertisement on Maine's hospitality, scenery and climate, with particular emphasis on the attractions of Camden Harbor, is being published in several of the leading newspapers of the country this month at the personal expense of Cyrus H. K. Curtis, Philadelphia publisher who is a native of Maine. The amount of the expenditure is nearly as much as the entire amount which will be spent this year by the Maine Development Commission on newspaper advertising.

Read in
4 Out of 5
Homes
In
PEORIA
PEORIA
JOURNAL-TRANSCRIPT
"The Try-Out Medium
In the Try-Out City"

The largest evening paper circulation in Baltimore

151,059
May, *net paid*

May, 1927, sets a new circulation record for daily papers in Baltimore.

The NEWS, with its May net paid circulation of 151,059, enjoys a margin of 24,141 copies over that of the Evening Sun, its nearest competitor.

You reach more of Baltimore through the

BALTIMORE
NEWS

Largest circulation of any daily paper in the South

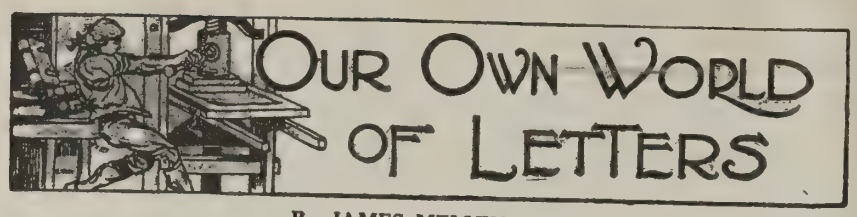
THE WICHITA EAGLE
Kansas' Greatest Newspaper
Now Giving a 24-hour News Service
Morning—Evening—Sunday
New Rate Card
Effective June 1, 1927
Morning Eagle.....15c. per agate line flat
Morning and Eve.
Eagle .....18c. per agate line flat
Sunday Eagle.....17c. per agate line
Sat. Eve. and Sun.
Morning .....20c. per agate line
Combination Not Compulsory
Evening Eagle sold only in combination.
The Wichita Eagle offers advertisers the greatest city, suburban and total coverage obtainable in Wichita.
Represented Nationally by
The S. C. Beckwith Special Agency
World Bldg., New York; 43 No. 61st St., Philadelphia; Union Trust Bldg., Chicago; Interstate Bldg., Kansas City; Syndicate Trust Bldg., St. Louis; Ford Bldg., Detroit; Atlanta Trust Bldg., Atlanta; Sharon Bldg., San Francisco; Higgins Bldg., Los Angeles.

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
Cline-Westinghouse
Double Motor-Drive
with full automatic
push button control
is used by
WARREN TRIBUNE
Warren, Ohio
Ask them about it
CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

if you have something to SELL—
—and it's good.
—and you want other folk to know it's good.
—thrifty folk who have money and the habit of spending.
—people who live in the prosperous Cleveland market.
then—
you must tell them about it through
The *Ohio's Greatest Newspaper*
Cleveland News
DAILY AND SUNDAY
Represented by Geo. A. McDevitt Co.
250 Park Ave., New York
914 People's Gas Bldg., Chicago

The Morning Telegraph
the leading newspaper in Theatricals, Turf, Finance and Motion Pictures, prints all of the day's worth while general news, with exclusive features covered by a great staff of special writers.
It has the largest professional circulation of any newspaper in the United States.

Thorough Coverage in One of the World's Richest Buying Centers—Coupled with the Ability to Produce Results
Pittsburgh Gazette Times
(Morning and Sunday)
AND
PITTSBURGH CHRONICLE TELEGRAPH
(Evening except Sunday)
These newspapers in News and Advertising have the confidence of their readers. Their readers have the power to purchase.
Sold Singly or Combined
URBAN E. DICE, Nat'l Advg. Mgr.
Gazette Square, Pittsburgh, Pa.
E. M. BURKE, Inc.,
1457 Broadway, New York.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL COMPANY,
742 Market Street, San Francisco, Cal.
Times Bldg., Los Angeles, Cal.
White-Henry-Stuart Bldg., Seattle, Wash.



By JAMES MELVIN LEE

BERT LESTON TAYLOR during his lifetime was always a favorite columnist of newspaper men. Indeed, during the twenty years that he conducted his column on the *Chicago Tribune* he came near being—and possibly did win the recognition—the dean of American column conductors.

Consequently newspaper men will be interested in "Motley Measures" (Alfred A. Knopf) which contains some of the most clever verse that B. L. T. ever put in his column.

Two of the poems in "Motley Measures" are of special interest. One thus takes up "The Jester of Yesteryear:"

"Once upon a midnight dreary"—
Wait a moment, do not go;
This is not another weary
Paraphrase of Mr. Poe.
True, the volume that I pondered
Was of quaint, forgotten lore
That got by (but how, I wondered!)
In the days entitled "yore."

Things were gathered in this volume
Over which our fathers roared—
Gems from many a by-gone colyum,
Writ by Billings, Twain and Ward.
Some of it, of course, was funny,
More was sad as sad can be.
How it ever got the money
Is a miracle to me.

So, when dreary seems *my* colyum,
When I fear it grows a bore,
I take down that yellowed volume
Of forgotten comic lore.
Seeking vainly to discover
Something really rich and rare,
"Gosh!" I say, "if *that* got over,
Why should *anyone* despair?"

How Taylor seized upon a current news item as a theme is told in a poem well worth quoting at length:

To What Base Uses!

"Mrs. O—— now takes her daily dip at 5 in the afternoon, instead of in the morning."—Newport Item.

This is the forest primeval.
This is the spruce with the glorious plume
That grew in the forest primeval.
This is the lumberman big and browned
Who felled the spruce tree to the ground
That grew in the forest primeval.

This is the man with the paper mill
Who bought the pulp that paid the bill
Of the husky lumberjack who chopped
The lofty spruce and its branches lopped
That grew in the forest primeval.

This is the publisher bland and rich
Who bought the roll of paper which
Was made by the man with the paper mill
Who bought the pulp that paid the bill
Of the lumberjack with the murderous ax
Who felled the spruce with lusty hacks
That grew in the forest primeval.

This is the youth with the writing tool
Who does the daily Newport drool
That helps to make the publisher rich
Who ordered the stock of paper which
Was made by the man with the paper mill
Who bought the pulp that paid the bill
Of the husky Swede in the Joseph's coat
Who swung his ax and the tall spruce smote
That grew in the forest primeval.

This is the lady far from slim
Who changed the hour of her daily swim
And excited the youth with the writing tool
Who does the Newport drivel and drool
For the prosperous publisher bland and fat
Who ordered the virgin paper that
Was made by the man with the paper mill
Who bought the pulp that paid the bill
Of Ole Oleson the husky Swede
Who did a foul and darksome deed
When he swung his ax with vigor and vim
And smote the spruce tree tall and trim
That grew in the forest primeval.

This is the shop girl, Mag or Liz,
Who daily devours what news there is
Concerning the lady far from slim
Who changed the time of her ocean swim
And excited the youth with the writing tool
Who does the daily Newport drool
For the pursy publisher bland and rich
Who bought the innocent paper which
Was made by the man with the paper mill
Who bought the pulp that paid the bill
Of the Swedish jack who slew the spruce
That came to a most ignoble use—
The lofty spruce with the glorious plume—
The giant spruce that used to loom
In the heart of the forest primeval.

An interesting foreword is contributed by Ring W. Lardner, who for six years ran a column on the sporting page of the Chicago Tribune while Taylor was conducting his "A Line O'Type or Two."

In this foreword Lardner himself thus reviews "Motley Measures:"

He maintained a lofty standard in all his writing, and particularly in his verse. You will find the contents of "Motley Measures" models of poetic structure. You will find a variety of subjects—some topical, some sober, some gay—treated in a manner never banal, always entertaining, always surprising. And I am sure you will wish, with me (I am writing in the fall of 1926), that B. L. T. had lived to sing the introduction of machine guns into Chicago's already somewhat complicated daily life, the romance of "Daddy" and "Peaches" Browning, and, most of all, America's visit from Sweet Marie, to whom only he, of all columnists, could have done full justice.

"Motley Measures" will help to establish Taylor's place in the Hall of Fame of American Columnists.

* * *

LOUIS I. JAFFE is editor of the *Norfolk* (Va.) *Virginian-Pilot*. If his run-of-paper editorials have anything like the sparkle and snap of his contribution to *The Virginia Quarterly Review* for July, I am going to send in my subscription. His contribution to this issue, "The Democracy and Al Smith," will doubtless draw forth many editorial comments from editors in general and from those in the South in particular.

Mr. Jaffe, before discussing Smith as a presidential candidate, discusses the democratic situation in general. He believes that its chief interest "lies in the possibility that the campaign of 1928 will jar loose some of the sectional and idealogical ideas that to-day impound the Democracy and shut it off from the tide and sweep of new national forces."

With political matters "Our Own World of Letters" does not concern itself. But what Mr. Jaffe has to say about the press situation in the South does deserve quotation. Here is what he says on that topic:

It is here that newspapers that venture to question the godliness of prohibition and the decency of its enforcement are punished by the largest number of cancellations, and it is here, too, that the heaviest reprisals are carried out against newspapers that make bold to denounce the assassination of the religious equality principle by the Ku Klux Klan. It is here that the freedom of the press is curtailed by the strictest libel laws. The party's responsibility for this situation is not direct, but it is uniformly true that its attitude to these abominations and abridgments is one of wary tolerance—never one of courageous and specific denunciation.

What James Southall Wilson, the editor-in-chief of *The Virginia Quarterly Review*, thinks of the contribution by Mr. Jaffe is shown by the fact that the latter's article is used to open the July number.

The issue also contains a number of other articles that are well worth perusal by members of the working press.

* * *

THREE V's in a way are said to sum up the political writing of Frank R. Kent of the *Baltimore Sun*. These V's stand for vivid, veracious, and virulent. Another V belongs to Kent' discussion of Senator Jim Reed in *The Forum* for July. This V stands for very before the other V's. Of course Mr. Kent sees Mr. Reed as a possible Democratic presidential candidate.

Mr. Kent quotes Charles G. Ross, Washington correspondent of the *St. Louis Post-Dispatch*, who began a report of a speech by Senator Reed as follows, "It's just Jim Reed again. That was enough to clear out the press gallery."

But how conditions in Washington have changed since Mr. Ross made that remark. Today, as Mr. Kent points out, the word that Reed is speaking makes the reporters flock to the press gallery, congressmen come over from the other end, and senators to reappear from the cloakrooms. Today Reed gets first page position when he makes a speech.

How the change was brought about is well outlined by Mr. Kent in his article in The Forum and need not be retold here.

* * *

AMONG the periodicals taking an intelligent interest in the present day tendencies of the press, *The Yale Review* holds an important place. Typical such articles is "Two Kinds of News" the July issue from the pen of Silas Be who was at one time connected with t editorial staff of the *New York Tim*

According to Mr. Bent, even in t earliest newspapers there was a distir tion, which is maintained to this da between the kind of news which can charged for, and the kind which pays f itself. He says:

At first, the two kinds of news got alo very well together, and one hand washed t other; the advertising news paid less than ha the expense of gathering and printing the oth kind of news, and occupied about half as mu space. The status of advertising was distinct inferior. It was the servant in the house; t news was the aristocratic guest. They we under the same roof, but the servant knew h place.

In the consumption of news there is saturation point. Facts alone are hard t digest and soon pall. And that is wh from Mr. Bent's point of view, our mo

A Human Interest Newspaper

CIRCULATION: Average Net Paid Daily, March 31, 1927, 334,795.

LINEAGE: 69% increase 1926 over 1925.

PRESTIGE: Constantly gaining.

MERCHANDISING CO-OPERATION: Yes.

NEW YORK
EVENING GRAPHIC
25 City Hall Place, New York
168 N. Michigan Ave., Chicago

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Buffalo, The Wonder City of America
Buffalo—a profitable Market for Advertisers
Sales in Buffalo are splendid for advertising goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the
BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes
EDWARD H. BUTLER
Editor and Publisher
KELLY-SMITH COMPANY
Representatives
Graybar Bldg. New York, N. Y.
Atlantic Bldg. Philadelphia
Tribune Tower Chicago, Ill.
Waterman Bldg. Boston

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION
An organization specializing solely in newspaper building design, manufacturing and production problems.
S. P. WESTON
Newspaper Buildings
Plant Layouts
Production, Operation
120 West 42nd Street New York

Space is space—but the BEST Classified Advertising publicity justifies its daily appearance in your newspaper
THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia


Over 260,000 Homes in Michigan served by Booth Newspapers
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
National Advertising Representatives
I. A. KLEIN
50 East 42nd Street
New York City
J. E. LUTZ
6 N. Michigan Ave.
Chicago, Ill.

Sell COLUMBUS and the G·C·O·M
During 1926 The Columbus Dispatch carried more agate lines of paid advertising than any other Ohio newspaper.
Advertisers who use The Daily Columbus Dispatch are guaranteed a total net paid circulation of 113,678. . . . . Many, many thousands more than any other Columbus newspaper.
Dispatch
OHIO'S GREATEST HOME DAILY

ıbstantial and reputable journals find it ecessary to play us "cases"—the Hall-Mills case, the Snyder case and the Daddy" and "Peaches" Browning case. ne of the few exceptions to this general tendency is the *Christian Science Monitor*. But then the "Monitor is not nenable to the full influence of certain conomic forces which play upon its ompetitors." The Monitor can afford minimize news of crime, and even of a, coffee, and tobacco, for it operates nder a quasi-subsidy. On occasion, owever, it minimizes news of far greater nportance, as it did on the day that the ront page of practically all the leading ewspapers carried Governor Smith's tter on Roman Catholicism and office-olding. On that day, the Monitor gave rst page position to a reply to this tter, written by the lawyer whose chal-nge had provoked it; while on the ourth page, under a modest two-column ead, was printed the big news of the ay.

Why do we tire of reading our news-aper? Mr. Bent expresses his opinion nat it may be because the selection of ews is not impartial and that, after all, he newspaper may not be a true window n the whole world. At this point I may ell quote the following:

> The newspaper is but a peephole upon the izarre and shocking and momentous. To as-onish and thrill us it reaches into the utter-ost corners of the earth, with an appearance f prodigious industry and fertility of resources; et when we come down to it there is nothing iraculous in its output. Changes are but ung again and again on the old circulation-uilding themes of sex, religion, conflict, sus-ense, violence and money.
>
> Nine-tenths of the news arises where it was xpected and where men have been posted to eport it; or else it flows quickly through pre-rranged channels to the press. It need only epresent some departure from the usual and xpected; this is the touchstone. The com-nodity is gathered and graded and prepared or the market like any other. The processes ave been standardized, and the men who take art in them, consciously or not, are routineers. hey are routineers, but the stuff they handle ust be out of the routine of life. Their com-nodity is not the normal, it is the standard-zed exceptional. This is the formula of cir-ulation building. This is the explanation, too, f our tiring too quickly of the news; it ex-lains why the courier has donned the cap and ells, in the shape of comic strip, "colyum," nd the popular ask-me-another.

Mr. Bent then takes up the place of dvertising in the newspaper. It was bout the year 1890 that newspaper ad-ertising first assumed its modern form n volume and persuasiveness. He quotes Don C. Seitz, former business manager of the *New York World,* as observing hat "until the middle of the last century most newspapers farmed out their ad-vertising." And "as late as 1884," Mr. Seitz says, "the *Brooklyn Eagle* sold much of its space through an outside agent. . . . . Advertising in the modern sense developed slowly. Even in 1893, when the World celebrated the tenth an-niversary under Mr. Pulitzer's ownership, the largest department store ad in the columns of the 100-page edition issued in honor of the event was but three col-umns."

In making a comparison of a news-paper of half a century ago, a quarter of a century ago, and of the present, as to the changes which have taken place in its contents, "as to news, as to advertising, as to editorials, and as to the cap and bells—the entertainment side of the performance, known to newspaper men as 'features,'" Mr. Bent gives some statistics based on figures made by Orland K. Armstrong and Delos F. Wilcox. Mr. Armstrong bases his figures on the *St. Louis Republican* (no longer in existence) of 1875, and the *St. Louis Post-Dispatch* of 1925. Mr. Wilcox studied newspapers of all sections of the country, of all sizes. Mr. Bent has selected percentages from their tables and gives the following statistics:

	1875	1900	1925
News	55.3	55.3	26.7
Opinion	9.6	7.1	2.2
Features	6.3	5.5	10.4
Advertising	28.9	32.1	60.5

According to Mr. Bent, 50 years ago more than half the space in newspapers was given to news; now only about one-fourth is devoted to it. He quotes Mr. Armstrong as stating that "journalistic growth in recent years has been along other lines than news. The advertisements have more than doubled in ratio to other material, and are of ten-fold volume." To show that there have been equally remarkable changes in the character of other varieties of news in the last half century, Mr. Bent gives the following percentages:

	1875	1900	1925
Sports	1.7	5.1	25.4
Business	26.9	8.2	20
Crime	4.9	3.1	10.7

On the subject of sports news, Mr. Bent says that its growth has been especially rapid during the last 15 years. At this point he quotes Mr. Damon Runyan, chief impresario of the Hearst sport sections:

> Increased circulation is the only return newspapers can hope to realize from the money and space they devote to sports. If a sports writer can't deliver circulation he isn't worth a dime.

The treatment of crime news in the newspapers comes in for its due share of space. Mr. Bent is of the opinion that the volume and display of this kind of material is a tender subject with newspaper editors, that they extenuate it on the ground that it acts as a deterrent of crime. He adds:

> Newspapers are channels of suggestion. Editors realize this when they conspire to suppress information about libel suits, and when by common consent they agree never to mention a threat against the life of the President. If the publication of crime news acted as a deterrent, a lot of it should be printed.

Mr. Bent then gives some rather detailed statistics as to the respective contributions of advertising and news to the newspaper budget. For these, however, space cannot be found in "Our Own World of Letters." I will content myself with stating that according to figures taken from unofficial reports for the year 1926 Mr. Bent says that advertising paid nearly three-fourths of the bill.

DAILY OFFERS REWARD

The *Scranton* (Pa.) *Times* recently offered a reward of $500 for information leading to the arrest and conviction of two men who killed two girls while on an auto ride near Pittston, Pa.

PASTOR NAMED EDITOR

Rev. George Farquhar, formerly pastor of St. Andrew's Church, New Glasgow, N. S., Canada, has been appointed editor of the *Halifax Chronicle and Daily Star.*

AD TIPS

Aitkin & Kynett Co., 1516 Chestnut street, Philadelphia. Again placing orders with newspapers in various sections for the G. H. P. Cigar Company, El Producto Cigars, Philadelphia.

Barton, Durstine & Osborn, Inc., 383 Madison avenue, New York. Now handling account for the Sterling Silversmiths Guild of America, New York.

George Batten Company, 383 Madison avenue, New York. Now handling account of the Oakland Chemical Company, "Dioxogen," New York.

Blackman Company, 120 West 42nd street, New York. Now handling account of the Spool Cotton Company, "Croquet" cotton, New York.

Bourbon Remedy Company, Lexington, Ky., Is sending one-inch orders direct to a few small town newspapers in Ohio.

Emil Brisacher & Staff, Flood Building, San Francisco. Placing orders with some Pacific Coast newspapers for the Petri Cigar Company, San Francisco.

Carter Advertising Agency, 285 Madison avenue, New York. Now handling account for Cluett, Peabody Company, collars and shirts, Troy, N. Y.

W. P. Colton Company, 165 Broadway, New York. Placing orders with some Western papers for Richardson & Boynton Company, heating systems, New York.

Critchfield Company, 14 E. Jackson Boulevard, Chicago. Renewing some newspaper contracts for H. S. Peterson & Company, canthrox shampoo, Chicago.

Erwin, Wasey & Co., 844 Rush street, Chicago. Placing the advertising of Rat Bis-Kit Company, Springfield, O., manufacturers of "Rat Bis-Kit" and "K. R. O.," which makes up its lists during July and January, using newspapers, magazines and farm papers.

Gardner Advertising Company, 1 Pershing Square, New York. Making contracts in cities where salesmen will secure distribution for Softex Laboratories, New York.

Hawley Advertising Company, 95 Madison avenue, New York. Now handling account for Arbuckle Bros., Yuban coffee, Brooklyn, N. Y.

H. K. McCann Company, 80 East Jackson Boulevard, Chicago. Will handle the advertising of the Institute of American Meat Packers, Chicago, an organization just formed of Chicago packers, in a list of newspapers starting July 8.

Martin-Gessner Advertising, Inc., Pere Marquette Building, New Orleans. Now handling account of the Cloverland Dairy Products Company, New Orleans.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. Placing orders in selected sections for Guntraths-Lorenzen Company, "Mrs. Guntrath's Minute Dessert," Chicago.

Olmstead, Perrin & Leffingwell, 250 Park avenue, New York. Now handling account for Pinaud, Inc., hand and face cream, New York.

Frank Presbrey Company, 247 Park avenue, new York. Again placing orders with some Western newspapers for the Shredded Whole Wheat Company, Niagara Falls, N. Y.

William H. Rankin, 342 Madison avenue, New York. Now handling account for Spark-lin-Ale Company, ginger ale, New York.

Richardson & Briggs Company, 216 Superior avenue, N. E., Cleveland, Ohio. Placing orders with some Western papers for the Mountain Valley Water Company, mineral water, Cleveland.

Socks Company, Inc., 347 Fifth avenue, New York City. Placing the following new accounts: The Glycine Watch Company, New York City. This advertising will begin in the fall issues of Class Magazines. The South Mountain Manor Hotel, Wernersville, Pa., the advertising to start immediately in a list of local and out of town newspapers.

Sehl Advertising Company, 360 North Michigan boulevard, Chicago. Now handling the account of Greene Brown Company, Chicago, makers of radios.

L. H. Waldron Advertising Agency, 19 West 44th street, New York. Renewing some newspaper contracts for E. T. Cunningham, Inc., radio tubes, New York.

America's Complete Newspaper

NEW YORK Herald Tribune

South America's Greatest Newspaper

"Buenos Aires IS the Argentine Republic"—

"If you introduce an article in Buenos Aires it is introduced in the whole of the Argentine."

"We know that LA PRENSA has a larger circulation than all the local papers put together, and that this circulation is amongst the very best class."

(Extract from letter written by the distributor in Argentina of important American products, urging his principals to place their advertising in LA PRENSA—)

National sales and distribution in Argentina can quickly be attained by advertising in LA PRENSA.

JOSHUA B. POWERS
Exclusive Advertising Representative
250 Park Avenue New York

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday news papers *combined.*

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

Largest Circulation *and* Largest Volume of Advertising of any Daily west of the Missouri river
LOS ANGELES EVENING HERALD
REPRESENTATIVES
Chicago, JOHN H. LEDERER, 910 Hearst Bldg.
San Francisco, A. J. NORRIS HILL, 610 Hearst Bldg.
New York, HERBERT W. MOLONEY, 604 Times Bldg.

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

ROTO-GRAVURE *Sections for* Newspapers & Magazines
STANDARD *Gravure Corporation*
LOUISVILLE, KENTUCKY

COAST GROUP ISSUES RATE-MARKET BOOK

Southern California Publishers Compile Listing of Daily and Weekly Members with Market Data

Indicative of the possibilities for co-operative selling of a field by newspaper associations is the "Rates and Markets Data" book, just published by the California Newspaper Publishers' Association. The book is four by nine inches in size and contains more than 200 pages of detailed information about Central and Southern California newspapers, all members of the association, together with pertinent facts concerning their respective fields.

The book contains data on practically every town and city in the southern half of the state, and lists one or more papers in each of these towns.

Arranged alphabetically by counties and cities, each county has a detailed description of its resources, with emphasis placed upon that in which it particularly excells. Population is tabulated, and principal cities listed.

Under the county headings appear the cities and towns within the county. City data includes population in 1920 and 1927 estimated; city and suburban population; character of population; schools; churches; banks; theatres; location; principal industries; manufacturing establishments; residential features; hotels or apartments; retail shopping section; wholesale houses; trading area; number of retail outlets by classifications; miscellaneous data.

Following data on the town or city appears information on the newspaper or newspapers. This includes the name of the publisher; day of publication; when copy must reach publisher; display rate per inch; classified rate; width of type page; depth of type page; width of column; depth of column; columns to page; commission to advertising agencies; cash discount allowed; circulation, divided according to city, rural routes, trading area and outside district.

With this detailed information incorporated in one book it is believed that these publishers will be able to make a bid for national accounts that they have heretofore been unable to attract. The data book will be particularly helpful to the weekly publishers listed.

Six months were required to compile this information under the direction of Ben H. Read, executive secretary of the California Newspaper Publishers' Association.

The publication will be distributed to advertising agencies and national advertisers. The California group is believed to be the first to prepare such a comprehensive rate and market book for its members.

Expense of publishing the book was largely defrayed by the selling of advertising space in the publication. More than 40 pages were sold, chiefly to member newspapers, with a few pages taken by a newspaper representative.

The outside cover had reproduced upon it a map of the state, with the southern half in pink stripes, circled by a band of orange. With the circle was: "The Golden Circle List—Results."

In the center of the book was a two-page spread, showing another map.

NEW LIBEL LAW OPERATIVE

Liberalized Texas Statute Went Into Effect June 14

The new libel law for Texas became effective at midnight on June 14. This new law, enacted as result of several compromises between legislators and members of the press of Texas, is generally regarded as a wise and judicious measure, protecting the citizens of the state from libellous publications, and at the same time liberalizing the press as to the publication of privileged matter.

Under the amended law fair and true reports of public meetings held in the public interest are privileged, as are impartial reports of all executive and legislative proceedings including all reports of proceedings in and before legislative committees and committees appointed by the legislature.

COAL ADVERTISING URGED

New England Dealers Hear Newspapers Praised at New London

James J. Cotter, advertising man of Boston, Mass., and W. A. Clark, also of Boston, the re-elected president of the New England Coal Dealers' Association, urged the 600 dealers in session in their 25th annual convention at the Hotel Griswold, New London, Conn., June 15-17, to use co-operative newspaper advertising as the best method of reaching the public.

Mr. Cotter said in part: "It is your plain duty to the public as well as to your own business to see that your customers get all the facts about fuel.

"You have a story more interesting and convincing than that of any competing fuel. If you will but break your silence—cease to be business hermits—and bring forward your witnesses you can prove that anthracite is the nearest approach to the perfect fuel ever offered the public.

"Let the public get all the facts clearly and they will be convinced that the arguments for anthracite are so overwhelming that it will become more and more the universal fuel for all New England.

"How should this story be presented? There is only one feasible way—by co-operative advertising."

President Clark also stressed newspaper advertising for the dealers. Newspaper advertising he described as the "most economical and efficient way."

Supplies and Equipment

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work, also Goss Sextuple.

HOE Pony Quadruple, Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Metropolitan Quadruple stereotype presses—print up to 32 pages.

Available for Early Delivery

WALTER SCOTT & COMPANY
Main Office & Factory.....Plainfield, N. J.
New York Office..Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Block

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO - NEW YORK - LONDON

Stereotype Room Efficiency

Means quick production of good plates and the elimination of re-casts as far as possible.

Moulding Blankets

Hard and Soft Cork Blankets
Heavy Wool Moulders
Light Wool Moulders
Thin Wool Moulders
(All Sizes)

Space Packing Felt
4 Thicknesses—No. 25, No. 35, No. 40, No. 50

Easy to tear, quick to place

New England Newspaper Supply Company
Worcester, Mass., U. S. A.
Cable Address NENSCO
Worcester, Mass.



Halvorsen Newspaper Stuffing Machines

are now being used by many of the leading newspapers from coast to coast and border border. In one plant the machine has saved one-fifth of its cost in six months. Papers can be delivered in better condition to distributors and to the readers.

After a thorough investigation you will want to invest
Write for full particulars

NONPAREIL MACHINE COMPANY
36 S. Throop Street, Chicago

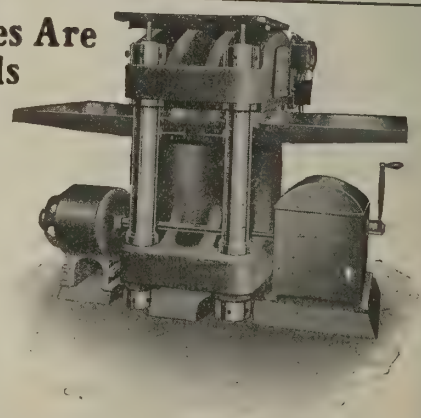
Drive and Control for Newspaper Presses

A representative installation in Tennessee is that of a 100-h.p. alternating-current drive at the Memphis Press Scimitar, on a Hoe Press

GENERAL ELECTRIC

When New Machines Are Designed Hoe Builds The Best

DIRECT-Pressure Matrix Moulding has been perfected in The New Hoe Hydraulic Matrix Moulding Press. To appreciate its superiority, you should see it in operation at the first opportunity.



Write for full information of this latest and greatest development in stereotyping to

R. HOE & CO., INC., 504-520 Grand Street, New York City
7 South Dearborn Street, CHICAGO, ILL.
Pere Marquette Bldg., NEW ORLEANS, LA.
7 Water Street, BOSTON, MASS.

A Salesman always on the job—Your Advertisement in EDITOR & PUBLISHER

Employment—Equipment—Services

EDITOR & PUBLISHER
Classified Advertising Information
RATES

SITUATIONS (Cash with Order)
1 Time — .50 per line
3 Times — .40 per line
ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .75 per line
4 Times — .60 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Minimum Contract space, three lines. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

ADVERTISING

General Promotion

If You Want More Local Advertising put us to work for you selling our "Worthwhile" Features. Write F. G. Hogan Syndicate, Lemcke Bldg., Indianapolis, Ind., or Kane, Pa.

Supplies

Shading Sheets for Art work and **Benday effects. Bourges Service, Inc., 144 West 32nd St., New York.**

BUSINESS OPPORTUNITIES

Brokers

Rare Opportunity to procure a very desirable evening paper, occupying exclusive field and earning handsome dividends on price asked, in the following states: New York, Pennsylvania, Ohio, North Carolina, South Carolina, Alabama, North Dakota, Wisconsin. J. B. Shale, Times Bldg., New York.

Who Wants This Kentucky exclusive county seat weekly? Netted $4,000 in 1926. Machine equipped, excellent plant. Only $5,000 cash necessary. Prop. 1509x. The H. F. Henrichs Agency, 861 First National Bank Bldg., Chicago, Ill.

Trade Journal, established, in good condition, capable of expansion. Gross about $20,000. Asking price, $17,500 cash. Harris-Dibble Co., 345 Madison Avenue, New York City.

Service

To Out of Town Concerns. You can secure all the advantages of a New York address, including the services of established, fully furnished and equipped offices, where your interests, enquiries, callers, literature, mail, or samples will be intelligently and properly handled, for a nominal annual charge. Address (by letter only) Suite 1004, at 1841 Broadway (Columbus Circle), New York City.

EDITORIAL

Syndicate Features

Pawnee Bill—Real story of love and adventure of the only living scout—released August 1—illustrations from Pawnee Bill's private collection. Ordered this week by Peoria Star, East St. Louis News Review, Bakersfield (Cal.) Echo, Atlantic City News and Rensselaer (N. Y.) Times. Graphic Syndicate, Inc., 25 City Hall Place, New York.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Ask the Man Who's Had One! In over 20 years of nation-wide experience, we have proved ourselves always able to produce greater results per dollar expended. Our circulation building campaigns, large or small, have all expert management and attention. Address us now, care of The World-Herald, Omaha, Nebr., or at any time at Box 288, Waterloo, Iowa. Myers' Circulation Organization.

Mr. Publisher—Large, small, Daily or Weekly—let us build your circulation by experienced Circulation Builders. Carolina Contest Co., Durham, N. C.

Superior Circulation Builders—The W. S. Kendall Company, 104 North Bailey Ave., Louisville, Kentucky. The circulation-building organization that has set the standard for aggressive, successful circulation campaigns for nearly twenty years.

The World's Largest Circulation Building Organization—The only circulation-building service in Newspaperdom furnishing publishers' affidavits of the exact results of its every campaign. The Charles Partlowe Company, Occidental Building, Indianapolis.

CIRCULATION

Promotion

Wire Our Pottery Direct for supplies to start a dish offer. Results—Low cost. The Albright China Co., Carrollton, Ohio.

EMPLOYMENT

Help Wanted

Advertising Manager wanted who can develop advertising in weekly paper year old; territory, 11,000 population, rapidly increasing; close to Philadelphia; established business centers; opportunity for man who can invest $1,000 to $1,500 for part interest; paper one of group of three. Reply, stating qualifications, age, experience, references, photograph if possible. C-780, Editor & Publisher.

Advertising Salesman—High class general magazine has opening for competent salesman and advertising manager. Must have magazine experience and A-1 references. Salary and bonus. Exceptional opportunity for real producer. Box C-779, Editor & Publisher.

Advertising Solicitor wanted at once. Must be capable of developing new business and trained in writing copy. Give experience, age and salary expected. Inclose photo. C-786, Editor & Publisher.

Classified Salesman; not just ordinary solicitor. **Live-wire paper, 70,000 A. B. C., 2 hours from New York, offers lifetime opportunity to man who can produce on contract sales. Replies strictly confidential. Pierre de Rohan, Courier-Post, Camden, N. J.**

Editorial position on woman's fiction magazine. $40 a week to start. Opportunity for advancement. Give details of experience, etc., in first letter. C-783, Editor & Publisher.

Managing Editor and Business Manager to take control of incorporated organization of three weekly newspapers near Philadelphia; man of ideas who can plan, write and sell advertising; direct efficiently activities of staff of six; develop circulation; an opportunity for experienced, energetic man to take group of young papers, and develop them in fastest growing communities in Delaware County, outside of Philadelphia; man who desires permanent connection. As rapidly as these papers are established, new papers will be added to chain. Man wanted who recognizes that successful newspapers must take leadership in thought and service in their communities; one who can invest $3,500 to $5,000 for part interest in corporation or finance himself for period of time, will be given marked preference. If qualified, tell us why, fully covering experience, age, references. Photograph if possible. C-781, Editor & Publisher.

Newspaper Advertising Solicitor wanted. Must be wide-awake, and capable of preparing, laying out and selling space. Married man preferred. Merchants here already educated to value of advertising. Pennsylvania town 20,000. If you have no ability to sell and cannot assist advertiser do not apply. Service and production is what we want. References. Permanent position. State salary expected. Address Box C-692, Editor & Publisher.

Publisher—250 Stockholders, already owning daily newspaper and plant in a prosperous city of 40,000 people, have subscribed $25,000 for expansion fund. Will receive applications from experienced publisher for taking over active management. Salary and bonus, or if applicant can convince us of ability, may be allowed to invest up to $15,000. Applications must be accompanied by financial and capability references. Address Stockholders, Box C-778, Editor & Publisher.

Salesmen to sell Weekly Business Review Pages and Rotogravure Special Supplements in leading American dailies for largest organization of its kind in America. References as to integrity and ability must be given in first letter. Correspondence confidential. C-659, Editor & Publisher.

Situations Wanted

Advertising Manager with excellent record, experienced directing selling and copy staffs, wants change to publisher requiring services of assistant. Trained on nationally known Eastern dailies. 33, married. C-784, Editor & Publisher.

Advertising Manager—Experienced copy writer and layout man, familiar with office details and systems. References furnished. Consider small daily. C-776, Editor & Publisher.

Advertising Manager—Solicitor desires position. Six years experience. Can write and sell copy. Southwest preferred. C-773, Editor & Publisher.

Advertising Manager - Solicitor—Age 30, married, seeks permanent connection with growing paper in city between 25,000 and 50,000. Marked ability as copywriter, linage and good will builder. Hard worker with very successful record. Present position over 3 years, not obliged to change. Salary nominal, with future prospects and living conditions given first consideration. C-777, Editor & Publisher.

Advertising Salesman for small daily or progressive weekly. Selling against strong competition has demonstrated ability. Desires position that offers opportunity to grow with paper. Married. References. C-689, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Business Manager seeks larger opportunities; at present with well known Eastern newspaper; complete background of local and foreign advertising management training; under 40 years of age; would prefer second or third paper where a real job could be done. C-700, Editor & Publisher.

Circulation—Would like to connect with small city paper as Circulation Manager. Have had experience in handling home delivery, road men and organization. Can furnish best of references. C-774, Editor & Publisher.

Circulation Manager, experienced on metropolitan and smaller city dailies; morning, evening and Sunday. Familiar with promotion, audit records, etc. Reliable and aggressive. Age 45, married. Reasonable salary. Address C-696, Editor & Publisher.

Desk Man, telegraph editor, copy reader, experienced, desires position on Southern afternoon daily. Address C-772, Editor & Publisher.

Editor or Managing Editor, 38 years of age, 15 years in all branches of newspaper work, desires position as editorial writer or managing editor. Now editorial writer on metropolitan daily. Address C-684, Editor & Publisher.

Editor of ability, 10 years' experience on desk, at leisure for summer, is willing to substitute for managing editor, local editor or telegraph editor on daily, while he takes his vacation. Best references. C-782, Editor & Publisher.

Editor - Sports—Nationally known writer, columnist, seeks opening. Leading editors vouch for clean record on big papers, East, West, Pacific coast. All-around feature writer; wide background. Creates reader interest. Circulation builder. C-788, Editor & Publisher.

Editor, successful, 35, seeks connection, preferably with chance to acquire stock interest. C-669, Editor & Publisher.

Executive - Office Manager—Experience covers a wide range as Office Manager, Auditor, Credit and Collection Manager, and Purchasing agent in the publishing business. At present employed as assistant by audit company. Have proven executive ability, and fully competent to assume responsibility and take entire charge of office and personel. American, Protestant, married, pleasing personality, excellent banking connections, and best of references. C-785, Editor & Publisher.

Managing, City, News or Telegraph Editor, with twenty years' clean record on desk, seeks work at once. Write or wire C-675, Editor & Publisher.

Managing Editor, thoroughly experienced and competent. Young, well educated, sober, good appearance. Go anywhere but prefer city at least 20,000. Willing to start at $60. Available at once. C-775, Editor & Publisher.

Newspaper Advertising Executive of proven ability seeks larger field. Has remarkable production record. Knows copy writing, selling and can handle men. Big record for building weak papers into strong ones. Exceptional references. American, married, will go anywhere. Address C-683, Editor & Publisher.

Newspaper Executive seeks position as Publisher or General Manager, taking full charge of every department on paper in large city. Have had many years' successful experience with large and small cities. Am able to cope with difficult conditions and keen competition. Desire position on paper either losing money or being operated at a profit less than field and investment warrants. In previous position, together with other economies, made a pay-roll reduction of more than $1,500 a week, and with greatly increased revenue, changing paper from a losing to a profitable investment. Men prominent in Newspaper world, together with publishers by whom I have been employed, will testify to my ability, integrity and capacity for making newspapers pay big profits. Interviews can be arranged. Address in confidence to C-661, Editor & Publisher. Not a revolutionist, but a careful, well balanced executive who knows newspapers and how to make necessary changes without causing contentions or disrupting your organization where it may now be efficient.

Position on Weekly—Young man, college education, 4 years' advertising experience desires position on live weekly or small daily. C-676, Editor & Publisher.

Under One Roof

The Classified page of EDITOR & PUBLISHER brings together all the varied interests of the Newspaper World.

Manufacturer and Buyer, Employer and Employee meet here to their mutual advantage.

Classified Service

MECHANICAL

Equipment for Sale

For Quick Sale—28-Page Goss Straightline High Speed Press. Prints in units of two pages from two to 28 pages. Also four-page color deck up to 24 pages. Complete Stereotype equipment, including curved plate rotary router, 18 Stereotype Chases, 18 Turtles. Motor and Control. Press completely rebuilt with Goss latest improvements. An ideal equipment for a growing newspaper. Excellent terms can be made to responsible purchaser. You want to increase your press capacity? This is your opportunity. C-686, Editor & Publisher.

For Sale—2 Cutler-Hammer Electric Melting Pots for Linotype Machines, alternating current—one brand new. Thomas W. Hall Company, 575 Washington St., New York.

For Sale—Goss Comet complete with Chases, Motor, Good Rollers with extras etc. Priced for quick sale. Roy C. Goodwin, Geneva, N. Y.

For Sale—Very late model Duplex Tubular, twenty-four page capacity, with motor drive and all stereotype equipment. Press will be sold either as a sixteen, twenty or twenty-four. Press has the two to one printing combination and is a beauty. Roy C. Goodwin, Geneva, N. Y.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffman Type & Engraving Co., 114 E. 13th St., N. Y. City.

Printers and Bookbinders:—Two Revolution Presses, Drum Cylinder Presses, Power Paper Cutters, Lever Paper Cutters, Colts and Universal Presses, Chandler & Price Presses, Golding Jobbers, New Style Gordon Presses, C. & P. Presses with Miller Feeder, Multi Color Presses, Folders, Punches, Perforators, Wire Stitchers, Numbering Machines, Standing Presses, Embossers, Shears, Proof Presses, at greatly reduced prices and upon most liberal terms. American Type Founders Co., 96 Beekman St., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Newspaper Properties
Bought, Sold and Appraised
All negotiations confidential
PALMER, DEWITT & PALMER
Business Established in 1899
350 Madison Ave. New York
Pacific Coast Representative:
M. C. Moore, 515 N. Canon Drive, Beverly Hills, Calif.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

GENERAL NEWS REPORTER available immediately. Covered courts, politics, city hall, interviews. Experience in rewriting, publicity, feature stories, drama and motion picture reviews. Employer writes: "I consider him one of the most valuable members of my staff, a good news gatherer and writer." Age 27, not married. Has been getting $40. Our No. 3037.

FERNALD'S EXCHANGE, INC.
SECURITY BLDG. SPRINGFIELD, MASS.

DOLLAR $ $ $ $ PULLERS

One Dollar will be paid for each idea published. Send clipping for payment.

OUR "Inquiring Reporter," with his queries put to half a dozen persons daily picked at random, conceived the idea of propounding questions such as "How long does it take to do the family washing?" and "What shrubs and what annuals do you prefer for your garden? He did his scouting in the residence section and actually rang a few doorbells each day. Then our circulation manager took to clipping the answers and mailing them to the housewives who had given them. A solicitor found them easy prospects a day or two later.—A. F. Riddle, *Boise* (Idaho) *Capital News.*

"An important message for you" was the title of a double truck cooperative advertisement of Milwaukee's leading merchants published in the *Sentinel* and composed entirely of telegrams. Each firm purchased space for a sample Western Union telegram, addressed it to a customer of the store, and in it included a sales message of interest to the public at large. The ad was strikingly different.—R. L.

It pays to keep a separate file of the previous year's papers on hand in the advertising department. Each solicitor can glance through it in the morning before going out on his run and check up on what his clients were doing at the same time last year. Many an inch of timely advertising is saved from being overlooked by such daily use of the files. Often a last year's ad bears repeating without taking valuable time and thought in laying out and writing a new piece of copy.—E. A.

The merchants of Franklin, Ind., recently staged a Big Bargain Day that was an unusual success. Forty-five dealers co-operated in the event, each firm offering at least one item at cost for the Bargain Day. The public was not given advance notice of the event. A special edition of the *Franklin Star* carrying an ad from every merchant appeared on Tuesday, with follow up ads on Wednesday and the Bargain Day Thursday. The merchants plan to repeat the affair every few weeks.—Davis O. Vandivier.

"Get Your Car Washed" could be the heading over a page of ads run regularly every Friday. Under this heading could be some copy urging folks to get their automobiles in fine shape for the week-end.—F. H. Williams.

HUNCHES

One Dollar will be paid for each idea published. Send clipping for payment.

"LITTLE Interviews" are being run daily in the *Salt Lake Tribune.* Under a picture of Miss Three-or Four-Year-Old is a short account of what the youngster has to say on some subject of youthful interest. And the paper certainly makes a friend or two in that family!—Dorothy D. Peede.

Get a story on the new ruling from the postal authorities on these direct-by-mail "pests," who are flooding the country with knitted ties, fountain pens, greeting cards and such stuff. Many of your readers think because they open the package they must pay for the contents. They do not. The merchants of your city will welcome the facts on this.—D. A.

Many people don't realize it, but a telegraph office messenger boy gets many assignments other than mere delivering of messages. A Sunday writer at Worcester, Mass., found that boys are used as sightseeing guides, aides to police, breakers of engagements, escorts for taking lost children home, and for a multitude of other tasks.—R. B. S.

We've read several professional articles on the year "2,000" as a forecast, and we've had some highly expert opinions on what the world will be like in that era, but what does the ordinary man and woman think about it? Try this new treatment of an old subject. Find out from the person on the street what he thinks will be going on 75 years hence. It's a subject bound to create much friendly debate.—B. A. T.

Have a reporter look over the latest edition of a good dictionary at a bookstore. Under "Addenda" or in the main index may be found new words which, through common usage, have just been recognized and admitted as a part of the English language. Any one of these new words, familiar to the public, is good for a story.—R. B. S.

"Milwaukee persons famous in the nation" was the title of a Sunday article in the *Milwaukee* (Wis.) *Journal.* Why not dig up the erstwhile citizens of your city who have sprung into the national limelight and work them into feature story?—R. L.

The *Columbus* (O.) *Dispatch* runs a three-column cartoon called "Sport Spots," in its sports section every Sunday. Some time ago it featured a scene in some well known drug store each week, with a picture of the proprietor in an upper corner and the name and address of the pharmacy. A recent cartoon in this series showed about 40 residents in a store. Names were given, also explanations as to what this and that person was doing in the store. For example, there was "Billy" Ireland, Dispatch cartoonist, "who has just bought another San Felice, listening to Ralph Beaton expound on the South Sea Islands," and a likeness of one Larry Irwin, 100-yard man at Ohio State University, at a pay telephone "calling up a girl for a date."—J. A. Weller.

A mid-western paper recently scored a "reader interest" hit when it offered a year's subscription free to the person bringing the oldest hymn book to its office. The prize winner was 333 years old. —Davis O. Vandivier.

The municipal court alone of all county courts was operating at a profit, the *Fond du Lac* (Wis.) *Commonwealth-Reporter* discovered. What is the situation in your county?—Ruben Levin, Milwaukee, Wis.

EXEMPT FROM JURY SERVICE

Under an amendment to the Irish Juries Bill, recently passed through all its stages in the Seanad and Dail Eireann, exception from service on jury is granted to all engaged in whole-time employment on the staff of any daily or weekly newspaper, as editor, (whether chief, subordinate, or special), literary manager, writer of articles, reporter, or artist.

ILLINOIS DAILY CELEBRATES

Kewanee Star-Courier Host to Staff and Lee Syndicate Executives

Employes and their families were guests of the *Kewanee* (Ill.) *Star-Courier* June 15, celebrating the first anniversary of the management of the paper under Philip Adler, son of E. P. Adler head of the Lee Syndicate.

John F. D. Aué, publisher of the *Burlington* (Ia.) *Hawk-Eye,* was principal speaker and among the other guests were E. P. Adler, Frank D. Throop of the *Davenport Democrat;* James F. Powell, *Ottumwa Courier;* A. M. Brayton and Ike U. Sears, *Madison State Journal;* Mr. and Mrs. Frank Burgess, *La Crosse Tribune;* Mr. and Mrs. Clyde Rabedeaux, *Muscatine Journal;* Mr. and Mrs. E. L. Sparks, *Hannibal Courier-Post.*

EDITOR & PUBLISHER classified advertisements gets results.

We Supply
WEEKLY ILLUSTRATED
FICTION

Daily One-Column Mat Features

Weekly Special Articles

Serials

Ask Us for Samples

The O'Dell Newspaper Service
55 Fifth Ave., New York City

ABIE'S IRISH ROSE

The Greatest Serial in Years

NOW READY FOR PUBLICATION

(Sixty daily installments, each illustrated with specially posed photographs)

UNITED FEATURE SYNDICATE
World Building, New York

What Do You KNOW ?

A Great Questions and Answers Feature

New Questions Daily

King Features Syndicate, Inc.
New York City

Sparkling
Accurate Reporting
and
Complete
World Coverage
of Telegraph News

INTERNATIONAL NEWS SERVICE
63 Park Row, New York City

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York

KEEP THEM!

Are you building features for yourself or for a chain of newspapers to manipulate at will?

EFS is an insurance against rising feature costs, and the editor who buys EFS features keeps them!

EDITORS' FEATURE SERVICE, INC.
1435 E. Twelfth Street
Cleveland, Ohio
W. H. Johnson, President

IT WILL PAY YOU TO HIRE TRAINED MEN

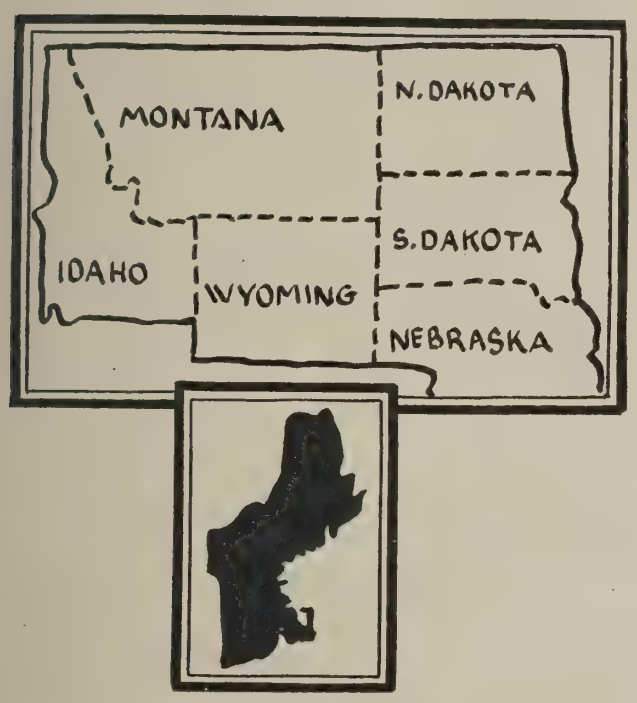
Ambitious young men, schooled in every branch of the newspaper or magazine field, may be secured to fill that opening on your publication by simply making your wants known to the Personnel Bureau of Sigma Delta Chi, professional journalistic fraternity.

No Charge To Employers

Avail yourself of this free service to replenish your staff whenever the occasion requires. Write or wire John G. Earhart, 836 Exchange Ave., Chicago, Ill., and he will put you in touch with the right man.

COMPARATIVE NEW ENGLAND

as your market



Value of Manufactured Wealth—

NEW ENGLAND, $6,420,000,000

6 Western States, $878,000,000

If Buying Power is measured by the value of manufactured wealth—then New England is entitled to a place under the Sun. Of course there is a substantial reason why the small eastern territory should produce nearly 8 times more manufactured wealth, for New England is truly the cradle of American industry and enterprise. Many of our great industries that have helped America become the world's industrial center were founded in these six of the original 13 colonies. These same industries are today furnishing incomes to thousands of contented New Englanders.

New England continues to prosper. It is still the most desirable market. Its wealth and buying power is an established fact and National Advertisers consider this territory of utmost importance and always include it in their distribution plans.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	5,786	.03	.03
**Boston Globe .....(M&E)	286,361	.50	.50
**Boston Globe .....(S)	333,452	.55	.55
††Boston Transcript .....(E)	38,245	.20	.20
**Boston Post .....(M)	394,851	.60	.60
**Boston Post .....(S)	350,627	.55	.55
**Fitchburg Sentinel .....(E)	12,069	.06	.045
**Haverhill Gazette .....(E)	16,415	.065	.05
**Lynn Item .....(E)	17,004	.065	.05
††Lowell Courier-Citizen and Evening Leader ...(M&E)	20,621	.07	.07
**New Bedford Standard Mercury .....(M&E)	32,607	.10	.10
**New Bedford Sunday Standard (S)	29,262	.10	.10
**North Adams Transcript.(E)	10,427	.05	.04
**Pittsfield Eagle .....(E)	18,264	.05	.05
**Salem News .....(E)	21,495	.09	.07
**Taunton Gazette .....(E)	9,414	.045	.035
**Worcester Telegram-Gazette (M&E)	99,207	.28	.25
**Worcester Sunday Telegram (S)	52,740	.21	.18

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
**Bridgeport Post-Telegram (E&M)	44,370	.15	.15
**Bridgeport Post .....(S)	23,171	.10	.10
**Hartford Courant .....(M)	33,017	.09	.09
**Hartford Courant .....(S)	58,674	.13	.13
††Hartford Times .....(E)	56,077	.13	.13
**Middletown Press .....(E)	8,560	.05	.03
††New Haven Register.(E&S)	48,507	.145	.135
**New London Day.....(E)	12,293	.06	.045
††Norwich Bulletin .....(M)	12,842	.07	.05
**Norwalk Hour .....(E)	6,429	.04	.04
††South Norwalk Sentinel.(E)	5,320	.04	.03
**Stamford Advocate .....(E)	10,937	.05	.04
**Waterbury Republican-American (M&E)	25,234	.08	.08
**Waterbury Republican...(S)	15,903	.08	.08

MAINE—Population, 768,014

**Portland Press-Herald Express, Sun & Telegram...(M&E)	59,356	.20	.16

NEW HAMPSHIRE—Population, 443,683

**Concord Monitor-Patriot.(E)	5,773	.0375	.025
††Keene Sentinel .....(E)	3,980	.036	.023
**Manchester Union Leader (M&E)	32,585	.15	.12

RHODE ISLAND—Population, 604,397

	Circulation	2,500 lines	10,000 lines
††Newport Daily News....(E)	6,249	.0336	.0293
**Pawtucket Times .....(E)	28,449	.08	.08
**Providence Bulletin ....(E)	71,443	.20	(B).27
**Providence Journal ....(M)	38,599	.12	(B).27
**Providence Journal .....(S)	74,009	.20	.20
**Providence News .....(E)	28,021	.08	.08
*Providence Tribune .....(E)	21,162	.10	.09
**Westerly Sun .....(E&S)	5,273	.03	.03
**Woonsocket Call .....(E)	14,880	.05	.05

VERMONT—Population, 352,428

**Barre Times .....(E)	7,282	.03	.025
††Brattleboro Reformer ...(E)	3,520	.035	.02
**Burlington Free Press..(M)	14,265	.05	.05
**Rutland Herald .....(M)	11,816	.05	.05
††St. Johnsbury Caledonian-Record .....(E)	4,061	.03	.02

** A. B. C. Publisher's Statement, March 31, 1927.
†† Government Statement, March 31, 1927.
(B) Combination rate Daily Journal and Eve. Bulletin.

SUPREMACY

EVERY MONTH FOR
THE LAST TWO YEARS

The  Sun

HAS LED ALL
NEW YORK
EVENING NEWSPAPERS
IN VOLUME OF

ADVERTISING

THIS ISSUE: REPORT OF INTERNATIONAL ADVERTISING ASSOCIATION MEETING

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1927

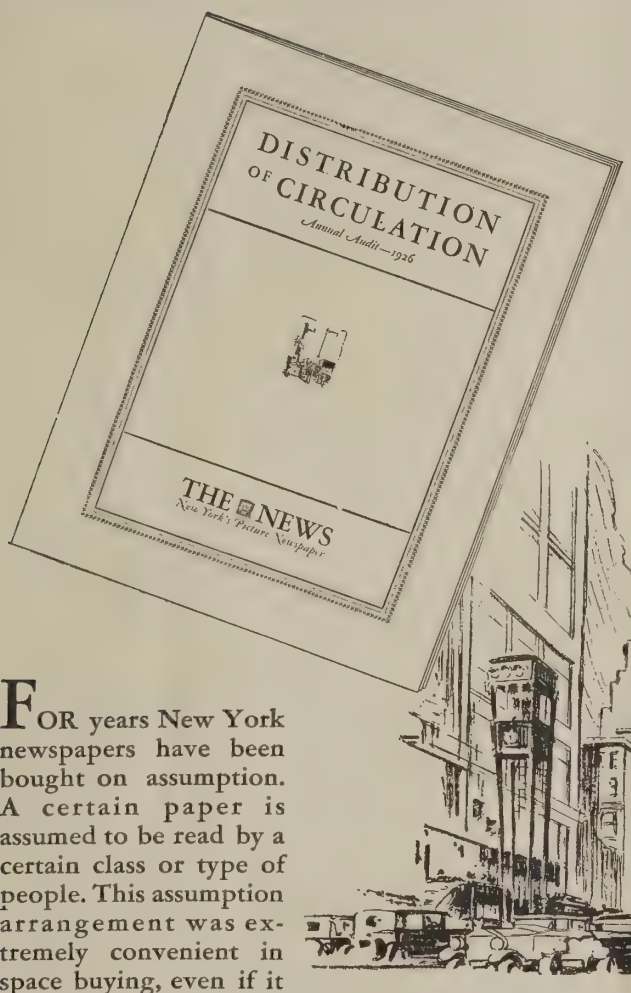
SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

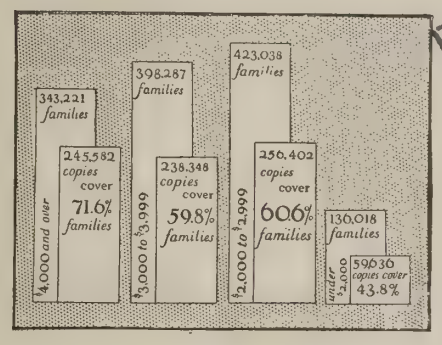
MEMBER A.B.P. MEMBER A.B.C.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1926; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 60. No. 6 | TWO SECTIONS SECTION ONE | NEW YORK, JULY 2, 1927 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign. | 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room





Definite!
—not diffident

FOR years New York newspapers have been bought on assumption. A certain paper is assumed to be read by a certain class or type of people. This assumption arrangement was extremely convenient in space buying, even if it wasn't true! And for years, New York newspapers were sold by the attractiveness of the impression, and the persistence with which the publisher stuck to it.

On the other hand, for some years newspapers in other cities have been analyzing, classifying and localizing their circulation, giving the figures a local habitation and a name. But because most newspapers in New York are bought from newsstands, instead of from carriers or by subscription, New York circulations escaped analysis. New York publishers were charmingly diffident as to where and to whom their papers went.

In the morning field, the publisher printed so many copies, sold them in bulk to jobbers or distributors, didn't know and sometimes didn't care where the papers went. True enough, the A B C defines city circulation and suburban circulation; but "city" meant six million people and "suburban" included three million. The situation allowed considerable imaginative enterprise.

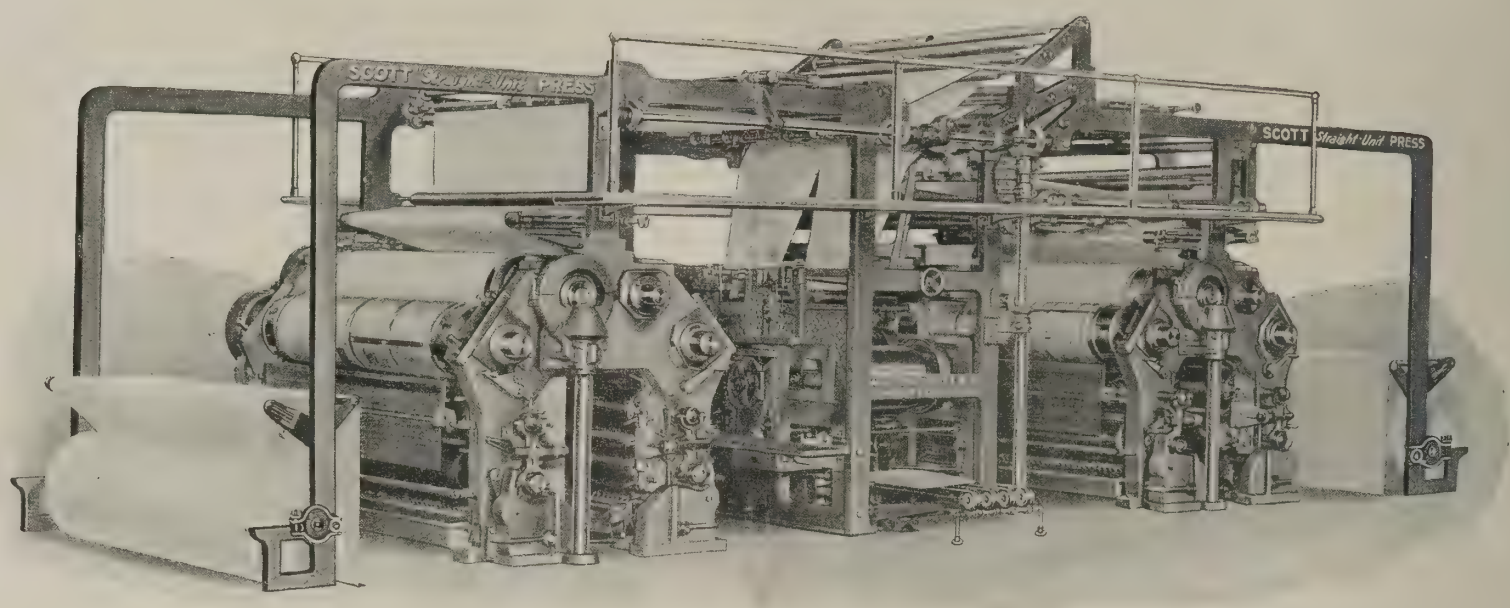
MORE than five years ago The News established its own independent distribution, serving directly 15,000 newsdealers in the Metropolitan district. Their names and orders are on our books; our representatives call on them at least once a day; we pack, ship, deliver and collect for their orders.

From these books we make an annual distribution audit of city circulation. The 1926 audit is now ready, issued in booklet form ❦ It is available to any advertiser interested enough to ask for it. News circulation, Daily and Sunday, is distributed by New York survey districts. Population, number of families, average annual family expenditures of these districts are known. Our audit allocates our paper's sales, shows where they go, to whom they go; proportion of coverage; and coverage by expenditure groups. Percentages of population and circulation by districts are charted.

For instance the tables will show you that Central Park West, Manhattan District 13, has 23,457 families, with an average expenditure of $10,199 per family, a Daily sale of 11,329 copies, and a Sunday sale of 7,392 copies of The News; and so on for all districts in four boroughs. This audit also shows how much of any income group News circulation covers. It exposes the population and buying power of the market, the quantity and quality of News circulation.

GIVEN an intelligent understanding of the market, and advertising space in The News, you have all you need for selling New York ❦ Without obligation, follow up, liability to solicitation or personal persuasion; for your own information and a better understanding and appreciation of the New York market—may we send you this book? Business letterhead preferred.

THE NEWS
New York's Picture Newspaper
Tribune Tower, Chicago 25 Park Place, New York



WHAT "PRICE" PRESSES?

Priced on a basis of value, over any period of years, Scott *"Straight-Unit"* and *"Multi-Unit"* Presses give so little trouble and expense and assure such uniformity in speed and quality in printing, that, in the long run, they are certain to cost less than any press which can be purchased and installed at lower cost to start with.

In printing presses, as in any other standard product, you get only what you pay for. Scott Presses are sold for what they are worth and are priced, not just to make a sale, but on the basis of built-in value.

Scott

***"Multi-Unit"* and *"Straight-Unit"* Presses**

Cylinder Speed—400 R.P.M.

WALTER SCOTT & COMPANY

Main Office and Factory - - - - - - Plainfield, New Jersey, U. S. A.
New York Office - - - - - - - - - - - 1457 Broadway
Chicago Office - - - - - - - - - - 1330 Monadnock Block

Cable Address: WALTSCOTT NEW YORK

What does your advertising net . . .

Curiosity *or* Sales

In choosing the newspaper that will carry your advertising in the world's greatest market are you influenced by quantity of circulation, by inquiries received, or by actual sales resulting from advertising?

Here is a case in point, a certain manufacturer* placed similar advertisements for an oil burner in the New York Herald Tribune, and in another New York newspaper. The other paper produced more than 200 replies, the Herald Tribune 42. *But* the 42 Herald Tribune prospects bought 19 oil burners, while the 200 prospects of the other bought only 8.

The other newspaper produced five times as many replies—but the Herald Tribune produced nearly two and a half times as many *sales.*

And similar results are being recorded in every department of Herald Tribune advertising, which prove the remarkably high degree of responsiveness of the Herald Tribune's circulation.

The Herald Tribune is edited for, and is constantly read by families definitely above the average in intelligence and in buying power.

Which is why experienced advertisers have found that the Herald Tribune circulation is beyond question the most responsive in the world's greatest market.

*Name on request

NEW YORK

Herald Tribune



Ask me another—

In which Philadelphia newspaper do most national advertisers and local merchants concentrate their advertising?

3,005,090 people live and buy
in the Philadelphia retail area.
One newspaper sells 546,527 copies daily

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

Vl. 60 NEW YORK, JULY 2, 1927 No. 6

l. A. A. Expansion Program Is Approved, C. K. Woodbridge Re-elected at Denver

Etroit Named Next Convention City at Close of Most Stirring Gathering—1,500 Delegates Attend and More Than 1,000 Ballots Cast in Hotly Contested Election

By Telegraph to EDITOR & PUBLISHER)

ENVER, COL., June 29.—Wednes- day, final day of the International ertising Association's twenty-third ovention, was a day of triple victory Detroit. C. King Woodbridge of Diroit was re-elected to his third term s presidency and his re-election signified convention's approval of the expan- program which has been known as Detroit Plan. Finally, Detroit was lected as the convention city for 1928.

t the final session of the convention, multuous meeting which lasted from until 7:55 this evening, the choice the nominating committee for the idency was overridden by a vote of for Woodbridge to 457 for Charles Younggreen, head of the Sixth Dis- i, who was the nominee placed before convention by the committee.

he committee's other nominations e accepted when by unanimous votes de Stewart of Philadelphia was elect- l ecretary and Francis Sisson of New k was elected treasurer.

r. Younggreen is member of the rtising firm of Klau-Van Pietersom- lap-Younggreen, Milwaukee. Mr. wart is publisher of the Philadelphia erd, while Mr. Sisson is vice-presi- of the Guaranty Trust Company, e York.

he contest for the presidency was one ne most stirring in the history of the nization and the pre-election cam- ns of the opposing candidates at s overshadowed the work of the con- on. The election itself was inter- ed with many exciting moments n credentials were challenged, taunts sit down" and "drag him out" were oted across the hall. Dr. David C. ess, acting as chairman, experienced greatest difficulty in restoring order. r Bayless, the "gun-toting minister" headed the Denver hospitality com- e, and possessor of a voice resem- r an oversized foghorn, must be given t for the strenuous measures which r itted adjournment only an hour or te for dinner.

Following the annual reports of Presi- n Woodbridge and other officers and eport of the nominating committee, name of Mr. Woodridge for presi- n was placed in nomination from the o by Harry T. Bussman, president of St. Louis Advertising Club. Mr. man's nominating address empha- e Mr. Woodbridge's success in turn- \$35,000 deficit into a \$30,000 sur- in a period of two years, commended important features of the Detroit which was approved by the club dents at a meeting in Detroit last h, and declared that under President dbridge's leadership the association just now in a position to do its twork for organized advertising. He the delegates to avoid a change of at this critical period in the or- ation's work.

e Detroit Plan, which constituted Woodbridge's platform, includes closer contact between headquarters and affiliated clubs through field men; second, plan for financing annual convention by soliciting sustaining memberships in the convention city; third, establishment of a Bureau of Advertising Co-ordination to compile information of importance to the Association's members; fourth, establishment of an official magazine; fifth, emphasis of the importance of tfie local advertising clubs in the work of the Association.

In an interview following his election President Woodbridge declared that without the support of EDITOR & PUBLISHER he would have been unable to rally the support which enables him now to carry on the work begun during his first two terms. Regarding his future plans he said:

"To me this is just a matter of going on with a piece of unfinished business which I hope I shall be able to complete."

As soon as the result of the voting was announced Younggreen congratulated Woodbridge from the floor and pledged the successful candidate his hearty co-operation. The recommendation of Tim Le Quatte that Col. Charles A. Lindbergh be made an honorary vice-president of the Association was referred to the executive committee which has power to confer this honor.

Two resolutions adopted at the final session endorsed the second A. E. F. trip to Paris in September and expressed the thanks of the Association to the city of Denver, the local Advertising Club, newspapers and various organizations and officials here for the hospitality which has marked the convention.

Frank T. Carroll, advertising director of the *Indianapolis News*, declined re-election to a fifth term as president of the Association of Newspaper Advertising Executives, the newspaper department of the I.A.A. Harvey R. Young, advertising director of the *Columbus Dispatch*, was elected to that office.

C. L. Perkins, classified advertising manager of the *Chicago Herald & Examiner*, was elected president of the Association of Newspaper Classified Advertising Managers. Details of these meetings appear on page 4.

The delegates on their arrival here Saturday and Sunday were greeted at the station by a yelling, whooping gang of cowboys who turned out to be Denver advertising men accompanied by similarly bedecked advertising women. Conveyances employed to carry delegates to their hotels varied from Yellow Cabs to ancient stage coaches and from fire trucks to the police department's "Black Maria."

More than 500 delegates were the guests of the *Rocky Mountain News and Denver Evening News*, Scripps-Howard papers, on an outing at Troutdale, about 50 miles from Denver, Sunday. The delegates have been invited on expeditions to Estes Park and the Moffat Tunnel Thursday under the auspices of the *Denver Post*.

At the meeting the Advertising Commission Monday, George M. Burbach, advertising director, *St. Louis Post-Dispatch*, was elected chairman, succeeding W. Frank McClure. Other officers elected were Merrit Lum, Chicago, vice-chairman, B. A. Kittredge, Boston, secretary.

Robert A. Warfel of New York was re-elected executive secretary. Almost 1,500 delegates representing 88 clubs attended the convention.



One corner of Denver's Greek Temple during the inspirational meeting on Sunday. President C. K. Woodbridge of Detroit is shown on the rostrum.

IDEA SPARKS BROADCAST AT DENVER

"THE old fashioned high pressure salesman, who would stop at nothing to sell his own medium, has no place in the world today. Every year sees a dwindling in the numbers of those newspaper men who go about knocking the magazines, and the magazine men who knock the newspapers are just as rare. Why is this change? Principally, because it does not pay. It is not good selling in view of modern knowledge and practice. The advertiser of today expects the man who calls upon him to be versed in all the problems of his campaign; expects him to be honest in his appraisal of other advertising mediums in addition to his own."—GILBERT T. HODGES, president of the New York Advertising Club and member of the executive board of the *New York Sun*.

* * *

"ADVERTISING has undoubtedly been an important factor in the gain of national income from 33 billions of dollars in 1914 to the amazing total of 89 billions of dollars in 1926. In nearly every decade there are men who believe the country has reached a saturation point and who fear that they will find trouble in maintaining their volume of business in the face of growing competition. Actually, however, conditions are now more favorable than at any time in the history of the country. We have today a smoothly running financial mechanism, such as the past never knew, which, if properly managed, should aid materially in preventing fiscal panics and enable efficient business interests to operate nine years out of ten without seeing red ink in their annual statements."—FRANCIS H. SISSON, vice-president, Guaranty Trust Company of New York.

* * *

"IT requires no great stretch of the imagination to foresee the solution of the Mississippi flood control problem lying in the restricted issuance of useless publicity. As everyone knows, paper is made from wood pulp. If the trees required to make all the wood pulp used in mimeographing a year's supply of useless publicity were left standing in the northwest, there probably would be no spring floods to wash the hen houses of the poor Acadians into the Gulf of Mexico. Or, if it is too late to save the trees, the mimeographed sheets might be gathered and converted directly into levees. Thus the floods undoubtedly quickly would be curbed. Nor is it inconceivable that enough mimeographed paper would be left

(*Continued on page* 12.)

YOUNG HEADS A.N.A.E., PERKINS NAMED CLASSIFIED PRESIDENT AT DENVER

McQuiston Tells Success of All-Newspaper Advertising Plan —Postoffice Official Addresses Classified Managers' Group

(*By Telegraph to* EDITOR & PUBLISHER)

DENVER, June 29.—The striking success of the Westinghouse Electric company's all-newspaper advertising campaign was described for the Association of Newspaper Advertising Executives at the Denver convention of the I. A. A. by J. C. McQuiston, Westinghouse advertising manager.

The results, he declared, had fully justified the action of his company in confining its large current campaign to the daily newspapers. The policy followed by Westinghouse in the past when magazines and other media were employed provided McQuiston with a basis of comparison on which the daily press has made a gratifying showing. The flexibility of newspaper advertising for national campaigns, permitting the use in various sections of different and appropriate copy, and the high reader interest of the dailies were emphasized by the speaker.

Harvey R. Young, advertising director, *Columbus* (O.) *Dispatch* was elected president of the group succeeding Frank T. Carroll, of the *Indianapolis News*. Other officers elected were: Vice-president, John F. Tims, Jr., business manager, *New Orleans Times-Picayune*; secretary-treasurer, Don Bridge *Indianapolis News*.

Measures to prevent the publication of fraudulent advertisements in the classified section formed one of the main themes at the sessions of the classified managers. The group was addressed by Roy E. Nelson, postoffice inspector of Denver, who explained how the Postoffice Department will co-operate with newspapers to punish those who attempt to use the classified columns for fraudulent purposes. For officers of the Association the candidates presented by the nominating committee were accepted unanimously: President, C. L. Perkins, *Chicago Herald and Examiner*; vice-president, W. W. Murdock, *Detroit Free Press*; second vice-president, O. S. Weste, *Louisville Courier-Journal*; treasurer, J. J. McGovern, *Albany Knickerbocker Press*; secretary, E. F. Emmel, *Indianapolis Star;* Directors, W. F. Hershey, *Cincinnati Enquirer*; O. M. Dempsey, *St. Paul Dispatch;* A. R. Koehler, *Chicago Tribune*.

J. E. Morehead, of the Denver Ad Club, was elected president of the Club President group and chairman of the Club Officers Conference. Morehead, the first man to hold both these offices simultaneously, announced his intention to establish a club service department which will serve as a means of exchanging information of value among all club officers in order that all may have the benefit of ideas and plans each club has found successful. The midwinter conference of club presidents probably will be called by Mr. Moorhead to meet in St. Louis when matters of club organization will be discussed.

Harry T. Bussman, president of the St. Louis Advertising Club was elected secretary of both the club presidents' and club officers groups.

"Rightly used, advertising is just as truly an investment as bonds or a savings bank book; it often pays a higher yield," declared Rhey T. Snodgrass, advertising director of the *Minneapolis Journal*, in an address before the A. N. A. E.

"Advertising," Mr. Snodgrass pointed out, "becomes the greatest asset in any business, good-will. This is an asset often more valuable than plants, machinery, and goods in process. It is not intangible, it is real money. It certainly is an investment."

"Not only has the volume but the variety of newspaper advertising increased amazingly in recent years," F. St. John Richards, manager of the Eastern office of the *St. Louis Globe-Democrat*, in New York, told the Association.

"This increase in the variety of classifications of newspaper advertising," Mr. Richards said, "has made necessary and increased knowledge of the conditions surrounding these various lines of business in the territory covered by our newspapers, and no newspaper representative can hope intelligently or successfully to sell his paper's advertising space unless he has at hand accurate information regarding the market in his territory for the advertiser's product.

"Just how far a publisher should go in his co-operation with national advertisers is, of course, a matter of business judgment for which no set rule can be made. Conditions vary and each case must be decided on its individual merits.

"Service work asked for by the representatives has as much value for you as for the advertiser. It brings you in close contact with the people of your town and particularly with the merchants. You learn of prospective campaigns of national advertising from them, when you in turn are telling them of others. The tie-up advertising which national advertisers desire, furnishes you with an added opportunity to sell your paper to the local advertiser.

"Some of the service requests made by advertisers and agents and forwarded to you by your representatives may seem extreme and undoubtedly many are. But there is almost always something about the proposition which would fit in with the possibilities, as you see it, and what appears reasonable to you would most likely satisfy the advertiser. He generally words his request to cover every possible service all newspapers could give and does not expect to get it *all* from everyone. Take surveys, for instance. A manufacturer of a hair bleach may ask the number of beauty parlors in your town or territory, number of drug stores, department stores, other outlets, etc., and put in for good measure an inquiry as to how many of your women readers are blondes or brunettes. He would probably be satisfied if you guessed at the last question. Or your representative might forward a request that you call on all the preachers in your town and try to get testimonials of some medicinal tonic which might be suspected of containing more than a little alcohol. Your prompt comeback that you would see him in some warmer clime first, would have to be translated by your representative into a firm but dignified statement that you did not find it possible to comply with the request *as made*, but that if the advertisers would furnish a list of preachers in your town who used the tonic, you would gladly ask them what they thought of it.

"Your representative is on the firing line, meeting competition daily and hourly and can tell you what others are doing. And let me tell you there never was a time when the sellers of newspaper space had to work harder than now. There is more business to get, but there are more people trying to get it."



C. King Woodbridge, again I. A. A. President.

HOLLAND "KIDNAPPED" BY I. A. A. GROUP

Former President of Organizatio Seized in Kansas City and Taken Aboard Denver Train—"Square It With My Wife," He Shouts

Lou E. Holland, president of the Kansas City (Mo.) Chamber of Commerc and an ex-president of the Internationa Advertising Association, was kidnappe last Saturday by a delegation of East ern advertising men and taken on to th convention in Denver.

Mr. Holland had little money in hi pockets, no ticket and no extra cloth ing. His wife was left waiting on th Union station platform in Kansas City waiting for her husband to return afte bidding the visitors good-bye.

Members of the immediate kidnapping party were Willis G. Bright, personne director of the *New York Times;* Fred eric W. Hume, a public relations coun sel; George W. Hopkins, president o the Coral Gables Corporation and Gilber T. Hodges, a member of the executiv boards of the *New York Sun* and th Frank A. Munsey Company.

The anxiety of the Easterners fo Mr. Holland's company was due not onl to personal friendships but also becaus Mr. Holland was mentioned prominentl for re-election to the presidency.

As the train pulled out Mr. Hollan shouted to W. G. Randall, executive sec retary of the Advertising Club of Kan sas City: "Send a clean shirt and som money to me at Denver and for heaven' sake square things with my wife."

DAILY'S MILL BIG PRODUCER

Chicago Tribune Thorold Plant Make 300 Tons of Newsprint Daily

The *Chicago Tribune*'s Ontario Pape Company now has a capacity of 300 ton of newsprint paper, 225 tons of groun wood and 90 tons of sulphite fibre daily Fully 94,000 tons of newsprint paper ar manufactured by the paper mill at Thor old, Ont., all of the stock of which i owned by the Tribune company. Yea by year the Tribune's operations hav expanded until today the paper either owns or controls 1,641,618 acres, or 2,56 square miles of timberlands in Canada.

It was not until 1912 that the Tribun had grown large enough to consume th entire output of a mill of sufficient size to be economically operated. At tha time, the Ontario Paper Company, Limited, was organized and the paper mil at Thorold built.

BUFFALO DAILY GREETS I. A. A.

The *Buffalo Times* printed a speical 4-page souvenir edition which was distributed to delegates attending the Denver convention of the International Advertising Association this week. It carried a special message from Norman E. Mack, publisher, to I. A. A. members.

INDIAN CHIEFS GREETED I. A. A. DELEGATES



Indian Chiefs joined with Chief Reed of the Denver police department to welcome delegates to the I. A. A. convention. Left to right: Chief Rising Sun, Chief White Water, Chief of Police R. Fred Reed, C. K. Woodbridge, president of the International Advertising Association and Chief Flying Eagle.

IVY LEE EXPLAINS HIS PRESS AGENT WORK

'Published" Subway Sun and Elevated Express Among Other Things He Testifies at Transit Hearing —Received $212,000 in Salary and Service Fees Since 1919

'VY LEE, king of the press agents, was ' this week afforded an opportunity to ell under oath just what he can accomlish for a client.

He was testifying Monday before the ansit commission of New York State, s an employe of the Interborough Rapid ransit Company which pays him $12,000 year and expenses. This totalled from une 30, 1919, to April 30 last, $212,-54.19.

Samuel Untermyer, who did the ques-oning, wanted to know what service Mr. ee gave in return for this sum.

In reply, Mr. Lee testified that he pre-ared the *Subway Sun* and the *Elevated xpress,* single sheet broadsides that are asted up on New York Subway train indows, informing customers of sched-led events on these transit lines. Also n these broadsides Mr. Lee had at one me advocated an increased fare. New orkers still pay five cents for a ride on ther subway, elevated or surface car.

"What is the difference," Mr. Unter-yer wanted to know, "between the voca-on you follow and that of a publicity gent?"

"I don't know sir," said Mr. Lee.

"Is there any?"

"I don't know, sir."

Then Mr. Lee hastily added:

"I have never been able to find a satis-ictory phrase to describe what I try to ."

He did, he remembered, advise his ients on public relations.

"When you say you advise them on ublic relations, what do you mean?," Ir. Untermyer asked.

"Well," replied Mr. Lee, "practically very large corporation has, of course, ery important relations with the public. is important to study the operation of ublic opinion, study the attitude of the ublic. It is very important that the rporation or interest should make nown its activities so they will be under-ood, and my work is to assist, so far as can, in enabling corporations to do this."

"You mean in placing their affairs be-re the public through publicity methods the most favorable light?" Mr. Unter-yer continued.

"That, and also so shaping their affairs at when placed before the public they ill be approved," Mr. Lee said.

"Are you concerned with shaping the fairs of these corporations?"

"I am very often consulted with refer-ce to their policies, yes, sir," Mr. Lee id.

"Have you had a part in shaping the fairs of the Interborough Rapid Transit ompany?" Mr. Untermyer asked.

"I have been consulted very often with gard to various policies in the Inter-rough," was Mr. Lee's answer. "I ve assisted them in the development of eir labor policy, in the development of eir plan of employe representation."

"You mean in setting up the company ion?" asked Mr. Untermyer, referring the Interborough Brotherhood.

"I will have to disagree with you on e phrase 'company union,'" replied Mr. e. "I assisted Mr. Quackenbush in awing up the tentative constitution hich was presented to the men for their onsideration."

"And you looked after the labor pub-lity?"

"Either myself or my office, so far as e could," Mr. Lee said.

Mr. Lee said that part of his work for e Interborough consisted of the pre-aration of the Subway Sun and the Ele-ted Express. He said at first that the bway Sun had not carried any in-eased fare propaganda and then ad-tted that it had some years ago.

'Do you know what it cost the city run the Subway Sun and the Elevated press since the dual contracts were put o effect?" Mr. Untermyer asked.

Mr. Lee replied that he did not, and r. Untermyer said that the Subway Sun cost from June 30, 1919, to June 30, 1926, $36,475, and the Elevated Express $38,544, and that payments to Mr. Lee included $39,078 for printing and $14,029 for miscellaneous items.

Mr. Untermyer asked Mr. Lee if he knew that all the payments to him for salary, expenses and the Subway Sun and the Elevated Express had been charged against the operating expenses of the Interborough, and were therefore a charge against the city.

"You see, do you not, that the city has to bear the expense, inasmuch as it is deducted as an expense before the division for profits?" Mr. Untermyer asked.

"I will answer to you that I also see that the city gets the benefit of such services as are rendered," Mr. Lee said.

"What benefit did the city get from this propaganda for an increase in fare when the company was under agreement with the city to maintain a five-cent fare?"

"If the action of public authority should be responsive to this propaganda and the fare increased, the city would benefit very greatly," Mr. Lee said.

"Notwithstanding that it had contracted for a five-cent fare, you think the city would benefit, and therefore the city ought to relinquish the five-cent fare —is that your idea?" asked Mr. Untermyer.

"I think it would be very much in the interest of the city to relinquish it," said Mr. Lee.

"It would benefit the city at the expense of the car rider, who would pay the increased fare, would it not?"

"Well, the car rider would be so much benefited that it would be to his interest," was Mr. Lee's answer.

"It would furnish more subways, would it?" asked Mr. Untermyer.

"Yes, sir," said Mr. Lee, "because it would constitute an inducement to private capital to put up the money promptly to build the subways."

"And the more you charged the car rider the more profit there was in in for private capital, the more subways there might be; is that your idea?" Mr. Untermyer continued.

"No, sir," said Mr. Lee. "When the fare was sufficient to yield a sufficient net return to private capital you would get an adequate amount of capital to build the subways required."

"Yes, and the higher the fare the more capital you would get?"

"I think that is reductio ad absurdum," replied Mr. Lee.

Mr. Lee admitted that the elected city officials were opposed to any fare increase at the time he assisted the Interborough to prepare increased fare arguments.

"Do you think that it was proper for you to assume that you knew what was in the interest of the city, when the duly elected city authorities were opposed to it?" Mr. Untermyer asked.

"Yes, sir," said Mr. Lee. "It is conceivable that their favoritism for a five-cent fare was to get votes."

Mr. Lee said that he knew that the people of the city had voted overwhelmingly for the retention of the five-cent fare, but defended the promulgation of increased fare propaganda nevertheless. "We thought that if the people ever realized the facts, they would vote for an increased fare," he explained.

"I want all your propaganda," Mr. Untermyer said in telling Mr. Lee he wished copies of all material he had prepared for the Interborough. "It is a large order, it is not?"

"Not so very large," said Mr. Lee. "Not in volume."

"Not large in volume, but the result of a great deal of thought and ingenuity," Mr. Untermyer commented.

"Yes, sir," said Mr. Lee with a smile.

Asked to name some other service he had performed, Mr. Lee said that he had educated the public to appreciate the substitution of turnstiles before their introduction on the I. R. T. The witness said that, by preparing the people for the substitution of the mechanical device for the human ticket chopper, considerable money had been saved to the company. Mr. Lee in this part of his testimony treated the turnstiles on the I. R. T. as a novelty.

"Had you made any study of the use of these turnstiles before they were put in?"

"No, sir."

"Did you not know that they were in use on the B. M. T. before they were put in on the Interborough?"

"No, sir."

"You did not know that?"

"No, sir."

"Well," observed Mr. Untermyer, "that is a fact."

James L. Quackenbush, counsel for the Interborough, volunteered that there was only a comparatively small number of turnstiles in use on the B. M. T. at the time. Toward the end of Mr. Lee's examination Mr. Untermyer asked:

"How would the company be injured, Mr. Lee, if it should have the misfortune to lose your services and gain $12,000 a year and expenses?"

"I am afraid I cannot answer that question," said Mr. Lee.

"Can you point to any great loss that would pursue the company?"

"I would not point to any; no, sir," Lee replied.

Mr. Lee said that he had no objection to disclosing the names of other clients, and mentioned among them the Bethlehem Steel Company, Pennsylvania Railroad, Armour & Co., the Rockefellers and the Standard Oil Company.

"They are all salaried employments, are they not?" Mr. Untermyer asked.

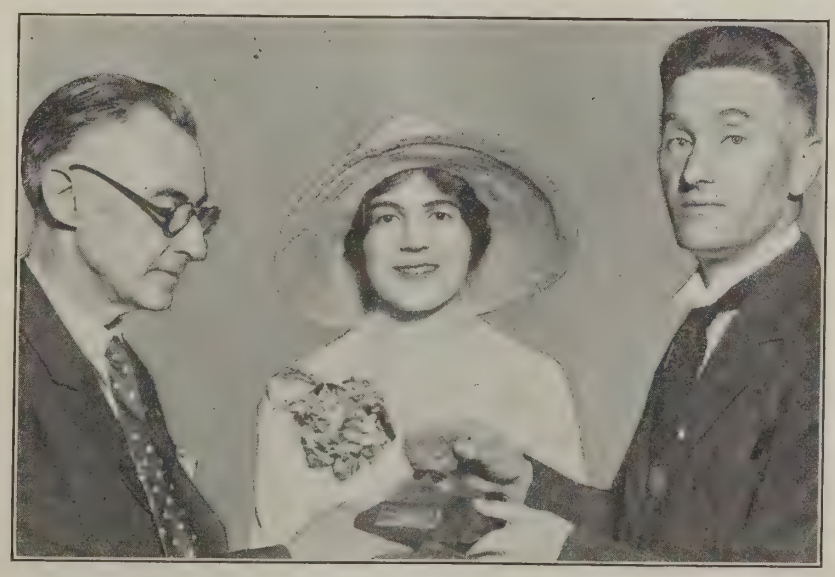
"Either salary or retainer," Mr. Lee replied. "My work is done on somewhat the basis of a law office."

"You mean you get a retainer whether you do anything or not?"

"In the same sense that a lawyer does," Mr. Lee retorted.

Mr. Lee said that the time he spent in person on Interborough work varied, but that two members of his staff were in constant touch with the company's affairs.

GIFT OF HISTORIC STONE AT DENVER



A stone from the ancient Roman wall in England that was constructed nearly 2,000 years ago by the Emperor Hadrian was presented to the Denver Advertising Club by the British delegates to the International Advertising Association. Above, left to right: Ralph H. Faxon, president of the local club, and Miss Ruth Foster, member of the hotel registration committee, receiving the gift from Lorne C. Robson, of Newcastle-up-on-Tyne, leader of the British delegation.

MILWAUKEE EDITORS PUNCH TIME CLOCK

"Definitely Helpful System, Providing Automatic Record" Says Creager, M. E.—Due Allowance Made for Reporters

Use of a time clock in the editorial department of the *Milwaukee Journal* was described this week as a "definitely helpful system" by Marvin H. Creager, managing editor. Mr. Creager denied a report printed in New York that the staff objected to "punching in and punching out."

"There has been no objection by our staff to our time clock system which was installed three years ago," said Mr. Creager. "It was put in as a general control and with no idea of an exact daily count of hours.

"Desk workers and those whose hours are fairly regular are provided with a definite record as a result of it. It is, of course, impossible for reporters always to register their exact hours, and due allowance is made in their case.

"We find the system definitely helpful as providing an automatic record. Editorial employes have found it in no way irksome. In fact it is generally recognized as a good thing."

WISCONSIN MERGER

Emery A. Odell of Monroe Evening Times Acquires Daily Journal

Another merger of Wisconsin daily newspapers was recorded this week when the *Monroe Daily Journal* was sold to Emery A. Odell, editor and publisher of the *Monroe Evening Times.* L. A. Woodle & Son, who have been publishers of the Journal for 38 years, will sell their building and equipment and retire.

The Times has been conducted by Mr. Odell for twenty-nine years.

PAID SPACE INCREASED BY COPPER GROUP

124 Newspapers on Present List—80 Per Cent of Appropriation to Dailies, 20 Per Cent to Magazines

Increased use of paid space in newspapers by the Copper and Brass Research Association, 25 Broadway, New York, was forecast this week by B. B. Caddle, association manager, coincident with the appointment of Dorrance, Sullivan & Co., New York advertising agency, to handle the account. The Frank Presbrey Company formerly handled the association's paid advertising.

"When we started paid advertising we divided our appropriation about fifty-fifty between newspapers and the magazines," Mr. Caddle told EDITOR & PUBLISHER. "We found that newspapers were the best media, and now our appropriation is divided into 80 per cent for newspapers and 20 per cent for magazines. At present we are placing copy in about 124 newspapers."

Mr. Caddle said that a meeting of the association would be held in New York on Oct. 13. Then the appropriation for 1928 would be decided upon. The association, according to Mr. Caddle, was organized on the recommendation of Ivy Lee, and Mr. Lee will continue to be retained as counsel on public relations.

GRAPHIC TO OCCUPY NEW $3,000,000 PLANT

Will Move July 16 to Eight Story Structure on Hudson Street —12 New Presses Installed

The *New York Evening Graphic*, Macfadden tabloid, will move July 16, from its present offices at 25 City Hall Place to its new $3,000,000 plant at 346 Hudson street.

The newspaper will occupy the entire basement, half the first, all the second and half of the third floors of the building, which is eight stories high. The remainder of the building is being rented as office space.

The space which the Graphic and the *Automotive Daily News*, another Macfadden publication, will utilize, will amount to 90,000 square feet. All new and modern equipment is being installed in the new plant, EDITOR & PUBLISHER was informed this week, including 12 Scott units in the press room.

The basement will be used for paper storage, while the press room and mailing room will be on the first floor. The mailing room, fed directly from the press room, is one of the features of the plant. It measures 138 by 26 feet. All the second floor will be used for editorial room, composing room, and stereotype department. The business office will be on the third floor.

The present Graphic plant will be demolished to permit enlargement of City Hall Park.

JUDGE SUMMONS EDITOR

Evansville Press Reporter Also Called Following Court Story

Probate Judge E. Q. Lockyear had a verbal order delivered to F. R. Peters, editor of the *Evansville* (Ind.) *Press*, a Scripps-Howard newspaper, and John Ellert, reporter, to appear in court as the result of a story appearing in the publication in which it was stated that an allowance of $25 is given Mrs. Belle Norwood Vanderburg, county probation officer, for each crippled child taken to the Riley Memorial Hospital at Indianapolis, whereas the round trip railroad fare, charity rate, and allowance for meals amounts to only $10.63.

The story also stated that Theodore Lockyear, son of Judge Lockyear, receives $10 for making out and filing the commitment application for each child.

KNOXVILLE DAILY SUSPENDS

Free Press, Afternoon Paper, Quits When No Bids Received at Auction

The *Knoxville* (Tenn.) *Free Press* has ceased publication. After no bids were received at a public auction advertised for June 20, a meeting of stockholders was held and it was decided to discontinue that afternoon paper.

It was originally started more than a year ago as a morning paper. After the *Sentinel* and the *News* were merged last November, the Free Press entered the afternoon field.

In the final issue, the Free Press said that the paper had not been profitable.

TO ARBITRATE COAST ENGRAVERS STRIKE

Union Men Return to Work on Portland Dailies After a Week of Idleness—Big Increase Asked

(*By Telegraph to* EDITOR & PUBLISHER)

PORTLAND, Ore., June 29.—Members of the Photo-Engravers Union employed by the engraving departments of Portland newspapers, who have been on strike since Wednesday noon of last week, returned to work today, pending arbitration of their demands. Their action constituted acceptance of the publishers' offer to arbitrate, made to officers of the Union before the strike was called.

The men were paid $51.50 a week for day work and $54.50 a week for night work, a week's work being 44 hours or an average of 7 1-3 hours each day. The union demanded $60 a week for day work and $65 for night work, with a week of 42 hours and certain changes in working conditions.

The newspapers immediately offered to place the affair before either a local arbitration board or the International Board. According to the procedure followed in the past, this offer was declined and the engravers stopped work.

EDITOR & PUBLISHER CALENDAR

July 4-6—Southern Newspaper Publishers Assn., 25th annual convention, Atlanta, Ga.
July 6-7—New York Associated Dailies, summer meetings, Johnstown, N. Y.
July 9-11—Utah State Press Assn., annual summer meeting, Cedar City, Utah.
July 14-16—Virginia Press Assn., annual meeting, Williamsburg, Va.
July 18-23—British Advertising Assn., convention and exhibition, Olympia, London.
July 22-23—Idaho Editorial Assn., midsummer meeting, Mack's Inn, Idaho.
July 22-23—Oregon State Editorial Assn., meeting, Roseburg, Ore.

HEARST FLOATS HUGE NEW BOND ISSUE

S. W. Straus & Co., New York, Underwrites $9,000,000 12-Year 6 Per Cent Gold Bonds of Chicago American

S. W. Straus & Co., New York, announced this week the underwriting of a $9,000,000 12-year 6 per cent sinking fund debenture gold bond issue of the *Chicago Evening American*. The bonds are guaranteed as to principal and interest by William Randolph Hearst.

Mr. Hearst is quoted as stating that for more than 10 years the Chicago American has shown a steady and consistent increase in profits. Net earnings for 1926 were $1,931,382. Average net earnings for the last three years have been $1,675,939, equal to approximately 3.1 times interest charges on the debentures, which were offered July 1.

FOUR BOSTON POST MEN INDICTED FOR PRINTING GOV. SMITH ARTICLE

Business Manager and Three Editorial Men Plead Not Guilty of Violating Copyright Law—Given 30 Days to File Demurrers

FOLLOWING indictment by the federal grand jury at Boston last Friday charging them with violating copyright laws by premature publication of the Atlantic Monthly's article, "Catholic and Patriot," by Governor Alfred Smith, four members of the *Boston Post* staff pleaded not guilty before Judge James A. Lowell in Federal Court, Boston, Tuesday.

The men indicted were William A. Grozier, business manager; Edward J. Dunn, city editor; George Richards, night city editor, and Fred H. Thompson, reporter. Each was released in $250 bail pending hearing. The court granted them 30 days in which to file demurrers or other pleas.

Two counts are charged against each in the indictment, one alleging violation of the copyright law, the other with aiding and abetting an infringement of the same by the alleged premature publication in Boston Post of April 16 last of the article which the Atlantic Monthly asserts it owned and copyrighted. The magazine already has filed suit for $400,000 against the Boston Post Publishing Company.

Judge Lowell also Tuesday gave hearing in the habeas corpus proceedings concerning Fred Thompson, reporter, recently ordered by Governor Fuller extradited to New Hampshire to face charges there. It is charged Thompson procured copies of Gov. Smith's article through a night watchman employed by the Rumford Press at Concord, N. H., which prints the Atlantic Monthly. The court expressed reluctance to interfere with the extradition, but finally directed Attorney Edmund A. Whitman, representing Thompson, and Assistant Attorney General Ralph W. Stearns to file briefs on the question of Federal Court jurisdiction no later than Friday, July 1.

Thompson based his petition for a writ of habeas corpus on allegations that he was being improperly and illegally transferred to New Hampshire. Thompson's counsel declared that as the Federal Court was the only court in which proceedings had been brought and as no Massachusetts court had assumed jurisdiction, he was properly in Federal Court and the case should be threshed out there.

William A. Grozier, Post business manager, in a statement to an EDITOR & PUBLISHER representative, when questioned regarding indictment, said: "I personally do not know anything about the matter and therefore I haven't anything to say about it."

The indictments against the four Post men allege that they unlawfully, knowingly, fraudulently, and for their own profit did infringe the Atlantic Monthly copyright by reprinting the article without the consent of the magazine.

The men are specifically charged with violation of Section 28 of the Copyright Act, which follows: "Wilful Infringement for Profit—Any person who wilfully and for profit shall infringe any copyright secured by this title, or who shall knowingly and wilfully aid or abet such infringement, shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be punished by imprisonment for not exceeding one year, or by a fine of not less than $100 nor more than $1,000, or both, in the discretion of the court."

INDIANAPOLIS DIPLO MILL EXPOSED

News Reporter "Graduated" in Hours—"College" Head Is Arrested and Held in $5,000 Bond

Through the aid of a reporter for *Indianapolis News*, police in that nabbed the operator of a "diploma m last week and the Marion county gr jury planned this week to start an vestigation of the man's activities.

Walter A. Shead, the reporter, tered the College of Drugless Physic operated by Otis J. Briggs on June 1927, and, according to his own st published last week in The News, "graduated" with a diploma entitling to practice all manner of drugless h ing in slightly more than two ho after his entrance.

The "college" had been under surveillance of the state board medical examination and registration some time. "Graduates" of the sch were practically safe in practicing, si there had been no law to license dr less healers up to the last session of Indiana Legislature, which adjourned March.

The license law is now in eff and several hundred applications license have been filed with the medi board.

Shead said that the first quest Briggs asked him was "How much ja have you got?" He said that upon pa ment of $150 to the man he began pre rations to "equip" him for practice. received a diploma which showed th he was enrolled in the "college" M 3, 1926, and was graduated Nov. 1926. Briggs also gave him rent ceipts to show that Shead had help maintain his office from Nov. 3, 19 to July 15, 1927.

Confronted by Shead at the pol station, Briggs seemed in a jovial mo and said: "My only regret is that didn't get more money out of you." said he had started the school to "h the boys along so they could get quicker and be of benefit to sufferi humanity."

He was charged with conspiracy commit a felony and was released $5,000 bond. His wife was releas without bond after questioning. Sever other "graduates" of the school were be called by the grand jury for tes mony.

CITIZENS INTERCEDE FOR DALE

Seven Muncie Residents Ask Governo to Pardon Editor

After listening for almost an hour the urgent pleas of seven promine Muncie, Ind., citizens for executive clem ency for George R. Dale, editor of th *Muncie Post-Democrat*, who faces ninety-day sentence at the state pen farm for an alleged contempt of cou before Judge Clarence W. Dearth of th Delaware county circuit court, Governo Ed Jackson this week told the visito he had placed the case in the hands o the trustees of the state farm and wou guide his action by the recommendatio of the trustees.

The Governor asked the members o the delegation to lay before the trustee all evidence and information that coul have a bearing on the case. The cas came before the Governor officially sev eral days ago, when Mrs. Dale filed formal petition for pardon. This peti tion was indorsed by Joseph H. Davis prosecuting attorney of Delaware county

LL.D. FOR CYRUS CURTIS

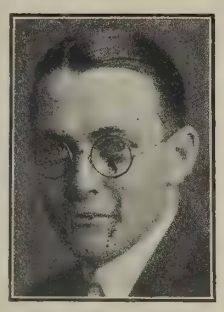
The degree of Doctor of Laws wa conferred upon Cyrus H. K. Curtis Philadelphia publisher, at the recent an nual commencement of Bowdoin College Brunswick, Me. In 1913, Bowdoin gave him the honorary degree of Master o Arts. In recent years he has become one of the college's greatest benefactors

THE KIND OF COOPERATION ADVERTISERS WANT

Majority Are Unimpressed by "Superficial" Service But Appreciate Accurate Market Data, Route Lists, And Dealer Tie-Ups, Ogle Tells A.N.A.E.—Likes Well Edited Paper Best

Following, in part, is an address delivered by Arthur H. Ogle, secretary-treasurer, Association of National Advertisers, before the convention of the Association of Newspaper Advertising Executives, in Denver, June 28.

I WANT to say at the outset that the advertising manager and every other executive having anything to do with the sales program (and in the modern business organization that includes nearly every executive) is doing more thinking now than he ever did before. Here, in the heyday of prosperity, so to speak, he is more concerned than ever with the maintenance of that condition. Why? Distribution cost!



ARTHUR H. OGLE

No other subject has had more serious consideration by manufacturers and by economists in the past year than the cost of distribution. Advertising is an important part of that cost—what part does not particularly matter, so long as it is doing its part of the job as efficiently and as economically as it has done in the past. But is it? I wish I could give you the answer. In several businesses I know definitely that it is not. In some others I happen to know that it is.

It is sufficient to know, however, that advertisers are concerned, and seriously concerned, about the effectiveness of their advertising. We in the Association of National Advertisers believe that you as publishers are quite as much concerned about that subject as we are. If there are any of you who are not, let me say without hestitation that it is time for you to be concerned about it. The problem of making advertising produce economically is no longer a simple one. It is getting and demands the most serious thought of the best brains we can bring to it.

If we can find some better method of marketing our products than through advertising, it is certain that we shall do so, or be lost in the economic struggle. But you are interested in seeing advertising maintained as the "sword arm of business." It will maintain that position only so long as it is the most effective form of marketing, and therefore I am sure that you cannot find fault with the statement that newspaper publishers are just as much concerned as advertisers with the question of making advertising more productive.

Business is organized on a competitive basis—yours no less than that of the manufacturer of tooth paste or tires. I realize that each of you is concerned about the sale and profits of his own particular business today, tomorrow, and next week. Yet you meet here to discuss your mutual problems, and it seems to me that they ar transcend in importance your day to day struggle for a few extra lines or pages of advertising. Because unless you are selling a product that will give a service commensurate with its cost, you are making advertising less instead of more productive, you are helping to increase the cost of distribution.

Never before has there been such activity among our members as is now going on in regard to trading areas. The trading area of the future must be a scientifically worked-out market, and your circulation, to be most profitable to advertisers, must fit that market. You must build it to fit the market, not to fit your ideas of where you would like to have it.

I want to tell you of a questionnaire that was sent out dealing with that particular kind of co-operation that we generally think of in connection with newspaper advertising—merchandising cooperation.

It is difficult to pull a few dominant ideas out of the mass of opinions, but there are some who are not particularly complimentary in their comments on what they describe as unimportant considerations in the selection of advertising media. Perhaps the most surprising tendency of these replies was the almost universal feeling that co-operation in the form of merchandising service cannot in any way take the place of co-operation in the shape of a well edited newspaper, well made up, going to the right kind of readers on the right kind of basis. So possibly advertisers are already being educated more than we have any notion of along the lines of constructive buying, and possibly newspaper publishers, or at least those who have had a tendency to wander a considerable distance afield in what they try to sell to advertisers, can again go back to the publishing business.

But I would not have you believe that advertisers entirely discredit the many constructive things you do to enable them to advertise more effectively in your market. They are quite in harmony that some of your methods of co-operation are highly useful, if not indispensable. They recognize your ability to give them information about your local market which they cannot now get from any other existing source. They believe that you can be very useful to them in intelligent contacts with their trade, not necessarily to sell *their* merchandise, but to be sure the trade recognizes the value of advertising in your newspaper that you would have us believe exists. Perhaps you would be interested in hearing some of their remarks.

The first question asked for a general opinion of the value of newspaper co-operation now given. Less than 20 per cent had anything favorable to say about it. The replies ranged all the way from "excellent" and "good" to "commonplace," "unintelligent," "very little value," "seldom vital enough to be reason for selection of paper," and "largely bunk." And there were an appreciable number of important advertisers who expressed the feeling that they were paying for a service which was valuable only to new advertisers or new products, or at best to only a limited class of advertisers. I was really astounded at the very high percentage of advertisers who can't see much good in it. Of course general answers of this kind don't mean much unless they are supported by something more specific. The question was asked more or less as a feeler, and subsequent questions sought to get this specific information:

First, what kinds of service are used and what are not?

You gentlemen could probably answer that question better than the advertisers themselves, but after all, if they're using a service and don't know it, it isn't of very much value.

Second, what sorts of co-operation advertisers want from newspapers, and what kinds they don't want.

Third, specific suggestions for making newspaper advertising more profitable to the advertiser.

Now let us look at the opinions expressed on these subjects.

There is a considerable group of advertisers who use all they can get for nothing. That, I think, is as bad for them as it is uneconomic for you. It's unintelligent cooperation. Generally speaking, I don't think we're any more intelligent about the way in which we use the services we offer than you are in the offering of them. To be specific, among those manufacturers whose products have very general distribution, announcements to the trade of the coming campaign, whether in letters, broadsides, or special trade publications, are used and valued. Yet I find many comments that this sort of thing has run its course, that dealers pay no attention to it, and that it has very little value. Intelligent surveys of your local market seems the subject of next importance.

Solicitation of dealer tie-up copy, when and as requested by the advertiser, is highly valued by a number of those replying. Solicitation and distribution of window displays, route lists, retail lists and maps, seem to be next in order, with scattered mention of nearly every kind of co-operation that has ever been offered.

Now what is not used? It is difficult to be definite here—the answers come mostly by elimination, but there are some specific statements that warrant careful consideration. Here is a very big newspaper advertiser who says he has discontinued using all merchandising service because its application is fraught with so much bungling that he can't take a chance on losing his dealers' good will. Another speaks more than feelingly on the subject of improper solicitation of dealer tie-up advertising—there is more than one reference to indiscretions which have caused much loss of good will, and one member calls the entire proposition a menace.

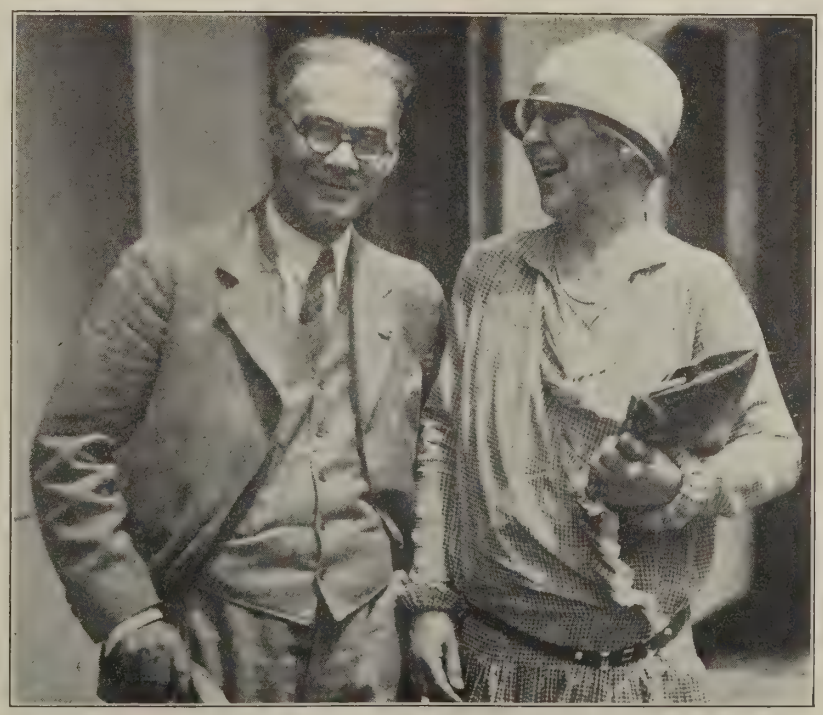
Now we want to be constructive, or as constructive as we can, and I know you are all interested in hearing some of the suggestions given as to the best way in which newspapers could cooperate with advertisers. Perhaps you will guess what the first one is—perhaps it will be a distinct shock to some of you. "Cut out all cooperation and give us a lower rate" is a summary of the statement made more often in this questionnaire than any other suggestion. Perhaps they don't mean just that, but I do think they mean it absolutely so far as the superficial type of cooperation to which they have become accustomed is concerned. It starts as a negative sort of suggestion, but it is very positive in its conclusion. I sense in it a sort of summary of the many complaints running throughout the replies that much of the cooperative work now generally offered is unintelligently carried out, ineffective, too costly to be justified, and largely a smoke screen to get business for a publication which is not entitled to it purely on the merits of its circulation and reader interest.

Furthermore, I sense in it a question which I have heard many times: "How do you fix your rates?" Do you *know* how you fix your rates? Are they scientifically worked out, or are they, as one publisher said to me, based largely on what the traffic will bear? These are questions which you will have to find the answer to if you are going to cooperate fully in this job of reducing distribution cost.

The next suggestion is a negative one, too, and from my own experience I can say "amen" to it. A brief summary is about this: "Quit trying to force our hands in the selection of newspapers by soliciting us through our dealers." I guess you all know what they mean by that. I remember one busy morning when I received four long night letters requesting that we place our advertising in a particular paper in a certain southern city, and they corresponded with each other word for word. They came from four different dealers in that city, and the business we got from two of them wasn't sufficient to justify the expense of a reply. Yes, of course, we did reply. *We* used a form letter, too, because we knew the dealer wasn't interested anyway, but we didn't feel any too cordial toward the publisher who paid for those wires. I don't know how many of you are still guilty of that old trick, but if you are, forget it and come out in the open. It doesn't fool anyone, and it's costing you business. But advertisers *do* want you to be sure their dealers are educated to the value of newspaper advertising by the manufacturer, and to its proper

(*Continued on page* 48)

MR. AND MRS. RENAUD SAIL FOR EUROPE



Mr. and Mrs. Ralph Renaud, photographed on the S.S. *Transylvania* sailing for Europe last week. Mr. Renaud is managing editor of the *New York Evening Post* and was formerly assistant managing editor of the *New York Herald Tribune*.

CORRESPONDENTS' TEN GALLON HATS DOT SOUTH DAKOTA LANDSCAPE

Eastern Writers at Coolidge Summer Home Furnishing West Its Atmosphere—Stephenson of A. P. Takes a Riding Lesson

By JAMES L. WRIGHT

Washington Correspondent, *Buffalo News*

STATE GAME LODGE, Black Hills, S. D. —It takes the East to give the West its Western atmosphere.



JAMES L. WRIGHT

The truth of foregoing statement perhaps never has been better illustrated then it is now in the case of the Presidential visit to the Black Hills. There are more Sears-Roebuck cowboys, standing around now in the lobbies of the Harney Hotel, than there ever were real ones on the backs of Indian ponies on the plains when the buffalo herds roamed the west.

Although the natives of the Black Hills country wear fedoras and business clothes, while the girls here wear short skirts, a la Eastern flapper, a lot of young men, and some older ones, too, who thought the Alleghenies were West until they came out here a week ago, have raided the hat shops, the booteries and the clothing stores for "true Western costumes." The local retailers have had to send in telegraphic rush orders to Eastern manufacturers for more Western costumes.

On a recent Sunday at the old cowtown of Hermosa where President Coolidge went to church there were many ranchers and cattlemen, one of them owning a 15,000 acre ranch nearby, but the only "ten-gallon" hats, as the sombreros are called, were worn by the New York photographers, assigned to cover the movements of the chief executive and his wife during their summer vacation.

Colonel Edward Starling, assistant chief of the White House secret service staff, who preceded the president to the West, set the styles for the crowd. He had on a sombrero that made Tom Mix's hat look like a skull cap, and those riding trousers and leggings! One look at him and the whole secret service staff, save Richard Jervis, the chief, put in for leave in order that they might rush to town and stock up. Now Starling is known as "Hollywood Ed."

Francis M. Stephenson of the Associated Press, who has a little cabin in the woods, a short distance from the President's lodge, beat it into Rapid City to get boots, riding trousers and a chamois-skin jacket. A few days later "Dakota Clyde Jones," cowboy champion in three states, came down with a saddle horse for "Two-Gun Stevey" to ride. He told "Stevey" he would act as his guide. "Stevey's" last mount was a hobby horse in the nursery, never having been able to afford an electric horse in the gym.

"Dakota Clyde" helped him into the saddle. The cowboy jumped on the back of his wonderful sorrel. "Come on, let's go," he shouted to the tenderfoot, and a half mile up the mountain road, he looked back. "Stevey's" horse was standing just where he had left him.

"How do you get this horse started?" called out "Stevey."

"Jab your heels in his ribs," yelled "Dakota Clyde."

"Stevey" barely touched the flanks of his mount.

"Hit his neck with your bridle strap," said "Dakota Clyde."

"Stevey's" blow was a caress.

The horse did not move.

"Oh, I guess I've ridden far enough for one day," concluded the newspaper man, dismounting

Edward F. Whiting, correspondent of the *Boston Herald,* was the first newspaper man on the President's party to appear in Rapid City with a wide sombrero, but he has admitted to his Boston colleagues that he would not dare wear it down Tremont street in his home town. J. Russell Young of the *Washington Star* bought a ten-galloner at the same time, but Mrs. Young is with him here, and he has never appeared with the chapeau.

Of the photographers, J. C. Brown of the International Newsreel and Karl W. Fasold of Pathe are the only ones who stick to their sombreros religiously.

Everything that smacks of the old story book type of western life is seized upon eagerly by the Easterners. Even the silver dollars or "cart wheels" are gobbled up by the members of the president's party, the natives saying that the visitors act as though they feared there would not be any left in a few days. With five dollars in silver, the owner walks with a heavy list if he doesn't divide them between his two trouser pockets.

Indian moccasins, made in Brockton and Haverhill, Mass., shoe factories are bought up here and shipped back to children in the Eastern cities.

Western life is grand, even though the East has to furnish it.

TRAVIS TAKES NEW POST

Oregonian Man Named General Manager of Portland Telegram

John L. Travis, member of the editorial staff of the *Portland Morning Oregonian* has been appointed general manager of the *Portland Telegram.* The announcement was made by David E. Lofgren, representing purchasers of the Telegram, as yet unnamed.

Mr. Travis is well known in newspaper circles in the Pacific Northwest. He received his early training on the Oregonian, advancing to Northwest editor. For a number of years he was city editor and later general news editor of the *Oregon Journal,* leaving the latter position to become managing editor of the *Seattle Times.*

A year ago he returned to the Oregonian editorial staff.

BRADFORD MERRILL ILL

General Manager of Hearst Newspapers Suffers Nervous Breakdown

Bradford Merrill, general manager of the Hearst Newspapers, is ill at his home, Shelter Rock, near Manhasset, L. I. Mrs. Merrill told EDITOR & PUBLISHER her husband was suffering from a nervous breakdown, which she "hoped was not serious."

Mr. Merrill is a prominent member of the Publishers Association of New York. He is 66 years old and has been the Hearst general manager since 1917.

AGENCY WON'T DISCUSS FAKED FORD NEWS

N. W. Ayer Charged Preliminary Specifications for New Car Stolen from Office in Telegrams to All American Dailies

After charging an unnamed news agency with theft of "preliminary and experimental" specifications of the new Ford car issued as authentic news, N. W. Ayer & Son, Philadelphia advertising agency this week declined to discuss the affair when information was sought by EDITOR & PUBLISHER.

The accusation was made last week by N. W. Ayer & Son in a 100-word paid telegram sent out to all newspapers in the United States and Canada. The newspapers were asked not to publish the news agency's story which was described as "fictitious and imaginative."

The text of the telegram follows:

"N. W. Ayer & Son, advertising counsel for Ford Motor Company, advise you that a theft has taken place from their offices in Philadelphia of certain preliminary and experimental advertisements in regard to the new Ford car. Material used therein which in many particulars is fictitious and imaginative has been issued as authentic news by a news agency. N. W. Ayer & Son state that the car is not complete, therefore any alleged specifications have no warrant of truth. We hope no newspaper will publish these stories. This wire is sent to all newspapers in the United States and Canada.

"N. W. AYER & SON."

EDITOR & PUBLISHER was informed this week that the story referred to by N. W. Ayer & Son was not carried by any of the five national news agencies, Associated Press, United Press, International News Service, Universal Service or Consolidated Press, but was obtained and issued by a New York financial ticker service.

VAN LEAR BLACK READY FOR LONG FLIGHT



The photograph shows Van Lear Black, president of the *Baltimore Sun* in the cabin of the huge Fokker monoplane in which he recently flew from Schiphol, Holland, to Batavia, Java. Pilots Geyssendorfer and Scholten accompanied him.

HAWKINS IS PROMOTED BY SCRIPPS-HOWARD

General Business Director Now Assistant of Board—Chandler Succeeds Him—Parker Named Editor-In-Chief

W. W. Hawkins, general business director of all Scripps-Howard Newspapers, has been appointed assistant chairman of the board of directors, Roy W. Howard, chairman of the board announced this week. Mr. Hawkins has been succeeded as general business director by William G. Chandler, formerly manager of the central group of Scripps-Howard Newspapers. George B. Parker, formerly general editorial executive, has been made editor-in-chief of the Scripps-Howard Newspapers.



W. W. HAWKINS

Explaining the changes, Mr. Howard



G. B. PARKER



W. G. CHANDLER

said they were necessitated by the recent rapid expansion of the organization and the concomitant increase in executive work.

"In his former position," Mr. Howard said, "Mr. Hawkins was interested only in the business side of the organization. Under the new arrangement, he will have authority in editorial as well as business matters the same as I have."

Ray A. Huber, business manager of the *Cleveland Press,* was appointed by Mr. Howard to assistant general business manager of all Scripps-Howard newspapers and John Meilink, advertising manager of the Cleveland Press, was promoted to the business managership of that newspaper.

Mr. Hawkins this week left New York on a business trip to the Pacific Coast. Mr. Howard is planning to leave next Wednesday on a trip to the southern newspapers of the group. He will go to Knoxville first, later visiting Memphis, Houston and El Paso.

PETERSON RESIGNS IN WICHITA

Editor of Beacon Joins Meredith Group —Succeeded by Jarrell

Elmer Peterson, editor of the *Wichita Beacon,* has resigned to take an executive editorial position with the Meredith publications in Des Moines. He has been associated with the Beacon as associate editor, managing editor and editor for a number of years. He is a contributor of articles to the *Saturday Evening Post* and other magazines.

The new editor of the Beacon is Arch W. Jarrell, who has been working for the paper in various editorial capacities for nearly five years. He formerly was on the staffs of the *Topeka Daily Capital, Kansas City Journal* and *Norfolk Virginian-Pilot.* He is a son of J. Frank Jarrell, of Topeka, Kan., publicity director of the Santa Fe Railway system, and a brother of Sanford Jarrell, city editor of the *New Orleans Item.*

The Beacon is owned and published by former Governor Henry J. Allen.

"BRIBE" RUMOR FACTORY BUSY IN SPORTDOM

Madison Square Garden "Entertainment Fund" Said to Be $65,000—N. Y. Graphic "Exposes" $200 "Loan Payment"—Ballyhoo Begins for Dempsey Comeback

By PHILIP SCHUYLER

WITH the Dempsey-Sharkey heavyweight fight set for July 21 and a Dempsey-Tunney match to follow, the air n New York sport circles was heavy his week with rumors of attempted bribery" of writers and the usual acounts of an elaborate pay-off system at he Madison Square Garden.

Tex Rickard, king of the promoters, vas quoted in reliable quarters as saying hat the "entertainment of newspaper nen" was costing him more than $65,000 year. This sum, it was said, was exended chiefly for liquid refreshments, vearing apparel and other gifts to newsaper men to keep them happy, friendly nd insure publicity on sports pages.

Mr. Rickard was in seclusion at his ffice preparing "for the big show" and fforts by EDITOR & PUBLISHER to see im and confirm the remarks attributed o him were unavailing.

A prize fighter was also "exposed" this veek by *New York Evening Graphic,* vhich published on June 27 a facsimile f a check for $200, the signature of vhich was obliterated by the tabloid. his check, the Graphic alleged, was sent o its boxing writer, James Jennings.

EDITOR & PUBLISHER was shown the heck and the accompanying letter. The etter mentioned payment of a loan, which ennings denied ever having made to the rize fighter. The check has been reurned uncashed.

The letter follows:

"Dear Jim: Inclosed, please find check or $200 in payment of the loan made ie during my last visit to New York.

"It was very generous of you to adance me this when I was in a precarious osition, due to my inability to cash a neck.

"I want to take this occasion to thank ou for this kind act, and at the same me express my appreciation for the olendid assistance you have given me ght along."

As played by the Graphic, the check cident appeared like a common "pay ff" practice. Sports editors and writers n other papers promptly asserted they ever heard of such procedure.

Some, in conversations with the writer, ter declaring emphatically they had ver seen any money passed themselves, dmitted that they had heard of "gifts" newspaper men of orders at well nown haberdasheries, and had also heard "cash being slipped into the overcoat ckets of sports writers." Another ethod, which the sports writers had ard was practiced, was described as llows:

"A reporter, eating at a restaurant, the ng-out of promoters and fighters, ould receive word from a waiter that was wanted on the telephone. On tering the booth, he would see a roll bills protruding from the return coin ot. He never knew nor cared who put em there."

The biggest names in the sports writg world are never coupled with such ady operations. The insinuation is offed at. Talk to these men, and they ll say themselves that such stories are aginative, or else, that "used to be the se, but is no more."

New York sports editors do not admit at anything like the rumors suggested ur in actuality and are confident of professional integrity of their own ffs. One did, this week, admit a genus streak in Gene Tunney. The presheavyweight champion, Paul Gallico, orts editor of the *New York Daily ews* said, gave one of his staff writers watch. "But they were pals," he said, nd I let my reporter keep the watch."

Whether in response to generosity or , the Dempsey ballyhoo has started, using public interest in his "comeck."

W. O. McGeehan, sports editor of the *w York Herald Tribune*, wrote this week: "The effects of the long sustained ballyhoo for the return of Jack Dempsey are beginning to be felt. Mr. Tex Rickard reports that the advance sale is more than he anticipated even in his most optimistic moods. Already the Six Hundred Millionaires of Madison Square Garden have made applications for the choice acreage of the Yankee Stadium.

"Mr. Dempsey is established at Luther's place at Saratoga and the experts are beginning to gather there. It will be some few days before Mr. Dempsey starts to go through the usual training evolutions which will permit the experts to peer at him with the customary expertness. As to the state of Mr. Dempsey's health, the ex-heavyweight champion reports it to be excellent. He made the same report immediately prior to the Battle of the Sesquicentennial.

"It looks as though there will be the same long period of experting prior to his bout with Jack Sharkey that there was before the Battle of the Sesquicentennial. Several hundred experts peered at Mr. Dempsey for days and concluded that there was absolutely nothing the matter with him. After the bout with Tunney, however, it seemed that everything was."

SPORTS REPORTING WAS A SCHOLARLY OCCUPATION FIFTY YEARS AGO

Discourse on Merits of Athletics Usually Preceded News of Who Won—Several Stories Often Lumped Together —Occupied Small Space in Newspapers

By LESTER JORDAN

NEWSPAPERS of 50 years ago and today differ greatly in many respects but in no phase of journalism is the change more apparent than in the sports section. Fifty years ago sports news played an insignificant part in newspaper making. Today the sports section is a determining factor in the success or failure of any daily paper. Given little attention half a century ago, sports events are now overplayed. As one writer said: "The popular press frankly makes sports its leading feature, and the more serious newspapers avowedly imitate their too successful competitors."

The change that has taken place in the handling of sports news is shown most clearly in the amount of space devoted to athletic events. Occasionally reports of horse races and the infrequent baseball games constituted most of the sports news just after the Civil War. At that time many metropolitan papers would print no sports news for weeks at a time. Few local sporting contests were held and news of that type could not compete with political articles for space devoted to national news. An examination of newspapers of 1875 showed that only 1.7 per cent of the news space was devoted to sports. Business, legal, personal, crime, political and foreign news each occupied more space than sports news.

Newspapers in 1875 printed less than half a column of sports news daily. Today the average metropolitan daily has three or four pages of sports daily and from six to twelve on Sunday. The percentage has increased from 1.7 to an average of more than one-fifth of the total news space. In most papers more columns are occupied by sports than by any other type of news. While 50 years ago sports news appeared only occasionally, today it is the least variable of all types of news. The main reason for this change is that sports news today does not have to conform to a certain news value standard to be printed. The papers have a certain amount of space that is to be filled by sports regardless of the news value of the stories. If sports stories had to meet the same tests as general news articles considerably less space would be occupied by the sporting section.

The growth of sports is the principal cause for the increased newspaper space given over to reports of athletic events, but the general use of the advance story also has been a determining factor in the gain in space. In the period before and immediately following the Civil War editors saw little news value in a sports story until the event had taken place. Many important baseball games would be played without receiving any attention from the newspapers until the day after the contest was held. Contrast this with the present policy of the papers which ballyhoo an event for weeks in advance. Today more columns are filled preceding an event than following it.

A study of the sporting news of a half century reflects many marked changes in the technique of newspaper reporting. The following lead, taken from a copy of the *Chicago Tribune* of 1867, is a typical story of that period. Imagine the joy a copy reader would derive from "butchering" it today.

"The match game of baseball between the O. K. Club, of Ottawa, and the Atlantics, of this city, was played yesterday on the grounds of the latter club, at the foot of Ontario street. The day was very hot, although a gentle breeze now and then came from the lake, and fanned, with a delightful coolness, the overheated players and spectators.

"The O. K.'s have been an organization only since last April, and for so young a club play a very good game. This is the third match game played, and in each instance defeat came to them with great odds in favor of the victors. Their uniforms are black cloth pants, white shirts, red leather belts, and white jockey caps with red buttons on the crowns."

The reader did not find out the result or the score until he came to the box score at the end of the story. At that time many baseball games would start with a scholarly discourse on the advantages of the sport as the only game fit for the ladies to see, with the important facts of the game itself appearing only in the final few paragraphs, if at all. It was not unusual for a report of a college athletic event to start with a philosophical dissertation on the development of athletics in universities and the increasing attention being paid to the physical well-being of the student, followed by a review of games played in previous years by the two contesting teams. At the conclusion of the discussion of these topics the reporter would tell who won.

Much criticism is hurled at the sports section today for the generous use of slang, but an examination of papers of 35 and 40 years ago shows that present sports writers are no more guilty than their predecessors in this respect. But the slang has changed and it is difficult to understand many of the terms used at an earlier period.

What a protest would be made today if all local stories on the sports pages were written as one article, without even a dash separating the different items. That was the way the metropolitan papers handled sports events many years ago. Reports of baseball games, horse races, pedestrian tournaments, and billiard matches were combined into one article. One deck in the headline for each of the major sports was the rule, but the headlines differed greatly from those of today. Now the copy reader will give the result and the score as well as other important facts in the headline. Then the headlines were little more than labels, as is shown by the following decks of a headline that is typical of the period: "Sporting; Exciting Running Race at the Brighton Course; The Opening of the Dexter Park; Base Ball Match Between the O. K. Club of Ottawa, and the Atlantics; Western Trip of the National Club; The State Convention."

Without the assistance of the newspapers sports would never have attained their present popularity. Sports officials are among the first to admit the debt that baseball, football, boxing and other sports owe to the papers. But few critics of the press would assert that the papers have been the only factor in the growing popularity of sports. No amount of space in the paper could have increased the attendance at the Army-Navy game from the 100 who saw the first game between the two institutions in 1890 to the 111,000 fans that saw the two service teams in their game at Chicago last November. Greater rapidity of transportation and communication, growth of cities, increase and greater distribution of wealth, increase of leisure, growth of tradition about certain events, and the inherent appeal in sports have been determining factors in the increased popularity of sports.

Football and other sports in their early years were given little attention by the metropolitan papers. It was several years after the Eastern universities began playing football that reports of the games appeared in the New York papers. While the papers have fostered the interest in sports, they were of little assistance to the organizers of the various games until after the sport had established itself among a certain class of the people.

Present day opinion of sports promoters, newspaper editors, psychologists, trade publication editors, advertising men, and journalism instructors is that sports on their present scale would be impossible without the sports section of the daily papers. One director of athletics at a large university estimated that the papers were responsible for 50 per cent of the crowd at any game. Stadiums could not be paid for, and college athletics would be a financial failure without the aid of the sporting pages, the athletic director said.

Sports pages undoubtedly exert a great influence upon the readers and upon the sports, but an examination of papers for the last 75 years shows that most of the protests against existing evils have appeared either in the editorial columns or in the general news section, rather than on the sports pages. The press led the fight for changes in football as it was played before 1906, but the attacks on the brutality of the game as then played were not printed in the sports section.

The modern news summary lead also began to be used about 1890. Before that time the reports usually were written in chronological order. Definite statements in the headlines of sports articles also came into general use in that decade. Sports spectacles were given more space at that time than they are today.

QUESTIONNAIRE REVEALS HOW PAPERS MEET TRANSPORTATION PROBLEMS

Ninety-Seven Newspapers Operating 691 Motor Routes Covering 60,000 Miles Daily, Survey Shows—Cost Is Set at $53.65 Per Week Per Truck—5 2/3 Cents a Mile

By G. S. GALLOWAY
Circulation Manager, *Rockford* (Ill.) *Register-Gazette*

Following is the complete text of a report entitled "Reaching Out By Motor Routes," submitted by Mr. Galloway at the meeting last week of the International Circulation Managers' Association in Atlanta.

WITH the increasing popularity of the automobile, the building of good roads at the rate of 35,000 miles per year, affecting the continuous curtailment of suburban railroad service, the newspapers have been confronted with the greatest transportation problem in their history, and this condition will increase many fold.

In order for a newspaper to keep its present suburban circulation and serve its territory under these conditions, it must turn to the only practical solution of the present day—that of motorizing its field.

In handling this topic, I wanted to make a thorough investigation among the members of this organization and sent out 485 questionnaires, and received 130 replies.

In analyzing these answers, I found there were 41 newspapers that were not using auto service in their suburban and country territory. Forty-nine evening newspapers maintain 249 routes covering 16,000 miles a day, or an average of 65 miles per route at an average cost of four and a half cents per mile. Thirty-two of these report a circulation increase of from 5 per cent to 200 per cent or an average of 35 per cent during the past year. Thirty-seven morning newspapers maintain 238 routes, covering 19,177 miles daily, or an average of 80.6 miles per route, at an average cost of 5.7¢ per mile. Thirteen morning papers report an increase in circulation from 1 per cent to 83 per cent or an average increase of 22 per cent. Eleven newspapers having thirteen issues a week had a total of 204 routes covering 13,000 miles, averaging 63.3 miles each.

In summary, 97 newspapers were operating 691 motor routes covering more than 60,000 miles per day, or greater than twice the distance around the globe. The average cost of operation per mile given above does not represent the total expense of operation, as I find that 33 per cent of the above report that they wholesale their single delivery papers to the drivers who make a profit on each subscriber.

There are several different cost plans in use, and I have classified them under three headings:

First, "Office Owned Trucks."

Twenty-five per cent of the newspapers reporting operate their own trucks, paying their drivers a flat salary and paying all up-keep on the trucks. The most complete report of the cost of operation under this system is from a paper using six trucks covering 953 miles per day, which analyzed costs as follows:

Salary, $26.25; gas and oil, $11.30; Repairs, Insurance and Tires, $16.10; Total, $53.65 per truck per week, or 5-2-3¢ per mile. These figures do not include the original investment in equipment or depreciation.

Second, "Privately Owned Cars."

Ten per cent of the newspapers reported are operating on a small salary and wholesale papers for individual subscribers through the drivers. (Two papers report that they wholesale their entire circulation to the drivers, including agents and make them responsible for maintaining circulation and collections.)

It is impossible to average the cost on this classification.

Third, "Operation Under Contract Plan."

Sixty-five per cent of the papers reported are operating under the contract plan, paying a flat rate per mile at a cost of approximately nine cents a mile. Very few of the papers operating under this plan have taken advantage of the individual farm delivery.

Fifty per cent of the papers report a farm delivery service of which we find 44 per cent wholesale these papers to their drivers who make all collections. Twenty-six per cent use special solicitors only, and 30 per cent collect partly by mail and solicitors. Ninety per cent of all solicitation for new subscriptions is done by special solicitors.

A number of the larger newspapers have found that they have been able to maintain automobile routes throughout their territory at a cost less than the express or baggage rate of the railroads, due to the heavy tonnage on these routes.

I am now going to quote a few paragraphs from letters received from circulation managers in various states.

A Southern member reports: "Most of our truck routes are operated by independent drivers. These drivers furnish their own equipment and receive a weekly salary figured on the basis of the poundage handled, and in most every instance we get these papers handled cheaper than if they were sent by baggage or express.

"Our express rate is $1 per 100 pounds and baggage 90¢ per 100 pounds where it is handled by the same company. If handled by two express companies we pay $2 per hundred. These drivers handle mostly dealer packages, but where we have no train service to get the individual mail subscribers' papers to destination in time to go out on the rural routes the same day as published, they haul these for us also."

A Middle Western paper reports "We have motor routes on our three pa pers, figuring on the tonnage basis co us $11.59 per 1,000 pounds during 1926.

Another paper reports: "The moto truck delivery is secure. It is here t stay and will be enlarged upon as fas as the country builds good roads."

A Western member reports his pape has four motor routes which carry agents bundles to nearby towns and to carrier who serve rural subscribers using eithe a horse or bicycle. These boys cove approximately eight miles per day at a average cost of $1.50 per month per mile The average cost of our motor trucks i $3.00 per mile per month.

The carrier boys must keep up thei subscription list just the same as th city carrier boys. They make their own collections and are allowed 10 per cen on same. They are also paid the usua new order commission on new subscrip tions.

In conclusion I want to say that I am a firm believer in the auto delivery service and am of the opinion that any newspaper situated in a territory where it has good roads can increase its circulation and at the same time extend its territory at a reasonable cost providing there is sufficient population in said territory.

NEW OFFICERS TAKE CHARGE OF I. C. M. A.

AN exciting contest for the office of second vice-president marked the closing session of the International Circulation Managers Association at Atlanta last week.



H. W. Stodghill

H. W. Stodghill, *Louisville Courier - Journal* was elected to this important office after a number of ballots, upsetting the predictions which had figured James A. Mathews, *St. Paul Pioneer-Press,* would win. The election places Mr. Stodghill in line for presidency of the group in 1929.

Harold Hough, *Fort Worth Star-Telegram,* was elected president, succeeding Charles Payne, *Indianapolis Star,* who completed one of the most successful terms in the organization's history. An error in telegraphic transmission placed Mr. Payne on both the Star and Times in last week's Editor & Publisher.

J. M. Annenberg, Curtis-Martin Newspapers, was elected first vice-president, and, according to tradition, will be I. C. M. A. president in 1928. Clarence Eyster, *Peoria Star,* was re-elected secretary-treasurer.

In the second vice-president's contest votes were cast for Thomas Dowling, Scripps-Howard Newspapers and John N. Eisenlord, *Chicago Daily News.*

HARN DESCRIBES CIRCULATORS' MEET AS "PROFITABLE AND BALANCED"

Director of A. B. C. Impressed with Broad-Mindedness of Newspaper Circulation Managers—Says Sales Campaigns Being Judged by Effect on Sound Economics

By O. C. HARN
Managing Director, Audit Bureau of Circulations

Editor & Publisher *asked Mr. Harn for an expression of his opinion on the value to members of the convention of the International Circulation Managers' Association held in Atlanta last week. His article, written in reply, follows.*

THIS has been my first I. C. M. A. convention and naturally my first inclination is to compare it with other conventions I have attended. Conventions fall into two classes, working conventions and golfing conventions. The I.C.M.A. is in the former class. The men attended the business meetings. They took part in the discussions.

My second impression is that while there were prepared papers on each subject on the program, these were by no means the whole program. They were more in the nature of starters of the discussion. No sooner were they concluded than several members were demanding the floor and a heated discussion followed. This always makes for lively interest. More profit comes from these debates than from routine speeches because it is only in this way that all the ideas can be brought out. A convention is not worth the time and money spent on it unless the delegates carry back home ideas which can be harnessed and put to work. The full notebook is the test.

My third impression is that the circulation manager of today is a much broader individual than he used to be. This was evident in all the discussions. There semed to be a full consciousness on the part of the members of the role that circulation building plays in the complete business of making a newspaper. In other words, every sales plan was considered and judged by its effect on sound economics. Opinions differed, of course, on the various questions which arose, but all the speakers seemed to realize that their views were futile unless they could stand the all-around test.

Finally, I was impressed with the fact a great many members of I.C.M.A. were short-sighted. These were the members who were not present. Not half the enrolled members were in Atlanta. If the stay-aways really could see the fat, well-filled memorandum books which were carried out of Atlanta, I feel sure that they would realize that they had lost money by not making the journey to the meeting. I can't conceive of any more profitable annual investment that the circulation department could make than that in a railroad ticket to an I.C.M.A. convention, if they are all like this, my first.

Unless anyone should get the idea from what I have written that the convention was all work and no play, I should say that there were plenty of delightful social features, a very valuable factor in business meetings. But they were kept in their proper place. The balance between work and play was admirable.

$1,650,000 IN BONDS SOLD BY OHIO GROUP

Brush-Moore Newspapers Dispose of Large Issue Through Cleveland and New York Financial Houses

The Brush-Moore Newspapers, Inc., a corporation formed under Ohio laws a few days ago, to take over the five properties controlled by the syndicate, have sold $1,650,000 ten-year collateral trust 6½ per cent sinking fund gold bonds through Cleveland and New York financial houses.

The new corporation has an authorized capital of $1,400,000. Louis Brush is president.

Mr. Brush in a statement to the public in connection with the gold note offerings said that the combined value of the newspaper properties is around $4,000,000.

The properties included are the Repository Printing Company, publishing the *Canton Repository* evening and Sunday editions; the Harding Publishing Company, publishing the *Marion Star;* the Salem Publishing Company, owning the *Salem News;* the East Liverpool Publishing Company, publishing the *East Liverpool Tribune-Review;* the Herald Printing Company, owning the *Steubenville Herald-Star.*

Net earnings of the properties, after depreciation and before interest and federal income taxes were paid, in 1923, were $184,420, and these jumped to $418,233 in 1926.

For the four years ending December 31, 1926, Mr. Brush said the subsidiary companies paid cash dividends in excess of $700,000.

The proceeds of the gold note sale will be used to reimburse the company for the cost of the Canton Repository Printing Company, recently acquired by the Brush-Moore people.

BROUGHT COOLIDGE TO S. D.

Editor of Hot Springs Star Started Movement by Telegram March 30

Francis H. Case, editor of the *Hot Springs* (S. D.) *Star* weekly, is credited with bringing President Coolidge to the Black Hills for his summer vacation.

It was Editor Case, who on March 30, first broached the idea of inviting President Coolidge to the Black Hills in a telegram sent to Congressman Williamson urging that an invitation be extended the President. Mr. Case was impelled to send the message when press dispatches told that the President would not return to Swampscott this summer.

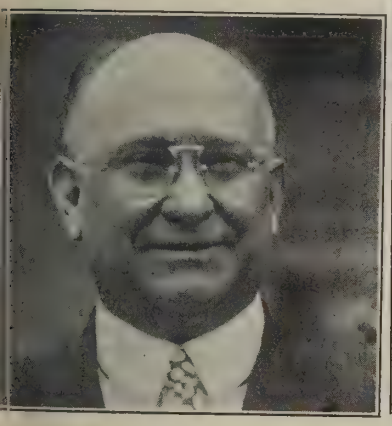
CIRCULATION MANAGERS IN ANNUAL CONFERENCE AT ATLANTA, GA.



Waiting for those cool drinks at Atlanta last week, left to right around the able, S. J. Moore, *Brooklyn* (N. Y.) *Eagle*, J. A. Fanster, *Cleveland* (O.) *Press*, John J. Kirk, *Cleveland Plain Dealer*, C. W. Bevinger, *Terre Haute* (Ind.) *Post* and B. J. Ullman, *Youngstown* (O.) *Vindicator*.



Old-Timers of I. C. M. A. remember the days when. (Left to right) W. L. Argue, *Toronto Star*; A. E. MacKinnon, New York; D. B. G. Rose, Louisville, and W. C. Hixson, *Syracuse Post-Standard*.



. A. Mathews, Circulation Manager
t. Paul Pioneer Press and director
I. C. M. A.



In the Southern delegation attending the I. C. M. A. convention in Atlanta last week were: (left to right) Oscar Anderson, *Montgomery* (Ala.) *Journal*; J. D. Ulrich, *Louisville Courier-Journal*; A. H. Pruett, Jr., *Charleston* (W. Va.) *Gazette*; and Sidney D. Long, *Wichita* (Kan.) *Eagle*.



Jan D. Simmons, *Atlanta Journal* (center), and member of the local entertainment committee, headed by J. T. Toler, *Atlanta Constitution*, saw to it all I. C. M. A. convenion delegates had a good time. With him above are (left) Harry W. Cullis, *Chester* (Pa.) *Times* and (right) Paul S. Boehm, *Indianapolis* (Ind.) *News*.



Officers of I. C. M. A. at ease outside Atlanta Biltmore Hotel (left to right, (seated) Clarence Eyster, *Peoria* (Ill.) *Evening Star*; Charles Payne, *Indianapolis Star*; and Harold Hough, *Fort Worth* (Tex.) *Star-Telegram*. Standing, F. R. Marks, *Asheville* (N. C.) *Citizen*, and John Schmid, Hearst Newspapers.

BOND HOUSES OVERLOOKING VALUE OF NEWSPAPER ADVERTISING

Copy Technique "Fishy-Eyed" Speaker Tells Financial Advertisers at Denver—Dailies Needed to Develop Vast Potential Field

Following, in part, is an address delivered by Paul Loughridge, Bosworth, Chanute, Loughridge & Co., Denver, before the Financial Advertisers Association departmental meeting at the Denver Convention of the International Advertising Association this week.

THERE is nothing novel in financial houses advertising in the newspapers. But there is hesitancy on the part of many—perhaps the majority—of bond houses to take full advantage of the tremendous possibilities for good that lie in the more vigorous and diversified use of newspaper space. When I speak of possibilities for good, I am referring not only to the good that results to the bond house, but to the general investing public as well.

The efforts of a bond house to merchandise its securities are threefold, all closely linked together; first, through salesmen; second, through direct mail circularization; and third, through newspaper advertising. Every bond house has its list of addressograph plates to which a regular monthly circular is sent. Month after month these circulars go out to the same list of comparatively few people. If you will but compare the number of people on your list to the immense number of people living in your territory, you will realize how really puny is your effort to reach out and make bond buyers of the masses. If you figure out the number of calls made each day by your salesmen, you will be astonished to see how few people you really try to sell. It really is pitifully small. I'll venture to say that there are not over eight to ten thousand names on any one list in a Denver bond house, and yet within selling distance of Denver, there are at least 3,000,000 people. There is but one medium which will bring your message to all and that is the daily newspaper. Yet bond houses, as a rule, have not yet awakened to this fact. They do not see the immense possibilities which lie under their very eyes.

The creation of an advertising policy must be based directly on the ideals of the bond house. This sounds commonplace, but it is interesting to note that when the head of a bond house is aggressive, alert, and anxious to create a constructive selling policy, a similar constructive advertising policy usually results.

Since the war, most investment bankers have been occupied with the task of finding securities to absorb the flood of money. Their advertising has been a purely formal gesture, frequently accompanied by the salutation: "This advertisement appears as a matter of record only."

All this is well enough today, but what of the future? I'm no prophet, but it will be surprising if the coming years don't change the situation greatly, with a competition for business that will make that of today seem like a love-feast.

Then the heads of the bond houses will be forced to turn to advertising as a tool to develop new markets, to reach greater numbers of possible clients, and to turn into desirable customers the great unschooled body of potential investors who now think of a bond house only as a place where men read the *Wall Street Journal* and have oriental rugs in their private offices. Yet the most casual observer can see that fully 85 per cent of the newspaper space devoted to financial advertising by reputable bond houses is still confined to the fishy-eyed formal advertisement which introduces itself in a dead voice with these sacred words: "As syndicate members, we offer....."

There are many notable exceptions, but in general, there seems to be little attempt made to interest anybody except experienced investors in the service and merchandise of a bond house. The advertising is void of inspiration, highly technical, and as cordial as a man being touched for a loan of $50.

You are probably familiar with the analysis published in the *American Bankers' Association Journal* by J. S. McCoy of the United States Treasury Department, in which he estimates that the total number of security holders in the United States is only 3,000,000.

I venture to say that most of the 3,000,000 are now experienced investors and that the formal security advertisement and bond circular meets all of their requirements.

But the undeveloped market—with its millions of potential bond buyers, is the one that should interest most every bond man who has an eye to the future, and there is almost a total lack in our newspapers, of the type of advertising which will influence this great market to invest its money in anything except radios, automobiles, fake oil stocks, etc. We shake our head sadly over the billion or so that is dumped into worthless securities every year, but what competition to the fakes do we legitimate investment bankers offer. We have the most fascinating story in the world to tell these people. We can make it even more alluring than that of the faker, because the public is always a bit uncertain about the faker even while it is sending him its money. We have the medium at hand to tell our story—the newspapers. We have the men ready to write the story—eager to write it. But with a few notable exceptions, the story is never told. So the Bonanza Gold Mines promoter, and the Wild Cat Oil Wallingford, find the field wide open with no competition in sight.

The only way that the development of this potential market can be speeded up is for the investment houses of the country to do vastly more educational and inspirational work in newspaper advertising. It happens that our firm has enjoyed all sorts of experiences in trying to put some of these ideas into practice. If I refer to our own work too much, I apologize, but it is only natural that I should talk about what we have learned from experience.

In the use of newspaper advertising, we maintain a very flexible policy, although working on an annual budget. We use it to reach all classes of investors—the large, experienced investor, the inexperienced investor, and the person who has never bought a bond. We even advertise $100 bonds occasionally to show the small investor that we welcome him, just as a means of keeping the door open for everybody who has or ever will have money to invest.

We are guided in newspaper advertising by the following five principles:

1. The Prestige of the Firm Must be Continually Impressed.—We plan to advertise in the newspapers every day. Daily hammering away over the firm name for years, backed by sincerity on the part of the advertiser, inevitably builds prestige.

2. Formal Announcement of Issues. There is no quarrel with this phase of newspaper advertising. It is the most convenient method of conveying information to experienced investors concerning any new bond issue, enabling salesmen to call their clients on the phone and tell them to look in the newspaper for a description of the issue. There is a distinct place for this type of advertising.

3. Educational Advertising for the New or Inexperienced Investor.—This educational process is not an overnight thing and it covers a vast field. Expenditure of a part of the firm's advertising appropriation for this kind of advertising may be likened to an industrial concern putting a portion of its earnings into brick and mortar instead of dividends. It doesn't bring immediate profits, but it builds wisely for the future.

4. The Advertisement of Single Issues or Odd Lots for Direct Sale.—Here is an opportunity for a complete breaking away from the stereotyped forms.

5. Providing the Incentive to Buy Bonds.—This is a field in which there is the greatest opportunity for newspaper advertising. The average buyer buys bonds for a purpose. People with money who don't buy bonds, won't buy them unless they are given the inspiration of a purpose. They must have a picture painted for them which shows conclusively what bond buying will do for them.

Every city is full of people eagerly seeking a sure and safe way of saving money and becoming independent in their old age. If they make a billion dollars worth of mistakes every year, in their effort to accumulate, are they to blame or are the investment bankers of the country? We know that they will respond if an attractive light is thrown on bond investment. We can tell as fascinating a story, without exaggeration, as ever inspired a man to invest in mines and oil wells. And there are enough investment bankers in the United States to educate and inspire such huge numbers of potential investors that a new market second only in size to that of the Liberty Loans, could be developed if we would all concentrate on educational and inspirational newspaper advertising.

Undoubtedly, the time is coming when newspaper advertising will be in general use as a means of selling *ideas* as well as *issues* of selling the *whole market*—the *undeveloped* portion as well as that which now makes up the bond business. Then more newspaper space will be used, some real competition for the faker and fly-by-night promoter will be provided, and we will have more readable and more widely effective copy.

DAILY'S STAFF CREATED WESTERN ATMOSPHERE



***Denver Rocky Mountain News* staff men put on the local mode of 1870 and showed the I. A. A. delegates the festive city of the pioneer days.**

IDEA SPARKS BROADCAST AT DENVER

(*Continued from page 3*)

after these levees were built to pave a publicity highway from ocean to ocean."—LABERT ST. CLAIR, Director of Advertising, American Electric Railway Association.

* * *

"IN most cases, ninety per cent or more of the merchandise advertised at a 'special sale' price is marked as high as—and in many cases higher than—the regular price ought to be. What is the result? Dissatisfaction among customers; shattered confidence; suspicion in the minds of newspaper readers when a bona-fide offer is made in an advertisement. Then follows mistrust, a loss of faith and a feeling of unbelief and uncertainty. The influence and force of advertising in general is materially reduced. The newspaper suffers. Newspaper publishers can do a constructive job in situations of this kind, if they wish. A newspaper is primarily a news medium, and if a store's advertisement does not present an instructive and constructive news message, it has no place in a newspaper."—R. L. WHITMAN, Advertising Director, J. C. Penney Company, New York.

"The past year has been marked by progress and the unusual in community advertising attracting the attention of the entire world—one city after another has fallen into line—large communities, metropolitan districts, states and groups of states have found community advertising valuable. My estimate is that anywhere from seven to eight million dollars is being spent annually now for Community Advertising.—C. F. HATFIELD, St. Louis, president, American Community Advertising Association.

* * *

"The paid testimonial is a pernicious practice and diminishes the value of all other advertising—creating a competition between personalities rather than products."—ELSIE E. WILSON of the advertising division, American Radiator Company, New York.

* * *

"THERE lies before advertising and advertising men not only the opportunity for service and profit but the clear call to duty. There rests upon business and industrial leaders of the world the distinct responsibility to state and explain the facts and principles upon which national and international business progress must be built so clearly that the oft-quoted man in the street, may understand. A large and constantly increasing reading public seeks eagerly to know, and it is the mission of the publicist to inform and advise them through all the mediums at his command."—FRANCIS S. SISSON, vice-president, Guaranty Trust Company, New York.

HOWARD CROWNS "MIGS" CHAMP

Chairman of Scripps-Howard Newspapers Awards Tournament Prize

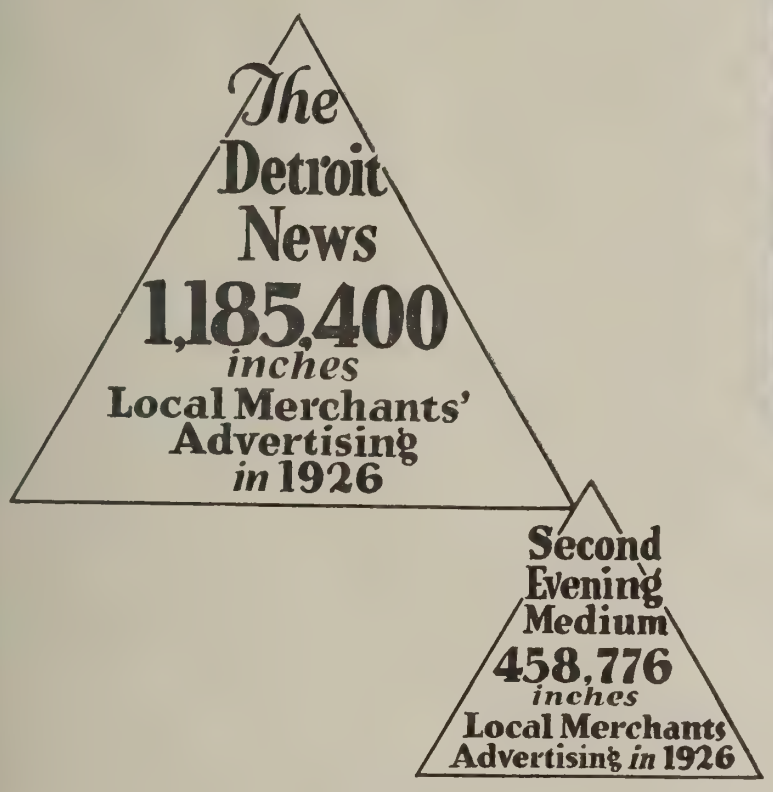
Roy W. Howard, chairman of the board of the Scripps-Howard Newspapers, was to go to Atlantic City from New York on Friday this week to crown the king of U. S. marble players.

The contest, staged annually by the promotion department of the Scripps-Howard Newspapers, drew scores of freckle-faced boys to the famous New Jersey resort this week from many cities of the west, south and middle west.

When In Detroit Do as Detroiters Do



Crowd of Purchasers Waiting to Enter Owen & Co.'s Furniture Store, Detroit, After a Double Truck Advertisement Used Exclusively in The News.



The graph above portrays the relative use of space by local merchants in the two Detroit evening newspapers. It clearly demostrates how far superior in advertising effectiveness The Detroit News is considered to be by the local merchants.

Those on the ground—the Detroit merchants—whose daily contact with Detroit people is direct and whose advertising effectiveness is immediately tabulated by the surest index yet known—the cash register—continually prefer The Detroit News and use increasingly more space in its columns.

In 1921 The Detroit News led the then second evening newspaper by 110%. In 1926, however, The Detroit News carried 1,185,400 inches of local merchants' advertising or 158% more than the present second evening paper did, thus showing not only remarkable leadership but a great increase in leadership.

This increased concentration in The Detroit News is significant of the greater value inherent in HOME circulation. In this respect The Detroit News is in a class by itself.

Detroit merchants are themselves readers of The News and are well aware of the influence The Detroit News has in the home circle. An instance of this may be seen in the fact that more than 300,000 letters were received in 1926 by various editorial departments of The News from householders, seeking advice on fashions, decoration, health, beauty, domestic economy and other topics.

In its own home town The Detroit News is the preferred medium and it is reasonable to assume that the newspaper so preferred by merchants is the newspaper that will bring the best results for manufacturers, as well.

The Detroit News

350,000 Sunday Circulation — For 54 years Detroit's HOME newspaper — *330,000 Weekday Circulation*

PRACTICE OF BARRING FREE PASSES GROWING

"Journalism Should Be Free from Mendicancy" One Daily Replies to Strauss Questionnaire—Othe Restrict Passes to Reporters Actually Covering an Event

A TENDENCY among newspapers to refuse free pass privileges from theatrical enterprises is noted in a survey made by Moses Strauss, managing editor of the *Cincinnati Times-Star*, to obtain material for an address he delivered recently before the Associated Press editors of Ohio.

One of the shortest replies to Mr. Strauss' questions came from a Milwaukee newspaper. It was:

"We think journalism should be free from mendicancy."

Another laconic answer came from Denver, reading: "We buy our tickets. They pay for their advertising."

Mr. Strauss has made public replies he received from newspapers in 18 cities. Of the total eight accept no passes and two allow the Annie Oakleys to critics only.

Some of the newspaper replies follow:

BALTIMORE—Accepts passes generally. The old convention of accepting these passes has never been abandoned as a whole, although, in the case of individual theaters, whose managers seem to feel that acceptance of passes implies an obligation to the theaters, passes are promptly declined. There have been two such cases within my recollection. The performances at these theatres were, of course, reviewed precisely as in the past, and although the managements were assured that reviews would be continued without prejudice, whether or not passes were granted, the managers in both cases asked that they be allowed to resume supplying passes. There is a great deal to be said against the acceptance of passes under any condition. It would be intolerable to have news treatment of the theatres governed or influenced in the slightest measure by acceptance or nonacceptance, and if I felt that this was even a possible result, I would terminate our arrangement immediately. I do not, however, feel that there is any threat of such a situation. I would only add that the staff is prohibited from accepting personal courtesies from the theatres. I mean by this that the only passes accepted are those which come through the city editor and are distributed by him to individual members of the staff.

DETROIT—For critics only.

CLEVELAND—Accepts no passes to any amusement event that has a paid gate, except for working reporters and photographers. Any employe who accepts a pass lays himself liable to discharge. We took this action for two reasons: First, because we felt that the newspaper had outgrown the old exchange of courtesies principle which existed when newspaper editors and "ham" actors were both in the same boat as far as financial responsibility was concerned, and, second, because we did not care to obligate this paper to anybody, and we felt that there was an implied obligation in accepting passes.

MINNEAPOLIS—Accept passes, Passes to commercial amusement affairs are one of the last remmants of the old days. I would like to see them done away with.

BOSTON—Do not accept so-called newspaper passes. We have passes to baseball games, circuses, theaters and various fairs and expositions, but make it a rule that they are used only by employes and their families.

BUFFALO, N. Y.—Accept passes. They are given in consideration of theatrical notices in our Saturday paper. The critic is in no way hampered. We are independent of the theatres and last year offered to cut out passes entirely.

DENVER—We buy our tickets. They pay for their advertising.

PHILADELPHIA—We accept no courtesies except field badges at sporting events and other credentials that may not properly be classed as "passes." We subscribe to all testimonial dinners which we intend to cover on a news basis and we buy tickets for all shows we intend to review. We charge full rates for all theatrical and sporting advertising and reserve the right to say what we like about all concerned. None employed in the establishment is permitted to render any service to any other publication or to accept outside work of any kind—press agency, etc. Our reporters are never the step-children of any affair. They are compelled to pay their way and maintain the dignity of the publication in every situation. This is impossible with "passes."

NEW YORK CITY—Accepts passes, but does not solicit them. Baseball passes are received by the working baseball writers and some of the heads of the departments. The same is true of racing passes. In addition to the passes used by the writers of prizefighting, a half dozen tickets are sent to the sports editor. Two tickets are sent by the theaters to the dramatic critic and to the dramatic editor. The music critic receives two passes. The acceptance of a ticket entails no obligation on the part of the recipient. Those who have tickets as distinct from working passes are guests of the management.

PHILADELPHIA—Two tickets are furnished to the dramatic editor for the opening performance, and the acceptance of "passes" under our rules stops there.

LOS ANGELES—Critic passes accepted with the understanding that no obligation is implied. Additionally two passes a week are accepted, but requests for additional seats are avoided when "sell-outs" are presented.

PALM BEACH—No passes accepted. They constitute a petty "bribe." They cause costly friction in the office. The giver expects many times their value. No one can accept a pass and retain his dignity. A newspaper is a greater institution than any pass-giving concern and should not be belittled by being offered such petty sophistry.

NEW YORK—We do not countenance the accepting of passes for anything except for us in obtaining material for publication. We prefer to be under no obligation to anyone or any institution.

INDIANAPOLIS—Have accepted passes for many years. Do not know when the custom was instituted. These passes are used by employes. I have never found that any harm has come from this practice and neither do I know any advantage being gained by this practice other than the saving of money that would be spent for tickets. Dinner tickets are usually accepted, as they are sent in the hope that the engagement will be covered by a staff member.

ALBANY (P. M.)—Critic, for the first performance only. Such passes as may be in possession of members of our staff have been given them as individuals only.

NEW ORLEANS (A. M.)—Accept passes generally. I presume that these are taken on the theory that these forms of relaxation are entitled to news recognition, but do so little advertising that we should get as much as possible out of them in the way of passes for employes. We accept two passes from theaters for the use of our reviewer at opening performances only and none thereafter. Many years ago any of our employes desiring to attend a show had no difficulty in obtaining passes, but the practice was greatly abused and the management made a rule that no theater passes would be accepted except for the critic to attend the first showing. Our employees understand that they will be dismissed if found soliciting or accepting theater passes other than as stated. The use of passes for various sporting events is an endless source of bickering and annoyance, so much so that the distribution has been placed in the business office, where, in order to avoid favoritism, a record is made of all passes given out. I believe it would be a good thing for newspapers generally if passes were taboo except for the use of writers specifically assigned to cover the event.

CHICAGO (P. M.)—We accept a limited number of passes. We do this only in harmony with custom. We do not accept privileges from people who we know will abuse such a relationship.

I never ask for a theater pass and accept only when thrust upon me by persons who I know make the offer out of pure good feeling and whom I do not like to offend. Papers have been known to grab two whole rows at an opening.

KANSAS CITY—The practice of accepting passes was stopped by us fifteen years ago. There were two reasons: one, that the theaters would do more advertising if they did not have to give away eight or ten seats a night, and the other, the paper would be more independent if it did not accept free seats. I do not know that the advertising has increased any, but the independence of the paper there is no doubt about.

ROCHESTER—We accept passes. We do not feel obligated. No pressure has ever been brought to bear on us that would conflict with fair criticism.

Mr. Strauss also obtained the opinions of some theatrical managers of the subject and has quoted them anonymously.

One Chicago manager wrote that he knew of no reason why a theatre should issue tickets to a newspaper or its employes.

"Our theatre has discontinued all advertising that requires the issuing of free tickets, whether newspapers, posters or window cards," he wrote. "We pay a high rate for our advertising and, while we may get more or less publicity through the dramatic columns of the press for which we are not rendered a bill, that column is as valuable to the paper and its readers as it is to us.

"Your employes draw a salary commensurate with the work they do and I know of no reason why we should extend courtesies to them. * * * Complimentary tickets have been the curse of the theatre and should be abolished by all theatres just as we have done in ours."

Two other Chicago managers who said they issued passes said they did so for the free publicity they received.

A Hollywood, Cal., manager wrote: "We give 50 passes to eight papers each week. We do this because our publicity department claims that it cannot get the 'readers' and photos placed without them although we carry more than $700 worth of paid ads each week. There seems to be no regulation regarding press passes, as far as I can learn, but there should be."

COMPILING NEWSPAPER LAWS

The "Oklahoma Newspaper Code," a compilation of laws in Oklahoma dealing with the press, is being published by Harlow's Publishing Company of Oklahoma City. This work has been indorsed by the Oklahoma Press Association. It will be fully indexed and divided into three parts, as follows: The Newspaper and The Courts; The Newspaper and Public Business; and Civil and Criminal Responsibility of the Newspaper.

ADVERTISING MANAGERS MEET

Southern California Group Holds Last Session Until Fall

The last spring meeting of the Southern California Advertising Managers Association was held recently in Los Angeles, with the staff of the *Glendale Evening News* in charge of the program.

Following a banquet, Jacob R. Funk, Robert J. Corrigan and Fred Anderson, all of Glendale, discussed national advertising, the relation between the advertising department and the composing room and special newspaper features. W. I. Hanley of the *Santa Ana Register*, president of the association and George R. Fugate of the *Pasadena Star-News*, secretary. Meetings of the organization have been discontinued until September.

NEWSPAPER IS BEST MEDIUM

Most Profitable Means of Reaching Public Says Utility Man

The newspaper is the best medium for public utility advertising, Fred B. Pitney, advertising manager of the Brooklyn Edison company, declared at the annual meeting of the Empire State Gas and Electric Association at Elmira. He said:

"The public untilities must go to the people with their story, and newspaper advertising is the most profitable means of communicating with the public.

"Newspapers reach our customers and those we desire to make our customers. They reach and are read by all elements of the public which dictates the laws governing our business—this public which we are obliged to serve and satisfy with our service.

"Dollar for dollar spent, I don't believe there is so effective or so low-priced a medium of putting our message before the great body of the people with whom our companies come in contact."

WBET FREQUENCY CHANGED

The *Boston Evening Transcript's* radio station, WBET, which was given a frequency of 1240 kilo cycles under the original reallocation of wave-lengths announced last month, last week was awarded the more favorable position of 1130 kilocycles, or 265.3 meters.

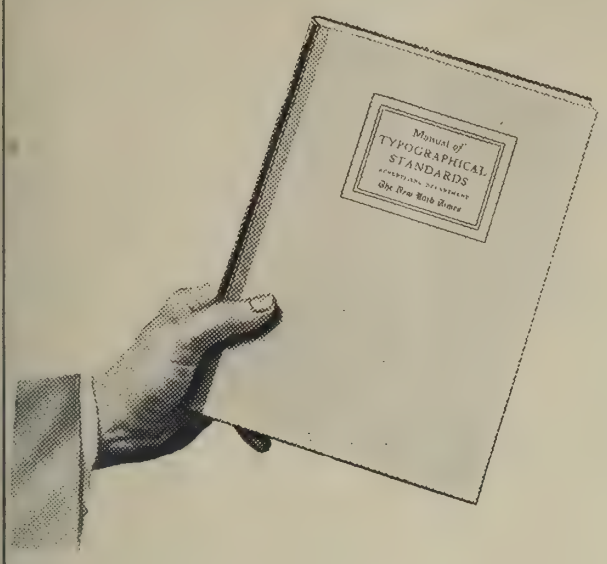
"The WIFE who FAILED"
A New Love Story—Ideal for Summer
by E. Phillips Oppenheim
in 26 daily instalments



The story of a loyal little Secretary who brought order out of the chaos of a young captain of industry inflicted with a disloyal, selfish wife.

Now Ready for Release

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA



Good Taste in Newspaper Advertising Typography

In order to improve the appearance of its advertising columns, The New York Times in 1922 adopted rules and regulations governing the use of blacks in all advertising announcements. This pioneer effort, now standardized by five years of actual practice, is recognized by local and national advertisers as a significant contribution to the progress of newspaper typography.

Times standards provide typographical protection for intelligently planned advertising, increase productiveness and insure the utmost attractiveness and dignity in newspaper printing.

The third edition of The Times "Manual of Typographical Standards" is a book of the greatest usefulness to all those interested in newspaper advertising production. It explains simply and clearly, with numerous graphic illustrations, the reasons for the adoption of typographical standards, the rules governing various classifications of advertising in The Times and the technical considerations involved in obtaining the best newspaper printing.

The New York Times Manual tells how to submit copy for newspaper reproduction; gives the relative advantages and rules for handling halftones, quartertones, line cuts, wood cuts, Ross board, crayon drawings, cuts and copy; the use of matrices, borders, Ben Day; preparation of copy for rotogravure advertising and gives in addition a wealth of general information of value to those interested in newspaper typography and the mechanics of newspaper advertising.

What Do You Know About Newspaper Printing?

Do You Know—

The difference between a matrix and a cut?

If matrices can be safely used?

What can be done to improve halftone printing?

How to prepare art work for a highlight halftone, drop out or enlarged halftone?

What is the mezzograph screen?

The relative merits of zinc and copper engravings?

How best to reproduce Ross board, crayon and similar illustrations?

These and numerous other questions pertaining to the mechanics of advertising are answered in detail in

The New York Times
Manual of
Typographical Standards

The Times Manual of Typographical Standards is a book of 96 pp., size 7½″ x 10″ bound in red and gray buckram. A copy will be sent to any address in the United States, Postpaid, $1.50.

PUBLICATION DATE, JULY 1st. ORDERS FILLED PROMPTLY THEREAFTER

The New York Times

The attached form is for your convenience

THE
NEW YORK
TIMES
Times Square,
N. Y.

Enclosed find $.....
.....
.....for which
send ..... copies of The New York Times Manual of Typographical Standards to

NAME .....
ADDRESS .....
.....

NEW CONSTITUTION ADOPTED BY PACIFIC ADVERTISING CLUBS AT PORTLAND

"Coast" Dropped From Title Under New Arrangement—900 Attendance Shattered Previous Records—Woman Chosen Vice-President at Large—Newspapers Hosts

By H. E. THOMAS

Portland Correspondent of EDITOR & PUBLISHER

THE Portland convention of the Pacific Coast Advertising Clubs' Association in Portland, Ore., last week was the biggest meeting of advertising men ever held in the West. With more than 900 actual registrations it exceeded previous Southern California. Mr. Stonier was later unanimously chosen as president of the association. "Building the Era of the Pacific Through Advertising," was Mr. Stonier's subject, and he handled it in its broad phases.



Officers elected at annual convention of Pacific Coast Advertising Clubs meeting in Portland, Ore., last week. Left to right: George Montell, Palo Alto, vice-president for Northern California; Richard P. Milne, Seattle, vice-president for Western Washington; William P. Merry, Portland, vice-president for Oregon; Anne P. Keil, Portland, vice-president at large; Harold J. Stonier, Los Angeles, president. Missing from the group are William P. Kelley, Spokane, vice-president for Eastern Washington, and Tom H. Shore, San Diego, vice-president for Southern California.

Pacific Coast conventions in size by a considerable margin and was a larger group than has gathered at times at the national conventions.

A new constitution was adopted by the convention at its closing business session, the outstanding feature of which was a change in name for the organization. The word "coast" was dropped from the title, and it will now be known as the Pacific Advertising Clubs' Association. A resolution was also adopted authorizing the president to investigate the relationship of the coast body to the International Advertising Association, with a view to strengthening the work of the latter organization.

Marshall N. Dana, retiring president of the association, and W. J. Hofmann, general chairman of the convention committee, with their assistants, worked for months to make the Portland gathering an outstanding success. Dana even visited Hawaii and a large delegation from the islands was the result. Incidentally, the choice of Honolulu for the 1928 convention was a popular one and was unanimous. The coast clubs are already discussing the chartering of a steamer to attend the Honolulu meeting and expect it will be one of the most pleasant events in advertising club history.

Not only was the attendance large at Portland, but there was a great amount of real work accomplished. The programs were up to a high standard with many widely known speakers. The one disappointment of the convention was the absence of Senator William E. Borah whose physician ordered him not to speak, as his throat had not sufficiently recovered from a minor operation. Borah had been heralded as the special luminary of the convention.

Borah's place on the program was ably taken by Harold J. Stonier, president of the Los Angeles Advertising Club and vice-president of the University of

Don E. Gilman of San Francisco, ex-president of the Pacific Coast association, had some interesting thoughts in the educational section discussion.

"Advertising men," he said, "had better leave the outlining of subjects for an advertising education to the instructors in the colleges who are qualified by experience to determine the basic subjects which will give the student a sound educational basis for his selected life work. Advertising men may contribute by studying these problems in council with the teachers of advertising."

The big entertainment feature of the convention, supplementing dances, dinners and a big stunt show, was Thursday's automobile ride around Mount Hood. This ride includes some 60 miles of the famous Columbia River highway, and then turns off into the Mount Hood loop road, completely circling the mountain and at times being close to the permanent snowline on the side of the peak. At Eagle Creek a trout breakfast was served.

Portland ad men are proud of the fact that Miss Anne Keil, secretary of the Portland club and convention secretary, was chosen vice-president at large, the only time that a woman has ever been given this honor. Miss Keil gets out the *Spot Light*, the club paper.

The Portland newspapers were hosts for luncheons held each day during the convention. These luncheons were marked by spirited three-minute speaking contests.

Lee R. Doble of Spokane was the winner of the Monday contest. All of the speeches that day were on the subject, "How Can We Best Sell the Community Advertising Idea at Home."

On Tuesday the subject was, "The Influence of Advertising on Modern Life." First honors went to Laurence N. Pease of Stockton.

The concluding speaking contest was on Wednesday, the subject being, "How Can Industry Utilize Advertising to Improve Its Public Relations?" Hal S. Wright of Los Angeles carried off first prize.

N. Y. DAILIES MEET JULY 6

W. B. Bryant of Paterson, N. J., to Speak at Johnstown Convention

The summer meeting of the New York Associated Dailies, publishers of daily newspapers in the smaller cities of the state, will be held July 6 and 7 at the new Hotel Johnstown, Johnstown, N. Y., with headquarters at the Sir William Johnson County Club in Gloversville.

Between forty and fifty members and their wives are expected to attend. The association comprises one publisher from each of the smaller cities.

The two-day session will open on the evening of July 6 with a dinner at the Country Club. A musical and literary program will be given. The speakers will be William B. Bryant, publisher of the *Paterson* (N. J.) *Press-Guardian*, and Judge Fred Linus Carroll of Johnstown. The business sessions will be held on July 7, both morning and afternoon.

Frank L. Rogers, of Johnstown, one of the publishers of the *Gloversville* (N. Y.) *Leader-Republican*, is president of the group.

W. W. WAYMACK PROMOTED

Named Associate Editor of Des Moines Register and Tribune-Capital

Gardner Cowles, publisher, and Harvey Ingham, editor of the *Des Moines Register and Tribune-Capital*, last week announced the promotion of W. W. Waymack to associate editor of the two papers. Mr. Waymack has been with the Register and Tribune company eight years. He returned this week from an extensive tour of Europe during which he wrote a series of economic and travel articles for the Tribune-Capital.

Gardner Cowles, Jr., will succeed Mr. Waymack as managing editor of the paper, having been advanced from city editor and later news editor of the Register. Mr. Waymack began his newspaper career on the *Sioux City Journal*.

TEXAS NEWSPAPER MEN ARRIVE IN NEW YORK

12 in Good Will Party of 125 Headed by Gov. Dan Moody Which Is Touring Country in Special Train

An even dozen newspaper men from Texas arrived in New York this week among the 125 members of the "good will mission" from the Lone Star State headed by Gov. Dan Moody. They are traveling in a special train.

They were: S. W. Papert, head of the Texas Daily Press League; P. Wakefield, *Houston Chronicle;* Allen Merriam, *Dallas Times-Herald;* Lewis Bailey, *Dallas Dispatch;* Walter Murray, *Ranger Times;* E. R. Johnson, *Amarillo Globe-News;* Dean Chenoweth, *San Angelo Standard;* Lowry Martin, *Corsicana Sun;* J. L. Greer, *Denison Herald;* Silliman Evans, *Ft. Worth Star-Telegram;* Gordon Shearer, *Houston Press,* and J. S. Fowler, *Denton Record Chronicle.*

The delegation, which left Texas June 15, visited Kansas City, St. Louis, Chicago, Cleveland, Buffalo and Boston before reaching New York. From New York the Texans will go to Philadelphia, Baltimore, Washington, Pittsburgh, Cincinnati and Memphis, returning to Texas about July 5.

DAILY SPONSORS REGATTA

Seventh annual regatta of the Chesapeake Bay Workboat Association, promoted by the *Baltimore Sun* and the *Evening Sun,* was held last Saturday at Oxford on the Eastern Shore of Maryland. One hundred boats were entered.

St. Joseph Gazette

The only Morning and Sunday Newspaper in its field

Announces the appointment of

THE JOHN BUDD COMPANY

NATIONAL ADVERTISING REPRESENTATIVES

EFFECTIVE JULY FIRST, 1927

NUMBER TEN OF A SERIES

THE DISTINGUISHED NEWSPAPER

TRADE LINOTYPE MARK

Dressing Ads to Fit Their Parts

THE PUBLISHERS of The Distinguished Newspaper have borrowed a bit from Shakespeare. In their opinion, all the newspaper's a stage, and every ad a player seeking to hold the attention of its observers, striving to win belief for the message carried in its lines.

Continuing the analogy, they believe that every advertisement should be dressed to fit its part; first that it might immediately impress beholders with the nature of its role, and again that its attire will be readily recognized in subsequent appearances on the stage.

It is because of this precept that The Distinguished Newspaper gives particular attention to the dress of specialty shop advertisements and endeavors to grace them with the atmosphere that typifies the shops they represent. The resulting ads contrast sharply with their counterparts in the ordinary newspaper, for the latter often treats them in a fashion more suited to the sale of coal or heavy machinery than the merchandising of feminine frills and finery.

Just how great is the difference may be judged from the two pages following. On one is shown the uncouth dress accorded specialty shop advertisements by the ordinary newspaper; the other presents the same ads dressed to fit their parts and set, for the sake of economy, the Linotype Way.

MERGENTHALER LINOTYPE CO., BROOKLYN, N.Y.

LINOTYPED IN THE GARAMOND SERIES

319.47

SPECIALTY SHOP ADVERTISING IS OFTEN TOO HEAVY

IS FREQUENTLY SET IN BLACK TYPE UNFITTED TO SUBJECT AND HARD TO READ

The fact that type creates a definite impression upon readers altogether aside from the message it carries has been demonstrated times without number. In its own right it is able to create an atmosphere akin to the subject it presents. Bold, black type immediately suggests strength and masculinity. Light, flowing type, on the other hand, as soon gets over the idea of feminine delicacy. There is nothing particularly obscure about the differences, yet, in turning the pages of the average newspaper, one is continually faced with ads of feminine appeal set in heavy types, and conversely, masculine ads composed in types of delicate design.

Specialty shop advertising is a constant sufferer in this respect, probably because it can take greater advantage of sympathetic treatment than many other types of advertising. Specialty shops are founded on an atmosphere of exclusiveness and refinement. It permeates every transaction, yet it often escapes the advertising, simply because the person in charge has overlooked the possibility of continuing that atmosphere through a careful selection of type.

The two advertisements on this page offer examples. The one to the right, while appealing to a feminine patronage, is set in faces that suggest anything but the frilly delicacy of the wares it offers. The black, serif-less characters not only create an impression foreign to their subject, but are difficult to read, as well. In no sense is it dressed for its part as the emissary of a house catering to the feminine population of the city in which it is located.

The advertisement below is likewise poorly attired, but it may be said that its difficulties do not arise so much from the materials of its dress as from the manner in which they have been fashioned. Here the type face employed is not so black in itself but the large size, set in a wide measure and close to the borders, creates an air of massiveness that is little less damaging to its effectiveness than the bolder type of the other. Taken as a whole, this ad is an excellent argument in favor of the ample use of white space as an aid to attractiveness and legibility.

Get acquainted with these wonderful new Roma Silk Hosiery numbers at $1.69 a pair. 50 and 52—two outstanding numbers in the hosiery world of America for quality, style and value. Although new numbers, both, they are already a tower of strength to Anywhere's best Hosiery store. Pastel and Rose Blush, two leading Fall shades, head the list of twenty-five colors that includes Banana, Atmosphere, Neutral, Nude and French Nude.

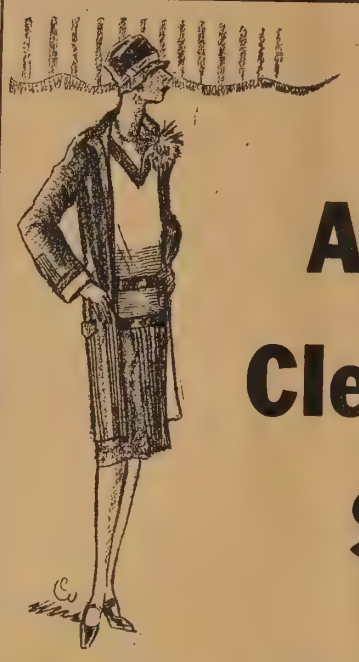
WENDELL'S

THE VALUE STORE

Young & Matthewson

ANYWHERE'S LEADING APPAREL SHOP

Telephone 5000 Mail Orders Filled



August Clearance Sale

Drastic Reductions

ON ALL

COATS SUITS

DRESSES

EVERYTHING MUST BE SOLD

EVERYTHING IS

MARKED DOWN

Young & Matthewson

THE ANYWHERE MEN'S SHOP



Announcing A Seasonal Clearance

Coats, Suits and Dresses

are all included in this selling which is intended to clear our cases in preparation for the new season. The offerings comprise only apparel from our usual line, marked at prices to insure their clearance. The opportunity to save on the purchase of quality attire will undoubtedly appeal to our many customers and for their convenience we have materially enlarged our selling force.

Young & Matthewson

Anywhere's Leading Apparel Shop

Mail and phone orders filled carefully and promptly. Telephone 5000

THE ANYWHERE MEN'S SHOP

Lighter Touch Adds Quality Atmosphere

Effectiveness of Specialty Ads Increased by Care In Choice of Types

Here is a page that quickly tells the advantages to be gained from setting specialty shop advertisements in types that convey an atmosphere fitting to the businesses they represent. Immediately these ads establish an impression akin to that one would receive from a visit to the shops of the advertisers. There is about them an air that is far more in keeping with the merchandise they offer than is the case with their counterparts on the opposite page.

Great as is the difference between these two pages, it has been achieved simply through the exercise of care in the choice of type faces and their arrangement in the space available. In both instances the same amount of space has been utilized, the same drawing has been used, and no recourse has been made to anything other than typographic materials in the improvement of the ads.

Consider them one at a time. The startling contrast between the advertisement to the left and its original is traceable to the substitution of attractive Garamond and Garamond Italic for the heavy Gothic faces and the arrangement of this lighter type in groups rather than in a straggling, disordered line down the page. The possible objection that it makes room for more copy is easily overweighed by the fact that its increased attraction and legibility make it far easier to read than its counterpart. In consequence it will get over a more complete story to a greater number of people than the other and do it more effectively because it maintains the spirit of the shop sponsoring it.

Both the advertisement below and the one from which it is reset are composed in the same type, Clearface Bold. Here the improvement is achieved through the use of a larger size than that of the original for the headline and of smaller sizes for the balance of the text. This permits the setting of the copy in a smaller panel and surrounds it with an abundance of white space which increases its readability.

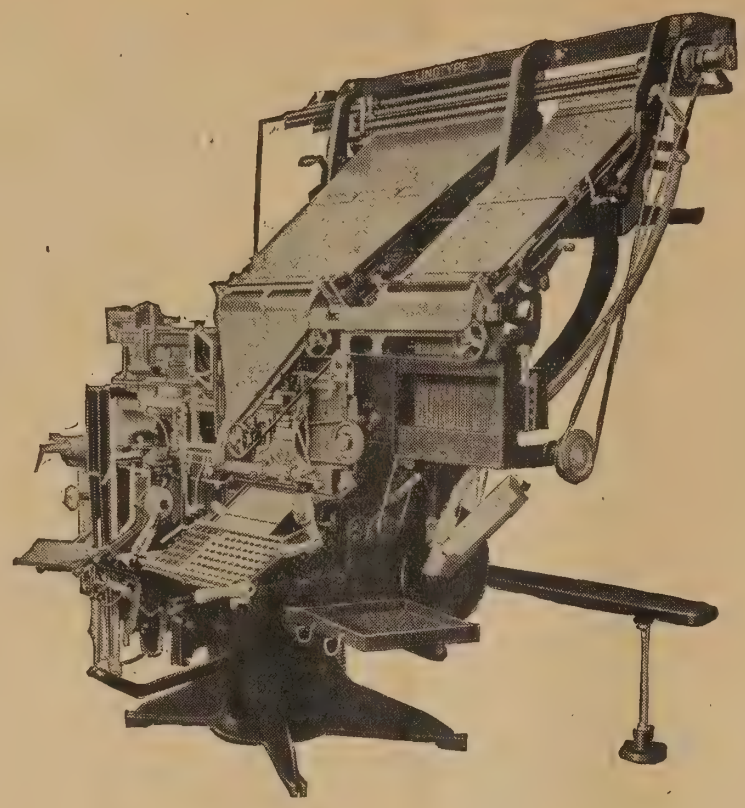
We want to acquaint you with Roma Silk Hosiery

Special at $1.69 the pair

For quality, style and value, Roma styles 50 and 52 are the outstanding offerings in the hosiery field of America. New numbers, both, they have already added to the reputation of Anywhere's leading hosiery store and are making new friends every day. Pastel and rose blush head the list of twenty-five colors offered by Roma for the Fall season. In Anywhere they may be obtained at but one shop—

WENDELL'S

The Value Store



Better Composition Pays Two Profits the Linotype Way

Rapid interchange from one attractive type face to another and line-at-a-time composition are Linotype advantages that insure economical operation of the ad alley. By reducing the normal cost of composition and make-up to a minimum, they enable the newspaper to devote fuller attention to the planning of the advertisements on the hook and result in the production of advertising above the average in effectiveness, advertising that justifies a higher rate because it creates more business for the advertiser.

Thus it is that The Distinguished Newspaper finds a double profit in following the Linotype Way. It facilitates The Distinguished Newspaper in its effort at "dressing ads to fit their part" and is instrumental in endowing its advertising with the effectiveness that places a paying premium on every line of its advertising space.

The Garamond Series

TRADE LINOTYPE MARK

36 Point (36△93)

We want to

30 Point (30△165)

We want to ac

30 Point Italic (30△167)

We want to acq

24 Point (24△227)

We want to acqu

24 Point Italic (24△229)

We want to acqu

18 Point (18△265)

We want to acquaint you

18 Point Italic (18△269)

We want to acquaint you

14 Point (14△156)

We want to acquaint you wit

We want to acquaint you wit

12 Point (12△278)

We want to acquaint you with

We want to acquaint you with

11 Point (11△96)

We want to acquaint you with Ro

We want to acquaint you with Ro

10 Point (10△304)

We want to acquaint you with Roma S

We want to acquaint you with Roma S

8 Point (8△372)

We want to acquaint you with Roma Silk Hos

We want to acquaint you with Roma Silk Hos

6 Point (6△274)

We want to acquaint you with Roma Silk Hosiery that

We want to acquaint you with Roma Silk Hosiery that

Swash Characters

A B C D E G L M N P R T Y &

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

EY TO CONSUMER BUYING ABILITY

istical Rating of New Jersey Counties and Cities for Products of General Appeal, Graded in Six Major Classes of Quality and Cost—An Original Simplified and Tested Formula

By NELSON H. SEUBERT

Copyright 1927 by Editor & Publisher Company. All rights are reserved and ning is given that reproduction of these results, in whole or in part, without ten permission of Editor & Publisher Co., will constitute copyright infringement.

MENSE manufacturing centres, lush ruck and dairy farms, orchards which e every spring with fruit-promising ms, and climatic qualities which lure esidences in cities and suburbs thou- s who turn work into wealth in New k and Philadelphia—all of these are ng the forces which turn the graphic es of New Jersey's consumer buying ty upward in gold-bearing lines. This e, shown by the figures on this page ossess 3.1862 per cent of the nation's ng power for the necessities of life, hown by the fifth and sixth columns he same table to be capable of absorb- 4.0014 per cent and 4.9670 per cent he highest-priced luxuries.

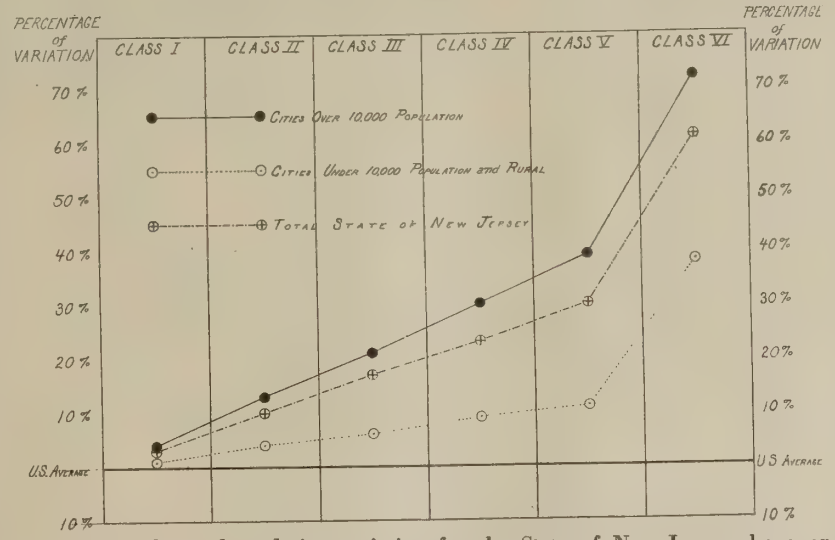
his is the seventh article of a series ch began in EDITOR & PUBLISHER of 21, and which will continue until istics have been presented for all he 48 states. The tabulation is an rt to represent the consumer buying- ity of the nation, subdivided into es, counties, and cities of more than 00 population along logical lines, elim- ing several factors which, while often l in estimates of this kind, do not ess the recent and direct indicative ue demanded. In this tabulation the damental factors have been limited to ulation and Income. The source of first class of information is obviously Census Bureau. The source in the nd is the Treasury Department's t recent tabulation of the number of me tax returns filed in each of the lities listed. On these bases—the ber of people present in any given territory with needs and desires to be met, and the evidence of their ability to purchase goods and services to meet these needs and desires—this survey has been constructed.

The process of determining the index numbers is simplicity itself. The population of the United States is represented as 100 per cent. The 1925 estimates of the Census Bureau were taken as the most recent reliable figures. The percentage of each state, county and city of more than 10,000 population was calculated to four decimal places, in order to have a figure which would be available for the smallest communities.

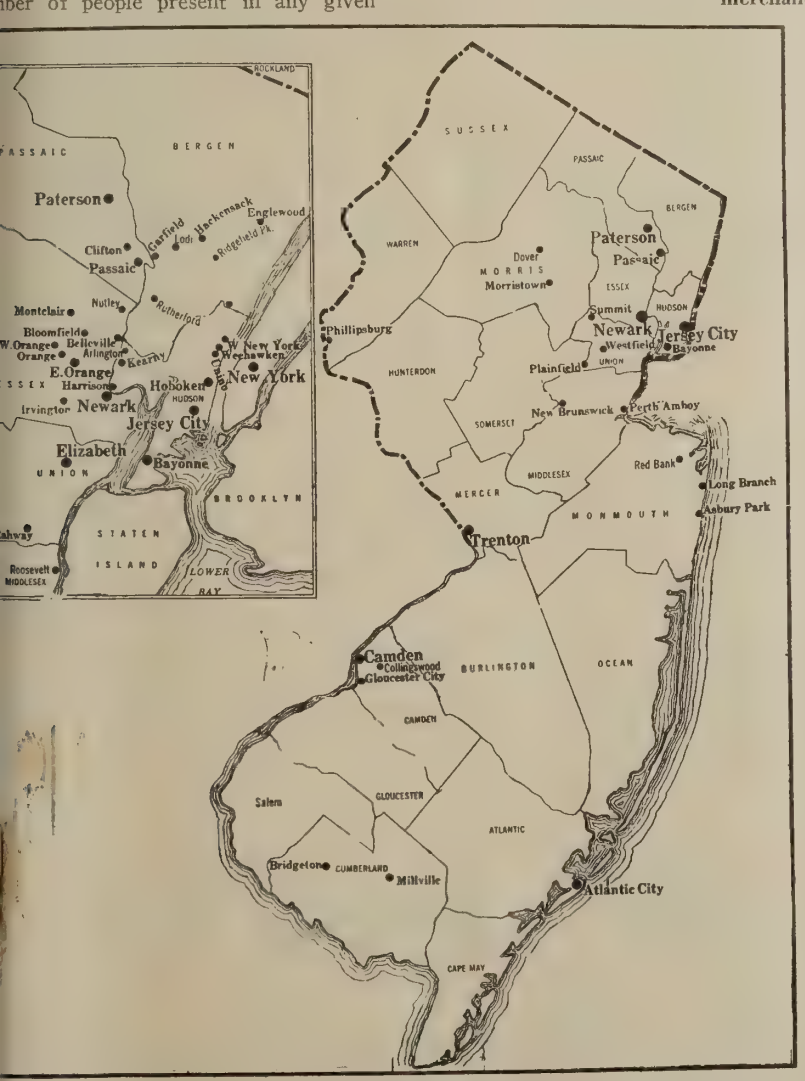
With 1924 income tax figures as a basis, the number of all returns in the United States was taken as 100 per cent and the percentage of returns listed for each community was likewise figured to four decimal places.

At this point another element is in-

(*Continued on page 24.*)



This chart shows the relative variation for the State of New Jersey above or below the United States average for cities of 10,000 or more population, cities of less than 10,000 and rural population and the entire State of each merchandising class.



ase County and Town Map Copyright by American Map Co., N. Y.

All cities of more than 10,000 population, according to latest census estimates, are indicated on this outline map of New Jersey.

150,000 PEOPLE

in the

TRADING TERRITORY

65,000 people in the city territory. (3 mile radius)

The transient population is estimated at 200,000.

The per capita wealth of Asbury Park is higher than the average for the State of New Jersey.

In addition there is of course an immense amount of money brought in by the transient population in the summer time.

Only one newspaper reaching the all year round resident of this rich territory.

The Asbury Park, N. J., Press

Representatives:

HOWLAND & HOWLAND

New York Chicago

New Jersey's Golden Sales Opportunity

Trading Area - 200,000

Spending Weekly $2,960,000.00

The DAILY COURIER of The Oranges and Maplewood

The necessity for using THE DAILY COURIER is recognized by a constantly increasing number of leading Local, National, Newark and New York City advertisers. Many of the best people of these adjacent communities backed the COURIER financially. Leaders such as Col. Austen Colgate, Charles Edison, Jay R. Monroe of The Monroe Calculating Co., Farham Yardley, head of The Jenkins Valve Co., Thomas F. Burley, Jr., secretary of The Chamber of Commerce, John K. Gore, vice-president of The Prudential Insurance Co. These men and the hundreds of active members of the local welfare organizations, Chambers of Commerce, etc., are working enthusiastically for THE COURIER. They and the thousands of others of the able-to-buy citizens of this compact community of 200,000 are proud of their DAILY COURIER and quickly responsive to the advertising in its columns. If you haven't seen recent copies let us send you some.

POINTERS *re*

The Oranges and Maplewood

A Complete, Self-Sustaining Independent Community

Homes, 37,000; telephones, 23,300; schools, 43; churches, 91; banks, 18; bank deposits, $68,860,000; building and loan associations, 25; hotels, 30; grocery stores, 357; meat shops, 164; dry goods and special stores, 65; drug stores, 78; confectionery stores, 168; automobile sales rooms, 29; automobile accessory dealers, 21; public garages, 87; lawyers, 42; public buildings, 54; fraternities, welfare and social organizations, 179.

Represented by

NEW JERSEY NEWSPAPERS

Inc.

Harvey C. Wood, President

25 E. 26th Street, New York City

They Know New Jersey Newspapers

Branches: Philadelphia, Chicago, Boston, Newark

BUYING POWER ANALYZED BY PRODUCT CLASSES FOR NEW JERSEY

Note: Figures below represent percentages of U. S. total carried out to four places: To use, mark off four places and insert decimal point.

Counties in bold face capitals—Cities in capitals and lower case

	CL No. 1	CL No. 2	CL No. 3	CL No. 4	CL No. 5	CL No. 6
NEW JERSEY	31862	33900	35938	37976	40014	49670
ATLANTIC	846	942	1038	1133	1229	1865
Atlantic City	506	580	635	729	803	1222
BERGEN	2302	2476	2648	2822	2995	4705
Englewood	124	150	176	202	228	360
Garfield	204	179	154	129	104	156
Hackensack	184	207	230	253	276	434
Lodi	85	74	63	52	41	62
Ridgefield Park	113	154	195	236	277	440
Rutherford	114	151	188	225	262	419
BURLINGTON	784	762	740	718	696	980
CAMDEN	2004	2182	2357	2534	2711	1860
Camden	1100	1037	974	911	848	681
Collingswood	110	142	172	206	238	162
Gloucester	117	112	107	101	96	69
CAPE MAY	174	179	184	189	194	186
CUMBERLAND	551	511	471	430	390	318
Bridgeton	128	129	130	131	132	105
Millville	135	124	114	103	92	74
ESSEX	6830	7629	8429	9231	10029	17110
Belleville	166	165	164	163	162	270
Bloomfield	242	271	300	328	357	609
East Orange	651	898	1146	1394	1641	2840
Irvington	300	316	332	347	363	615
Montclair	331	413	495	577	659	1133
Newark	4147	4482	4817	5152	5487	9326
Nutley	102	109	116	123	130	221
Orange	318	333	348	362	377	639
West Orange	155	144	134	123	112	185
GLOUCESTER	480	484	489	493	497	366
HUDSON	6225	6689	7154	7620	8085	5171
Bayonne	809	866	923	980	1037	664
Harrison	149	160	170	180	191	124
Hoboken	660	779	900	1017	1136	716
Jersey City	2901	3158	3414	3670	3927	2508
Kearney	261	233	206	178	150	101
Union City	549	537	525	512	500	327
West New York	343	340	337	333	330	215

	CL No. 1	CL No. 2	CL No. 3	CL No. 4	CL No. 5	CL No.
HUNTERDON	281	264	247	230	213	20
MERCER	1617	1696	1775	1854	1930	207
Trenton	1210	1309	1407	1505	1604	172
MIDDLESEX	1657	1636	1615	1594	1573	131
New Brunswick	355	396	438	479	520	42
Perth Amboy	415	414	413	412	411	34
Roosevelt	90	70	51	31	11	1
MONMOUTH	990	1020	1050	1080	1114	202
Asbury Park	131	152	173	194	215	39
Long Branch	122	127	131	135	140	25
Red Bank	98	114	131	147	163	29
MORRIS	788	829	870	911	952	201
Dover	110	135	161	186	211	45
Morristown	127	158	190	221	252	54
OCEAN	199	199	200	200	200	24
PASSAIC	2518	2567	2615	2664	2713	331
Clifton	301	290	279	268	257	31
Passaic	615	631	647	663	679	83
Paterson	1259	1285	1312	1338	1364	166
SALEM	350	312	275	237	199	17
SOMERSET	447	405	364	320	280	77
SUSSEX	213	200	188	175	162	11
UNION	2197	2503	2808	3115	3420	458
Elizabeth	993	1122	1251	1380	1509	202
Plainfield	313	380	447	514	581	77
Rahway	127	168	210	252	293	39
Summit	112	130	148	165	183	24
Westfield	103	124	146	168	189	25
WARREN	409	415	421	426	432	28
Phillipsburg	173	192	211	230	249	16

Mr. Space Buyer—Place This In Your File!

The growth of Paterson, N. J., and its leading evening newspaper, THE PRESS-GUARDIAN, is best illustrated by the following figures:

PATERSON'S GROWTH

Bank Resources

1920... $87,500,000
1922... 92,198,715
1925... 140,398,991
1926... 148,062,279

Bank Deposits

1920... $71,296,466
1922... 78,171,848
1925... 113,670,192
1926... 119,237,344

Building Permits

1915. $1,461,860
1920. 3,686,185
1924. $ 7,511,728
1926. 10,625,029

Building & Loan Assets

1922..... $4,121,871
1926..... 14,399,090

Post Office Receipts

1920..... $354,736
1923..... 445,647
1926..... 601,060

The Press-Guardian's Circulation Growth

(Based on Statements to United States Government)

	Press-Guardian	Second Paper	Third Paper
April 1st, 1921	10,634	.....	11,459
April 1st, 1922	12,084	15,387	11,423
April 1st, 1923	12,449	14,634	11,706
April 1st, 1924	13,593	16,606	11,611
April 1st, 1925	14,481	16,776	11,820
April 1st, 1926	14,766	16,704	13,651
April 1st, 1927	18,519	16,668	12,253

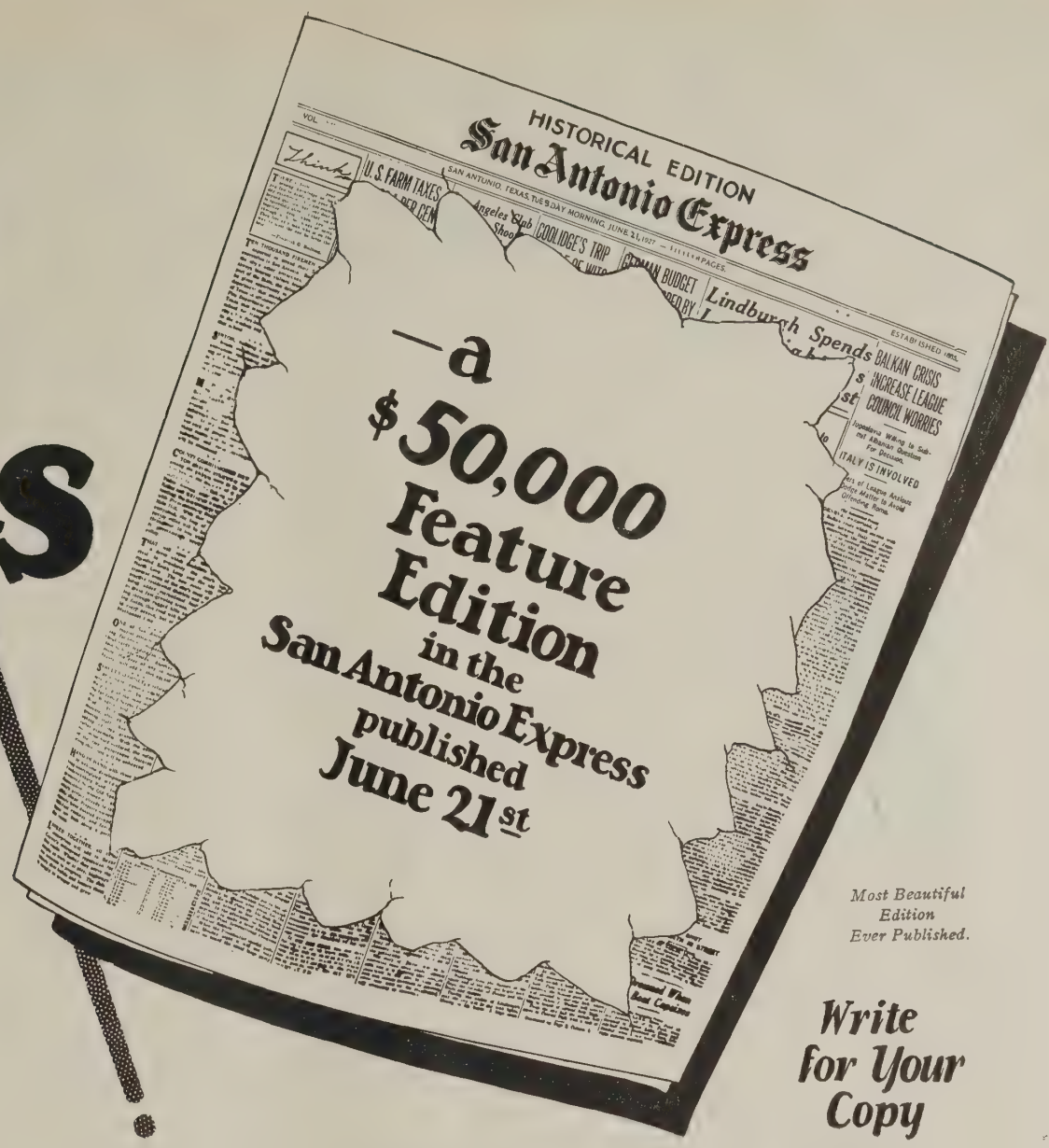
The Press-Guardian led in National and Classified during 1926 and is the ONLY Paterson paper which carries ALL of the chain stores' advertising.

National Representatives
G. LOGAN PAYNE COMPANY
New York, Boston, Chicago, St. Louis

The Paterson Press-Guardian

Exclusive Member in Paterson of The 100,000 Group of American Cities, Inc.

SOLD BY BRIGGS



Most Beautiful Edition Ever Published.

Write for Your Copy

THE BRIGGS ORGANIZATION of highly skilled advertising salesmen have just completed another Great Feature Edition. We are now in position to take on a few really BIG Feature Editions in Rotogravure.

1927 is falling behind on Advertising Lineage. Let our skilled sales force bring up your local lineage with a Feature Edition that is high-class in every respect and with real merit and purpose.

Write or wire us for particulars. For financial information we refer you to Dun and Bradstreet. For information on our ability and integrity, we refer you to any publisher with whom we have worked.

~feature editions in Rotogravure or Black and White

* * * * * *

Briggs Weekly Advertising Feature Pages are adding thousands of extra local lines to the records of publishers all over America.

Briggs sells all Feature Pages and Special Editions WITHOUT EXTRA COST TO YOU.

Thos. W. Briggs Co.

Columbian Mutual Tower Building
MEMPHIS, TENN.

PASTORS WROTE DAILY EDITORIALS FOR WEEK

Innovation Aroused Interest on Kansas Daily—Urged Capital Punishment and Debt Cancellation

By Ben Hibbs

Arkansas City, Kan., June 30.—Readers of the *Arkansas City Daily Traveler* saw matters of the moment through new eyes recently when the ministers of the city took charge of the Traveler's editorial column for a period of two weeks.

Each of the ministers was invited to contribute the entire content of the editorial column for one day. The writers were allowed to use the column in any way they saw fit. No subject was barred.

During the period of their "editorship" the ministers managed to rip to pieces many of the favorite editorial opinions of Kansas newspapers, including some of the Traveler's choicest theories. Commenting on everything from local situations and the practices of newspapers to the cancellation of war debts, the pastors managed to keep the pot of controversy boiling during the time they occupied the editorial chair.

Atheism, "pseudo-evolution," and the publication of crime news were set forth in turn as being some of the "greatest evils" which threaten America today.

The ministers criticized in a half-jesting way several of the Traveler's practices, including the publication of stories regarding the "luck" of Sunday fishing parties.

Kansas papers had merry sport over one of the editorials written by the Rev. C. D. Walker, pastor of the Christian Church, in which the minister challenged the luckless editor of the Traveler to occupy his pulpit for one Sunday. The pastor seemed to feel that it was only fair to return the compliment.

The two editorials which probably drew the most comment from the press of Kansas were written by the same pastor, the Rev. Elmer Kirkpatrick, Baptist. His human interest editorial, "Preachers Are Human," was widely copied, and another article in which he vigorously advocated the cancellation of the European war debts was sharply criticized by several editors, including Former Governor Henry Allen in his *Wichita Beacon*.

The Rev. M. Kretzmann, Lutheran, attracted no little attention when he took a stand for capital punishment, which is prohibited in Kansas. The minister, to prove his case, quoted from the scriptures and cited England's example. His editorial is the more interesting when it is remembered that capital punishment was made unlawful in this state largely through the efforts of ministers and church organizations.

The Traveler found that its readers were keenly interested in the experiment. Arkansas City is quite distinctly a "church town," and probably 75 per cent of the Traveler readers are church members. They were more than eager to see "how their ministers would look in print." The plan will be followed out again next year.

Oscar S. Stauffer is the publisher of the Traveler.

COLOGNE COMMITTEE NAMED

Will Plan U. S. Participation in International Press Exhibition

A committee which will take charge of the American participation in the International Press Exhibition at Cologne, May to October, 1928, was appointed last week by John Clyde Oswald, of the New York Employing Printers Association. A meeting will be held at the New York Advertising Club, July 18, at noon.

Committee members are:

Dr. James Melvin Lee, New York University; E. E. Bartlett; James W. Brown, publisher of Editor & Publisher; E. F. Eilert; F. M. Feiker, secretary, Associated Business Papers; Frederick Melcher; Hugh A. O'Donnell, assistant business manager, *New York Times;* James O'Shaughnessy, secretary American Association of Advertising Agencies; A. J. Powers, Victor Ridder and Harry L. Gage.

FOREIGN CORPS HOST TO BELGIAN AMBASSADOR

New York Group Gives Farewell Dinner to Diplomat as He Leaves for Court of St. James—He Praises Newspaper Men

The Association of Foreign Press Correspondents, New York, entertained as their guest Baron E. de Cartier de Marchienne, the Belgian Ambassador, at the Lawyers Club, New York City, on Thursday, June 23, on the eve of his departure from the United States to take up his new duties as Ambassador to the Court of St. James, London. Leonce Levy, U. S. correspondent of *Le Matin*, Paris, president of the Association, introduced the Ambassador.

"During the ten years I have been here," responded Baron de Cartier, "I have had nothing but the most sympathetic dealings with the press in the United States. I have never been misquoted. And among the representatives of the press there are none I have greater pleasure in knowing than the foreign correspondents. My old friend Percy Bullen was a friend indeed because he was a friend in need" (Mr. Bullen led a campaign for Belgian relief during the War) "and Mr. Merck was most helpful also." The Ambassador also referred to other correspondents he had known and added, "I shall leave this country with the most pleasant memories of the constant sympathy that I have found among the men of the press."

Dr. A. M. Nawench, director of the Polish Telegraphic Agency, New York, and last year's president of the association, also spoke.

KANSAS DAILIES SOLD

O. S. Stauffer and Associates Acquire Pittsburg Headlight and Sun

The *Pittsburg* (Kan.) *Headlight,* evening, and the *Pittsburg Sun,* morning, have been sold by Moore Brothers to a group headed by Oscar S. Stauffer, publisher of the *Arkansas City*. (Kan.) *Traveler*. Charles L. Nicholson of the *Hutchinson News and Herald*. and George A. Winters of Chicago, part owners with Mr. Stauffer, will have charge of the Pittsburg papers. The amount of the deal was not stated.

On Oct. 1, 1926, Mr. Stauffer and associates consolidated the two newspapers at Independence, Kan. This gives them four Kansas newspapers, the morning and evening Pittsburg papers, the Independence Reporter and the Arkansas City Traveler. The new owners took charge in Pittsburg July 1.

J. T. Moore and George Moore have owned the Pittsburg Headlight for 39 years and about six months ago purchased the morning paper from their competitors, Strong Brothers. The Moore brothers will continue to operate a job printing plant in Pittsburg.

WOULD UNIONIZE DAILIES

A resolution calling upon all units of organized labor to co-operate in a movement to unionize the two newspapers at Asheville, N. C., was passed at the second annual session of the Virginia-Carolina Typographical conference, held at Winston-Salem, June 19. The papers are now running on the "open shop" plan.

STARTS STAFF ORGAN

The *Rochester* (N. Y.) *Democrat & Chronicle* has started a house organ for staff members, called the *Rochester Herald*. Boyd E. Harte is editor.

ORATORICAL CONTEST BOOSTED SOUTH

Students from 16 States Entered in Competition Sponsored by Nashville Banner—$975 in Cash Prizes

One of the most unusual oratorical contests ever conducted in the South recently came to a close.

Only one subject was permissible, and that was "The Progress, Resources and Needs of the South." It was open to undergraduates at any four-year college or university in the 16 states classed as Southern, including several bordering on other sections. These states were Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia. The contest was proposed and sponsored by the *Nashville Banner,* which offered all of the prizes.

This paper, a year or so ago, had conducted a "Know Tennessee" oratorical campaign, the purpose of which was to stimulate study of the resources and advantages of the state, and it aroused such wide interest the paper decided to apply the same idea to the entire South. Appeal was made to students of the whole section, and the response was general.

When the time limit had arrived it was found that 58 institutions, located in 15 states, had officially designated representatives. The semi-finals, or regional contests, were held at Atlanta, Memphis, Shreveport and Emory, Va., on May 7, when one speaker was chosen from each quartet of states to represent it in the finals in the imposing Tennessee War Memorial building, at Nashville, two weeks later.

To each regional winner had been presented a handsome silver trophy and each received a cash award in the finals, first prize being $500; second, $250; third, $125; fourth, $100. Governor Austin Peay presided and the judges were members of the highest judiciary in the state.

KEY TO CONSUMER BUYING ABILITY

(*Continued from page* 21.)

troduced which is usually missing in current indices of buying ability or sales quotas. This method recognizes that the purchasing ability of the consumer as an individual or as a group cannot be determined or stated with one figure to apply with equal force to his purchases of table salt and his investment in a new automobile, nor to any of the many articles occupying intermediate points in the scale of necessities and luxuries.

For this reason an arbitrary weighting was adopted in this survey and commodities were divided into six general classes, which are described with the weightings allowed, as follows:

Class I Cheap necessities and bulk staples. Population 70 per cent. Number of incomes 10 per cent.

Class II Moderate priced necessities and packaged staples. Population 70 per cent. Number of incomes 30 per cent.

Class III Quality priced necessities and staples. Cheap luxuries and low priced non-staples. Population 50 per cent. Number of incomes 50 per cent.

Class IV Fancy priced necessities and staples. Moderate priced luxuries and non-staples. Population 30 per cent. Number of incomes 70 per cent.

Class V Quality priced luxuries and non-staples. Population 10 per cent. Number of incomes 90 per cent.

Class VI Fancy priced exclusive luxuries of high unit value. Population 10 per cent. Number of incomes over $10,000, 90 per cent.

First In Circulation 1,438 Ahead

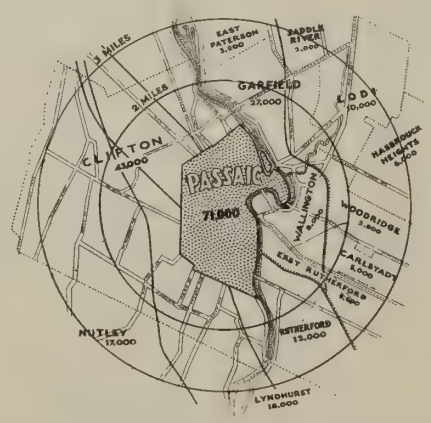
The Passaic Daily Herald has today the largest circulation of any newspaper ever published in Passaic.

Its average daily circulation for the three months ending March 31, 1927, was 15,536.

This gives The Herald a lead over the second Passaic newspaper of 1,438 copies daily.

The Herald's average daily circulation of 15,536 is the largest paid distribution ever reached by any Passaic newspaper—and it is still growing.

The map that is shown on this page shows the territory served by The Herald and the "elbow room" that Passaic and its environs have for expansion.



Passaic Daily Herald 15,536

Second Newspaper 14,098

Herald's Lead 1,438

In Passaic It's the

PASSAIC DAILY HERALD

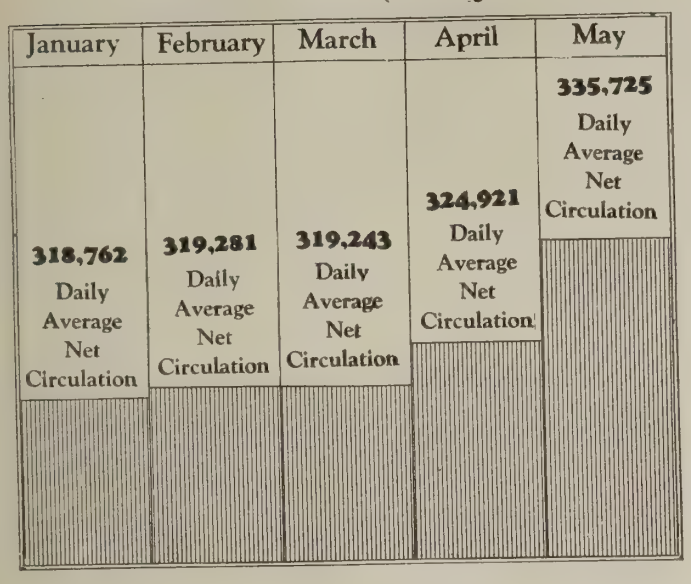
MEMBER OF A. B. C.

EDW. H. ROEMLE, Asst. Pub. and Genl. Mgr.

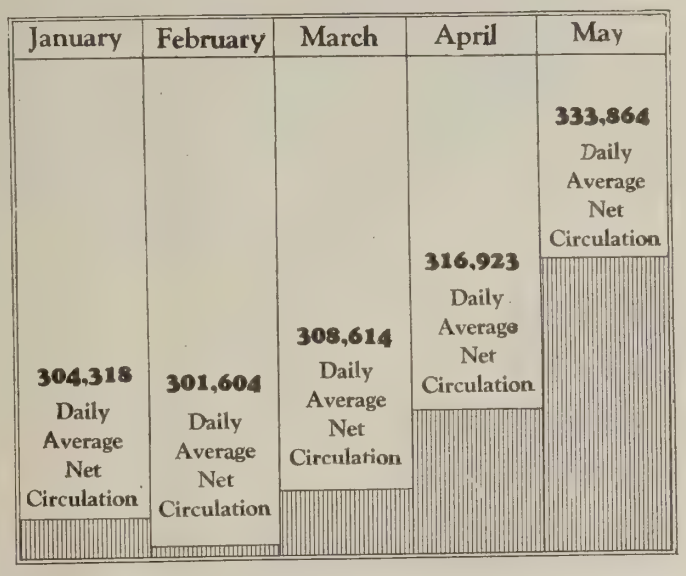
A Five Months' Circulation Record !

THE WORLD presents these Circulation Charts, covering the first five months of the current year, without extended comment, believing that their signficance will be at once apparent to the advertiser who is genuinely interested in covering the New York market intensively.

The World (6 days)



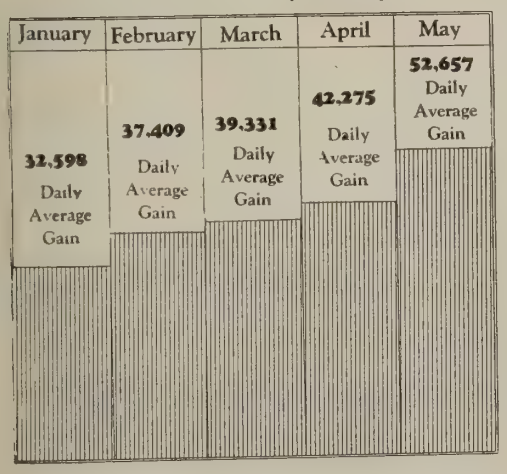
The Evening World



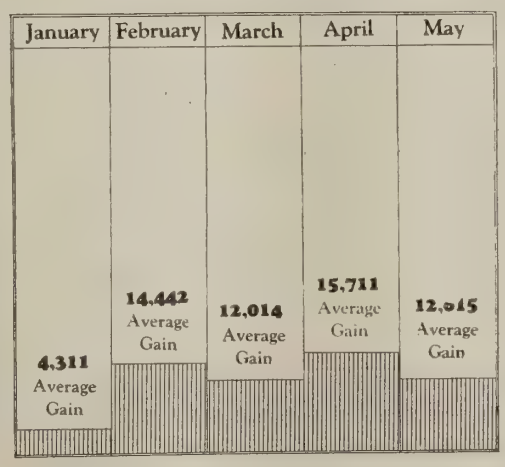
Net Gains Over the Corresponding Five Months Last Year

That the gains thus registered are consistent and not the result of any sporadic or ephemeral news interest on the part of the reading public the charts *of gains only* immediately below bear ample witness in the steady growth that they indicate.

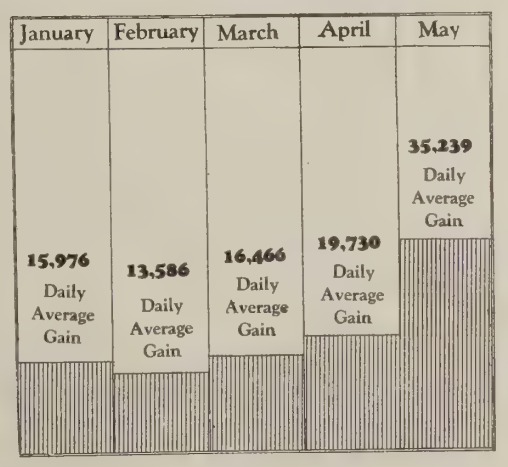
The World (6 days)



The Sunday World



The Evening World



Translated into figures that are directly applicable to the purchase of advertising space, these charts indicate that during the first five months of this year, as compared with the corresponding period last year, THE WORLD, THE SUNDAY WORLD and THE EVENING WORLD delivered to their Advertisers

An Excess Circulation of 8,079,286 Copies

The World **The Evening World**

New York

TEN YEARS OF SPACE GRABBING ENDS WITH $300,000 PAID CAMPAIGN

Institute of American Meat Packers to Buy Space in 139 Dailies to Popularize Ham and Bacon During July and August—H. K. McCann Agency in Charge

FOR the first time in its 10-year history, the Institute of American Meat Packers will commence a campaign in paid newspaper space on July 7, to continue to the end of August. The drive is designed particularly to popularize use of ham and bacon during the summer months.

Hitherto, relations of the group to the public have been exclusively through publicity, according to Pendleton Dudley, public relations counsel of New York, in charge of the Institute's eastern district.

"Now the Institute is better co-ordinated than it has been in the past," Mr. Dudley said to EDITOR & PUBLISHER. "We all hope that this first paid advertising campaign will work out well enough to justify its continuance.

"In our dealings with the public, we will do as the case demands. That is, when the Institute has something to tell that is legitimate news we will send it out to the newspapers as publicity, and, when the Institute has something to sell, as is the case in the present campaign, we will buy space in the advertising columns."

The Institute's paid advertising campaign announced this week will enlist, according to officials, 15,000 packer salesmen and 100,000 retailers and will "have the backing of the industry all the way from the farm to the shop counter." The Institute numbers 250 members.

Mr. Dudley said the appropriation was more than $300,000, of which, according to present plans, $150,000 will be spent in newspaper advertising and $150,000 in window displays, posters and similar tie-up advertising. Newspapers in more than 125 cities will be used.

The Chicago office of the H. K. McCann Company, is directing the account.

The fund of $300,000 is being contributed by member companies of the Institute and by other packers and wholesalers who wish to share in benefits of the movement.

The first newspaper advertisement is scheduled to appear July 7, in 139 dailies. The campaign will continue with one advertisement a week for eight weeks.

Oscar G. Mayer, Oscar Mayer & Co., Chicago, is president of the Institute of American Meat Packers. W. W. Woods of the Institute's Chicago office is executive vice president.

Other officials are:

Vice Presidents—J. J. Felin, John J. Felin & Co., Inc., Philadelphia, Pa.; Myron McMillan, J. T. McMillan Company, Inc., St. Paul, Minn.; F. S. Snyder, Batchelder & Snyder Co., Boston, Mass.; E. A. Cudahy, Jr., Cudahy Packing Co., Chicago.

Treasurer—John T. Agar, William Davies Co., Inc., Chicago.

Chairman of Institute Plan Commission—Thos. E. Wilson, Wilson & Co., Chicago.

Central Administrative Committee—Oscar G. Mayer, ex-officio, Oscar Mayer & Co., Inc., Chicago; Thos. E. Wilson, Wilson & Co., Chicago; G. F. Swift, Swift & Company, Chicago; F. Edson White, Armour and Company, Chicago; Jay E. Decker, Jacob E. Decker & Sons, Mason City, Ia.; A. T. Rohe, Rohe & Brother, New York, N. Y.

Participation in the campaign with additional advertisements in the newspapers is being urged upon local meat dealers. The Institute is furnishing them with mats of advertising copy for their use.

Packers in many cities have been appointed as city chairmen to arouse interest in the ham and bacon drive. For the benefit of newspaper advertising departments, the list of city chairmen follows:

Albany, N. Y., W. C. Codling, Albany Packing Company, Inc.
Allentown, Penn., Wm. J. Moessner, Arbogast & Bastian Co., Inc.
Alton, Ill., W. J. Luer, Luer Bros. Packing & Ice Company.
Anderson, Ind., C. S. Hughes, Hughes-Curry Pkg. Co.
Arabi, La., Georges Damiens, Arabi Packing Co.
Arkansas City, Kan., R. T. Keefe, Keefe-LeStourgeon Co.
Atlanta, Ga., E. S. Papy, White Provision Co.
Auburn, Me., R. W. Penley, E. W. Penley Company.
Austin, Minn., Jay C. Hormel, Geo. A. Hormel & Co.
Baltimore, Md., Howard R. Smith, Shafer & Company.
Birmingham, Ala., F. N. Phillips, Birmingham Packing Co.
Boston, Mass., F. S. Snyder, Batchelder & Snyder Co.
Buffalo, N. Y., J. G. Cownie, Jacob Dold Packing Co.
Cairo, Ill., Alvin F. J. Worstman, E. Bucher Packing Co.
Canton, O., C. N. Wade, Canton Provision Co.
Cedar Rapids, Ia., R. S. Sinclair, T. M. Sinclair & Co., Ltd.
Chattanooga, Tenn., B. M. Allison, J. H. Allison & Co.
Chicago, Ill., C. J. Roberts, Roberts & Oake.
Cincinnati, O., Elmore M. Schroth, J. & F. Schroth Packing Co.
Cleveland, O., S. T. Nash, Cleveland Provision Co.
Columbus, O., W. E. Schenk, Columbus Packing Co.
Dallas, Tex., E. L. Flippen, Armstrong Packing Co.
Davenport, Iowa, Frank Kohrs, Kohrs Packing Co.
Dayton, O., George J. Focke, Wm. Focke's Sons Co.
Denver, Colo., J. P. Murphy, Blayney-Murphy Co.
Des Moines, Iowa, H. J. Nelson, Iowa Packing Co.
Detroit, Mich., T. E. Tower, Sullivan Packing Co.
Duluth, Minn., H. R. Elliott, Elliott & Co.
East St. Louis, Ill., F. A. Hunter, East Side Pkg. Co.
Eau Claire, Wis., D. G. Calkins, Drummond Packing Co.
Elgin, Ill., C. A. Kerber, Kerber Packing Co.
El Paso, Tex., J. C. Peyton, Peyton Packing Co.
Erie, Penn., Milton Schaffner, Schaffner Bros. Co.
Fergus Falls, Minn., C. R. Wright, Fergus Cooperative Packing Co.
Flint, Mich., H. D. Griffith, Swift & Co.
Fort Atkinson, Wis., Alan P. Jones, Jones Dairy Farm.
Fort Worth, Tex., S. A. Middaugh, Swift & Co.
Grand Rapids, Mich., E. M. Gordon, Swift & Co.
Greenville, S. C., W. K. Allen, Armour & Co.
Hartford, Conn., J. K. Rickey, Cudahy Packing Co.
Harrisburg, Penn., A. L. Tolin, Swift & Co.
Henderson, Ky., F. F. Eckert, Eckert Packing Co.
Houston, Tex., T. F. Maurin, Houston Packing Co.
Indianapolis, Ind., (to be announced).
Jacksonville, Ill., C. M. Bell, Powers-Begg Co.
Jersey City, N. J., A. S. Sullivan, Armour and Company.
Johnstown, Penn., C. A. Young, C. A. Young Co.
Kansas City, Mo., H. S. Bicket, Wilson & Co.
Knoxville, Tenn., W. T. Lay, T. L. Lay Packing Co.
Lafayette, Ind., E. S. Urwitz, Dreyfus Packing & Provision Co.
Lancaster, Penn., Christ Kunzler, Ch. Kunzler Co.
Lincoln, Neb., W. A. Mechling, Lincoln Packing Co.
Reading, Penn., Howard DeLong, Reading Abattoir Co.
Richmond, Ind., Anton Stolle, Anton Stolle & Sons.
Richmond, Va., A. D. Watson, Wilson & Co.
Rochester, N. Y., F. M. Tobin, Rochester Packing Co.
Sacramento, Calif., Robert Swanston, C. Swanston & Son.
Sioux City, Iowa (to be announced).
St. Joseph, Mo. (to be announced).
St. Louis, Mo., F. A. Hunter, East Side Packing Co.
St. Paul, Minn., Myron McMillan, J. T. McMillan Co
Salt Lake City, Utah, A. M. Nichols, Cudahy Packing Co.
San Antonia Tex., James A. Gallaher, Union Meat Co.
Sandusky, Ohio, Guy Manaugh, Sandusky Packing Co.
San Francisco, Cal., C. J. Hooper, Western Meat Co.
Scranton, Penn., H. D. Gilner, Swift & Co.
Seattle, Wash., George J. Campbell, Armour and Company.
Shenandoah, Penn., A. A. Meluskey, Shenandoah Abattoir Co.
Springfield, Mass., A. P. Dodd, Wilson & Co.
Springfield, Mo., Thomas J. Glynn, Welch Packing Co.
Spokane, Wash., C. M. Thompson, Swift & Co.
Syracuse, N. Y., A. C. Hofmann, Jr., A. C. Hofmann & Sons.
Tacoma, Wash, R. S. Hinman, Armour and Company.
Terre Haute, Ind., Isaac Powers, Home Packing & Ice Co.
Toledo, Ohio, F. J. Ochsner, Morris & Co.
Trenton, N. J., R. N. Paul, Armour and Company.
Union City, Tenn., W. G. Reynolds, Reynolds Packing Co.
Utica, N. Y., J. M. Snyder, C. A. Durr Packing Co.
Washington, D. C., F. DuBois, Jos. Phillips Co.
Waterloo, Iowa, J. W. Rath, Rath Packing Co.
Wheeling, W. Va., C. L. Walters, Allied Packers, Inc.
Wilmington, Del., Max Matthes, Wilmington Provision Co.
Winona Minn., P. A. Jacobson, Interstate Packing Co.
Worcester, Mass., F. A. Haig, Wilson & Company.
Youngstown, O., J. C. Edwin, Youngstown Packing & Provision Co.
Little Rock, Ark., Otto Finkbeiner, Little Rock Packing Co.
Los Angeles, Calif., T. F. Breslin, Standard Packing Co.
Louisville, Ky., Karl M. Zaeh, Louisville Provision Co.
Marion, Ohio, L. H. Guthery, Marion Packing Co.
Madison, Ind., Gus Yunker, Pearl Packing Co.
Mason City, Iowa, Jay E. Decker, Jacob E. Decker & Sons.
McKeesport, Penn., D. E. Ford, Cudahy Packing Co.
Memphis, Tenn., S. M. Lerner, Morris & Company.
Milwaukee, Wis., J. A. White, Plankinton Packing Co.
Minneapolis, Minn., F. W. Hoffman, Cudahy Packing Co.
Mishawaka, Ind., A. J. Major, Major Bros. Packing Co.
Monroe, Mich., (to be announced).
Montgomery, Ala., W. H. White, White Packing Co.
Muncie, Ind., Henry C. Kuhner, Kuhner Packing Co.
Muscatine, Iowa, C. W. Richard, C. E. Richard & Sons.
Nashville, Tenn., Henry Neuhoff, Neuhoff Packing Co.
Newark, Ohio, (to be announced).
Newark, N. J., J. C. Ferguson, Swift & Company.
New Haven, Conn., H. E. Reyman, Cudahy Packing Co.
New Orleans, La., Severin Frey, L. A. Frey & Sons, Inc.
New York, N. Y., A. T. Rohe, Rohe & Bro.
Norfolk, Va., J. A. Smith, Armour and Company.
Omaha, Neb., Wm. Diesing, Cudahy Packing Co.
Ottumwa, Iowa, (to be announced).
Owensboro, Ky., C. E. Field, Field Packing Co.
Passaic, N. J., H. Rumsey, Jr., Henry Mui Co.
Paterson, N. J., E. G. Fullerton, D. Fulle ton & Co.
Peoria, Ill., F. L. Wilson, Wilson Provisio Co.
Perry, Iowa, B. A. Golden, Perry Packing C
Philadelphia, Penn., J. J. Felin, John J. Feli & Co.
Phillipsburg, Penn., A. B. Curtis, Phillipsbur Beef Co.
Phoenix, Ariz., E. A. Tovrea, Arizona Pacl ing Co.
Phoenixville, Penn., Frank B. Weiland, Wei and Packing Co.
Pittsburgh, Kan., E. D. Henneberry, Hull Dillon Packing Co.
Pittsburgh, Penn., George L. Franklin, Dur levy-Franklin Co.
Portland, Ore., B. C. Darnall, Swift & Co.
Pottsville, Penn., Julian F. Ulmer, Jacob U mer Packing Co.
Providence, R. I., E. F. Newman, Swift Co.
Pueblo, Colo., G. H. Nuckolls, Nuckoll Packing Co.

THE AVIATION IRON IS HOT STRIKE NOW!!!

Every newspaper reader is talking aviation. Few know anything about it. But all want to know. Here is their chance to learn.

And here is your chance to cash in on a subject which has captured the popular fancy as no other subject ever has.

HOW MAN LEARNED TO FLY

An educational strip of extraordinary merit, picturing in fascinating detail the thrilling experiences of man in conquering the air.

Startlingly fine drawings—Scientifically accurate text.

Appeals to all ages.

Wire for prices and samples

FAMOUS FEATURES SYNDICATE, Inc.

1819 BROADWAY, NEW YORK, N. Y.

CHANGES MEETING PLACE

Anglo-American Press Group Now Convenes at Hotel Drouant

The Anglo-American Press Association, Paris, has changed its weekly meeting place, and now lunches every Wednesday at the Hotel Drouant, Place Gaillon, just off the Avenue de l'Opéra.

At the inaugural meeting in the new quarters one of the largest gatherings of correspondents and guests attended, more than 60 being present.

The principal guest was Dr. Herbert Adams Gibbons, who had quite a lot to say about Byrd and his Atlantic flight, promising his hearers that before these lines reach America Byrd and his companions would be lunching with the American and British correspondents in Paris.

SCHUYLER IN AIR FLIGHT

Stuart S. Schuyler, president of the Allied Newspapers, Inc., who was attending the Denver convention of the International Advertising Association, left the Colorado city this week and flew to Chicago. Actual flying time, he reported to his new York office, was twelve and a half hours.

In Our

Promotion Department

we need several experienced copy men. The work will consist chiefly of preparing copy for local firms — shoe stores, hardware, grocery, drug, clothing stores, etc.

Experience will be a deciding factor in the men we hire. They must be equipped with an education which enables them to write concisely yet convincingly. The work will also consist of the preparation of some direct-by-mail literature.

If you can qualify, send us a photograph, samples of your work, name your last employer, give your age, whether married or single—tell it all in one letter.

Address Box C-789, c/o Editor & Publisher



THE MACON TELEGRAPH

Another Great Newspaper has adopted INTERTYPE IDEAL NEWS FACE

The Macon (Ga.) *Telegraph* has just purchased Intertype *Ideal* News face for a complete change of dress.
Like many other leading newspapers, *The Macon Telegraph* first installed a few Intertypes and then they adopted standardized Intertypes *exclusively*.

P. T. Anderson, General Manager, says:

We feel that the Intertype is the best machine, from point of production and general service, we have ever used.

In another letter, T. E. Billings, Foreman, writes:

In May, 1926, we installed ten Intertypes. Since that time we have put them to every test possible, and they have come up to every requirement. The Intertype is the most elastic machine I have ever worked with. We can convert our entire battery to straight composition at a moment's notice, or we can throw as many machines on ad composition as our requirements demand. *We are getting 20% more type in less hours than formerly.* All operators are highly pleased. Distributor stops are a rarity now.

Note that both Foreman and General Manager emphasize *increased production and dependable service.* Aren't you interested in these features?

Write for Intertype literature or ask us to send our local representative to see you.

Standardized INTERTYPE TRADE MARK

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 So. Main St.; *Boston* 80 Federal St.; *London; Berlin*

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EDITORIAL



My doctrine shall drop as the rain, my speech shall distil as the dew, as the small rain upon the tender herb, and as the showers upon the grass:—Deuteronomy, XXXII; 2.

SOME SUGGESTIONS

"SOMETIMES I get tired and run out of ideas," writes an editor of an important newspaper, adding: "Everything runs smoothly in this city, as a rule, though I may be too close to the forest to see anything but a few trees. I would be delighted to have a few editorial suggestions from EDITOR & PUBLISHER."

The invitation is flattering. We have only a sketchy idea of the editor's community, but happily volunteer some random ideas: It seems to us that a newspaper is in a very high order of local business when it is engaged in fostering institutions that make for common urban health and pleasure. Naturally we think of the recreation center, equally for youth and the adult population. Such institutions as neighborhood social centers in densely populated industrial sections do magnificent work. Think of Hull House in Chicago and Hiram House in Cleveland! Get behind any public park or field enterprise which is calculated to make families play together and bring marriageable persons into wholesome contact. Stimulate interest in anything which offers the average individual opportunity for self-expression and initiative. Tell your readers where to find recreation.

Encourage the public forum along genuinely democratic lines.

Seek to solve for the center of your city its traffic problem. We do not know what it is, but we know it is there.

Regularly investigate all public welfare institutions, schools, prisons, asylums, etc., and take the good, square, humanitarian view of the average citizen as regards their conduct. Regularly inspect all public works and write about them, singing their praises or damning them as they deserve.

If your city is plagued by scattered and wasteful charities, look into the wonderful "Community Chest" idea that many cities have adopted, Cleveland having probably developed it best.

Take a more lively interest in amateur sports, remembering the good they do and the fact that the back lot game is usually really worth seeing. Certainly every American city should have public diamonds, links and courts and a stadium, if possible.

Make your readers familiar with the history of their city and state. Ignorance on this subject is often appalling. In fact, as a nation we have a very shadowy historical background.

If you have a slum, fight it, month in and month out. There is no city in America so poor that it cannot overcome these hotbeds of disease, crime and ignorance.

Fight, also, physical ugliness in your city—those ghostly deserted old frame houses that are falling to pieces over a term of twenty years right in the center of the town, or near the railroad station, because of the selfishness of some landowner or the neglect of some estate agent. It is perfectly feasible and quite right that such defacements of a fair city should be outlawed.

Take greater pride in cultural developments. Every city should possess a shrine where beauty may be worshipped by the public, whether it be an institution for the display of works of art, natural history, botany, a library, or what not.

Pay attention to the thought in your labor circles—a subject which too many newspapers are neglecting. If there is unemployment, make it your concern.

Remember that there is a great battle in this country against illiteracy and that some magnificent work is being done in educating adults. Is there interest there for you?

Investigate the local gang spirit and find means to supplant it with wholesome influences.

Fight fakers and exploiters, high and low, whether they be of the breed that sells worthless stock, glossed-over automobile wrecks, swamp land, or "cures" which do not cure. Have your bankers tell you how much money your people were defrauded out of last year by fake stock and land salesmen and look up the facts on blue-sky legislation.

Preach the good gospel of right living and sensible diet, and don't be too sure that the medical doctors of your city know it all or practise all of the virtues.

Interest yourself in public utilities and see to it that your people get a square deal from any corporation that deals with them through public license.

Every city, like every man, should have individuality and distinctive features to characterize it. The standardized city is a deplorable modern development. If you have originality, it will be possible to make your city famous for some trait or some institution of particular merit. Boston boasts popular opera and symphony concerts, among many other splendid distinctive features; Cincinnati is also a music center. In recent years Cleveland has developed a splendid feeling for art and possesses a beautiful gallery. Her park system and recreation centers are models. Atlanta has "opera week" and Stone Mountain. Raleigh has preserved her magnificent old state house, a dream of Colonial architecture. San Francisco has Golden Gate Park and a wonderful auditorium. Portland has a grand drive. St. Petersburg, Fla., is distinguished by broad streets and a marvelous causeway. These are but vagrant suggestions, but every city should possess something notable, a real show place or an original feature of life worth talking about. It is a newspaper's business to satisfy such local pride. Nothing that belongs to the people should seem impossible of attainment by any newspaper editor. When a newspaper is fighting for the upbuilding of its city, morally, physically or politically, it is only functioning a primary duty.

Motion-picture interests that have been fostered by the press, in fair weather and foul, until they have monopolized the amusement field, are now engaged in subsidizing a little, half-baked skullduggery to break the standard newspaper amusement advertising rate. The truth about the amusement rate is that it is usually outrageously low, considering the service rendered.

THE GREAT CHALLENGE

CHESTER H. ROWELL has an interesting theory to explain why American business men who are frenzied with fear of bolshevism should look with favor on fascism, although political economists see in the latter the greater menace to our democracy if it is made to parade as Americanism. He holds it is an American failing to judge other things than business by business standards and as fascism seems like "good business" the conclusion is jumped at that it is good for everything.

It is "good business" to create a censorship that has silenced the Italian press, but is that good for politics, for religion, for social advancement? Democracy holds for freedom.

Nicholas Murray Butler is another student who believes fascism is a more dangerous challenge to democracy than is bolshevism. He told a meeting of American editors not long ago that if democracy is to stand it must not only actively defend itself, but be more worthy of its name. Both he and Mr. Rowell agree that the great crime in America is our indifference to the original principles of government. Democracy has really become unpopular or, at least, uninteresting. The need of the day is a method by which newspapers and all other leaders of thought can revive genuine interest in our public affairs and spoof ignorant flag-waving off the board.

A Sunday paper bought on Saturday or Friday to us seems like a Christmas tree on the Fourth of July.

CASHING IN

A REVELATION of the week on the profoundly important subject of the service of the "public relations expert" was that since 1919 Ivy L. Lee, king of press agents, had cleaned up $212,954, tax-payers' money, for the issuance of propaganda intended to convince the taxpayers that they should pay higher fares for transportation on subway and elevated lines and other sundry duties. Mr. Lee pictured himself as having busily written car-cards and also of having given the officials of the Interborough Rapid Transit Company much advice about how the people were feeling on the subject of a raise in rate.

Is it possible, the people of New York are asking, that a man could receive that stupendous sum, charged to operating expenses, for such a trifling duty as the writing of those simple car cards, telling riders for instance that there was a fine zoo in the Bronx, that the red-ball was up for skaters at the park lakes and that the Interborough was the world's safest railroad? It seems incredible, especially in view of the meagre pay the same company allows to a motorman who drives a 10-car train at lightning speed through the dark tunnels, guardian of some 2,000 human lives. What is this great service that Mr. Lee renders which costs in eight years more than a motorman could earn in a hundred years of such nerve-racking toil? The car-cards might be written by any intelligent stenographer. What did Ivy L. Lee do for the tax-payers? Perhaps the city editors of New York newspapers, whom Mr. Lee claims to know so well, or the reporters who go to Lee's office for "news," might shed light on the mystery if questioned by a good sharp lawyer. Perhaps Mr. Lee's advice on "company unions," and how to break a strike of workmen, and how to make newspapers represent such workmen as "outlaws," may have been worth his price, but think of tax-payers footing the bill!

The easy way that the New York papers, with a couple of mild exceptions, have this week permitted Lee to "get away with it" has interested us. *The World,* that used to thunder loudest at Lee's occasional interference with clear public thinking on public questions, wasn't so sure that there was anything reprehensible in the "public relations expert" trade. Shades of the great J. P. !

Whatever else the airmen may accomplish they grandly serve by lifting our eyes from the sordid earth.

THIS COMPLEX AGE

ONE of the best talks on advertising that we have recently seen appears in an attractive booklet issued by John F. Hurst, of the Henri, Hurst & McDonald agency. It bears the challenging title "The Universal Question—Can We Stay In Business?" With facts and figures the author shows how precarious modern business has become. The world is moving with amazing rapidity, ringing changes that make even great industries and vast businesses obsolete in a short time if their managements are not resourceful to keep abreast of the tides of popularity and preference. The case of Ford is cited. A few years ago "transportation" was what the public wished to buy and Ford supplied it magnificently. Two years ago people who had never had much money began to get money and with it came a desire for "transportation plus style" and in 1926 Ford sales decreased 18 per cent while Chevrolet sales increased 30 per cent.

Illustrating the perils involved in old-style production Mr. Hurst asks: "What has become of the old-fashioned razor? The old phonograph? What happened to cotton hosiery? How would you like to be a manufacturer of hair-nets? When did you last see a fur muff? Would you rather buy stock in the ice business or in electric refrigeration? When did you last take a horse-and-buggy ride?" Styles change and the universal craving is for new things.

The surest way to reduce sales costs, when the product is right, is efficient advertising. This is particularly true in this day when the cry of the manufacturer is for simplified distribution, when dealers are inclined to buy only for current needs and for quick turn-over and when the power of the chain stores has become so great. The appeal must now be made direct to the consumer.

PERSONAL

E. THOMASON, former general manager of the *Chicago Tribune* and new owner and publisher of the *Tampa Morning Tribune,* is having plans drawn for a $75,000 home on Blanca avenue, Davis Islands. Mr. Thomason's property has a large water frontage on Tampa Bay and overlooks Bayshore boulevard, on the mainland.

William T. Dewart, president of the *New York Sun,* sailed Saturday for Europe with his family to spend seven weeks.

Secretary of State and Mrs. Clarence J. Brown of Columbus are the parents of a son born a few days ago. Mr. Brown is owner of the *Blanchester* (O.) *Star-Republican, Miamisburg News* and other papers.

Colonel George M. Bailey, editor of the *Houston Post-Dispatch,* has been forced to cancel his trip to Europe as a member of the editorial commission of the Carnegie Foundation because of ill health. Colonel Bailey, who has been in poor health for more than a year, has been unable to go to his office for some time.

Louis C. Elbert, vice-president and general manager of the News-Tribune Publishing Company, publishers of the Galveston (Texas) *Daily News* and the Galveston *Tribune,* was defeated for mayor of Galveston in the recent election.

William T. Evjue, editor of the *Madison* (Wis.) *Capital Times* has been spending the past week in northern Wisconsin on a vacation.

Edward M. Davis, publisher of the Newark (Del.) *Ledger,* on June 24 entertained the Wilmington (Del.) Advertising Club at a banquet at Delaware Beach. A number of prominent advertisers were also guests.

George Marble, editor and publisher of the *Ft. Scott* (Kan.) *Monitor-Tribune* and former president of the National Editorial Association is touring the New England states.

Paul B. Williams, editor of the *Utica* (N. Y.) *Press,* will address the convention of the New York state branch of the National League of District Postmasters of the United States at Hotel Martin, Utica, July 22.

IN THE BUSINESS OFFICE

BENJAMIN H. GORDON has been appointed national advertising manager of the *Philadelphia Public Ledgers* and *Illustrated Sun.* Howard W. Garner has been appointed as manager of the merchandising service department of the same papers.

Edward S. Riggins, business manager of the *Fresno Bee,* and Mrs. Riggins are parents of a son born June 5.

Louis Wiley, business manager of the *New York Times,* is sailing for Europe on the new French liner, Ile de France, this Saturday.

Edwin S. Friendly, business manager of the *New York Sun,* was chairman of the reception committee at a luncheon this week of the Business Men's Council of the Federation for the Support of Jewish Philanthropic Societies, welcoming Felix M. Warburg, the federation's head, who returned to this country June 18, from a cruise around the world.

R. T. Aldworth, formerly with the advertising staffs of newspapers in Chicago, has joined the advertising staff of the *Houston* (Tex.) *Post-Dispatch* in charge of foreign and local automobile advertising.

George A. Osborn, manager of the *Fresno Republican,* has left on an automobile tour of the east with his family.

Frank Koch, for the past three years assistant director of the Bureau of Business Research of New York University, has resigned, effective June 30. Mr. Koch, as manager of marketing research, made fourteen surveys for the Daily Newspaper Advertising Managers Association, and, more recently, was in charge of the extensive survey made for the *New York World.* He sails July 2 for a tour of England and France.

Emanuel Martines, recently account executive for Wood, Putnam & Wood, Boston advertising agency, has resigned to become advertising manager of the *Italian News,* a weekly newspaper printed in English in Boston.

IN THE EDITORIAL ROOMS

DWIGHT S. PERRIN, assistant managing editor of the *St. Louis Post-Dispatch,* and formerly city editor of the *New York Herald Tribune,* spent last week in New York visiting with friends and newspaper acquaintances.

Clifford K. Berryman, for twenty years a cartoonist on the *Washington* (D. C.) *Star,* who has been visiting in Los Angeles has left with his wife and daughter for San Francisco.

O. N. Taylor, radio editor of the *Chicago Evening Post,* will visit radio stations in Canada, Great Britain, Holland, Belguim and France during the next two months. Mr. Taylor has left Chicago for a tour of those countries. During his absence George A. Kercher, associate editor, will be acting radio editor.

Silas B. Fishkind, for eight years a member of the *New York Herald Tribune,* as reporter, assistant dramatic editor and sport writer, has resigned to undertake the practice of law. Mr. Fishkind attended Columbia Law School while working in the sporting department at night.

Edward Diltz, reporter and assistant music critic of the *Springfield* (Mass.) *Republican,* has been appointed publicity and membership secretary of the Springfield Chamber of Commerce.

Frank Hicks, city editor of the *Lima* (O.) *Star,* for the past year assumed charge as editor of the *Fremont* (O.) *Messenger* on July 1. Mr. Hicks was formerly with the *Minneapolis Star.*

Ernest Ludwig Meyer, for the last six months on the copy desk of the *New York Daily News,* will return to the editorial staff of the *Madison* (Wis.) *Capital Times* on July 9. Mr. Meyer resigned as managing editor of the Capital Times to go to the Daily News.

George S. Connell, news editor of the *Brownsville* (Pa.) *Evening Telegraph,* is filling in as editor of the *Uniontown* (Pa.) *Independent,* a weekly, pending the selection of a successor to the late Alex Chisholm, Jr.

Kyle Palmer, financial editor of the *Los Angeles* (Cal.) *Times,* left recently on the S. S. Calawaii for Honolulu on a three months' tour. Mr. Kyle has been in ill health for some time.

Luther Harrison, editor of the *Oklahoma City, Daily Oklahoman,* is recovering from an attack of influenza.

Rosser H. Griffin, of the *Richmnod* (Va.) *Times-Dispatch's* reportorial staff, is in St. Luke's Hospital, Richmond, where he was operated upon for appendicitis.

Leon J. McCarthy, news editor of the *Corning* (N. Y.) *Evening Leader,* is recovering at the Packer Hospital following an operation.

Charles L. Palmer, market news editor of the *Fresno Republican,* is on leave of absence in Huntington Park to recover from an illness.

Thomas Smith has joined the staff of the *Indianapolis Star.*

Tom Steed, who has been University correspondent at the University of Oklahoma for the *Daily Oklahoman* and the *Oklahoma City Times,* has been named staff correspondent at Seminole during the summer.

Wayne Miller, has resigned from *Los Angeles Times,* staff.

Laurence C. Edlund, editorial writer of the University of Wisconsin *Daily Cardinal* last year, has joined the editorial staff of the *Madison* (Wis.) *Capital Times.*

George Yates, has resigned from the *Madison* (Wis.) *Capital Times* to join the Standard Oil Co. at Huron, S. D.

(*Continued on page 32*)

NEW A. N. A. E. PRESIDENT



Harvey R. Young, advertising director, *Columbus* (O.) *Dispatch,* elected at Denver convention, this week.

DR. WILLIAM T. HORNADAY

writes

WILD ANIMAL INTERVIEWS

Weekly—with two-column art by Lang Campbell

Dr. Hornaday is the world's foremost naturalist. His many books are read by hosts of animal-lovers. He is now doing the most interesting work of his long career.

Read Wild Animal Interviews in Chicago Daily News, Pittsburgh Post, St. Paul Pioneer Press, Youngstown Vindicator, Newark Sunday Call, or some other good newspaper.

Then—order this unusual feature for your own paper.

The McNaught Syndicate, Inc.

V. V. McNITT, President. **Times Bldg., New York City** CHARLES V. McADAM, Vice-President.



Orders Now Being Taken for Immediate Release of

"The Serial Sensation of the Year"

TWO FLIGHTS UP

by

MARY ROBERTS RINEHART

"America's Most Popular Woman Writer"

Love Mystery Action

Twenty-six Dramatic Chapters

First Fifteen Chapters Illustrated by

J. Norman Lynd

Metropolitan Newspaper Service,

Maximilian Elser, Jr., General Manager, Earl J. Hadley, Associate

150 Nassau St., New York City

(Continued from page 31)

Wayne W. Miller, former sports editor and reporter for the *Aurora* (Ill.) *Beacon-News* and lately on the *Los Angeles* (Cal.) *Times* staff, has joined the W. W. Armstrong Company, Aurora bonding house.

Wilbur Rogers has joined staff of the *Galesbury* (Ill.) *Register-Mail,* succeeding James D. Barrett, resigned.

Fred H. Weigel, political and courthouse reporter, has been transferred to the city hall beat of the *Fresno Republican.* Ben F. Harrell is doing the courthouse.

John Culnan, formerly of the editorial staff, *Madison* (Wis.) *Capital Times,* is now covering the city hall beat for the *Madison* (Wis.) *State Journal.* Mr. Culnan is replacing Henry Noll, dean of Madison newspaper men who is now in Europe.

Frank Humphrey of the *Boston* (Mass.) *Traveler* staff is in charge of the Traveler's Greater Boston marble contest.

Benjamin Woodall, formerly a member of the editorial staff, *Marshall* (Tex.) *Morning News,* has formed a law partnership with Carey M. Abney of Marshall.

G. L. Hamby, managing editor of the *Oklahoma State Register,* published at Guthrie, Okla., has resigned and will be associated with the Lusk Printing Company of Oklahoma City.

Whitney Bolton and Joseph Shaplen, both members of the staff of the *New York Herald Tribune,* are out of the city on vacation.

William Foster Eliott, editorial writer on the *Fresno Bee* is vacationing at his mountain ranch.

Walter W. Fuller, fraternal editor of the *Detroit News,* sailed from Montreal recently for a six weeks' European tour.

Clifford B. Knight, at one time artist with the old *New York Evening Mail,* later on the *Newark Ledger* with Bill Steinke, is now the artist for the *Hartford* (Conn.) *Courant's* rotogravure section, succeeding Ray Fowler.

Wilton A. Whitcomb, golf writer on the *Worcester Telegram* and a member of the Worcester Country Club recently won the recent annual open invitation tournament conducted by the Springfield (Mass.) Country Club.

Kenneth Dole, recently an editorial writer on the *Waterbury* (Conn.) *Republican,* has joined the staff of the *Springfield* (Mass.) *Union* as editorial writer. He succeeds John Hackett, associate editor of the Union, who recently transferred to the *Hartford* (Conn.) *Courant* to assist M. S. Sherman, formerly editor of the Union.

E. K. Titus, ship news reporter of the *Brooklyn Eagle,* is on a three-months' tour of the world. Articles on his observations throughout the trip appear daily in the Eagle.

Robert M. Neal, in charge of the journalism department at Norwich University, has joined the staff of the *Springfield* (Mass.) *Union* for the vacation period.

Weston F. Hutchins, for 59 years a Boston newspaper reporter and for the past 40 covering court news, was tendered a dinner by his associates on the 81st anniversary of his birth June 20. Among those in attendance were men who had been associated with him 44 years ago. A. J. Philpot of the *Boston Globe* was toastmaster.

MARRIED

RUSSELL Bennitt, business manager of the *Holtville* (Cal.) *Tribune,* to Miss Nola Belle Heald, at Lewiston, Mont., recently.

Miss Frances Feldkamp, motion picture critic of the *St. Louis Globe-Democrat,* to Harold T. Meek of the editorial staff of the *St. Louis Post-Dispatch,* recently.

J. Lawrence F. Herzog of the display advertising staff of the *Rockford* (Ill.) *Register-Gazette,* to Miss Louise E. Gilbert, June 22.

Walter Sprague, of the *Boston* (Mass.) *Globe* composing room for about 30 years, to Miss Anna F. Davidson of Cambridge, Mass., at the home of the bride June 16.

W. N. Dekker, police reporter of the *Los Angeles Times,* to Miss Mary Steinbeck, recently.

Raymond C. Carroll, associate editor of the *Ellicotville,* (N. Y.) *Post,* and Associated Press correspondent at Ellicotville, to Miss Grace I. France of Little Valley, N. Y., recently.

Ashton Stevens, dramatic critic of the *Chicago Herald and Examiner,* to Miss Florence Katherine Krug of Chicago, an actress, in Santa Ana, Calif., June 21.

Miss Elizabeth Shroyer to Robert Ward, both on the reportorial staff of the *Chicago Herald and Examiner,* June 18, in Chicago.

Charles Rogers, Jr., of the mailing room of the *Chicago Daily News,* to Miss Blanche Rupp, June 24.

Duncan Price, in charge of the Associated Press bureau at Lincoln, Neb., as correspondent, to Miss Rachael Wiley, recently.

Samuel Y. Hasvold, a member of the editorial staff, *San Diego* (Cal.) *Evening Tribune,* to Miss Lorene Dowd, June 13.

J. Fred Wathey, a member of the editorial staff of the *Los Angeles* (Cal.) *Times,* to Miss Mary M. Griggs of Glendale, Cal., June 12

Leslie R. Combs, farm editor of the *Emporia* (Kan.) *Gazette* to Miss Thelma Brockway of Clifton, Kan., recently.

George F. Hadley, a member of the Sunday staff of the *Chicago Herald and Examiner,* to Miss Exum Carter of Baltimore, Md., June 22. They were married by the Rev. Dr. W. H. Carwardine, religious editor of the Herald and Examiner.

Allen H. Fermance, secretary to the business manager of the *Boston* (Mass.) *Post,* to Miss Mildred Betty Olson of Dorchester, Mass., recently.

ON THE MECHANICAL SIDE

THEODORE Deutsch, 23 for four years a make-up man in the composing room of the *Chicago Evening American,* was graduated in law from DePaul University last week and is ready to take the bar examination.

Members of Chicago Typographical Union, No. 16, their families and friends, numbering more than 5,000, celebrated the 75th birthday of that organization June 25, with a dinner and dance at the Stevens Hotel.

Having worked 46 and 54 years, respectively, as printers, Josua Addy and James Wardsworth, both printers on the *New Bedford* (Mass.) *Mercury and Standard* have retired.

The oldest employe of the *Chicago Tribune,* both in years and length of service, is Thomas E. Sullivan of the composing room. It is almost 63 years since Sullivan joined the Tribune organization. In the years that followed he passed from "sub" to regular, to proofroom and to foreman of the proof and composing rooms. He held the latter position for 40 years.

SPECIAL EDITIONS

SAN ANTONIO EXPRESS, 172-page Southwest Texas historical and industrial edition, June 21.

Providence (R. I.) *Sunday Journal,* Vacation Section, eight pages, June 19.

LaConner (Wash.) *Puget Sound Mail,* 28-page, 54th Anniversary development number, June 16.

Springfield (Mass.) *Union-Republican,* 146-page special anniversary issue Sunday, June 26, in connection with the 75th anniversary celebration of the city's incorporation.

Chatham (Ont.) *Daily News,* Diamond Jubilee edition, June 28.

CHANGES OF OWNERSHIP

PENDLETON (Ind.) Times, Republican weekly, has been sold to F. R. James of Omaha, Neb., by W. E. Witmer of Indianapolis.

Harry Dunham, secretary of the Pierce County Press Association of Washington, and advertising manager of the *Puyallup* (Wash.) *Valley Tribune,* has purchased the *Puyallup Herald,* and took over his purchase July 1.

W. T. Lambert, former California banker and Iowa newspaperman, has become associated with Walter L. Clemons in publishing the *Laguna Beach* (Cal.) *South Coast News.* A new plant will be erected at First and Forest avenues.

Charles Perrin has purchased the *Lake Andes* (S. D.) *Courier,* one of the oldest weekly newspapers in the state, from his brother, Percy Perrin. It will be known as the *Lake Andes Pilot.*

F. M. McFall of San Springs, Okla., has taken over the *Oilton Gusher,* weekly newspaper. Mrs. C. E. Admire, who has been editor and publisher of the paper since the recent death of her husband, is retiring from newspaper work.

Joe Bailey, formerly of Brownfield, Tex., has purchased the interest of Calvin N. Noble in the *Midland* (Tex.) *Daily Gusher.*

SCHOOLS

CHARLES S. HYDE, Jr., of Syracuse, has been elected an editor of the *Williams College Record,* a semi-weekly. Two other members of the Hyde family are leaders in college journalism. Salem Hyde II is an editor of the *Amherst Gazette* and Henry Van Zile Hyde is an editor of the *Yale Daily News.*

Dana M. Swan of Providence, R. I., has been elected editor-in-chief of the *Bowdoin Bugle,* the college annual of Bowdoin College, Brunswick, Me.

CHANGES PAGE SIZE

The *Greenville* (Tex.) *Banner has* changed its make-up from a seven-column page to an eight-column page. The Banner recently moved into its new modern plant with new equipment. J. C. Monroe is publisher.

FLASHES

Women, declares a leader, get m out of marriage. And some alimony ures prove it.—*Wall Street Journal.*

Mr. Dempsey explains to the repor that he attempts his comeback for glory of it." In order that the gl shall be visible he insists on 27½ per instead of 15 per cent of the net recei —*Worcester* (Mass.) *Telegram.*

Anyway the old-fashioned roads w almost as good as the modern detour *Florence* (Ala.) *Herald.*

It took the garter more than ninet centuries to win a place in the su *Toledo Blade.*

Field Marshal Haig says the Al would have won the war without aid of the United States. Gosh! H we wish they had!—*New York Sun.*

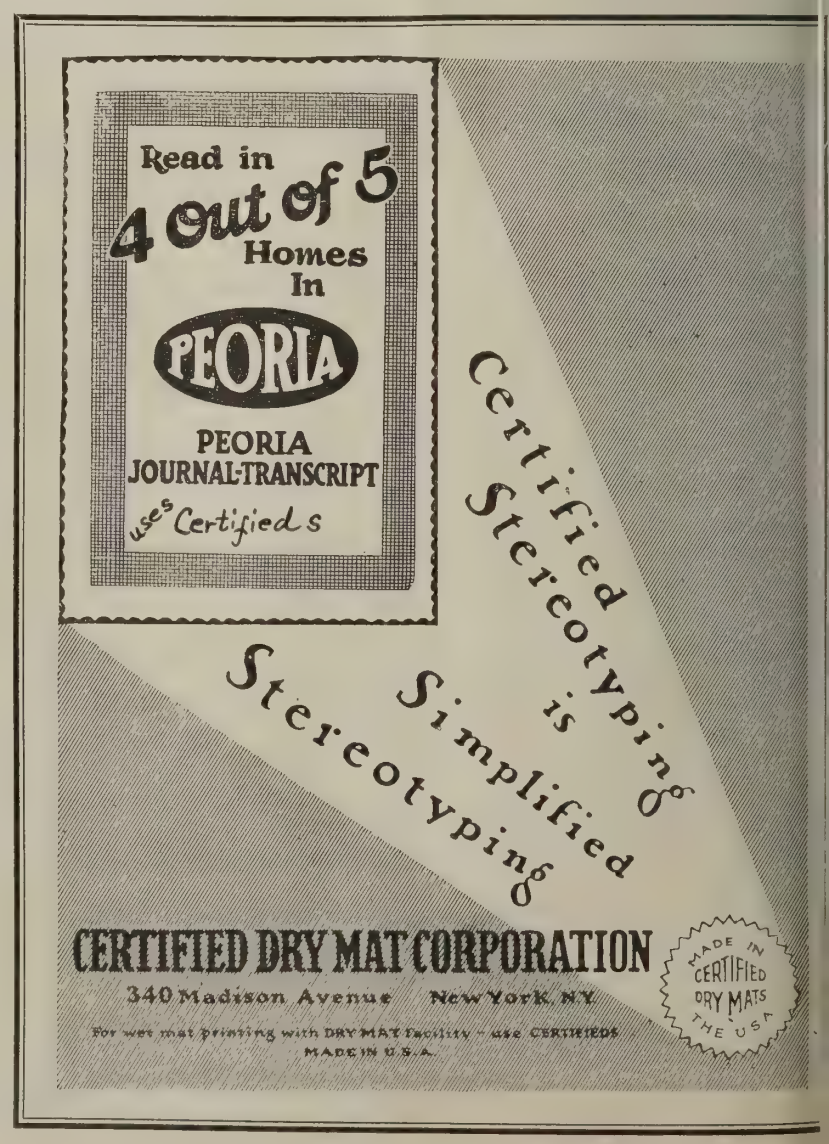
In Bible times the swine full of de ran over a cliff instead of a pedestria *Colorado Springs Gazette.*

And now the taxicab industry is have a "czar." If Communism ever sweep this country, it will take at l twenty years to kill off all the czar *New York Evening Post.*

Anti-Saloon League finds that coll students are "dry." Which may exp why they drink so much.—*Wall St Journal.*

A luxury is something that costs $ to make and $20 to sell.—*Windsor E der Cities Star.*

America might be interested enough guard against future Mississippi flo if the river were in Armenia or so where like that.—*San Francisco Chr icle.*

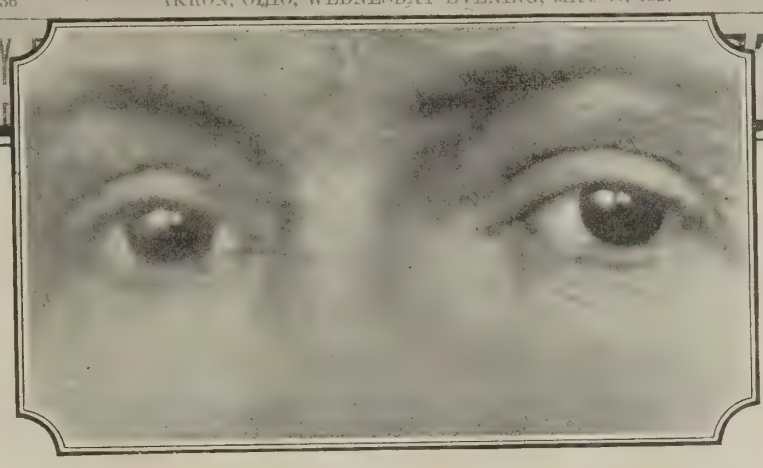


Now Set in ® TRADE LINOTYPE MARK ® Ionic No. 5

AKRON BEACON JOURNAL

Exclusive Associated Press, International News, Consolidated Press Dispatches

NO. 136 AKRON, OHIO, WEDNESDAY EVENING, MAY 11, 1927 (THIRTY-TWO PAGES) PRICE



The EYES Have It!

Linotype IONIC No. 5

"EASIER TO READ"

That is what thousands of BEACON JOURNAL readers are saying today as they scan the columns of this newspaper

THE REASON

(From the Akron Beacon Journal)

THE BEACON JOURNAL, ever alert to the most modern newspaper improvements, has adopted an entirely new dress! A new type face!

This recently perfected type-face, known in the printing trade under the name of "Ionic No. 5," is relieving millions of eyes from daily strain. More than 320 leading newspapers of the country have adopted this new type-face, and the BEACON JOURNAL is pleased to be the first to present it to readers of Akron and vicinity. (Above paragraph is the new type.)

The change in the style of type involved replacement of all matrices on linotype machines setting the body type of the paper, and results in broader and "fatter" faced letters, utilizing more of what might be called waste space in the line, although the number of letters and spaces in each line remains the same.

(This paragraph is set in the old type.)

Witness the change! the paragraphs in the first column give an excellent idea of the superiority of the new type over the old.

Eyesight experts, everywhere, have proclaimed this new type as beneficial.

"It is clearer, it is easier on the eyes, it is an even greater pleasure to read the paper, and the effect on both children and adults is bound to be beneficial," says Milton C. Potter, superintendent of schools at Milwaukee, Wis. Others expressed similar approval when the Milwaukee Journal adopted the same type that BEACON JOURNAL readers are given today. In other cities, readers were unanimous in praise of the type-face.

The improvement of the type-face is only one of many changes already made, or contemplated by this newspaper. With its entry into the new $1,000,000 BEACON JOURNAL building, in a few months, readers will be given all the features and service made possible by one of the most modern newspaper plants in this country.

The comment of readers on the change in type-face is invited.

Oculist Says Beacon Journal's New Type Is Scientifically Designed to Yield Utmost of Reading Ease.

THE BEACON JOURNAL'S new type-face is scientifically designed to yield the utmost of reading ease.

That is the expert opinion of Dr. S. A. Freeman, oculist, of 77 S. Howard Street. He made the statement after carefully studying the type. The benefit to the BEACON JOURNAL'S readers will be far-reaching and beyond the average reader's comprehension, he said.

"I noticed the change of type as soon as I picked up the paper Monday and began a study of it," he declared. "The more I look at it the more I am of the opinion the BEACON JOURNAL has done a great thing for the benefit of its readers.

"From my viewpoint, it is one of the greatest improvements the paper could have made. The type relieves the eye-strain, in that it increases the angle of vision and results in the lessening of the strain on the nerves, which would be forced to concentrate more in picking up the smaller angle. The angle of vision is the basis of making all eye tests," he declared.

® TRADE LINOTYPE MARK ®

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

Linotyped in the Cloister Family and Narciss 53-2 27.5-F

Worked With Photoplay Stars

...also with Larry Semon, Harold Lloyd, Jack Pick-...d, John Barrymore, Mary Pickford, Douglas Fair-...n Moore. I had that ship all over Montana and ...l as California.

...e back in Akron and in 1924 I had my first ...tal balloon race.

...'s installment of this series Mr. Wollam tells the story ...

...Beecher when he learned that her though Boran sat in the councils of ...grandmother had been able only to the Republican party, the Idaho sena... "lease" the little girl. Beecher preached for in reality was an independent and ...while "Pinky" stood trembling in the would outrun any other man the dem... pulpit ocrats could pick.

The result was oversubscription by $1,100 of the $900 necessary. Women wept hysterically. Men tossed money into the offering receptacles.

The South Carolina senator said he belonged to no party "if you call the democratic caucuses at Washington the party."

Fire Extinguisher, Two Fish Salvation Of Fishing Party

...until the legislature acts to change the present statutes barring such activity."

One spring meeting has been announced for May 28, at Maple Heights, with others in prospect at Thistledown Brooklyn and Granwood. The regular summer meeting of the grand circuit is scheduled for harness horses at North Randall in August.

Niles Home Wrecked By Bomb Explosion

...cola and Bartolomeo Vanzetti, convicted of slaying a paymaster and his guard, today called at the home of governor Alvan Fuller. It was understood that Thompson was to discuss seven affidavits alleging that Trial Judge Webster Thayer was prejudiced.

It was rumored that the governor was to announce whether he would let the death sentence stand or review it by a public commission.

The governor's secretary, Herman MacDonald, stated however, that no decision would be forthcoming today.

...by a vote of 29 to 8. The bill, which goes to the house, authorizes the governor to order heads of departments to keep expenditures within appropriations made by the legislature.

Senat In Recess

The senate recessed shortly before noon and the republican senators went into caucus to determine whether the legislature should adjourn sine die, or recess. The gasoline bill increasing tax on gasoline one cent a gallon, is hanging in the balance. Both houses undid their work and again sent the bill to conference. The measure is designed to yield $7,000,000 annually

Bringing Baltimore New

For 12 Consecutive Months
THE BALTIMORE NEWS
Has Gained In Local Advertising

Lines Gained In Local Advertising

JUNE, 1926	**46,308**	DECEMBER, 1926	**18,609**
JULY, 1926	**38,317**	JANUARY, 1927	**30,094**
AUGUST, 1926	**16,874**	FEBRUARY, 1927	**12,759**
SEPTEMBER, 1926	**32,058**	MARCH, 1927	**32,089**
OCTOBER, 1926	**32,253**	APRIL, 1927	**48,811**
NOVEMBER, 1926	**51,491**	MAY, 1927	**31,689**

Total Gain, 391,352

For Five Months The Baltimore News Has Been the Only Evening Paper To Gain In Local Advertising

From January to May 1927 Inclusive

(In these five months The Baltimore News gained every month, and the two other papers losi every month.)

THE BALTIMORE NEWS	*Gained . . .*	**155,442**
The Evening Sun	*Lost . . .*	**244,475**
The Post	*Lost . . .*	**121,152**

The Baltimore News Has the Largest Circulation of Any Daily Newspaper In the Entire South

(Member Audit Bureau of Circulations)

aper History Up To Date

The Net Paid Circulation of
THE BALTIMORE NEWS
For MAY *Was* 151,059

Net Paid for May

The Baltimore News **151,059**
The Evening Sun . . **127,918**

Compared With May, 1926, The Baltimore NEWS Has Gained **29,410**

Compared With May, 1926, The Evening Sun Gained **2,142**

The Circulation of the Two Standard Size Baltimore Evening Newspapers by Months from January 1, 1927, was as follows:

	The Baltimore News	The Evening Sun
January	**128,528**	**127,705**
February	**137,022**	**129,100**
March	**137,695**	**129,132**
April	**139,504**	**127,419**
May	**151,059**	**127,918**

There were four unusual days during the month—May 3rd, the Mayoralty election; May 9, the Snyder verdict; May 21, Lindbergh's arrival in Paris, and May 30, Decoration Day.

Eliminating these extraordinary days the net paid daily average circulation of The Baltimore News for the normal days in May was - - - - - - - - - - - - - - **149,654**

The Baltimore News Has the Largest Circulation of Any Daily Newspaper In the Entire South

(Member Audit Bureau of Circulations)

THROWN DOWN STAIRS IN HOBOKEN; ALYCIA LIKES "THE GAME"

Miss Patterson, Daughter of the New York Daily News Owner, Has Had Enough Thrills in 10 Weeks of Newspaper Work to Want to Stay at It

By PHILIP SCHUYLER

AFTER 10 weeks as a newspaper woman, Alycia Patterson, 20 year-old daughter of Capt. Joseph M. Patterson, editor and publisher of the *New York Daily News,* has relented sufficiently to tell EDITOR & PUBLISHER what it feels like to work for Dad's tabloid.

"I'm simply mad about it," she said, and looked as though she meant it.

When news first broke that Alycia had joined the News, "powerful interests" held the EDITOR & PUBLISHER to the barest announcement of the important event. The powerful interests, of course, were the five feet two or so of Miss Patterson herself.

Now she knows what it feels like to get turned down on a story, and this week consented to be interviewed.

"Yes," she explained, "I've already been thrown down stairs. It happened over in Hoboken," she laughed. "Imagine it, Hoboken!

"And so, perhaps, I'm a little more sympathetic than I was a few weeks ago.

"The Hoboken story was about a woman who was said to henpeck her husband. There was some court case, I believe, and it came out that she only gave her husband 50 cents a day.

"My assignment was to go over and interview 'Mama.' I climbed I don't know how many flights of stairs before I found the right door. The woman opened it, and she looked about 10 feet wide to me.

"I started to say something and got about as far as the Daily News, when —downstairs I went, and not exactly right side up either."

Despite such an inauspicious beginning, Miss Patterson has made up her mind that newspaper work will be her life work, she said. She had, indeed, become veteran enough at the business to reply that she "hadn't the time" when asked if she had ambitions to write a play for her talented sister Elinor to act in, or a novel, or a poem.

"All newspaper people talk about and think about those things," she added sagely. "But very few ever seem to get around to doing them. They have too much of a good time being just newspaper people.

"I think the work is the most fun in the world. Far better than going to school, and you learn so much more, too. I know I didn't know what it was all about, I didn't know a thing, before I started in here. I'm just beginning to see things now."

Miss Patterson is receiving $30 a week as a Daily News reporter. She doesn't live at home, she said, but at the Blackstone Hotel. She likes to be independent, and is thinking, somewhat, of moving down to Greenwich Village.

As a Daily News reporter, Miss Patterson was assigned to go over to Roosevelt and Curtis Fields and find out if Lindbergh had any airdrome sweethearts. She wasn't successful in this news quest. She couldn't find any girl daring enough to admit knowing the bashful young hero, although she could have found many who wanted to know him and know him well.

She was at Curtis Field the night before Chamberlin and Levine hopped off for Berlin, and obtained an interview with Mrs. Chamberlin. Expecting to spend the night at the field and watch the take-off next morning, she was disappointed when the office telephoned out ordering her to go home.

"They told me that the flight had been called off again," she smiled ruefully.

Miss Patterson works regularly from 11 in the morning until seven in the evening. She isn't afraid of overtime, however.

On the day of the interview, things weren't running so smoothly for the young new reporter. The assignment of the day was a tough one.

"I was supposed to interview a woman in a Brooklyn jail who killed her husband and now is sorry," she explained. "I went out to the jail, but she won't see anybody. I'm trying to get to her lawyers now."

The publisher's daughter was a little hot and flustered from frequent incubations in the stuffy telephone booths. It was one of the first warm days of the summer. Maybe the weather had something to do with her dejection, when she said:

"You know I made a mistake in the most important story they gave me to do. I feel like I ought to ask Dad to fire me. I'd hate to leave, though. I'm having such a good time."

HEARST BUYS AIRPLANE

Phil Payne Indicates Some Stunt Being Planned for Huge Fokker

Tests are now being made on an eight passenger Fokker airplane, purchased for William Randolph Hearst from the Fokker Aircraft Corporation by Philip A. Payne, managing editor of the *New York Daily Mirror.*

Mr. Payne has made an initial payment of $20,000 on the machine. Questioned by EDITOR & PUBLISHER, he declined to go into detail in regard to Mr. Hearst's plans for the machine, saying they depended upon the results of the tests. Eventually, he said, it will be used by Mr. Hearst to commute between his ranch at San Luis Obispo and Los Angeles, Cal.

The Mirror's managing editor made several flights in the airplane this week. He also planned to fly from New York to Philadelphia Friday with a plane in the national air tour.

The airplane Mr. Hearst expects to buy is of the enclosed cabin type with thick wooden wings and fuselage of steel tubing.

FLORIDA TO ADVERTISE IN 3,000 WEEKLIES

Bureau of Immigration, Tallahassee, Has $150,000 Appropriation to Invest—Governor Refused $400,000 Budget

(By Telegraph to EDITOR & PUBLISHER*)*

TALLAHASSEE, Fla., June 29.—Officials of the Bureau of Immigration here have announced that the State will soon launch an advertising campaign in country weeklies throughout the nation with the expectation of running it probably one year. The tentative schedule includes approximaely 3,000 newspapers. The fund for advertising was appropriated by the Legislature at its recent session, but is not the $200,000 annually as originally proposed. The Legislature passed a measure carrying an appropriation of $400,000 for two years, but Governor Martin objected after the bill reached him and it was amended to provide $150,000 for the period.

The Bureau of Immigration for several years has had an appropriation of $50,000 annually for advertising space, booklets and pamphlets, and while the additional appropriation of $75,000 is far short of the sum expected, it will enable expansion of advertising activities and the decision to go into weekly columns is the first move in this direction.

At a recent meeting at Leesburg of advertising men and civic workers to discuss the advertising situation, the group expressed keen disappointment at the failure to obtain the $200,000 appropriation and the proposal was made to raise a State-wide advertising fund by popular subscription.

The conference declined to adopt the proposal and instead, appointed a committee to confer with the Commissioner of Agriculture, in charge of the Immigration Bureau, and lend assistance in making the best showing with the appropriation available.

The conference also voted to crystalize public opinion during the next two years so that when the Legislature convenes in 1929 the demand for an adequate advertising appropriation will be so strong that neither the Governor nor the Legislature will refuse to appropriate a necessary sum.

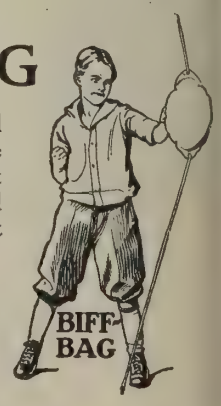
SHOWS CONSTRUCTION PROJECTS

The *Columbia* (S. C.) *State* recently issued an attractive illustrated folder picturing and describing the extensive construction projects in its territory.

now
195,000 Daily
425,000 Sunday
and The largest home-delivered circulation of any paper in its territory
Los Angeles Examiner

FOR PROMPT SERVICE
TYPE
BORDERS ~ ORNAMENTS ~ BRASS RULE
Printers' Supplies
KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT
Carried in stock for prompt shipment at the following Selling Houses of the
American Type Founders Company
BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, RICHMOND, ATLANTA, BUFFALO, PITTSBURGH, CLEVELAND, DETROIT, CHICAGO, CINCINNATI, ST. LOUIS, MILWAUKEE, MINNEAPOLIS, KANSAS CITY, DES MOINES, DENVER, LOS ANGELES, SAN FRANCISCO, PORTLAND, SPOKANE, WINNIPEG

Here Are Two Real Circulation Boosters
The TORPEDO FLOAT

—an ideal summer premium. Every man, woman and child wants this practical TORPEDO FLOAT that changes bathers into swimmers. It is the simplest, safest, latest, most sought after swimming device made. As a circulation builder it has no equal. The price is so low that every newspaper and magazine can afford to use it in substantial quantities.
The BIFF BAG


If you want a good all year around premium the BIFF BAG is your best bet. Every boy and girl likes it and they all want it. The price is right.
Send for quantity prices and catalog containing a number of other Airubber products.
Publishers Space Selling Service
49 West 45th Street New York City

EDITOR & PUBLISHER

Presents to the
Publishers of Daily Newspapers

With Mr. Seubert's Articles on Consumer Buying Ability

a splendid opportunity to tie up
their Papers with their Markets

These articles are creating a tremendous interest on the part of Advertising Agencies and General Advertisers, all of whom are studying them with avidity and carefully filing them for frequent future reference.

The tie-up thus becomes permanent

What is more logical than an Advertiser wanting to know something about the newspaper that best covers the trading area under investigation? Or more effective than to present the story of that newspaper at the time its market is under consideration, and between the covers of the same publication that gives the latest, most reliable and most illuminating information concerning that market?

When will the Consumer Buying Ability of your state and your city be analyzed in EDITOR & PUBLISHER? THAT'S the issue for you to use in putting your best foot forward in behalf of your paper!

Let us help you in your planning

ADVERTISING AGENCY AFFAIRS

Frank Presbrey Company Names Account Managers—New Agency in Buffalo, N. Y.—Norman A. Fyffe Joins Michaels & Heath

N. F. DONOVAN and Paul C. Smith are now associated with the Frank Presbrey Company as account managers.

Mr. Donovan, prior to joining this organization, was in charge of the New York office of the Caples Advertising Agency, as vice-president, for a period of two years. Previous to that he was an account manager with Frank Seaman, Inc., New York, for four years. Before his connection with Seaman he was affiliated with the A. B. Dick Company, manufacturers of the mimeograph machine.

Mr. Smith has been with the General Electric Company, Sears-Roebuck, the Federal Advertising Agency, *Hearst's Magazine* and Campbell-Ewald Company, of Detroit and New York.

Francis B. Frank has established an advertising agency with offices at 559 Ellicott street, Buffalo, N. Y. During the past year he has been associated with the Wood Advertising, Inc., of New York City, as copy chief and account executive

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Norman A. Fyffe, former president of the Norman A. Fyffe Corporation, has joined Michaels & Heath Inc., New York agency, as an account executive.

G. Lynn Sumner, president, and Paul M. Bryant, vice-president, of the G. Lynn Sumner Advertising Agency, New York, will leave July 16, to spend a three weeks' vacation at Mr. Bryant's summer camp, 35 miles back of Wausaukee, Wis. Mr. Sumner is a former president of the Association of National Advertisers.

Amendment to the charter of Cecil, Barreto and Cecil, Incorporated, of Richmond, New York and Baltimore, advertising agency, changes the name to Cecil, Warwick and Cecil. John H. Cecil is president and J. M. Cecil is secretary.

The Kenyon Company, advertising agency, opened new offices on the top floor of the Metropolitan building, 260 Tremont street, Boston, June 22. To mark the opening officials of the company entertained at luncheon more than 70 clients of the agency, representing associated and allied arts, crafts and business enterprises. Alden H. Kenyon, president of the company, was in charge.

WITH THE GENERAL ADVERTISERS

Chancellor Cigars Opening Newspaper Drives in Many Cities—Oil Burner Directors Meeting July 12 at Detroit—Sheaffer Pen Company Sets Ad Record

CHANCELLOR CIGARS, having completed a newspaper campaign in Baltimore, are opening up drives in other cities as fast as jobbers lay in stocks. Cleveland and Chicago are reported next on the list, which is expected to run well over 100 cities.

The campaign runs good-sized newspaper copy for about two months in each city. Dorrance, Sullivan & Co. handles the account.

Directors of the American Oil Burner Association are scheduled to meet in Detroit, July 12. Prominent members of this association are organizers of the Oil Heating Institute, now conducting an advertising campaign in magazine paid space and asking for free use of newspaper news columns.

Ruffus Richart has been appointed assistant director of the Institute in charge of public relations and publicity. He is a graduate of Dartmouth College and was formerly doing publicity work for the General Electric Company. An official statement regarding the Institute's plans, after naming the magazines to be used, continues:

"News and feature articles also will be furnished regularly by the Institute to a list of more than 100 leading metropolitan newspapers and magazines and to editors of building and financial departments."

Fuel Oil, the association's official organ, lists 23 burner manufacturers as subscribers to the Institute.

Already there has been between $125,000 and $150,000 subscribed, and Leod D. Becker, managing director of the Institute, is negotiating with the oil industry to contribute an equal amount. It is reported that the Standard Oil Company of New York, the Cities Service Company and the Roxana Petroleum Company have been interviewed and have agreed to subscribe.

A list of 208 metropolitan daily newspapers is included in the present record-breaking advertising campaign of the W. A. Sheaffer Pen Company, scheduled to run during July, August and September.

To EDITOR & PUBLISHER, W. Ray Smith of the company's advertising department, said:

"As usual this company will depend largely on the medium of the newspaper to bring immediate results. Sheaffer's have stocked a big supply of window display material, movie slides, newspaper matrices and electros and catalogue cuts so that every one of the 23,000 dealers in the United States will have an opportunity to tie up with the large factory advertisements in these 200 daily publications.

"Sheaffer advertising is blanketing America the year round and that is one of the most important reasons why Sheaffer's led the domestic field in sales for 1926."

For the first time in history, the W. A. Sheaffer Pen Company, Ft. Madison, Ia., is advertising its products in more than half the civilized countries of the world. This announcement was made from the Sheaffer advertising department recently. The countries in which the Lifetime pen is being put before the public through use of the magazine or newspaper columns are as follows: Argentina, Chile, Cuba, Hawaii, Holland, India, Jamaica, Mexico, Panama, Philippine Islands, Spain, Sweden, Uruguay, Canada, China, England, Australia and New Zealand.

The Sheaffer schedule in the United States includes 211 daily newspapers and 29 magazines.

Joseph Kohart, for the last six years with the American Lithograph Company, is now in charge of the new sales promotion department of the Caloroil Burner Corporation, New York.

The executive committee of the National Lumber Manufacturers' Association has awarded an advertising agency contract to Wood Advertising, Inc., of New York, in association with Williams & Cunnyngham of Chicago.

Lionel B. Moses, vice-president of Wood Advertising, with headquarters in the Chicago office of Williams & Cunnyngham, and W. Wadsworth Wood, president of Wood Advertising, Inc., will work jointly in directing the account.

Work is to start immediately. Local newspapers, as well as large national consumer publications will be used.

Philip P. Mosher, formerly vice president of the George D. Roper Corporation, Rockford, Ill., has become sales manager for the Rockford Steel Furniture Company. Plans to extend its sales territory into the south, east and west states are being made. The firm has heretofore confined itself to the middle west field.

BARRY GOLF WINNER

The prize for the best medal score in the tournament of the Newspapermen's Golf Association of Boston, on June 28, went to Larry M. Barry of the *Boston Globe*, with a 79 gross. In the novice class C. E. Heustis, *Boston Post*, was winner with 122.

254,452

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

May, 1927

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of May, 1927, was 198,123.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

AD TIPS

N. W. Ayer & Son, 308 Chestnut street, P adelphia. Placing account for Yardley La der Water, New York.

Churchill-Hall, Inc., 50 Union Square, York. Placing orders with newspapers in lected sections for Wright Bros. Comp Wright's Ointment, Orange, N. J.

George S. De Rouville Advertising Age 452 Broadway, Albany, N. Y. Placing or with some Pennsylvania newspapers for Plaza Hotel, Albany.

Edwards, Ewing & Jones, Inc., North Am can Building, Philadelphia. Now handling counts for the Grale Products Corporat Grale's Fruit Laxative, Plainfield, N. J., Thos. Maddock's Sons Company, Dur Plumbing Fixtures, Trenton, N. J.

Erwin, Wasey & Co., 250 Park avenue, York. Now handling account for Ross C pany, Winx, Peet, Lashlus, Face Creams, New York.

M. P. Gould Company, 450 4th avenue, York. Making contracts with some England newspapers for the Oakite Prod Company, cleansers, New York.

Charles C. Green Advertising Agency, Estey Building, Philadelphia. Placing acco for the Komo Chemical Company, Philadelp

Joseph E. Hanson Company, 85 Lincoln P Newark, N. J. Has secured account of Ballard Junion Oil Burner.

Howard G. Harmon Company, 420 Lexing avenue, New York. Now handling account the Underberg Sales Company, "Underb Stomach Remedy," New York.

Kling-Gibson Company, 310 South Michi avenue, Chicago. Placing orders with s newspapers in selected sections for the Me ows Manufacturing Company, washing chines, Bloomington, Ill.

Lyddon & Hanford Co., 11-15 James str Rochester, N. Y. Again renewing some ne paper contracts for Warner's Safe Remed Company, Rochester.

H. K. McCann Company, 80 E. Jackson B levard, Chicago. Reported will later use ne papers for the American Meat Packers In tute, Chicago.

Michaels & Heath, Inc., 420 Lexington a nue, New York. Has secured account of Inkograph Company, New York.

Olson & Enzinger, Inc., 800 Century Bu ing, Milwaukee. Again placing orders w newspapers in various sections for the Blatz Brewing Company, beverages, Milwau

William B. Remington Agency, Springfi Mass. Now handling account for the In woven Stocking Company, New Brunswi N. J.

The More You Know About the Ludlow —the Bigger It Looks

It is not uncommon for users to say concerning the Ludlo "It is even better than we thought it was." And each day they use it becomes more indispensable.

They use it for setting the most important lines in their pap —the ads and heads—and rightly place it on a plane with the cla and quality of work it does. It gives them all the new, clear-printin type in sluglines they can use, in 6 pt. to full-width 72 pt. and even 8 pt. caps, without machine or mold changes.

They bought the Ludlow because they believed it was the be possible method for setting clean-cut ads and heads that would wi prestige and profits for them and their advertisers. They continu to use it, because they are more firmly convinced than ever th their decision was right.

The fact that they had or could have bought other equipmen yet chose the Ludlow, and have since compared it with various othe methods, yet still prefer using the Ludlow, offers food for though

Your opinion regarding the Ludlow, like theirs, will ever favo ably change—especially if you know the facts about the Ludlow a they really are. May we send them to you?

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

Boston: 470 Atlantic Avenue
New York: 63 Park Row
Atlanta: 41 Marietta Street
San Francisco: 5 Third Street



LUDLOW QUALITY SLUG COMPOSITION

WOMEN IN ADVERTISING AND JOURNALISM

Winifred Liggett, 19, Kept Long Vigil Covering Jail Mutiny—Grace Forbes Now in Agency Work—Mrs. Walters Heads Houston Ad League



Winifred Liggett

MONG the reporters who covered the mutiny of prisoners at the state penitentiary at Lansing, Kan., June 21, was Miss Winifred Liggett, 19 years old, reporter for the *Leavenworth* (Kan.) *Tribune*.

Miss Liggett was allowed to keep vigil in the warden's office while the 328 prisoners held eleven guards prisoner in the coal mines under the prison yards.

When other reporters inquired why the young girl reporter was given such privilege it was explained to them her father was one of the guards held prisoner by the mutineers.

When the mutiny ended the guards and prisoners came up and Miss Liggett obtained the first interview with her father concerning his experiences underground.

Miss Liggett is shown in the photograph at the telephone in the warden's office sending a dispatch to her paper.

Laura Mount, member of the staff of the *New York Evening Post*, is author of a series of articles for her paper, dealing with conditions in the "bootleg" divorce industry.

Grace Forbes, for a number of years in charge of media selection in the advertising department of the American Tobacco Company, has become associated with the Capehart-Carey Corporation, where she will be space buyer and executive on several accounts.

Woman's Advertising League of Houston has elected officers as follows: Mrs. Bertie Lee Walters, manager of the Southern Business Service, president; Mrs. M. L. Gill, vice-president; Mrs. E. B. Bennett, corresponding secretary; Mrs. Elizabeth Leavenworth, recording secretary; Miss Mary Dickey, treasurer.

Miss Nellie D. Prendergast, formerly connected with the Associated Advertising Clubs, on July 5 will open a New York office of the *Building and Realty News* of Westchester County at 507 Fifth Avenue, room 1001.

Marie West, formerly of the *Galesburg* (Ill.) *Mail*, has been made society editor of the combined *Register-Mail*, succeeding Miss Dorothy Munn, whose marriage takes place soon.

CLASSIFIED ADVERTISING

"National Classified Week" or "Swap Day" Suggested by Horn at Denver Convention—Marinello Buying Classified Ads—Albany Times-Union Builds Agencies

A SUGGESTION that all newspapers of the country combine to promote a "classified advertising week" was made this week by C. W. Horn, classified advertising manager of the *New York American*, addressing the Denver convention of the National Association of Newspaper Advertising Executives. He said:

"Whereas in the past we have fostered Business Weeks, Fathers' Days, Vaudeville Weeks and many other national special merchandising events—all calling upon the public for a considerable financial expenditure—why not agree today to set apart some week of the year when all newspapers of America, through editorials, news stories, special advertising and every other conceivable form of tie-in co-operate to concentrate the attention of America on the value, the importance, the utility and possibilities of classified advertising.

"Let us promote a national Classified Week! Call it that, or 'Satisfaction' Week or 'Happiness' Week or inaugurate a 'National Swap Day'. What a mighty impression could be made! What increased interest could be aroused! What illimitable dividends to advertisers! Editorials in every paper of the land. Human interest stories with screamer headings. Full page display ads, specially prepared for national use. 'Build classified? We are all making an attempt to do this individually. Why not let us merge our separate aims for one week and marshal the combined forces of newspaper influence in a mammoth annual educational effort in the interests of *classified*, and we will thus be building *classified assiduously* and building it to *make it pay?*

National School of Cosmeticians, organized by the manufacturers of Marinello, beauty preparation, are buying classified space in newspapers through the G. Lynn Summer Company, Inc., New York.

A first page feature similar to the "Ask Me Another" series is being used by the *Middletown* (N. Y.) *Daily Herald* in conjunction with classified advertising promotion. A list of questions on current news events, under the title of "It Was in the Paper," is published at the foot of page one, with "answers on the classified page."

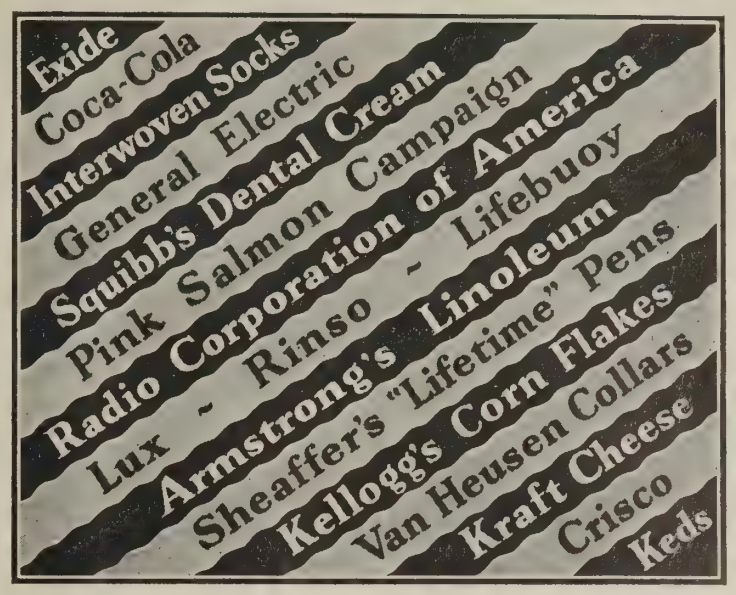
Classified advertising agencies are being established in small towns and villages by the *Albany* (N. Y.) *Times-Union* as a new feature of its service. The agents include chiefly pharmacists and general store keepers. The names of the accredited agents are published daily on the country news pages.

WEEKLY IN NEW PLANT

The *Newark Jewish Chronicle*, weekly, formerly of 156-158 Central avenue, has moved its editorial offices and printing plant to a new two-story building at 190-192 Badger avenue, where new equipment for every department has been purchased. A Duplex press and two new Intertype machines have been installed. Anton Kaufman is publisher.

ADVERTISING STAFF OUTING

Two hundred and fifty members of the advertising department of the *Chicago Tribune* held their annual party at Col. R. R. McCormick's Cantigny farm, June 23. They came in from New York, Boston, Philadelphia and Atlanta for the gathering with the Chicago staff members on the farm near Wheaton, Ill.



Just a few of the 434 exclusive News Advertisers

434 National Advertisers* Used The NEWS *Exclusively* in 1926

IN INDIANAPOLIS, The NEWS *alone* can carry full responsibility for delivering your advertising message. The News coverage is so complete that any schedule in a secondary medium involves costly and unnecessary duplication.

Experienced advertising space buyers readily realize that The News breaks space-buying precedents. What are normal morning paper schedules, split schedules, or Sunday paper schedules in *other* cities, usually are *exclusive* News schedules in Indianapolis . . . unless the rigid advertising censorship of The News forbids.

* *Non-Medical*



The INDIANAPOLIS NEWS
sells The Indianapolis Radius

FRANK T. CARROLL, *Advertising Director*

New York: DAN A. CARROLL, 110 East 42nd St. Chicago: J. E. LUTZ, The Tower Bldg.

BUILDING NEWSPAPER CIRCULATION

Where Circulation Was King—Cutting Down Delivery Truck Accidents —An Old Idea in a New Dress—How Many Twins in Your Town?

CIRCULATION was king in Atlanta last week. Only circulation managers amounted to much, and Harold Hough, of the *Fort Worth Star Telegram and Record,* the new president, drew laughter when he said:

"They put the editorial department up near the roof, because they're always up in the air, anyhow."

But in roundtable discussions, many of these men who distribute the papers agreed there was nothing better than a good news story to set circulation figures soaring. During the last 14 weeks, they said, murder trial and aviation news have put on readers to stay, in some cases, and in others have prevented the usual seasonal slump. One paper reported that last year's drop of 6,200 had been held to 1,000, while another boasted the addition of 30,000 circulation in three months.

Still there was room for complaint, such as, for instance, that voiced as follows:

"When a big news story is on the front page, our editor is content to let it go at that. It seems to me that then is the time to strike with a new serial, or other special editorial feature if you wanted to keep the new readers attracted to your paper. When I make this suggestion all I get is the cold shoulder and the remark, 'Who's running the editorial department, you or I?'

"I hear plenty of complaints about my paper, but the editor won't listen to them. All he hears is praise, because people think that flattery will help them to publicity.

"Some stories aren't kept alive long enough, and others are left to die too soon.

"Who said, 'Circulation was King?'"

"It's one of those newspaper drivers!"

Said with reproach this comment is becoming increasingly common in cities of the country where traffic jams and reckless driving, mixed with the desire to get the paper out to stands and delivery points ahead of the opposition, are contributing their share in alarming fashion to the toll of motor accidents. Settling claims, or going to court when necessary, is a leak in the newspaper pocket-book worth stuffing.

Chicago American has found a way in the organization of its own safety commission, the members of which are the paper's truck drivers, and the officers of which are the newspaper's attorney, the business manager, circulation manager, and superintendent of the garage. The American claims that the commission has cut accidents among its drivers 50 per cent.

Every driver in an accident must appear before the commission which meets once a week. They are supplied with a model automobile (a ten cent store toy) and a toy street car is necessary, with which to explain how the accident occurred. They are instructed to place the models in position similar to that of their car before the crash, and to report what was said and done and see before, during and after the accident.

Two men have been fired as a result of hearings before the safety commission. Others have been fined. The American claims the union endorses the idea, and is certain the moral effect has helped to curb reckless newspaper driving in Chicago.

This circulation idea isn't new, but James Brooks, circulation manager of the *Tampa Times,* is now well satisfied that an old idea, dressed in new style, can turn the trick. In Tampa, it is netting the Times an average of seven orders a day in addition to smiles and good wishes from subscribers. It works this way:

A young girl, provided with a telephone directory of Tampa, becomes, forthwith the Service Department of the Tampa Times. She begins with the letter 'A,' and telephones Tampa homes and business offices.

"This is the Service Department of the Times," she commences conversation. The girl is chosen for her well-modulated voice and courteous manner. "We are calling up to find out whether or not you are receiving your paper regularly; to see if you have any complaints whatever to make."

If the person on the other end of the wire answers that she is not a subscriber, the service department begins "her" sales talk. She keeps track in her telephone book of subscribers and non-subscribers, making follow-ups possible.

Mr. Brooks said he is receiving many letters complimenting the Times on the establishment of its service department. He is content with the orders he is receiving.

How many twins are there in your city?

When this question came to the mind of Ralph Parsons, *Duluth News-Tribune,* he decided to find out, and after he had found out, he developed a contest that is helping him hold his readers.

He learned, by staging a contest with small prizes, that there were more than 200 twins in Duluth. By this contest he also obtained photographs. Now he has shuffled the pictures and is printing the twins in different issues, offering prizes to the general public to match them up.

Mr. Parsons started this latter contest running in both daily and Sunday issues. He knows it is creating interest because many daily subscribers have written in and subscribed for Sunday also, in order not to miss the "twin puzzle."

Whether or not to cut out all special subscription rates will be a topic before the Carolinas Circulation Managers Association's next convention to be held at Asheville, N. C., Oct. 18-19. Some papers in North and South Carolina are selling their paper at half-price to country preachers, school teachers, post masters, and others considered "poor but proud."

Will X. Coley, *Raleigh* (N. C.) *News and Observer,* and president of the group called a meeting of his association during the I. C. M. A. convention at Atlanta last week. It was decided at that time to invite Tennessee circulation men to attend the Asheville meeting.

Among those attending the special Atlanta session were:—J. R. Marks, *Asheville Citizen;* C. H. Herring, *Raleigh* (N. C.) *Times;* C. C. Council, *Durham* (N. C.) *Herald;* S. B. Bagwell, *Charlotte* (N. C.) *News;* J. M. Blalock, *Spartanburg* (S. C.) *News;* A. F. Ballentine, *Greenville* (S. C.) *News;* W. F. Pruett, *Wilmington* (N. C.) *Star;* W. T. Buck, *Durham* (N. C.) *Sun;* B. L. T. Cooper, *Charleston* (S. C.) *Post and News-Courier;* H. M. Brandon, *Charlotte* (N. C.) *Observer;* E. J. L. Ervin, *Columbia* (S. C.) *State;* and J. K. Hughes, *Columbia* (S. C.) *Record.*

Florida circulation managers are going to form an association of their own, it was decided by a group of delegates from that state attending the I. C. M. A. convention last week. An organization meeting will be held at Orlando, Fla., Aug. 25.

Among organizers of the proposed new group are: Frank Stanford, *Orlando* (Fla.) *Sentinel;* Don Davis, *Tampa Tribune;* James Brooks, *Tampa Times;* V. A. Bridges, *Miami News;* Fred Grim, *Jacksonville Journal;* Charles Potter, *Lakeland Ledger;* Glenn F. Felger, *Palm Beach Post;* Fred L. Hafer, *Jacksonville Times-Union;* C. L. Purvis, *Orlando Reporter-Star.*

A motion was made by J. M. Annenberg, *Philadelphia Public Ledger* at the Atlanta convention last week to have James M. Farley, circulation manager of the old *Philadelphia North American,* elected an honorary member of I. C. M. A. Mr. Farley has retired from newspaper work and is now a realtor. He was for more than 20 years an I. C. M. A. member, and is also a former director of the association. The motion was referred to the directors.

Roy Hatton, *Detroit Free Press,* has been wearing P. T. Barnum's shoes, and those who found it out last week lost their surprise that the former energetic president of I. C. M. A. suddenly became ill.

It is no easy task to put on a circus, and that was just about what Hatton did early last month when the Free Press staged its annual championships and 220,000 school children, parents and teachers watched 24,000 registered contestants compete for city championship honors in the largest field meet ever held.

The meet was arranged by the Health Education Department of the Detroit Public Schools and sponsored and financed by the Free Press. Entrants from schools in Wyandotte, Fordson, River Rouge, Highland Park, Hamtramck, Warren Township, South Lake, Halfway and Melvindale participated with city schools. Four hundred tents provided headquarters for teams from 290 schools. Nine hundred officials, starters, judges and clerks directed the competitions which followed a set program with the events synchronized. Silver trophies and banners were awarded to schools winning city and league championships. Individual winners in all classes in all events received gold, silver and bronze medals and prizes cameras, gold watches, pens, silk umbrellas and athletic goods, suitable to age of the contestant.

WEINSTOCK SAILS FOR EUROPE



Louis Weinstock, president of the Metropolitan News Company, New York, with Mrs. Weinstock and their daughter sailed Saturday on the Ile de France for three months' vacation in France, Italy, Germany and Austria.

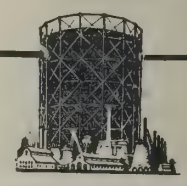
The *Rockford* (Ill.) *Morning Star* announced the establishment of a summer resort at Clear Lake Beach, 41 north of the city, and has offered lot its subscribers for $97.50 on a pa payment plan. Purchasers of the pay $18.50 down, which includes a months' subscription to the Star as as four months' subscription for tw their friends, not now subscribers to paper. Monthly payments of $6.50 plete payment upon the properties. summer resort is an hour and a half from the city and when the sale ope scores of buyers were lined in the to obtain choice sites at the beach, w is along the nearest lake to the city.

HENNESSEY STARTS WEEKLY

John A. Hennessey, former publi of the *Providence News,* is now publ ing a weekly in Providence, the *Rh Islander.* With him are Jean B. Sa who was city editor on the News some years, and latterly of the staff the *Worcester Telegram,* and Fred M for many years Providence correspond for the *Boston American,* and for a t the writer of "The Lookout" colum the News.

ORDERS NEWSPAPER SOLD

Sale of the *St. Paul Volks Zeitu* German-language newspaper, now in hands of a receiver, was ordered Judge Charles Bechhoefer, June 22. court instructed F. W. Zollman, the ceiver, to continue publication until sale is completed, which must be bef July 15. The proceeds of the sale be used to pay claims of holders $272,000 of the newspaper's bonds.



FOR linotype, stereotype and mat work—and in the engraving and photographic departments—there is no other source of heat so dependable as

GAS

In your business, as in your home, whatever the need for heat, "You can do it better with Gas."

American Gas Association
420 Lexington Ave., New York City

The value of our Complete Checking Proof Service can easily be ascertained from any or all of our 412 newspaper subscribers . . . or any Agency or Advertiser (trial test offer on request).

The Advertising Checking Bureau, Inc.
NEW YORK—79 Madison Avenue
CHICAGO—538 S. Clark Street

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
RESULTS COUNT
OCCIDENTAL BLDG. INDIANAPOLIS, IND.

Obituary

WILLIAM WORTHINGTON ROSS, 74, associate editor and editorial writer of the *Evansville* (Ind.) *Journal* and dean of southern Indiana newspaper men, died of heart trouble at a hospital after two weeks' illness. He entered newspaper work as a printer's devil on the Journal when a boy and spent his entire life in newspaper work. He was foreman and telegraph editor before becoming associate editor of the Journal. He was editor for several years.

MRS. MILDRED DAVIS CHESTERMAN, widow of William Dallas Chesterman, one-time editor of the old *Richmond Dispatch,* now the *Times-Dispatch,* and mother of Evan R. Chesterman, formerly of the reportorial staff of the *Richmond* (Va.) *News-Leader* and, later, with the *Richmond Evening Journal,* died recently at the home of her daughter, in Norfolk, Va.

J. ALBERT CURRY, 55, died June 24, in Portland, Ore. A native of Philadelphia, he started his career as a newspaper man. For a number of years he was on the local staff of the *Wilmington* (Del.) *Morning News.* About 25 years ago he went to Portland, engaging in newspaper work there. Subsequently he engaged in large building operations.

LINDSAY M. HAYS, president of the Hays Advertising Agency, died in Burlington, Vt., June 17. He had been engaged for the past 30 years in newspaper and publicity enterprises in Vermont previous to which he was night city editor of the *Boston* (Mass.) *Globe.*

WILLIAM A. BROWN, 65, died in the home of his son in Baltimore, where he had lived since his retirement from newspaper work after a half century of service. Mr. Brown's first experience when a boy, was with the *Penn Yan* (N. Y.) *Express,* as "devil." He worked as a reporter on various Rochester, Buffalo and New York newspapers before founding the *Ontario County Chronicle* which he operated as its editor and publisher until his retirement.

CHARLES J. MCCARTHY, 28, formerly reporter on the *Boston Globe,* and for the past year an attorney, died at Boston City Hospital, June 24, as the result of injuries sustained in an automobile accident a week ago.

JAMES HOLLIDAY, 26, a member of the staff of the *Atlanta* (Ga.) *Constitution,* was found dead June 27 in his room at the Berkshire Hotel, Chicago.

GEORGE D. GUTHRIE, 56, news editor of the *Taunton* (Mass.) *Gazette,* died suddenly June 25 at his home in that city. He had been employed on the Gazette since 1897.

MRS. JULIANA S. MEIGS, 79, mother of Merrill C. Meigs, publisher of the *Chicago Herald-Examiner* and of James B. Meigs, manager of the *American Sunday Weekly,* died June 22, in her home at Marshalltown, Ia., following an attack of apoplexy. She had been a resident of Marshall county many years.

JOHN J. AUER, 78, formerly editor of the *Der Harold,* German newspaper at Eau Claire, Wis., died June 20. He was formerly a prominent Wisconsin politician.

FRANK P. WALDRON, 71, for 25 years an Associated Press representative in New Hampshire and 32 years a reporter on *Foster's Daily Democrat,* died June 23, at Dover, N. H.

A. ELLSWORTH BUTLER, 63, head proof reader for the *Indianapolis Star,* died recently.

GEORGE THOMPSON, 62, for 28 years a printer for the *Chicago Daily News,* died June 18, of heart disease. Mr. Thompson was formerly organizer for Local No. 16 of the Typographical Union.

MORRISON R. TOOMER

Retired Editor of Ft. Worth Press Dies —Began with Dallas News

Burial of Morrison R. Toomer, retired editor of the *Fort Worth Press,* took place in Ardmore, Okla., early this week following his death at his home in Fort Worth. Toomer, 85, had been in failing health for several months.

He began his newspaper career with the *Dallas News* in 1914. A year later he went to Oklahoma City as political reporter for the *Oklahoma News,* of which paper he later became editor.

Toomer was a lieutenant overseas during the World War. His widow survives him.

WILLIAM A. POWELL

William A. Powell, 81, Civil War veteran and pioneer newspaperman and printer of the Middle West, died last week at his home in Indianapolis. He started as a printer's apprentice when 14 years old, founded the *Corner Stone* at College Corner, O., in 1872; founded the *Greensburg* (Ind.) *Standard* and the *Middletown* (O.) *Journal.* While operating the Journal he employed James M. Cox, then a boy.

GEORGE NEU

President-Elect of Texas Press Dies in Sweetwater Hospital

George Neu, 49, president-elect of the Texas Press Association and for many years publisher of the *Brenham Banner-Press,* was buried Monday at Brenham, following his death on Saturday at Sweetwater.

Neu was stricken with paralysis while on a special train en route to the Press Association convention at El Paso, and was taken from the train to a Sweetwater hospital. At first his condition was thought not to be serious, but he took a turn for the worse. On the first day of the El Paso convention the Texas Press Association changed its order of business to elevate Neu, then a vice-president, to the presidency.

Neu also was one of the founders of the Texas Daily Press League, the organization under whose auspices the All-Texas Special has been touring the North and East to advertise the state's resources.

Neu was born and educated in the little city where he later was to make his mark as a newspaper maker.

He was a leader in various Brenham civic organizations. In 1902 he married Miss Minnie Moers, who survives him. A sister in Brenham and three brothers in other Texas towns also survive.

REPORTER COMMITS SUICIDE

Charles F. Fulweiler, reporter for the *Fresno Bee,* died June 17 from a self inflicted gunshot wound. He committed suicide in a fit of despondency following poor health. He was assigned to the city hall. Before coming to Fresno, Fulweiler was employed by the *Oakland Post-Inquirer,* the *San Francisco Examiner* and the *San Francisco Bulletin.*

JAMES T. WEATHERALD

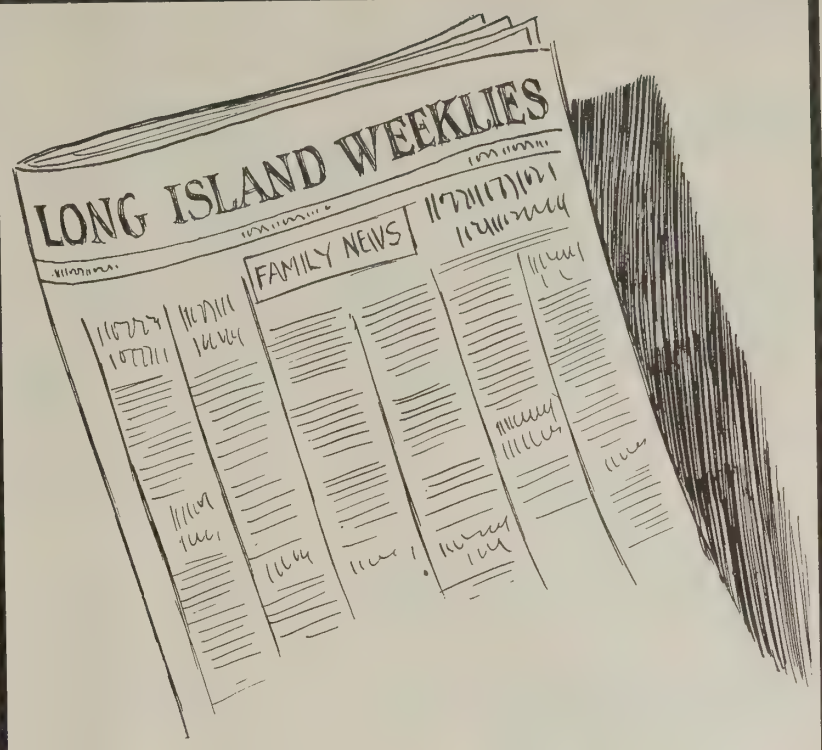
James T. Weatherald, head of the Weatherald Advertising Agency of Boston, died this week. His agency handles the Lydia Pinkham account. Funeral services were held Friday.

BOSTON VETERAN HONORED

Weston F. Hutchins, veteran court reporter for the *Boston* (Mass.) *American,* was tendered a complimentary dinner, June 20, by a group of Boston newspaper men, the occasion being the celebration of Hutchins' 81st birthday. Hutchins holds the honor of being the oldest active newspaper man in Boston, having been on the job for Hub dailies for 59 years.

NEW MAY CO. AD CHIEF

Ernest Hodges, associated with the advertising department of the May Co., Cleveland, for two years, has been named successor to Frank Jennings, who recently resigned as advertising manager of the store. Mr. Hodges has been the assistant advertising manager. Thomas Comeford, formerly with the Namm Store, Brooklyn, remains in charge of the sales promotion and publicity of the May Co. in Cleveland.



LONG ISLAND'S
Salesman Plus...

Do you want to reach one of the country's richest markets? Would you like to sell your product to a class of people who are mostly all home owners, who are automobile buyers, who furnish their homes beautifully and tastefully, who know how to live and who spend freely to enjoy every possible comfort—and luxury? Then enlist the aid of the Long Island Weeklies, the super salesman who is welcomed at the front door every week by the Long Islanders.

This salesman enjoys intimate contact with all the families on Long Island and because of his close association with the home life, your message carried by him will receive direct attention.

Don't overlook the Long Island Market. It is independent and the only way to cover it effectively and economically and to get your story before the 70,000 families, is thru these weeklies listed below.

Town	Paper	Publication Days	Circulation	Rate per Inch
Babylon	Leader Suffolk	Friday	3,400	.35
Bay Shore	Consolidated Press (South Shore Sentinel, Islip Press)	Thursday	2,750	.45
Elmhurst	Newtown Register	Saturday	2,500	.75
Farmingdale	Post	Friday	1,100	.45
Floral Park	The Sunrise Trail	Friday	5,200	.60
Freeport	Recorder	Friday	3,100	.42
Great Neck	North Hempstead Record	Wed.	2,400	.50
Jamaica	Queens County News	Friday	14,675*	1.00
Lynbrook	New Era	Tue. & Fri.	2,800*	.60
Mineola	Central Island Weeklies (Hicksville, Westbury, New Hyde Park)	Friday	4,000	1.00†
Oyster Bay	Enterprise & Pilot	Friday	2,000	.45
Patchogue	Advance	Tue. & Fri.	3,226*	.55
Woodhaven	Leader-Observer	Thursday	8,600*	.84

*Sworn Net Paid Circulation.
†$1.75 including Farmingdale Post and Garden City News.
Figures not marked with a star indicate total run of paper.

CIRCULATORS WERE REINDEER COWBOYS IN CHRISTMAS PROMOTION STUNT

Creating Atmosphere by Importing Santa's Steeds Built Goodwill but Not Circulation, Those Who Did It Agree—But, There Were Wild Times Taming the Animals

JULY is the hot time to think about Christmas, those who planned the program of the recent convention of the International Circulation Managers believed, and, accordingly they assigned L. J. Hoffman, *St. Louis Star*, and Seth J. Moore, *Brooklyn Eagle*, to talk about Yuletide promotion. Both concentrated on what has come to be called the "Reindeer Plan," offering their answers to the question "When Is a Circulation Manager a Reindeer Cowboy?"

If you want to spend lots of money, build goodwill, and experience the thrills that come once in a lifetime, the Reindeer Plan is the best plan for Christmas promotion, the speakers agreed, both of them saying it did not increase circulation.

Hoffman said:

"The 'Reindeer Plan,' although it is sold to increase circulation totals and advertising linage, in reality does very little of either. However, it produces goodwill in unlimited quantities, which no doubt at a later date, may reflect in your circulation total and advertising linage.

"The experience of the St. Louis Star was that it did not increase circulation, but was the responsible factor in maintaining its total, as there was very little difference in the December net paid as compared to November. Usually we experience a drop in December. In January the net paid total increased to the figures for October, which was the World Series month, and each month since the total has increased, but of course, we cannot attribute this increase to the reindeer plan, but the goodwill plan secured helped somewhat in these later months.

"There is no doubt about the reindeer plan being purely good will and the amount you can cash in on depends entirely upon how you work it and how much of the publisher's cash you are allowed to spend. The plan itself costs plenty, and the promotion will cost twice as much. In fact, we are still having expense as a result of this undertaking.

"I took it upon myself to write to a number of circulation managers from coast to coast asking each of them the same questions in reference to the plan, with the following results:

"1. Did the reindeer plan increase your circulation? If so, how much?

"To this question nine answered *No.* To the second part of the question, nine answered *none.* Two papers did not answer this question.

"Every circulation manager who used this stunt anticipating a circulation increase was very firm in answering *No.*

"2. Did your advertising department obtain extra linage as a result of this advertising? If so, how much?

"Answering this question three newspapers answered yes, six no, two not answering.

"Answering the second part of question, one paper obtained 20,000 extra lines of advertising; one paper received three pages of bank advertising; one paper obtained 17 special pages of neighborhood advertising.

"3. In your estimation, do you think that the reindeer plan helped the advertising department more than the circulation?

"In answering this question five papers answered yes, four answered that it helped neither; two papers failed to answer this question.

"4. Do you think that the good will created by this plan was worth the expenditure to obtain same?

"To the above question five newspapers answered yes, four doubtful, and two very doubtful.

"5. Will you repeat the Reindeer Plan in 1927? If so, are there any new features you are thinking of adding?

"The above question, in my estimation, is the most important of all to the circulation managers who are trying to decide whether or not to put on this plan for his newspaper.

"Two papers answered yes to this question; three no, and six doubtful.

"It might be interesting to mention here, that when the Reindeer Plan was sold to the Star, a certain newspaper was supposed to have obtained 22,000 net paid increase, of which 17,000 stayed permanent as a direct result of the Reindeer Plan; in fact the order department of this particular paper was forced to stay open twenty-four hours a day to handle the flood of subscriptions. This newspaper failed to answer the questionnaire."

A more detailed description of how one paper put on the plan was furnished by Mr. Moore of the Eagle. He said:

"Last year the Brooklyn Eagle engaged in a new proposition that gave us more cause for worry and greater thrills than anything we have tackled for a long time. We contracted for an Eskimo and seven deer to be used in a Santa Claus stunt in Brooklyn and Long Island. The deer were to be trained and broken to harness and we imagined when they arrived in New York all we would have to do would be to hitch them up and drive off.

"Two weeks before our published arrival of Santa Claus, the deer arrived in New York and were the wildest set of animals I have ever seen. We took them to a farm outside the city limits and told the Eskimo to go ahead and pacify them. After he had been at it a week we went to inspect the results of his efforts and found that nothing had been accomplished and that four of the deer had broken loose the night before and were roaming over the golf courses of Westchester County. After we offered rewards and called the whole countryside to our assistance, we finally drove the deer into Long Island Sound and went after them with motor boats and lassoed them in the water.

"For about six weeks prior to Santa's arrival in Brooklyn, we ran propaganda on the front page of the paper calling attention to his deer coming to Brooklyn and published daily dispatches from him in his trip across the continent. The interest was very great but the public was a litle suspicious that his arrival would not be as realistic as we pictured it in the articles.

"A very elaborate sleigh was built with concealed wheels and we had a fancy harness and bells for the deer. We were fortunate in obtaining the services of a trained actor and we had the best make-up and clothes that money could buy. When he made his triumphal entry into Brooklyn the enthusiasm surpassed our greatest expectations.

"We placed in the public park in the center of the city a log cabin covered with tinsel and had colored lights on it at night. We also had an igloo built for the Eskimo. The deer were placed in the log hut and hundreds of thousands of people came to visit them.

"The deer became very tame and we would take them and Santa Claus each day to various sections of the city. They became so gentle that we were able to take them up and down stairs, through hospital wards beside the beds and into Sunday School classes. As time went on the demands for the deer became so great that we had to assign one person to the telephone to do nothing but turn down requests.

"We made a five-day excursion out into the country with Santa and his deer. In the various towns and in the outlying sections the reaction was even greater than that in the city. Parents brought their children distances of 40 and 50 miles to see the animals and Santa Claus and his deer were entertained by Elks Clubs, Chambers of Commerce and other organizations all along the line. In practically every town where we showed the deer they told us they had had the largest crowd in the history of the town and we have several letters from merchants stating that they had done the largest day's business in their history.

"In order to make a direct tie-up we distributed cards to the children.

"If any of you are considering bringing the reindeer to your town, I would suggest that you first get your whole organization absolutely sold on it and make up your minds that it is going to be a lot of hard work. You are going to commit yourselves in the paper weeks ahead and when the time comes the deer must be there and ready to go on.

"For this reason I would suggest that you arrange with some one whom you know is able to ship to you at the proper time and in the proper condition. Reindeer live in their native land on moss and it is only a very small percentage that can be trained to the feed available in the States.

"I suppose the thing you are most interested in is its effect on circulation. I am not in a position to quote anything very tangible in this respect. All I have to say is that the circulation growth last year and this year has been satisfactory and healthy.

"We received hundreds of thousands of letters directed to the Eagle and in addition to that we arranged with the Post Office to turn over all letters addressed to Santa Claus. All of these were answered by us and we know of nothing in our history that brought the Eagle closer to the hearts of so many people in so short a time. While we cannot write the results in figures, we are satisfied and are looking forward with great anticipation to a repetition of the same stunt this year."

ISSUES TYPOGRAPHIC MANUAL

N. Y. Times Prints Third Edition on Mechanics of Advertising

The third edition of the *New York Times* Manual of Typographical Standards is just off the press. It is a volume of 96 pages, bound in gray and red buckram. The book contains over 125 illustrations and is a handbook on the mechanics of newspaper advertising.

While the Manual sets forth in detail regulations governing the typography of advertising classifications in the New York Times, its general information is designed to explain the practices which insure good printing in all newspapers.

The Manual gives full information on how to submit copy for newspaper reproduction; on the types of illustration best suited for newspaper printing, with general notes on the handling of cuts and copy; matrices and electrotypes; the Mezzograph screen; highlight halftone; Ben Day; the drop out; the relative merits of zinc and copper engravings and other valuable technical information.

EXPLOSION KILLS ONE, DAMAGES PLANT

Several Thousand Dollars Loss to New Pittsburgh Press Building and Many Injured in Gasoline Tank Blast

PITTSBURGH, Pa., June 30.—One man was killed and between seven and ten injured this afternoon when hundreds of gallons of gasoline exploded in the basement of the *Pittsburgh Press* building.

Glenn Day, 38, electrician in the employ of the Press, was struck by the full force of the explosion and severely burned and shocked. He died in a hospital.

Tom Hatton, 23, press room employe, was working near Day at the time. He was severely injured and his condition was said to be critical.

United Press learned for EDITOR & PUBLISHER that the gasoline tank overflowed into some electrical equipment, which ignited it.

Partition walls between the engine room and mailing room were blown out. All big plate glass windows on the first floor were broken.

The full extent of the damage has not yet been ascertained but it was estimated at several thousand dollars.

MIDLAND OIL DAILY

New Afternoon Texas Paper Planned for July 17

MIDLAND, Tex., June 30.—The first issue of the *Midland Daily Telegram*, a new afternoon paper, will appear July 17. Special feature stories on Midland as the oil capitol of the South plains of Texas will be carried, along with the regular wire and feature services.

C. C. Watson, newspaper man at Midland for 25 years, is editor and publisher. C. C. Watson, Jr., is managing editor and Mrs. J. B. Imits, city editor. The new afternoon daily will feature oil news of the Midland field, and cattle and farm news.

CONNOLLY JOINS FOX

Jack Connolly, Washington representative of the motion picture industry and former city editor of the *Boston Herald* and president of the Boston Press Club, has resigned to become associated with the Fox Movietone. He sailed Saturday on the Leviathan on a three months' business tour of European capitals. He is a member of several committees of the National Press Club and has long been a familiar figure in Washington and Boston newspaper circles.

EDITOR DIES SUDDENLY

Charles E. Shepard, 79, formerly editor of the *Long Islander*, Huntington, L. I., and a real estate writer for the *Brooklyn Eagle*, died suddenly June 30.

"The Largest Business of Its Kind in America"

HOTALING'S NEWS AGENCY

NEW YORK

Distributors of Out-of-Town Newspapers

RETAIL BRANCHES

NEWS-STANDS—43rd & Broadway, North End of The Times Bldg.

WOOLWORTH BUILDING, Barclay St. Entrance

FOREIGN NEWS DEPOT
The TIMES BUILDING

FROM "NEWSPAPER HEADQUARTERS," 308 West 40th STREET.
We make five deliveries daily to the principal hotel news-stands.
(Call Longacre 4649)

Any daily, Sunday or weekly newspaper in the world secured. Low prices quoted on quantity and standing orders.
Back numbers of New York and out-of-town newspapers carried in stock.

NEWSPAPER LIBRARY GROUP ELECTS

Miss Agnes Petersen of Milwaukee Journal Named Chairman of Toronto Succeeding William Alcott of Boston Globe

The fifth annual conference of Newspaper Librarians of the United States and Canada was held at the King Edward Hotel, Toronto, on June 20 and 21 under the auspices of the Newspaper Group of the Special Libraries Association.

At the business session the following officers were elected: Chairman, Miss Agnes J. Petersen, librarian of the *Milwaukee Journal;* vice-chairman, Maurice Symonds, librarian of the *New York Daily News;* secretary-treasurer, Miss Marie Anne Walker, librarian, *New York Times.* Miss Petersen succeeds William Alcott of the *Boston Globe.*

Twenty-three librarians attended. Some of the most prominent members of the association were prevented from attending, including John Miller, librarian of King Features Syndicate, New York, chairman of the group, and Joseph F. Kwapil of the *Philadelphia Public Ledger,* its founder. One of the first acts of the group was to send a message of greeting to these members expressing regret at their absence. Miss Agnes J. Petersen, vice-chairman of the group, presided at the meetings.

Mr. Miller sent his report on the notable events of the year in newspaper library history, and this was read by Miss Petersen.

Joseph F. Kwapil presented a supplementary report on the subject of "Standard Classification of Newspaper Clippings."

Lee A. White, editorial executive of the *Detroit News,* was prevented from attending, but his address on "What the Editorial Executive Expects of the Newspaper Library," was read by Ford M. Pettit, librarian of that paper.

At the end of the first session an open forum and question box was conducted by William Alcott, librarian of the *Boston Globe.* The matter of a code of ethics received much attention and it was voted to have such a code prepared.

Letters of greeting were received from Jack Black of the *San Francisco Call,* C. Fred Cook, *Washington Star,* Paul J. Foster, *Philadelphia Inquirer,* David C. Rogers, *New York Herald Tribune,* and Floyd Miller, Royal Oak, Mich.

The second session was held on Tuesday afternoon. Miss Agnes J. Petersen of the Milwaukee Journal as chairman of the committee on methods, presented the results of a questionnaire which was sent last spring to 380 newspaper libraries in the United States and Canada, and of whom 70 responded, giving the largest body of material on newspaper libraries ever assembled.

Thorwald Solberg, Register of Copyrights, of Washington, D. C., gave an address on "Newspaper Copyright with Some Practical Suggestions," and followed this with answers to eight prepared questions on various angles of the copyright law.

Bernard K. Sandwell, of the *Montreal Star,* gave an address on "Canadian Journalism and the Newspaper Library."

Among those who attended the sessions were R. R. Bowker, publisher of the *Library Journal;* and William D. Harper of New York.

The Special Libraries Association elected the following officers: Francis E. Cady, president, Nela Park, Cleveland; Mary Louise Alexander, vice-president, Barton, Durstine & Osborn, New York; Miss Rose Vormelker, secretary-treasurer, librarian of the White Motor Company, Cleveland; Miss Caroline Voltemayer, second vice-president. Rapid Transit Company, Philadelphia; Board: Byron E. Edwards, Standard Oil Company of Cal.; William Alcott, Boston Globe.

PRINTED DAILY ON TRAIN

Baggage Car Print Shop Turned Out N.E.A. Tour Paper

An outstanding feature of the special sight-seeing train of the National Editorial Association was a modernly-equipped newspaper plant in the baggage car.

The editor-in-chief of the *Daily Chronicle,* the paper issued from the N.E.A. special, was Will M. Maupin, conductor of the "Sunny Side Up" column of the *Omaha Daily Bee.* The head operator was Richard Maupin. B. F. Adams, special representative of the Mergenthaler Linotype Company, was general superintendent. Members of the staff included George R. Steele of the Duplex Printing Press Company; W. J. Ashley, representing the makers of the Linotype for Nebraska, and John E. Allen, editor of the *Linotype News.*

In Our

Advertising Department

we have several openings for newspaper advertising salesmen of experience.

The men we want have had several years' experience in selling newspaper advertising space on sound, constructive methods. They have a record of results. They will welcome careful investigation of their past accomplishments, are well educated—at least high school graduates—neat in appearance, genial personality, preferably married, not more than 37 years old.

If you come in this class and think that you can grow in our organization, send us a photograph and tell in one letter why you should be on our pay roll.

Address Box C-790
c/o Editor & Publisher

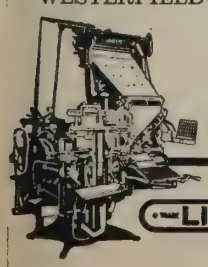
From the Linotype Mailbag

"22 Years of Service"

"Our order for three eleven point recessed liners to set thirty ems, telegraphed you at 2 o'clock P. M., February 17, was received at 9 o'clock A. M. the following day.

"This was 'some service' and we appreciate it, but we have not had much complaint along this line for the last twenty-two years of continuous business dealings with your company."

WESTERFIELD-BONTE CO.
Louisville, Ky.



LINOTYPE



The Building Material Market in ILLINOIS---

Today Illinois offers a remarkably profitable field for contractors and building supply material. No State in the West has enjoyed such a building expansion program and no State has been instrumental in establishing such new and huge industries and developments, involving expenditures running into the millions, as has this progressive State of Illinois.

Advertisers of Building materials can establish a ready market for their products easily. There are many well rated and responsible dealers and distributors looking for meritorious building material lines.

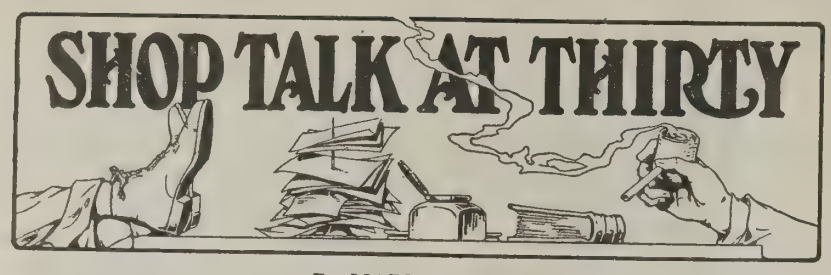
Advertising in the local papers will bring them to your very door. You can not only make excellent connections with live distributors and jobbers, but at the same time you can influence the ultimate consumer to buy your products.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Alton Telegraph	(E)	11,035	.05	.05
†Aurora Beacon-News	(E)	19,440	.07	07
**Belleville Advocate	(E)	6,840	.03	.03
†Chicago Daily Journal	(E)	125,007	.26	.24
**Freeport Journal-Standard	(E)	9,791	.05	.05
†Joliet Herald News	(E)	20,107	.07	.07
†Mattoon Journal Gazette	(E)	5,857	.04	.04
**Moline Dispatch	(E)	12,292	.05	.05
**Monmouth Daily Review Atlas	(E)	5,574	.035	.035
**Peoria Star (S)	23,872 (E)	31,103	.085	.07
**Waukegan Daily Sun	(E)	5,666	.035	035

**A. B. C. Statement, March 31, 1927.

†Government Statement, March 31, 1927.

SHOP TALK AT THIRTY



By MARLEN PEW

HORACE Greeley started the *New York Tribune* in 1841 on a thousand dollars of borrowed money and the going was up-hill and perilous until the ill-advised management of the *New York Sun* of those days decided that the way to kill off the new rival was to hire away its delivery boys, beat them up when obstinate and if any street newsie was caught selling a Tribune his supply of Suns was instantly cut off. The Tribune was a fighting paper from the start and Greeley took the quarrel to the public. Whereas he had been finding it difficult to "give away our edition of 5,000", paid subscriptions started to pour in at the rate of 300 a day and the Tribune began its second year with 12,000 paid subscribers and a daily average of 13 columns of advertising in a field of twelve dailies. The Sun had inadvertently put the new paper on the map, giving Greeley opportunity to express his wonderful qualities of mind and soul.

* * *

THE other day Tom Gerber, of United Press, kindly loaned to this writer, ever worshipper at the Greeley shrine, a tattered and mildewed book which he had picked up years ago at an obscure bookstall. It is dated 1854 and the author is J. Parton, a painstaking and eloquent writer who made a study of Greeley's character and career and published the biography when the pioneer was at the height of his fame. Herein lies a series of revelations concerning the grandeur of the old giant's philosophy and editorial skill.

Horace Greeley's body weighed 145 pounds, his shoulders were badly bent, complexion light and his head, measured around the bumps of individuality and philoprogenitiveness, was 23½ inches in circumference, the forehead a full, round dome that would attract attention in any audience. While orderly in his work, he was awkward in manner and one of the worst-dressed men New York journalism ever saw, wearing clothes that hung like bags, his usually unfastened stockings often falling down over his shoes and all topped off by a white overcoat which Greeley bought from an immigrant who happened to need money when the editor needed a coat. He was often seen in Broadway with holes in his elbows and straws clinging to his hat. At home and in the office he was agreeable, even lovable, a good listener and a lively talker, at times humorous. He was a late riser, but a marvelous hustler once he got started. He often attracted attention at concerts or theatres by going to sleep. He was without fear, but no braggart. Through all his years in daily journalism he averaged more than 3 columns of original writing per day, and frequently delivered page stories on subjects which he would himself report.

* * *

BETWEEN his sixth and tenth years, this biographer declares, Greeley passionately read the Bible from Genesis to Revelations, Pilgrim's Progress and many other books and was notable because he could spell "any word." Leaving his New England home he found his way to New York and his early journalistic struggles were crowned by his daring issuance of the daily Tribune. Greeley was militant and all of his battles were for the under-dog. In 1838 he had witnessed the heartbreaking miseries of the poor in a panic. That thousands of good men were jobless and their families in need of food, clothing and fuel aroused in Greeley indignation that such social injustice could prevail. This bitterness endured throughout his life. He was greatly influenced by Albert Brisbane, Arthur Brisbane's brilliant father who, shortly before, had brought from Paris, where he had been a student, the fascinating socialistic theories of Fourier. Brisbane believed that Fourier's dream could be realized in unshackled America and began zealously to propagandize the new social scheme. He converted Greeley and the latter made no secret of the fact. When the Tribune was started, Brisbane was one of Greeley's closest friends. Toward the end of the first year of the newspaper's life Greeley launched the Fourier idea in the columns of the Tribune and permitted Brisbane to have his full say there. This led to terrific onslaughts from rival New York newspapers and also *London Times*. Greeley's native sagacity taught him that before Fourierism could be realized a complete revolution in public sentiment must be effected and that this would require many years, but nevertheless he wrote on the subject in a spirit of confidence and gave big space to a joint debate on socialism, he himself defending the issue. In later years, while never backing down on his radicalism, Greeley was usually found in the position of moderator or conciliator of the "right" and "left" wings of thought on the social and economic questions of the day.

* * *

GREELEY once wrote: "Let me remind you that there is need of a new social system, when the old one works so villanously and wastefully. There is Ireland, with 300,000 able-bodied men, willing to work, yet unemployed! Their labor is worth forty-five millions a year, which they need, and Ireland needs, but which the present social system dooms to waste. There is work enough in Ireland to do, and men willing enough to do it; but the spell of the vicious social system broods over the island and keeps the workmen and the work apart. Four centuries ago the English laborer could earn by his labor a good and sufficient subsistence for his family. Since that time Labor and Talent have made England rich 'beyond the dreams of avarice'; and, at this day, the laborer as a rule cannot, by unremitting toil, fully supply the necessities of his family. His bread is coarse, his clothing scanty, his home a hovel, his children uninstructed, his life cheerless. He lives from hand to mouth in abject terror of the poor-house where, he shudders to think, he must end his days. Precisely the same causes are in operation here, and in due time will produce precisely the same effects. There is need of a social re-formation."

* * *

ONE of the funny stories concerns Greeley and J. Fenimore Cooper, author of the Leatherstocking novels. Cooper, it appears, hated the press and was forever rowing with editors. Greeley commented on the fact that Cooper had three libel issues before the Circuit Court sitting at Saratoga; that the jury in one of these cases had awarded Cooper $400 damages and "the value of Mr. Cooper's character, therefore has been judicially ascertained—it is worth exactly four hundred dollars." Greeley also stressed the fact that the $400 judgment was awarded through a default, the defendant, Mr. Weed of the *Albany Evening Journal*, having refused to come to court because of the illness of his daughter. Cooper, of course, immediately sued Greeley for $3,000 and the editor went to Saratoga to defend the case in person. He employed no lawyer and, although he had never before been in the Circuit Court and had never studied law, he proceeded to give Cooper a drubbing. However, the court opened on Greeley all of the batteries of technicality and despite the editor's withering remarks about the sly tricks of law, contravening an honest exposition of the facts at issue, the judge advised the jury of the undoubted fact that by pleading "not guilty," under the law, Greeley had admitted guilt and that the only business of the jury was to assess the damages. Greeley had much fun with this situation in court and, of course, finally fell back upon an attempt to prove justification. The jury, practically under the direction of the court, gave Cooper a verdict, but for only $200, and Greeley rushed back to New York and put into the Tribune a story of his experiences, 9 columns long, which for humor, acid sarcasm and complete exposition of the absurdities that underlie legal pomposity has no counterpart in journalism. The editor bought a great story cheaply. Some 200 newspapers copied his yarn and not only New York but the whole country had a great laugh. Of course, Cooper sued again but Greeley spoofed him out of it by repeated allusions to literary men who could not fight with their pens but must resort to the tricks of the law.

* * *

GREELEY was preeminently a maker of good and voluminous copy. He was forever writing and on every conceivable subject. But facts had to be there—he was no dreamer or drooler. He would grind out a news story or a pat editorial on call, but to many of his articles he gave months of preparation. All of his writing was done in pen and ink on foolscap sheets and samples of it certainly prove that it could easily be the despair of any printer. However, Samuel Rosenthal, who prints EDITOR & PUBLISHER, down in William street, near Brooklyn Bridge, tells me that as a boy in the Tribune's proof-room he had the Greeley chirography solved to a nicety and there was rarely a night that he was not called on to tell some printer what some Greeley scrawl spelled. Greeley was one of the old-timers who never knew when to quit and go home. Yet he never appeared to be foolishly obsessed, like some folks we know.

* * *

I HAVE been most interested in reading Greeley's little human-interest editorials about the metropolis and its people of that time. Each is from 100 to 300 words. The man's heart was on his sleeve in these essays. He wanted people to be happy in this world—the life beyond the grave did not concern him. He wanted fathers to have good incomes and spend them for the material and cultural benefits of their families. Everyone should have a good home. There should be no slum. Every child should have equal and ample educational advantages. People should reverence their bodies and protect health. "Pay as you go" was a principle always stressed. Seeking to elevate the negro, Greeley said to the race: "Step aside from those who insult and degrade you, buy a tract of land which shall be your own and * * * claim the privileges of manhood." The free press has had no stouter defender and Greeley would fight at the drop of the hat for any liberal cause. Of the old-time editors he abused the free press privilege perhaps as little as anyone. His life plea in The Tribune was for the poor and weak; the rich and powerful might look elsewhere for defenders. What he wrote to aspiring young men, in this day often misquoted, was as follows:

"'I want to go into business,' is the aspiration of our young men: 'can't you find me a place in the city?' their constant inquiry. 'Friend,' we answer to many, 'the best business you can go into you will find on your father's farm or in his workshop. If you have no family or friends to aid you, and no prospect opened to you there, turn your face to the Great West, and there build up a home and fortune. But dream not of getting suddenly rich by speculation, rapidly by trade, or anyhow by a profession: All these avenues are choked by eager, struggling aspirants, and ten must be trodden down in the press where one can vault upon his neighbor's shoulders to honor or wealth. Above all, be neither afraid nor ashamed of honest industry; and if you catch yourself fancying anything more *respectable* than this, be ashamed of it to the last day of your life. Or, if you find yourself shaking more cordially the hand of your cousin the Congressman than of your uncle the blacksmith, *as such*, write yourself down an enemy to the principles of our institutions, and a traitor to the dignity of Humanity.'"

READERS THROUGH WITH BUNK

McKernon Discusses News Before Conference of Health Officers

"Honest news walks in the front door of the newspaper shop and is welcomed by the editor; subtle propaganda climbs up the fire escape and is thrown out the window," said Edward McKernon, superintendent of the eastern division of the Associated Press, Tuesday in addressing the annual conference of health officers and public health nurses.

"Newspaper readers are done with the bunk of yesterday and they look to science, not magic, for their maximum well being and enjoyment of life," said Mr. McKernon.

"Approach the press in the name of news," urged the speaker, "for that is your only claim to space in the strictly news column."

OHIO DAILY'S ENTRANT WINS SPELLING BEE

Dean Lucas, Representing Akron Beacon-Journal Is Champion—Des Moines Register Entrant Wins Second Prize

Dean Lucas, 13-year-old West Salem, O., boy, as the entrant of the *Akron Beacon Journal*, won $1,000 in gold, the first prize in the third annual National Spelling Bee held in the National Museum Auditorium, Washington, D. C., Friday, June 24, under the auspices of the *Louisville* (Ky.) *Courier-Journal* and 16 associated newspapers.

Under a cross fire of words lasting three hours, Ralph Keenan, also 13, of Waukon, Ia., entrant of the *Des Moines Register*, was forced to accept second honors, and $500 in gold, when he spelled the word abrogate "a-b-r-e-g-a-t-e." Abrogate held no terrors for young Lucas.

Minerva Ressler, New Holland, Pa., entrant of the *Lancaster New Era*, and Margaret Ross, Fancy Farm, Ky., entrant of the Louisville Courier-Journal, were third and fourth respectively.

Donald McWain, of the Louisville Courier-Journal, was director of the "bee." Associated with him was Lorenzo W. Martin, of the Washington bureau of the same paper.

The judges, Mrs. Joshua A. Evans, a trustee of George Washington University; Alvin W. Miller, principal of the Central High School, and Rev. James Shera Montgomery, chaplain of the U. S. House of Representatives, were often forced to consult reference dictionaries for accepted spellings and pronunciations, so adept did the contestants prove.

Young Lucas, an eighth grade graduate of a rural school, had defeated representatives of 70,000 children to win the spelling championship of his State. Young Keenan, who finished second, a student at a school nine miles from his home town, had defeated 98 county champions to win the Iowa title.

The spellers who finished after the winning "big four" were Margaret Beale, the *Atlantic City* (N. J.) *Press;* Chester Wilcox, *Binghamton* (N. Y.) *Press;* Hulda Fornell, *Detroit News;* Anita McCloskey, *Erie* (Pa.) *Dispatch-Herald;* Virginia Jones, *Fort Worth* (Tex.) *Press;* Lillian Zetoff, *Hartford* (Conn.) *Times;* Mildred Riddle, *Indianapolis Times;* Dorothy O'Reilly, *Memphis Press-Scimitar;* Marjorie Allen, *New Bedford* (Conn.) *Standard;* Marie Hahn, *New Britain* (Conn.) *Daily Herald;* Anna Marie Bergen, *South Bend* (Ind.) *News-Times;* Grace Helen Sherman, *Trenton* (N. J.) *Times;* and Albert Govoni, *Worcester* (Mass.) *Telegram-Gazette.*

WORK STARTS ON NEW BUILDINGS FOR TWO CANTON, O., NEWSPAPERS



Notables at ceremonies marking start of work on new *Canton Daily News* plant. (Left to right): Henry Roemer, president, Canton Chamber of Commerce; A. L. Oscar, head of the Canton Jewish Welfare Federation; Charles E. Morris, publisher, Canton Daily News; Mayor S. M. Swarts; H. H. Timken, former owner, Canton News; Herve W. Miner, managing editor; Rev. Fr. A. B. Stuber and Rev. Dr. B. F. Brundage.

AN unusual coincidence is noted this week in the newspaper field in anton when work was started simulaneously on new homes for the two ewspapers of the city. Each has announced the purchase of new equipment o be installed in their new homes.

The Brush-Moore Syndicate, which ecently purchased the *Repository* from he George B. Frease interests, started ork remodeling a building 66x200, wo-story brick and reinforced concrete, hich has just been vacated by the anton Motor Company. The building comparatively new and will require n expenditure of about $25,000 to put in condition for newspaper use, which is expected will be about September 1. he Brush-Moore Syndicate recently announced the sale of $1,650,000 bonds to ay for acquirement of the Repository, emodeling its new home and purchase f complete new equipment.

Ground was broken Tuesday morning or the new building of the *Canton Daily ews*, owned by former Governor James M. Cox, and a member of the Ohio News eague. The new building will be of talian architectural design, three stories n height, 66 by 200, and will be ready or use about Jan. 1. It is to be fireroof and used exclusively for newspaper ublishing purposes.

Charles E. Morris, publisher of the ews, announces that the new building ill be dedicated as a memorial to Don . Mellett who was murdered through vice conspiracy as the result of his ditorial campaign to break up collusion etween vice leaders and the police department.

This statement was made at the ground reaking ceremony which was attended y nearly 300 prominent leaders in business, religious, educational, manufacturng and financial circles.

The first spadeful of earth was turned y Publisher Morris. The ceremonies ere conducted by Herve W. Miner, anaging editor of the Canton Daily ews who served with Don Mellett and as been with the Canton News for the ast 17 years. Participating in the proram were Mayor Stanford M. Swarts, enry Roemer, president of the Chamer of Commerce; H. H. Timken, former wner of the News; Rev. Dr. B. F. rundage, Don Mellett's former pastor; ev. Fr. A. B. Stuber and A. L. Oscar, ead of the Canton Jewish Welfare Federation.

TEXAS DAILY SOLD

Joe Herrin and Hal Winsborough, wners of the *Marshall Morning News*, he *Marshall Afternoon Messenger* and the *Jefferson* (Tex.) *Jimplecute-Journal*, have purchased W. J. Tucker's interest in the *Longview* (Tex.) *Daily News*. Mr. Tucker held a controlling interest in the Longview paper, and the purchase of his interest gives Messrs. Herrin and Winsborough control of that paper.

N. E. MERGER PERIOD ENDING

Phillips Prophesies Expansion Before Typographical Convention

Newspapers have nearly reached the bedrock of merging and consolidation and are due for a period of expansion, said Frank E. Phillips, manager of the New England Daily Newspaper Association, in speaking to the New England Typographical Union in convention at Portland, Me., Monday and Tuesday of this week. He gave as a vestige of this expansion the recent appearance in New England of weekly newspapers published Sundays.

Officers elected were: President, Samuel A. Burns, of Providence; first vice-president, Jesse W. Buss, of Concord, N. H.; second vice-president, William W. Dunroe, of Bangor, Me.; third vice-president, Leo F. McCarthy, of Lawrence, Mass.; secretary-treasurer, John G. McGowan, of New Haven, Conn. All but McCarthy were re-elected.

Convening for the second year with the New England Typographical Union, apprentice printers of New England organized as the New England Junior Typographical Union.

Fred Johnson, of New Haven, Conn., was named president.

NEW JERSEY PRESS ELECTS OFFICERS

E. H. Carpenter of Woodbridge Named President at Annual Convention in Lenox, Mass.—Clevenger Is Vice-President

Edmund H. Carpenter, of Woodbridge, N. J., was elected president of the New Jersey Press Association at its annual meeting held in Lenox, Mass., June 24-27.

J. Logan Clevenger, editor, *Perth Amboy News*, was named vice-president; Fred W. Clift, *Summit Herald & Record*, secretary, and W. B. R. Mason, editor and publisher, *Bound Brook Chronicle*, treasurer.

The following were elected to the executive committee: W. B. Bryant, *Patterson Press-Guardian;* W. A. Haffert, editor, *Sea Isle City, Cape May County Times;* R. E. Lent, *Passaic Daily News;* E. V. Savidge, editor and publisher, *Hopewell Herald;* G. P. Wilson, editor, *Long Branch Record;* F. L. Crane, *Elizabeth Journal;* and Miss Mabel Brown, *Matawan Journal.*

Round table conferences were held Friday evening, June 24, for daily and weekly papers. A business session was held Saturday morning, and in the evening members attended the annual banquet. Hon. Harold G. Hoffman was the principal speaker.

On Sunday night Miss Sylvia Lent gave a violin recital.

CHARTERED SPECIAL TRAIN

When an airplane carrying pictures of the opening of the first Parliament at Canberra, Australia, the new Commonwealth capital, was forced to land, the *Melbourne Argus and Australasian* chartered a special train to rush the negatives to Melbourne. The train made from 50 to 60 miles an hour, and enabled the Argus to print the photos the next morning. The Australasian printed a 16-page special supplement on the Parliament opening.

TEXAS PAPERS RAISE CAPITAL

The *El Paso Times*, El Paso, has filed an amendment to its charter changing its corporate name to El Continental Publishing Company, Inc., and increasing capital stock from $1,000 to $75,000. The Globe-News Publishing Company of Amarillo has filed an amendment to its charter increasing the capital stock from $150,000 to $450,000.

SUES OVER CONTRACT

Lewis G. Landers, formerly a reporter for the *Worcester* (Mass.) *Telegram* and *Worcester Post,* filed a bill in equity against the Jewish Civic Leader Publishing Company of Worcester, alleging that the firm violated a contract by which he was made editor of the paper. Alfred B. Isenberg, publisher, is also named a respondent. The *Leader* will endeavor to show that Landers had no contract as editor and was rightfully dismissed.



Over 260,000 Homes in Michigan served by Booth Newspapers

The Grand Rapids Press
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The Saginaw News Courier
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IT WILL PAY YOU TO HIRE TRAINED MEN

Ambitious young men, schooled in every branch of the newspaper or magazine field, may be secured to fill that opening on your publication by simply making your wants known to the Personnel Bureau of Sigma Delta Chi, professional journalistic fraternity.

No Charge To Employers

Avail yourself of this free service to replenish your staff whenever the occasion requires. Write or wire John G. Earhart, 836 Exchange Ave., Chicago, Ill., and he will put you in touch with the right man.

A Human Interest Newspaper

CIRCULATION: Average Net Paid Daily, March 31, 1927, 334,795.

LINEAGE: 69% increase 1926 over 1925.

PRESTIGE: Constantly gaining.

MERCHANDISING CO-OPERATION: Yes.

NEW YORK
EVENING GRAPHIC
25 City Hall Place, New York
168 N. Michigan Ave., Chicago

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday news papers *combined.*

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

ROTO-GRAVURE *Sections* for Newspapers & Magazines
STANDARD *Gravure Corporation*
LOUISVILLE, KENTUCKY

J. RANKEN TOWSE, 82, RETIRES FROM NEW YORK POST HE JOINED AT 25

Dean of New York Dramatic Critics Spent His Working Life of 57 Years on Same Daily—Was City Editor Seventeen Years

FIFTY-SEVEN years ago a young man of twenty-five, just two years out of Cambridge and in this country less than a year, joined the staff of the *New York Evening Post*.

On June 24, J. Ranken Towse retired, the oldest member of this paper's staff. But prouder to him is the distinction of having been, for 54 full years, dramatic critic of the Evening Post—an unparalleled journalistic record.

For the last few years he has shared his critical labors, and for many years after he was first made critic he performed, in addition, the tasks of reporter, city editor, assistant editor and foreign editor, but disregarding these circumstances, the one fact stands out that for half a century and more he has observed the world's theatre and reported for the Post his observations and reactions.

Mr. Towse was eighty-two on April 2 last, and although his health is still excellent the Evening Post decided that his years of service had earned him the right to leisure and to a pension.

At present he is at Bonnie View, his country home in the hills of Sullivan County, near Lewbeach, but it is his plan to return sooner or later to England. He was born there, in Streatham, Surrey, in 1845.

Mr. Towse came to this country in 1869 after his graduation from Cambridge Both at the university and at the Highgate School, where he had prepared, he had led an active athletic life. It was his knowledge of rowing that made him an unusual asset to the Post when he first joined it.

Rowing, collegiate rowing, was then in its infancy. Mr. Towse was assigned to cover one of the first regattas, then held on Saratoga Lake.

His account of how he "upset the dope" on what crew would win is amusing in the light of the publicity now surrounding college sports.

Harvard and Yale, where rowing was fairly well established, were picked by the majority to be the most likely to win.

Mr. Towse, however, decided to get first hand information. He chartered a horse and buggy, drove up in the woods lining the shores and there, in hiding, clocked the crews at their practice.

"The Post was so startled by the story I sent down to them," he said, "that they didn't want to use it at first. But they did, and when my prediction that Cornell would win was verified by the result of the race I found myself with somewhat of a reputation as a rowing expert."

Journalism in those days had not reached the stage of specialization, and the young reporter found his duties manifold.

He had obtained his job by bringing in to Charles Nordhoff, then managing editor, a series of articles exposing the disgraceful conditions on Blackwell's Island, now Welfare Island and still a city prison.

This was printed in the face of Tammany Hall's fury, and Mr. Towse was put to work, designated as an "unattached reporter." Later, as city editor he covered the famous trial of Henry Ward Beecher and tells how the reporters, while the jury was out, cast a secret and unanimous ballot declaring their belief the noted gospeller was innocent of the charges of misconduct laid to him. He covered the Westfield ferryboat disaster, the Tweed ring exposures and was the first reporter admitted to the scene of the celebrated Nathan murder case.

As city editor for seventeen years he "held down the desk," covering important assignments, in addition to his editorial tasks. Later he added the tasks of editing the Post's foreign and other correspondence, and evenutally E. L. Godkin, then editor-in-chief, raised him to the position of assistant managing editor.

Through most of these busy years—since late in 1873, in fact—Mr. Towse had also served as dramatic editor, and this, perhaps, was his consuming interest.

At the start, he adopted this credo: "Never know an actor or actress if it can be helped. Never accept a personal communication from a manager. Never ask for a pass or any other favor."

"I've stuck to that pretty well," he reflected. "It's true I've had one or two very close friends in the theatre—Daniel Frohman and William Seymour—and I've met a few others now and then through the years, old John Drew, for instance, but I've held with fair success to my resolve to have no embarrassing friendships which might influence my critical viewpoint.

"I've always regarded the theatre as one of civilization's great educational forces. That is why I denounce the present condition of the stage, destitute of morality as it is."

It saddens Mr. Towse that the end of his critical career, fifty-four years of battling for the stage's betterment, should find the stage at what he believes is its lowest estate in more than a century.

He regrets, to, his retirement from the newspaper which has been his only employer.

"It must be almost needless to add," he wrote in his formal letter of retirement, "that my parting, even at my own volition, from a journal with which the whole of my working life has been associated, is a source of reflections which are not altogether gay.

"But in my newly bestowed freedom I hope to find full compensation for vain regrets."

GARSTIN GETS LIFE

Newspaper Man Given Drastic Sentence Under Baumes Law

Because of the New York state Baumes law and despite pleas for leniency for him by friends, Bert N. Garstin, former Louisville and Cleveland newspaper man, was this week sentenced to life imprisonment in New York by Judge Levine as a fourth offender found guilty of a swindling charge.

Mr. Garstin, after serving a term in Maryland penitentiary, had worked his way up to business manager of the *Louisville Herald-Post*. On Feb. 2, this year, in New York, he went to the office of John J. H. Hyde of the Detroit Company, and, pretending that he wanted to buy securities, induced Mr. Hyde to accompany him to the New York Trust Company, where he opened an account with a $50,000 draft on the Union Trust Company of Cleveland. He then persuaded Mr. Hyde to indorse his check for $300 on the National Bank of Kentucky. The check came back for lack of funds and it developed that Garstin had no account at the Cleveland bank.

Mr. Garstin's plea that he thought his salary from the Herald-Post was being deposited in the bank won a clemency recommendation from the jury which found him guilty, but Assistant District Attorney Thomas A. Aurelio said Garstin had been convicted several times, and if the present conviction is his fourth for a felony, a life sentence would be mandatory under the Baumes law.

His attorney, George R. Simpson, called the judge's attention to the fact that his client had lived in an exemplary manner since he was pardoned from the Maryland prison in 1914. A number of advertising men appeared to testify that the newspaper man had been honest during his dealings with them extending over a period of more than five years.

BUYS FT. SMITH DAILY

Lee G. Sims recently purchased a controlling interest in the *Ft. Smith* (Ark.) *Journal* from C. E. Palmer.

ED HOWE TELLS HIS RULE FOR SUCCESS

ED HOWE, sitting at a banquet table and his plate piled high with chicken, recently gave to the world his motto for success:

"Work hard, behave and eat less."

Howe was honored by townspeople June 17, on the fiftieth anniversary of the founding of the *Atchison Globe*. William Allen White was present as was Senator Arthur Capper.

The 74-year old editor, at the end of his address, recalled some of the criticisms which have been made against him during his long career as editor and publisher of The Globe, and remarked:

"When we're criticized we always have an excuse. Mine is that I'm an editor. Editors are hated more than any other men on earth. I'm starting to write my autobiography and I intend to criticize myself in it just as much as anyone can reasonably desire."

SELLS STOCK TO STAFF

J. F. Bacon Admits Executives to Ownership of Grand Forks Herald

J. D. Bacon, principal stockholder in the *Grand Forks* (N. D.) *Daily Herald*, has disposed of a majority of his stock to executives of the paper, it was announced this week.

A majority of the company's stock is now owned by the following five persons: Julius F. Bacon, W. P. Davies, J. B. Cooley, J. H. Pearson and F. R. Campbell.

The above named men, with J. D. Bacon, compose the board of directors. J. D. Bacon continues as president of the corporation and chairman of its board of directors. The other officers are: vice-president, W. P. Davies; treasurer, J. H. Pearson; general manager, Julius F. Bacon.

FIRE DESTROYS DAILY'S PLANT

$50,000 Damage to Brownsville (Pa.) Telegraph—P. M. Edition Suspends

The entire plant of the Brownsville (Pa.) Publishing Company, publishers of the *Morning and Evening Telegraph*, was destroyed by fire on Wednesday, June 15. The loss was in the neighborhood of $50,000.

Before the ruins were cold, Editor Henry Baker Reiley had made arrangements to publish the morning edition from the plant of the *Uniontown News Standard*. It was necessary temporarily to discontinue the Evening Telegraph, its subscribers being covered by the morning paper.

Plans are being drawn for a new fireproof building, to occupy the site of the plant that was destroyed. Temporary offices have been opened and typesetting machines installed. As soon as the new press is installed, publication of the evening edition will be resumed.

SULLIVAN NOW LITT. D.

Mark Sullivan of Washington, D. C., national political writer for the *New York Herald Tribune*, was awarded the honorary degree of Litt. D., at the 159th annual commencement at Brown University, Providence, R. I., June 15.

DIES IN AUTO CRASH

Frank A. Harris, 27, district circulation manager of the *San Antonio Light*, was killed in an automobile collision at San Antonio Wednesday. He leaves a wife and three small children.

RUNS "BUY AT HOME" PAGE

The *Anderson* (Ind.) *Herald* recently ran a full page promotion advertisement urging the public to buy at home instead of patronizing mail order firms.

H. H. CHARLES LEAVI FOR BRITISH MEET

New York Agency Man Is Off I. A. A. Representative to Conve tion of British Ad Clubs July 18-23—Sailing July 6

H. H. Charles, president of Cha Advertising Service, New York, chairman of On - to - Olyr Committee of International vertising Asso tion, will sail London on Tuscania, W nesday, July represent the ganized adve ing interests the United St and Canada the annual vention of Advertising A ciation in G Britain to be held at Olympia, London, July 18-23.



H. H. Charles

The Olympia convention, with whic combined also an exhibition, will be most notable event in organized adve ing in Great Britain since the Inte tional Advertising Convention at W bley in 1924.

The convention will be opened by Rt. Hon. L. C. M. S. Amery, P. M. P., Secretary of State for Dominions. "Empire Trade" is slogan of the convention.

Departmental sessions will be held national advertisers, advertising age community advertisers, direct mail vertisers, newspaper advertisers, s managers, master printers and poster vertisers. Discussions will be held on both overseas and home trade.

Mr. Charles will be the only offi representative from the United Sta He is a former president of the Adver ing Club of New York and former v president of the I. A. A. He was g eral chairman of the program commi for the I. A. A. convention in Ph delphia in 1926. After the Lon I. A. A. convention in 1924, Mr. Cha was decorated in Paris by the Fre government with the Cross of the Leg of Honor. Mr. Charles is an honor member of the Thirty Club, London vertising group.

INSTALLS NEW PRESSES

A new Goss color press for the pri ing of the comic section of the *Chic Sunday Tribune* has been installed the north addition to the Tribune Tow replacing the old machine which has d this work since 1901. A new black pr of improved design and greatly increa capacity has also been added to press-room.

STEWART GOLF WINNER

John L. Stewart, publisher of *Washington* (Pa.) *Observer-Repor* won the Paste Pot trophy donated W. L. McLean of the *Philadelphia Bul tin* at the recent golf meet held in conn tion with the meeting of the Pennsylva Newspaper Publishers Association Waynesboro. Charles R. Long of *Chester Times* was runner-up. T tournament was in charge of Haw Quier of the *Reading Eagle*.

ARKANSAS DAILY SOLD

James P. Shofner of Rogers, Ar has bought the *Rogers Daily Post* fr C. E. Palmer and Frank McElreath Texarkana and will continue the pu lication as a daily. He will move t present plant into larger quarters and a new equipment.

THREE DAILIES JOIN A. N. P. A.

The *Lethbridge* (Alta.) *Herald*, t *Dover* (O.) *Reporter* and the *Fall Riv* (Mass.) *Daily Globe* have been elect to membership in the American New paper Publishers Association.

WHAT'S WHAT IN THE FEATURE FIELD

How Flyers Sold Their Stories—NEA Breaks Speed Records with Hawaii Landing Pictures—"Romance of the Air" New Strip

COMMANDER RICHARD BYRD and members of the crew of the airplane America which left New York Paris-bound on June 28, sold their first person stories of the flight to different newspapers and syndicates.

The *New York Times* and associated newspapers obtained the series to be written by Commander Byrd and that of Lt. Bernt Balchen. Universal Service purchased the story of Bert Acosta, the pilot, while the Famous Features Syndicate had a contract with Lt. George O. Noville, radio engineer, and second in command.

"Romance of the Air," is the title of a new strip being offered by the Payne Syndicate, New York.

Record speed was made by NEA Service, Inc., in bringing two pictures to this country from Honolulu of the landing of Lieutenants Lester J. Maitland and Albert F. Hegenberger, U. S. army flyers.

Six hours after the two men had landed 2,500 miles away, the *San Francisco Daily News* was able to publish a picture of the event.

The flyers left San Francisco at 11 a. m. Tuesday, June 28. They arrived at Wheeler field, 26 miles out of Honolulu, at 12:01 p. m. Wednesday, eastern standard time. The two NEA pictures were delivered in San Francisco by radio at 6:30 p. m. eastern standard time.

NEA had sent Frank B. Howe a photographer of its Los Angeles staff to Honolulu to get the pictures and get them back in record time. The photos, sent by telephoto to New York, were published in Thursday morning papers.

Feg Murray, sports cartoonist of Metropolitan Newspaper Service, and Mrs. Murray are parents of a son, John Frederic, born at Nassau Hospital, Mineola, N. Y.

Gordon MacCreagh, writer and explorer, is the author of four articles to be released in July by Metropolitan Newspaper Service's Exploit and Adventure series.

The North American Newspaper Alliance is releasing this week through its members a series of 24 interviews "Speaking of Prohibition," by Zoe Beckley.

Famous Features Syndicate is releasing a new art strip "How Man Learned to Fly."

REPRESENTING THE NEWSPAPERS

THE *Dallas News and Journal* and the *Dallas Farm News* has appointed the John Budd Company of New York its national advertising representative. J. Frank Duffy, president of the John Budd Company, is also president of the Six Point League in New York.

Two Oregon dailies have appointed M. C. Mogensen & Co., to represent them in the national advertising field. They are the *Oregon City Enterprise*, E. E. Brodie, publisher; and the *Roseburg News-Review*, published by E. W. Bates.

J. J. Farrell, manager of the Kansas City office of the S. C. Beckwith Special Agency, was in New York this week on his summer vacation.

W. W. Chew, New York special representative, will return to New York about July 5, from a business trip to the Pacific Coast.

Allen H. Seed, Jr., vice-president and managing director of the Wm. J. Morton Company, newspaper representatives, New York, left this week for an extended tour of the country. Mr. Seed will take in the International Advertising Convention at Denver and afterwards will call on his publications, as well as advertisers and agencies on the Pacific Coast. He expects to be gone about eight weeks.

Carroll J. Swan, Boston, has been appointed New England representative for the *Philadelphia Public Ledger*, and the *Illustrated Sun*, both Curtis-Martin Newspaper, Inc., publications.

PRESS ASSOCIATION NOTES

HERBERT F. BRIGGS, Jr., has been named Fresno, Cal., representative of the Pacific Coast News Bureau.

Lawrence H. Selz, managing editor of the Kent Press Service, was in the party of newspaper men on the National Air Tour, which left Detroit on its race around America June 27.

Allie C. Estill, for 20 years Associated Press operator in Austin, Tex., has resigned and has gone to Los Angeles to engage in the insurance business.

John G. Kelley, manager of the Kent Press Service Detroit Bureau, is taking a two months' leave of absence to handle some hotel enterprises in Atlantic City. Larry Fitzgerald, assistant in the Springfield, Ill., bureau is filling the position temporarily.

D. B. Hadley, of the Des Moines, Ia., bureau of the Associated Press was in Madison, Wis., last week on his vacation. Mr. Hadley plans to attend the University of Wisconsin next fall to take post-graduate studies.

Richard L. Spry, for the last six months acting correspondent of the Associated Press at Madison, Wis., has been named correspondent of the bureau.

Charles E. Calkins, formerly of the Chicago bureau of the Kent Press Service, is now editor of the *St. Charles* (Ill.) *Chronicle*.

ASSOCIATIONS

NORTHEAST MISSOURI PRESS ASSOCIATION will hold its summer meeting in Paris, Mo., Aug: 5. Omar D. Gray, publisher of the *Sturgeon Leader*, is president of the group.

About 3,000 members are expected to attend the 10th convention and exposition of the INTERNATIONAL DIRECT MAIL ADVERTISING ASSOCIATION in Chicago at the Hotel Stevens October 19, 20 and 21. With the direct mail organization are affiliated the ASSOCIATION OF HOUSE ORGAN EDITORS and the BETTER LETTERS ASSOCIATION, which will meet at the same time.

Midsummer convention of the UTAH STATE PRESS ASSOCIATION will be held in Iron County, southern Utah, July 9 to 11. A banquet will be held in Cedar City.

WACO ADVERTISING CLUB has elected Frank Walace president.

A resolution urging George M. Burbach, advertising manager of the *St. Louis Post-Dispatch*, to accept the office of chairman of the National Commission of the INTERNATIONAL ADVERTISING ASSOCIATION, which was recently offered to him, was adopted by the ADVERTISING CLUB of St. Louis recently.

GAINESVILLE (Tex.) ADVERTISING CLUB has just been organized with the following officers: George T. Atkins, president; Cecil H. Tinsley, vice-president; Philip Teague, secretary and treasurer. The club will meet twice a month.

SUBURBAN PRESS CLUB of Newark was organized last week by the following: Sanford H. Barnett, Edwin J. Barrett, George G. Breed, Louis W. Guenther and Anard W. Littman, of the Orange bureau of the *Newark Evening News*; John W. McWilliams, Louis I. Alexander, A. P. Smith, Stephen Dick, George H. Faulkner and Russell Schneikert, of the *Daily Courier* of the Oranges and Maplewood; Jack K. Morris, editor, and Sidney M. Fine of the Orange bureau of the *Newark Star-Eagle* and Frank Jay Morris, head of the Consolidated News Service, East Orange, N. J.

NEW PLANTS AND EQUIPMENT

BROWNSVILLE (Tex.) Daily Herald is planning the erection of a new building and installation of much new equipment, it is announced by J. M. Stein, president of the company.

El Mundo, published in Tampico, Tamaulipas, Mexico, on June 2 inaugurated its new building, having as its guests at the ceremony more than fifty of the prominent newspaper editors and publishers from all parts of Mexico. Advertising agencies both in Mexico and the United States were represented. Vicente Villasana is owner and publisher of El Mundo.

WILLIAMS GETS DEGREE

James T. Williams, Jr., editor of Universal Service, was awarded the honorary degree of LL. D., at the 108th annual commencement exercises at Norwich University, Northfield, Vt., June 16. Mr. Williams was formerly a Boston editor.

South America's Greatest Newspaper

"Buenos Aires IS the Argentine Republic"—

"If you introduce an article in Buenos Aires it is introduced in the whole of the Argentine."

"We know that LA PRENSA has a larger circulation than all the local papers put together, and that this circulation is amongst the very best class."

(Extract from letter written by the distributor in Argentina of important American products, urging his principals to place their advertising in LA PRENSA—)

National sales and distribution in Argentina can quickly be attained by advertising in LA PRENSA.

JOSHUA B. POWERS
Exclusive Advertising Representative
250 Park Avenue New York

Have you a friend in Kansas City

Ask him if he doesn't read The Kansas City Star

If Quality
of circulation is your first consideration.

The Evening Star
With Sunday Morning Editions
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St. Dan A. Carroll

Chicago Office—Tower Building J. E. Lutz

BUILDINGS PLANT LAYOUTS PRODUCTION OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON
Newspaper Buildings
Plant Layouts
Production, Operation
120 West 42nd Street New York

Thorough Coverage in One of the World's Richest Buying Centers—Coupled with the Ability to Produce Results

Pittsburgh Gazette Times
(Morning and Sunday)
AND
PITTSBURGH CHRONICLE TELEGRAPH
(Evening except Sunday)

These newspapers in News and Advertising have the confidence of their readers. Their readers have the power to purchase.

Sold Singly or Combined

URBAN E. DICE, Nat'l Advg. Mgr.
Gazette Square, Pittsburgh, Pa.
E. M. BURKE, Inc.,
1457 Broadway, New York.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL COMPANY,
742 Market Street, San Francisco, Cal.
Times Bldg., Los Angeles, Cal.
White-Henry-Stuart Bldg., Seattle, Wash.

After All
it's not so much how many read your story as how many put credence in it.
THE PHILADELPHIA RECORD
Goes not only into the homes but also into the hearts of 150,000 substantial families daily.
Second Largest Morning Daily in Philadelphia
Always Reliable

Space is space—but the BEST Classified Advertising publicity justifies its daily appearance in your newspaper

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

REAL ESTATE GROUP FIGHTING BILLBOARDS

National Association of Real Estate Boards Recommends Their Elimination from Highways and Public Property

Elimination of billboards and advertising signs within the limits of all public highways and from all public property was advocated in proposals approved this week by the executive committee of the National Association of Real Estate Boards.

The proposals are now being submitted to the 657 member boards of the association for their discussion.

They follow in full:

"City billboards in the commercial or industrial districts may, under definite control, be conceded a place in our business life.

"The National Association of Real Estate Boards, favors the elimination of all advertising signs within the limits of all public highways and on all public property except signs relating to the use of such public property.

"We disapprove of the use of overhanging signs on public thoroughfares, in business districts or elsewhere.

"We recommend the elimination of all billboards as advertising signs in rural sections where they destroy the beauty of the scenery or the charm of the landscape, and to this end we ask the cooperation of all realtors and of all billboard companies in refraining from placing billboards in such sections; we further recommend that if necessary, legislation be enacted by the various states to secure the elimination of billboards in such sections.

"We urge the elimination of signs tacked to trees, or painted or pasted on telegraph poles, fences and the like, or, in rural districts, painted on rocks. The observance of this recommendation is particularly urged upon those who aspire to public office."

DISTRIBUTING PROMOTION COPY

Six brief essays on "The Value of a Newspaper To Its Community," written by J. W. Shaw, secretary of the New York Press Association, have been printed in leaflet form and sent to members for use as promotion boxes.

THE KIND OF COOPERATION ADVERTISERS WANT

(*Continued from page 7*)

use as a means of producing business for them. Sell an idea primarily, and let the advertiser sell his merchandise.

To proceed with the suggestions; here they are, about in the order in which they are mentioned:

"Good position is the best sort of cooperation." To amplify this, a tire manufacturer objects to having his copy on the woman's page; a food products manufacturer doesn't want to be in the financial section, and so on.

Intelligent surveys of local market conditions.

Teach dealers sound merchandising methods.

Keep route lists up to date.

To tell you the truth, I had an idea that advertisers weren't doing a whole lot of definite thinking on this subject of so-called merchandising service, and that when they thought of cooperation, they thought of a lot of things of far broader application than merely the so-called merchandising work you are doing.

Which brings us to the last question asked, in which we gave them a chance to go the limit. The question simply was: "Any other suggestions for making newspaper advertising more profitable to the advertiser?" As you may judge, there were plenty of replies, and many of them bring us right back to the questions which I discussed in the early part of this paper. It is difficult to summarize these replies, but I can list a few of the most popular subjects, and then I am going to read you a few extracts from some of the statements. Perhaps the best summary of the situation is contained in this extract from one of the replies:

"No newspaper should offer a merchandising service which is not an honest service. Such service should be offered only on products or merchandise which are known to be right. Merely sending out a crew of youngsters who know far less about advertising, merchandising, and selling than the retailer himself, hurts instead of helps both newspaper and advertiser.

"To my mind the first job of the newspaper is to produce a paper which merits the respect and confidence of the largest possible percentage of its readers. This can only be done by the right kind of editorial policy, by clean news columns, by good layout and typography (eliminating cheap illustrations, intensive black heads, and poorly displayed merchandise). If the product or merchandise is right, if the market is right, and the medium is right, the matter of merchandising can well be left to the advertiser and little if any cooperation along this line is necessary from the newspaper except where a thorough-going and well-established merchandising organization has been built up to a point where it commands the confidence of the retailer."

This seems almost like a summary of the many replies received, nearly all of which bear on the suggestions of this gentleman. Here are some of the others:

Better editorial and advertising make-up.

Cut out enforced combinations.

Clean up circulation methods and quit going after big circulations.

Re-instate cash discount.

Equalize local and national rates on a fair basis.

Publish a paper which will insure reader interest and merit acceptance by both the trade and the public.

More good reading matter near advertising.

Classify linage according to a uniform set of standards.

Stop supplying misleading figures, particularly regarding classification of linage.

Improve the quality, not the quantity, of circulation.

Give the advertiser an even break, and let him do the rest. And now let me quote a few more brief remarks from various classes of industries, and I am through. Here's one who says:

"Generally we believe it (referring to merchandising cooperation) is over-sold and over-worked. The dealer is bombarded with mail and personal calls until his attitude is 'what of it, and who cares?' We accept cooperation because we know we're paying for it anyway."

Another: "The newspaper policy should be sufficiently flexible to meet the peculiar requirements of each advertiser without placing undue burden on the newspapers. Newspapers should look at themselves from the advertiser's viewpoint, attempting to make their medium the ideal link between the advertiser and the market. The constant weakness among the newspapers is this infernal drive for more and more circulation that is of less and less value to the advertiser."

Still another: "Cut out the cooperation and give the advertiser a rate based solely upon A.B.C. figures. Do away with arbitrary combination rates. Each unit should stand on its own merit. All newspaper circulations should be subject to scrutiny of the A.B.C."

Another: "Newspaper advertising is most valuable when the paper has an editorial make-up that prompts a thorough reading, when the quality of reader interest is 100 per cent, when circulation methods are sound, and when the paper possesses what is known as trade and consumer acceptance."

Another: "Cut it all out and give us a lower rate and better newspapers so people will read them and see our ads. All this so-called cooperation is really only increased selling cost which we must pay."

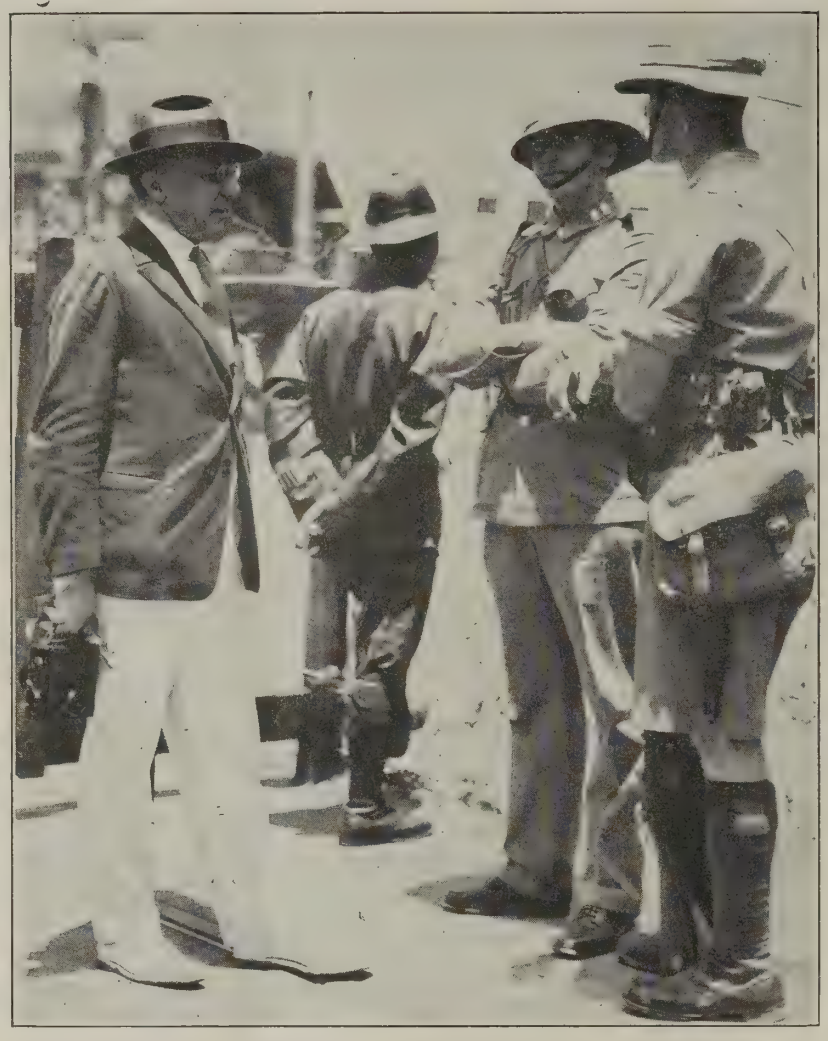
Another: "Newspapers might talk sound advertising practice to dealers instead of trying to get them to participate in special editions and trying to persuade them that the amount of space planned by the factory is not adequate."

There are many more, of course, but they are largely repetitions of the same ideas expressed in a little different way. Perhaps you feel that as the representative of the advertiser I have taken unfair advantage of you in being a sort of calamity howler; I came here to talk about cooperation that pays both of us and I have talked largely on what doesn't pay us. At our last convention C. F. Kettering, the great research expert of General Motors, said that the job of research is to find out what is wrong, and then start from there. I feel somewhat better in view of that statement. Perhaps I have given you a starting point. What do advertisers want that you can give them to your profit as well as ours? If I analyze these answers correctly, they want first of all a good newspaper. They want sound circulation, soundly built. They want it in the trading area where it belongs. They want it priced on the same intelligent basis of cost and profit as their merchandise. They want good readers, who really read the paper because they are interested in it. They want clean make-up and typography that will give their advertising a chance for attention. They want the option of choosing their own media, without forced combinations and without inspired solicitations from dealers. They want to know about your local market, of course, and they want such merchandising cooperation as can be intelligently offered to all advertisers, and sincerely carried out, but not the prevalent kind that is so often used as a smoke screen for unprofitable circulation, bad make-up, and worse news. In sort, they want an advertising medium which is a profitable link between the factory and the local market, and they want such real help in making their advertising pay as you can profitably give them at no greater cost than they can obtain it otherwise.

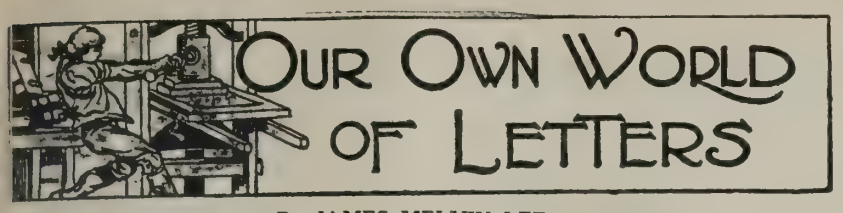
Get back to our first subject—the cost of distribution. Is it going up or down for advertisers in your paper? Is your own selling cost going up or down? That's our barometer. We must drive it downward, in your business and in ours. From the editors' viewpoint and from the publishers' viewpoint, perhaps newspapers are primarily a great servant of the public, for disseminating information and opinion. But their scope has become much broader than that, and today to you and to me they are an indispensable arm of distribution. Shall they remain indispensable? Only so long as they offer the most economical means of selling in their local markets. Build a sound newspaper, keep it a virile influence in your community, analyze and sell it honestly, know your market thoroughly and help us to know it and win it according to our ability and merit, cut out the frills and obvious tricks of salesmanship and give us the best value you can afford, and I assure you that if I read the signs aright, these are the soundest forms of cooperation you can give.

We are at your service; we seek to cooperate with you and seek your cooperation; we offer you the combined opinion of the leading national advertisers, obtained without prejudice, on all matters of moment to all of us. What we want, after all, is more productive advertising—a purpose which challenges the best of us to cooperate with the best that is in us.

VON WIEGAND ON CHINESE FRONT



Aviation news has crowded China from the front pages, but correspondents there are alert for the next big move in the civil war. The photograph shows Karl Von Wiegand, European manager of Universal Service talking with British troopers in Shanghai. Von Wiegand's headquarters are at Berlin.



By JAMES MELVIN LEE

WHENEVER the American newspaper comes up for discussion in a public forum some criticism is sure to be made of the way the press prints news of crime. About the sanest thing that has appeared from the pen of any editor on this subject is the pamphlet, "Newspapers and Crime Prevention" by Charles M. Dennis, editor of the *Chicago Daily News*. It is based on his experiences with good-government movements in Chicago for a period of over 45 years.

After discussing crime prevention from the public point of view, Mr. Dennis thus sets forth the situation from the press angle:

> From the newspaper's point of view it is chiefly in setting forth their issues in local campaigns and so trying to induce voters for their own and the city's good to go to the polls in exceptionally large numbers and otherwise interest themselves effectively in obtaining honest government that the newspaper can be helpful in the prevention of crime. Is it not worth the public's while to try to gauge the sincerity of the newspapers that profess to represent their interests in matters of general public concern?

Mr. Dennis then discusses the delays of the courts and the various efforts to defeat justice, both of which have considerable news interest. He then makes the following comment:

> Because of the public's direct interest in the struggle, the press must record the various moves, as these are worked out in the courts. Thus arises the familiar charge that the press revels in crime news, that it sensationalizes and exploits all manner of social uncleanliness, and that consequently it corrupts youth and transforms innocence into cynical sophistication or worse. This charge, which comes with particular frequency and fervor from women's clubs, though it is also a favorite with crusading lawyers, is, I believe, almost invariably brought against the newspaper press as a whole. Sometimes it is so phrased that the press is made to appear a thing utterly evil, like the doomed cities of the plain, though the appropriate rain of fire and brimstone is unaccountably delayed.

Mr. Dennis next takes up somewhat in detail some of these charges which are brought against the press. The following quotation is a little long but it deserves circulation among laymen even more than among editors and publishers:

> Problems arising in the publication of crime news are studied all their lives by newspaper editors, who try to be good citizens, studied conscientiously and from many points of view. They discuss these problems in meetings of their state and national organizations, discuss them ethically, as becomes men who have a very real sense of their responsibility as disseminators of intelligence by the printed word. Just the other day the editor of a newspaper published in one of the cities in Tennessee wrote me to ask whether in my judgment his newspaper had done the right thing in publishing a certain crime story. A man well known in the city, after having occupied positions of trust for years, turned out to be an embezzler. The man had stolen during a considerable period, many thousands of dollars that had been instrusted to his care. The losers were more interested in getting back as much of the stolen money as possible than they were in prosecuting the thief. The latter, whom evil habits had led into expensive practices, promised to go straight and work faithfully and so try to make good his victim's losses. Accordingly it was arranged that there should be no prosecution, and that the man's peculations should be kept secret, in order that his standing in the community and his business reputation might not suffer, and thus bring about a reduction of his earning power. However, the local newspaper learned the facts and published the story. In view of the man's promised reformation and the opportunity that was given him to redeem his past offenses, was the newspaper's action right or wrong? The editor was troubled in his own mind about the matter. Though manifestly there was a variety of considerations to be weighed before the decision properly could be reached in the matter, in my judgment the editor's duty to his readers and to the community required him to publish the story.

Another topic which Mr. Dennis treats in his pamphlet is the handling of news recording criminal attacks upon young girls. In discussing this topic he frankly admits that "distorted pictures of crime and vice, because they are untruthful and therefore deceptive, are likely to prove distinctly demoralizing." Such sensationalism is bound to produce a stench that "destroys clean growths and leaves only abnormality and decay." Mention is made that relatively few American newspapers deliberately or intentionally overstep the bounds of decent restraint in dealing with news of vice and crime.

One of the most important comments made by Mr. Dennis is the following summary:

> It is the province of a newspaper to be as interesting as possible within the bounds of good taste and good morals. A newspaper exists only because it is a purveyor of news. If it ceases to publish the news in reasonably complete form, it presently ceases to exist, for the public dooms it to a swift or a lingering death, and rightly so. If it forms the habit of suppressing or garbling legitimate news, it cannot long survive, because its readers quickly lose confidence in it and will have none of it. But cannot all news of crime and other immorality be segregated in some relatively obscure compound on some back page of the newspaper, where those who want it can find it, and those who do not want it can pass it by? Not properly, in my judgment. News must be displayed in accordance with its relative interest or importance if readers are to be treated fairly. You cannot trifle with your readers. They are entitled to the best you have, which must be the best you can get. If any one supposes that the editor whose task it is to select the articles to put on the newspaper's first page, for example, is continually looking for crime news to put there, that person is mistaken. The editor, in fact, looks for the most interesting or the most important news of any sort with which to produce his display, and he is assiduously studying reader psychology while making his selections. The chances are that he is best satisfied when he succeeds in constructing a first page without any crime or scandal news upon it. Why, then, does he ever deny himself that satisfaction? Because he would be unfaithful to the newspaper's readers if he were to banish any news to a less conspicuous position in the newspaper if, judged by its legitimate reader interest, it is entitled to a first-page display.

In conclusion Mr. Dennis emphasizes the fact that the criticism that many people make against publication of crime news is a criticism against human nature. To prove this fact he calls attention to the popularity of adventure stories, detective tales, historical novels full of horror invented by the authors and even grand opera which mainly revolves around revolting crimes that spring from powerful human passions. Yet critics of the press do not criticize grand opera as demoralizing to youth. To show that exposure of crime makes for civic righteousness Mr. Dennis recalls what Don R. Mellett, when editor of the *Daily News*, accomplished in Canton, Ohio, and what Carl Magee of the *Albuquerque State Tribune* did to promote political purity in New Mexico.

Mr. Dennis has performed a useful service to the public by setting forth so succinctly sane and logical views on the topic that has caused so much debate. His pamphlet may be obtained from the Chicago Daily News, 15 North Wells street, Chicago, for twelve cents.

* * *

THE students in the Pulitzer School of Journalism put out an annual publication, *The Columbia Journalist*. The chairman of the editorial board for the 1927 issue is Jacob Hohenberg. Five students from the senior class and five students from the junior class have aided Mr. Hohenberg in the production of the volume.

As in past years the Columbia Journalist consists of the news stories, the feature stories, criticism and and reviews, which for the most part students in the Pulitzer School have marketed to various newspapers throughout the country. The section containing editorials doubtless represents the work of the class room of Professor Roscoe Conkling Brown.

A preface is contributed by J. W. Cunliffe, Director of the Pulitzer School. In this preface Director Cunliffe comments about the contents of the book as follows:

> It is not amateur work, but claims to be judged by professional standards, the articles having, for the most part, been offered to and accepted by the newspapers in the usual way by those who have written them. At the same time, their work is the outcome of the instruction these students have received in the School, and in this sense it is the result of that spirit of co-operation between professor and student which has been the principle of the School since its foundation. The teaching staff is not inclined to minimize the importance or the value of the instruction it gives, but it does not profess to create journalists; it strives to provide competent training for those who have the native capacity and ambition to fit themselves for journalistic work. The articles here submitted are the test of the efficiency of the School training as well as of the ability of the writers, and are presented with due modesty as a measure of the success of both students and staff in fulfilling the high purposes with which the School was founded.

Mr. Hohenberg and his associates may well be proud of the volume they have produced. It reflects great credit on the Pulitzer School of Journalism.

* * *

MENTION was recently made in "Our Own World of Letters" of an article on the press in China which Paul Hutchinson, managing editor of the *Christian Century* of Chicago, published in the *National Geographic Magazine*. Mr. Hutchinson writes me that the article was written some time ago and that the total picture is not quite as vivid as it should be of the part which the printing

Buffalo, The Wonder City of America
Buffalo—a profitable Market for Advertisers
Sales in Buffalo are splendid for advertising goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the
BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes
EDWARD H. BUTLER
Editor and Publisher
KELLY-SMITH COMPANY
Representatives
Graybar Bldg. New York, N. Y. Atlantic Bldg. Philadelphia
Tribune Tower Chicago, Ill. Waterman Bldg. Boston

ADVERTISERS who understand the Iowa situation know from experience that the consumers' market there cannot be properly sold without the use of newspapers in these twenty-one key cities.
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Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette
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Council Bluffs Nonpareil
Davenport Democrat & Leader
Davenport Times
Dubuque Telegraph-Herald
Fort Dodge Messenger & Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times-Republican
Mason City Globe-Gazette & Times
Muscatine Journal & News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
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Washington Journal
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Waterloo Tribune

Sell COLUMBUS and the G·C·O·M
During 1926 The Columbus Dispatch carried more agate lines of paid advertising than any other Ohio newspaper.
Advertisers who use The Daily Columbus Dispatch are guaranteed a total net paid circulation of 113,678. . . . . Many, many thousands more than any other Columbus newspaper.
Dispatch
OHIO'S GREATEST HOME DAILY

Largest Circulation and Largest Volume of Advertising of any Daily west of the Missouri river.
LOS ANGELES EVENING HERALD
REPRESENTATIVES
Chicago, JOHN M. LEDERER, 910 Hearst Bldg.
San Francisco, A. J. NORRIS HILL, 610 Hearst Bldg.
New York, HERBERT W. MOLONEY, 604 Times Bldg.

in
Detroit—
Free Press circulation reaches 31,000 more than the total number of families owning their own homes.
The "Free Press"
"Starts the day in Detroit"
With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

THE ST. LOUIS STAR Gained 39,500 Lines of Department Store Advertising in May
—while in the same month the Post-Dispatch daily, LOST 18,500 lines. With apologies to Postum, "There's a Reason"
Nothing Counts but RESULTS!
THE ST. LOUIS STAR
National Advertising Representative
The S. C. Beckwith Special Agy.

SUPREMACY
EVERY MONTH FOR THE LAST TWO YEARS
The Sun.
HAS LED ALL NEW YORK EVENING NEWSPAPERS
in volume of
ADVERTISING

press is now playing in the present ruction in China. He concludes his letter, "The work of the propaganda bureau of the Kuomingtang, and of other elements in the Chinese situation, is an astonishing story."

* * *

BRUCE BLIVEN, at one time managing editor of the *New York Globe,* but now a member of the editorial staff of *The New Republic,* prints in the latter for June 29 an editorial headed "Boston's Civil War." It deals with the Sacco-Vanzetti case.

The only comment of immediate interest to the readers of this department, however, is what Mr. Bliven has to say about the treatment of the case by Boston newspapers:

> I have read, in the past few days, every line printed in every Boston newspaper on this case since it became a burning issue with the news of the Supreme Court's final decision; and all important items for some years before that. It is an interesting, if somewhat melancholy, experience to note the progressive timidity in the tone of the editorial comment of most papers, as public feeling has grown more bitter. Almost equally striking is the decrease in quantity. Throughout the case, all the papers have printed the day-to-day facts, with, so far as I could judge, accuracy and fairness, although, repeatedly, items which seem to me of high news value have been buried on a remote inside page, have been written with utmost brevity and printed under headlines so quiet (for Boston) as to be almost speechless. It is with editorial discussion, however, that I am here concerned. Of that there has been amazingly little, in view of the overwhelming interest in the case. News articles have outnumbered editorials fifty to one.

Mr. Bliven gives great credit to the *Boston Herald* for its service in opening up its correspondence columns to letters giving every possible view of this famous case.

* * *

THE current issue of *The Trib*—a monthly periodical of shop talk about the *Chicago Tribune*—being an eightieth anniversary number is so full of valuable historical matter that it deserves permanent preservation by all who are interested in the history of American journalism.

Pages two and three picture the various buildings occupied by the Tribune during the eight decades of its history. Pages four and five give glimpses of how some of the departments of the Tribune looked thirty years ago. Pages twelve and thirteen constitute a double page spread which portrays the evolution of the make-up of the first paper of the Tribune. The last page (24) prints the pictures of the famous publishers and editors of the paper.

The editorial page reprints the editorial which James O'Donnell Bennett contributed to the Sunday Tribune for June 5—"Eighty Years Young, 1847-1927." The two years of 1847 and 1927 are thus contrasted:

> From a raw midwest boom town reached only by stage coaches and steamboats in 1847, to your world capital that is the terminus of twenty-seven railroads; from seven bankers and brokers with almost no institutional standing to 214 banks with deposits of nearly two and three-quarter billions; from wooden taverns, mostly on or near sodden river banks, to a glittering avenue of hotels into some of which could be crowded the equivalent of Chicago's population of eighty years ago; from a lake front with tracks strung on piles and carrying wood burning locomotives to electrified trains gliding silently beneath the walls of the largest art school in the world, and past the marble porticos of "far-eyed Science"; from a city that disaster left bookless fifty-six years ago to ten premier libraries containing more than four million books and pamphlets; from a meager, anxious four-page Tribune that circulated 400 copies on the morning of June 10, 1847, to a Tribune that finished printing this morning nearly 1,200,000 copies of this issue.

Another valuable feature in this anniversary issue of The Trib may be found on pages 14 and 15 which reproduce the historic utterances chiseled on the walls of the Tower Lobby of The Tribune. Prominent position is given to the words taken from the last will and testament of Joseph Medill.

* * *

TWO contributions in the current issue of *Oregon Exchanges*—published for the newspaper folk of the State of Oregon—deserve at least passing mention. These are "The Use of Exaggerated Statements in Advertising Copy" by H. P. Nunn, Portland Advertising Representative of the *Christian Science Monitor,* and "How to Keep Up Reader Interest in a Country Weekly" by Mrs. May B. Johnson, Editor and Publisher of the *Madras Pioneer.* The latter article suggests that correspondents, even for community weeklies, should be paid for at regular space rates if best results are to be secured.

* * *

WHEN Don Marquis conducted "The Sun Dial" in the *New York Evening Sun* and later "The Lantern" in the *New York Tribune* it was his custom to comment now and then about "The Almost Perfect State." These comments he has now brought together in a volume having the same title (Doubleday, Page & Company). The charm of the text is that every now and then he scatters among comments in the lighter vein squibs that portray an interesting philosophy of life.

But for readers of "Our Own World of Letters" a footnote on page 152 has about as much interest as anything found in the volume for it pays this tribute to George Smith who was managing editor of the Evening Sun when Marquis started "The Sun Dial" back in 1912:

> George Smith was the best editorial boss under whose supervision (and protection!) we ever worked. He let us say and do what we pleased; he never interfered; he prevented other people from interfering; he was a shield and buckler for us against all the usual leagued stupidities of newspaperdom. We could be as notional, as fantastic, as unconventional as we had it in us to be, confident that he would back us up in it. Even when our private and personal opinions ran counter to the settled tone and policy of the paper, he let us express them in that department, and stood between us and an official call-down. He gave us our charter as a privateer, and turned us loose with our whimsical little craft to shoot our swivel-gun in any direction we might fancy. You may be sure that, when any writer emerges and splurges for a while, and creates a little transient notoriety for himself, he has the backing of some editor or publisher. No more just, sane or capable man than George Smith was ever connected with journalism in New York. He died in his forties, when all who knew him thought him to be at the real beginning of his larger career. He had brains, that man, and character and imagination and courage; he was the American newspaper man at his best.

The volume has one fault. It does not describe the contents of the newspaper that will circulate among those who live in "The Almost Perfect State." But in spite of this fact, the volume is an excellent hammock companion for vacation days.

* * *

LOUIS LUDLOW, Washington correspondent for the *Columbus Dispatch* and for the *Ohio State Journal,* is the author of another book dealing with political life in Washington—"Senator Solomon Spiffledink." It was be reviewed in an early issue of EDITOR & PUBLISHER. Those who have seen advance copies say that it is an excellent exposé of the bunkum in public life.

* * *

SO many of the high school papers are printed in the plants of local newspapers that "Best Creative Work in American High Schools, 1926-1927" ought to interest numerous newspaper men throughout the country. The contents of the volume indicate that American journalism to-morrow is going to have a number of talented writers.

George Horace Gallup of the School of Journalism at the University of Iowa assumed the task of editing the book and Dr. Edward H. Lauer, also of the University of Iowa, furnished the financial assistance that made the volume possible. Technically the work has the imprint of the National Honorary Society for High School Journalism which has planned to publish a similar book annually. Material for the present volume was submitted by 5,000 students representing some five hundred high schools.

* * *

VIRGINIA SPEAKERS NAMED

Dr. John Finley, of the *New York Times,* and Charles M. Meredith, of Quakertown, Pa., president of the National Editorial Association, will be the speakers at the mid-summer meeting of the Virginia Press Association, to be held at the College of William and Mary, at Williamsburg, Va., July 14, 15 and 16.

DEADLOCKED ON STATE PRINTING

North Carolina Firms Stand Pat on New Price—Second Bids Rejected

The state of North Carolina's two-year $400,000 printing contract went begging again when bidders refused to reduce their original price schedules in responding to a second call for bids from the state printing commission.

Adjournment of a conference between the State Printing Commission and the bidders apparently marked the end of negotiations looking to the award of the contract, for the time being at least, and the state will enter the new biennium July 1 without a contract arrangement for handling its public printing.

The commission meanwhile will turn to other states in a search for a new way to meet its printing requirements without meeting the substantial cost increase sought by the printers who have held the contracts for the past several years.

Frank D. Grist, commissioner of Labor and Printing, and W. F. George, his chief assistant, were commissioned to visit several states and find out how printing is handled there.

The deadlock between the printing commission and the bidding printers arose last month over the cost allowance for composition work. The five printers who have held the contract for the past two years raised the composition cost in their bids from 80 per 1,000 ems, the existing contract price, to 98 cents per 1,000 ems.

The difference in this item would mean an increase of $18,000 in printing costs over the present contract price.

ACQUITTED—SUES FOR LIBEL

North Carolina Constable Asks $10,000 of Rutherfordton Sun

George Vess, state constable, of Spartanburg county, South Carolina, has instituted suit against the *Rutherfordton Sun,* for $10,000 damages as a result of an alleged libelous article published on August 5, 1926.

The article in the Sun is alleged in the complaint to have been published with a view to injuring the defendant. It is alleged to have charged Vess with the wilful murder of Thomas Cothran, near Fingerville, in Spartanburg county, in July, 1926.

Vess was tried for murder in Spartanburg, and acquitted, a directed verdict being given from the bench.

USING NEWS QUESTIONNAIRE

To get more news from members for the Iowa Press Association Bulletin, E. F. Tucker, managing director, has sent a printed form to all members containing 15 questions designated to draw news items from the recipients.

Supplies—Equipment

Keep your message before your clients and prospects. The EDITOR & PUBLISHER is your ever-present salesman.

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.



SAVE A MINUTE

in packing a matrix and you will often beat the other fellow to the start.

Space Packing Felt that is soft, tears easily and stays put, will do it for you.

We manufacture it in four thicknesses—No. 25, No. 35, No. 40 and No. 50.

MOULDING BLANKETS all kinds.
Red and Blue Drying Blankets.
Prepared Matrix Paste.
The above are only a few of our specialties.

New England Newspaper Supply Co.

Worcester, Mass., U. S. A.
Cable Address NENSCO—Worcester

Employment—Equipment—Services

EDITOR & PUBLISHER

Classified Advertising Information

RATES

SITUATIONS (Cash with Order)
1 Time — .50 per line
3 Times — .40 per line
ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .75 per line
4 Times — .60 per line

hite space charge at same rate per line r insertion as earned by frequency of in- tion. Minimum Contract space, three lies. The Editor & Publisher reserves the ht to classify, edit or reject any adver- tement.

ADVERTISING

General Promotion

) You Want More Local Advertising put us work for you selling our "Worthwhile" latures. Write F. G. Hogan Syndicate, moke Bldg., Indianapolis, Ind., or Kane, Pa.

Supplies

ading Sheets for Art work and Benday ef- fts. Bourges Service, Inc., 144 West 32nd ., New York.

BUSINESS OPPORTUNITIES

Brokers

ave You $40,000? If you have I can deliver you an evening paper in Middlewest occupy- g an exclusive field, with modern adequate al Estate and equipment; over 6,000 circula- n and earning handsome dividends on price ked. J. B. Shale, Times Bldg., New York.

gh Grade Newspapers—Exclusive listings; damaging publicity; personal service only. nancing plans worked out. If you want to y or sell a newspaper, use this agency's vices. Everything confidential.

Bonds and securities of nationally known wspapers, magazines and newspaper supply mpanies for sale. Yield 6 and 6½ per cent. ake something out of your business every onth and invest it for future needs. No safer vestments anywhere than these bonds. Send r list.

Clyde H. Knox, Mortgage Loans—Newspaper vestments. 851 Board of Trade Bldg., ansas City, Mo.

ffering Near Southwest Daily, only paper in ty of 12,000; nets owner $20,000 annually for me and investment. Valuable real estate in- uded. Price only $85,000. Unusual oppor- mity. Prop. 1390x. The H. F. Henrichs gency, Litchfield, Ill.

rade Journal, established, in good condition, apable of expansion. Gross about $20,000. sking price, $17,500 cash. Harris-Dibble Co., 5 Madison Avenue, New York City.

Newspapers Wanted

Want to Buy daily afternoon or weekly news- aper. Good town 5,000 to 25,000. Prefer the outh. State particulars, terms, etc. C-792, ditor & Publisher.

Wanted to Buy: County seat weekly. Have 3,000 cash. Write Box C-795, Editor & ublisher.

Service

o Out of Town Concerns. You can secure all he advantages of a New York address, includ- ng the services of established, fully furnished nd equipped offices, where your interests, en- uiries, callers, literature, mail, or samples ill be intelligently and properly handled, for nominal annual charge. Address (by letter nly) Suite 1004, at 1841 Broadway (Columbus ircle), New York City.

EDITORIAL

Syndicate Features

awnee Bill—Real story of love and adventure f the only living scout—released August 1— lustrations from Pawnee Bill's private collec- on. Ordered this week by Easton (Pa.) Morning Post, Omaha News Bee, Council Bluffs Nonpareil, Pittsburg Sunday Post, South Bend Mirror, Ephrata (Pa.) Reporter. Graphic Syndicate, Inc., 25 City Hall Place, New York.

CIRCULATION

Promotion

Mr. Publisher—Large, small, Daily or Weekly— Let us build your circulation by experienced Circulation Builders. Carolina Contest Co., Durham, N. C.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Ask the Man Who's Had One! In over 20 years of nation-wide experience, we have proved ourselves always able to produce greater results per dollar expended. Our circulation building campaigns, large or small, have all expert management and attention. Address us now, care of The World-Herald, Omaha, Nebr., or at any time at Box 288, Waterloo, Iowa. Myers' Circulation Organization.

Superior Circulation Builders—The W. S. Kendall Company, 104 North Bailey Ave., Louisville, Kentucky. The circulation-building organization that has set the standard for aggressive, successful circulation campaigns for nearly twenty years.

The World's Largest Circulation Building Organization—The only circulation-building service in Newspaperdom furnishing publishers' affidavits of the exact results of its every campaign. The Charles Partlowe Company, Occidental Building, Indianapolis.

EMPLOYMENT

Help Wanted

Advertising Manager wanted who can develop advertising in weekly paper year old; territory, 11,000 population, rapidly increasing; close to Philadelphia; established business centers; opportunity for man who can invest $1,000 to $1,500 for part interest; paper one of group of three. Reply, stating qualifications, age, experience, references, photograph if possible. C-780, Editor & Publisher.

Contest Manager—Experienced, wanted immediately. Write, giving complete record and five references. State proposition expected. C-780, Editor & Publisher.

Editorial Writer wanted for morning and evening daily in city of 100,000 population. None but experienced men need apply. Please give history of experience with names of newspapers worked on. Also references. Will pay salary commensurate with ability and experience. C-794, Editor & Publisher.

Managing Editor and Business Manager to take control of incorporated organization of three weekly newspapers near Philadelphia; man of ideas who can plan, write and sell advertising; direct efficiently activities of staff of six; develop circulation; an opportunity for experienced, energetic man to take group of young papers, and develop them in fastest growing communities in Delaware County, outside of Philadelphia; man who desires permanent connection. As rapidly as these papers are established, new papers will be added to chain. Man wanted who recognizes that successful newspapers must take leadership in thought and service in their communities; one who can invest $3,500 to $5,000 for part interest in corporation or finance himself for period of time, will be given marked preference. If qualified, tell us why, fully covering experience, age, references. Photograph if possible. C-781, Editor & Publisher.

Newspaper Advertising Solicitor wanted. Must be wide-awake, and capable of preparing, laying out and selling space. Married man preferred. Merchants here already educated to value of advertising. Pennsylvania town 20,000. If you have no ability to sell and cannot assist advertiser do not apply. Service and production is what we want. References. Permanent position. State salary expected. Address Box C-692, Editor & Publisher.

Situations Wanted

Advertising Manager with excellent record, experienced directing selling and copy staffs, wants change to publisher requiring services of assistant. Trained on nationally known Eastern dailies. 33, married. C-784, Editor & Publisher.

Advertising Manager—Twelve years' experience, including one year each New York and Chicago, national fields; 6 years executive, both local and national. Thorough organizer and intensive salesman, accustomed to keen metropolitan competition. Intimate knowledge retail and national merchandising. Especially equipped to create large volume of new business. Excellent reason for desiring new opportunity. Six years present employers. Splendid record and best references. Correspondence invited in strict confidence. Available Sept. 1, 1927. Age 33, married. Protestant. Address C-801. Editor & Publisher.

Advertising Manager, resourceful salesman, makes attractive layouts, writes forceful copy, possesses executive ability. Dependable, capable, trustworthy and loyal. Prefer city 20,000 or less. Married. Report anytime. Write "Adv. Mgr.". Box 376, Beaumont, Texas.

Bookkeeper—Thoroughly experienced in newspaper work. I don't know it all, but can tell what your advertising costs are. Can handle income tax reports. Box C-793, Editor & Publisher.

Business Manager, at present employed in that capacity, one who can keep your overhead down and show at least twenty per cent net gain in revenue. Can furnish the best of references. If interested address C-802, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Business Manager seeks larger opportunities; at present with well known Eastern newspaper; complete background of local and foreign advertising management training; under 40 years of age; would prefer second or third paper where a real job could be done. C-700, Editor & Publisher.

Circulation Man, live wire, wants position. Will increase your circulation, get the revenue, and organize department at low cost. Eight years' successful experience promoting circulation, morning and evening. Moderate salary. C-799, Editor & Publisher.

Circulation—Would like to connect with small city paper as Circulation Manager. Have had experience in handling home delivery, road men and organization. Can furnish best of references. C-774, Editor & Publisher.

Circulation Manager, experienced on metropolitan and smaller city dailies; morning, evening and Sunday. Familiar with promotion, audit records, etc. Reliable and aggressive. Age 45, married. Reasonable salary. Address C-696, Editor & Publisher.

Classified Manager—Ten years' classified experience. Three years on Chicago Tribune. Past three and a half with Hearst papers as classified manager Washington Times and Herald. Write or wire, Dean G. Heintzleman, 3408 Riverside Ave., Cleveland, O.

Desk Man, telegraph editor, copy reader, experienced, desires position on Southern afternoon daily. Address C-772, Editor & Publisher.

Desk or Street job wanted anywhere at whatever salary it pays; 14 years' experience in mid-west; been managing editor city 60,000; age 36; married; wire G. E. Denio, 2019 Farragut Ave., Apt. 1, Chicago.

Editor, Managing Editor, ten years' experience, press associations and dailies, desires place with west coast daily, with complete charge editorial department. Now employed. Address C-796, Editor & Publisher.

Editorial—Are you in need of an efficient Managing editor? If so, here is your opportunity to obtain the services of one with a record of twenty years' progress from cub reporter to managing editor of one of the biggest metropolitan newspapers in the country. Also built up newspaper in city of 500,000. Can furnish references from bankers, lawyers, newspaper publishers and editors. Is man of family, middle aged and reliable. Address C-797, Editor & Publisher.

Executive - Office Manager—Experience covers a wide range as Office Manager, Auditor, Credit and Collection Manager, and Purchasing agent in the publishing business. At present employed as assistant by audit company. Have proven executive ability, and fully competent to assume responsibility and take entire charge of office and personel. American, Protestant, married, pleasing personality, excellent banking connections, and best of references. C-785, Editor & Publisher.

Managing Editor, thoroughly experienced and competent. Young, well educated, sober, good appearance. Go anywhere but prefer city at least 20,000. Willing to start at $60. Available at once. C-775, Editor & Publisher.

Managing Editor - Publisher, promising small daily or good weekly; or will buy, lease on option, or join as partner; near New York, with or without plant. C. E. Lovejoy, Press, Bronxville, N. Y.

Managing Editor, eight years an executive on mid-western leaders. Ability proven as references will show. Employed, but desire position with another live-wire newspaper, preferably evening. Young. Married. C-791, Editor & Publisher.

Rotogravure Etcher, 15 years' practical work, 4 color and monotone, capable of taking charge of department or plant. Can produce good quality 4 color and monotone news or job work. C-798, Editor & Publisher.

Salesman, with strong newspaper background, desires to represent Service that supplies advertising copy and cuts to newspapers and merchants in various lines. C-803, Editor & Publisher.

MECHANICAL

Equipment for Sale

For Quick Sale—28-Page Goss Straightline High Speed Press. Prints in units of two pages from two to 28 pages. Also four-page color deck up to 24 pages. Complete Stereotype equipment, including curved plate rotary router, 18 Stereotype Chases, 18 Turtles. Motor and Control. Press completely rebuilt with Goss latest improvements. An ideal equipment for a growing newspaper. Excellent terms can be made to responsible purchaser. You want to increase your press capacity? This is your opportunity. C-686, Editor & Publisher.

With a "Situation Wanted" ad it is well to send a letter giving a brief outline of the experience of the advertiser. This information on file in the Classified department might lead to an opportunity.

MECHANICAL

Equipment for Sale

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffman Type & Engraving Co., 114 E. 13th St., N. Y. City.

Newspaper Equipment; Building sold, half value prices for 30 days, on 32-page press, 3 Intertypes, Linotypes, Ad-man's steel cabinets and composing equipment, large quantity of big type, fine condition; Saws, flat casting boxes, Chases, form tables, typewriters, 20 Desks. Give all particulars of what you want: a prompt reply from us for your order. Peckham Machinery Co., 1328 Broadway, N. Y. City.

On Account of Change to Dry Mats, Publisher will sell the following Stereotype Machinery in perfect working condition:

4 latest type Hoe Pneumatic Steam Tables
1 7 H-P Ofeldt Boiler
1 5 H-P Ofeldt Boiler
1 Hoe Matrix Roller

Can be seen any day. Price on application. Brooklyn Daily Times, 540 Atlantic Avenue, Brooklyn, N. Y.

Printers and Bookbinders:—Two Revolution Presses, Drum Cylinder Presses, Power Paper Cutters, Lever Paper Cutters, Colts and Universal Presses, Chandler & Price Presses, Golding Jobbers, New Style Gordon Presses, C. & P. Presses with Miller Feeder, Multi Color Presses, Folders, Punches, Perforators, Wire Stitchers, Numbering Machines, Standing Presses, Embossers, Shears, Proof Presses, at greatly reduced prices and upon most liberal terms. American Type Founders Co., 96 Beekman St., New York City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

OFFICE MANAGER AND ACCOUNTANT wants job because of sale. Experience in display and classified advertising promotion, also charge of circulation personnel and distribution. "Exceptionally able accountant; young man of fine business tact and ability." Age 29, not married, business college background. Ready at $45. Our No. 9454.

FERNALD'S EXCHANGE, INC.
SECURITY BLDG. SPRINGFIELD, MASS.

Newspaper Properties
Bought, Sold and Appraised
All negotiations confidential
PALMER, DEWITT & PALMER
Business Established in 1899
350 Madison Ave. New York
Pacific Coast Representative:
M. C. Moore, 515 N. Canon Drive, Beverly Hills, Calif.

DOLLAR $ $ $ $ PULLERS

One Dollar will be paid for each idea published. Send clipping for payment.

"AN Extra Day of Rest" is a good heading for a quarter or half-page of ads of laundries in your vicinity. Print a coupon at the top of the lay-out to be filled in by your reader and send to one of the laundries mentioned in the ad as a "ticket to the extra day of rest." A little reading matter explaining the idea sets off the lay-out to good advantage.—Cole, Fall River.

Why not solicit a page of advertising to feature window and door screens, and the various sprays, poisons and other ingredients to kill or catch these pests. A few stories on the damage done by flies and mosquitoes, and the rapidity with which they breed, could be used in the center of the page. This is the right time of year for merchants who sell these things to let the public know where they can be purchased.—L. D. Chamberlain.

One of the most complete and successful business guides ever compiled in the territory was published by the *Albany* (N. Y.) *Knickerbocker Press and Evening News* on June 15. It consisted of a five-page supplement to the classified advertising section. Virtually every business, manufacturing and professional concern in the Albany area was listed, giving name, address, class of service, telephone number and name of manager. The information, with other useful data, will be published in book form as a buying guide.—C.W., Albany, N. Y.

For the "lean summer months" the *Roanoke* (Va.) *Times and World News* has compiled a page of small advertisements to run once a week under a streamer head. "Buy at Home" slogans are used in one column boxes alongside of the six column streamer that is changed weekly. "Do business with People You Know" is one of the captions used. A three column eight-inch editorial on the advantages of purchasing from the home merchant is the appeal that attracts the advertisers. These editorials are different each time the page runs.—J. F. Donalson, Roanoke, Va.

"Souvenir Day"—Get merchants to cooperate first in offering of genuine bargains. Group these bargains on one sheet, page size, space to each merchant depending upon number participating divided into space of entire page. Nothing on this but explanation of the day, and each merchant one "leader" and leader price bold. Mail this page out week ahead to outside of town mailing list secured from some source and which will make good coverage of your outside territory. Next have each merchant participating arrange for some souvenir of worthwhile merchandise, value from 20 to 25ç, to be given free with each purchase of $1 or over. The idea on the date of publication, day before Souvenir Day should be good for two eight-page sections in community of 10,000 people. One store in a community of that size gave over 3,000 souvenirs, which means over 3,000 sales of $1 or over in one day. Have merchants of larger stores where trading is heaviest establish desk where patrons must present sales slip and give name and address before receiving souvenir. This gives splendid additions to mailing lists.—H. W. Fredericks, *Monrovia* (Cal.) *Daily News*.

In small cities, an institutional advertising feature, based on the theme "Your Drugist Is More than a Merchant," should be practicable and of real constructive worth, both to newspaper and merchant. If enough advertisers can be signed up, it should occupy at least a page with a space provided in the two center columns for educational articles on the functions of the druggist and his relation to the health of the community.

Have the druggists cooperating sign these articles, and if practical, use portrait cuts with each signed article. Naturally, the rate charged should cover the value of space devoted to the editorial feature. Such advertising pages, rightly handled, possess real news value. —Victor N. Vetromile, Malden, Mass.

One department store advertised that it would give away one free baby chick with each $1 purchase made at the store on a certain date. Also that there would be an expert in the store giving free advice on how to raise chickens. The chicks cost the store 15 cents each. Twenty-five hundred were claimed that day. The store is considering continuing this scheme one day a week for some time.—Thora Eigenmann.

HUNCHES

One Dollar will be paid for each idea published. Send clipping for payment.

HERE'S a stunt, mainly applicable during the vacation season, but sometimes of usefulness at other times: Carry a personal message in an office advertisement, addressed to some known local resident who has ordered your paper to follow him on his vacation trip. Mention in the message that his order has been received and will be filled, etc. You'll find the psychological effect on others is good.—B.A.T., Springfield, Ohio.

An interesting variation of the "Ask Me Another" fad would be to run a series of questions daily under the caption "Know Your State" or "Know Your City." Answers to be run the following day. Good local interest here; chance to use names and familiarize readers with city and state.—Norman B. Terry.

An "Older Persons Contest" conducted a few years ago has come in handy for a new feature in the *Troy* (N. Y.) *Record*. Photos and information received in the original contest are now being worked into birthday articles, nearly all of which are particularly interesting because they concern persons in the 80's and 90's.—C.W., Albany, N. Y.

A pleasing feature for men readers of the sports page was recently inaugurated by the *Seattle* (Wash.) *Post-Intelligencer*. This consisted of a series of problems in a box, day after day, as to an umpire's decision in such and such a case, for which the paper offered a first prize of a season's pass to the ball field, the ten runners-up being given each two tickets for any home-game.—C.M.L.

A pleasant feature for your editorial page would be two or three paragraphs (about 100 words) each day under the heading "A Thought for Today," writt each day by a different minister of yo city, and placed at the top of your ec torial column. The *Logansport* (Ind *Press* invited the ministers of the ci to write a personal expression of sor religious nature for the paper, and it h become one of the best features the pap has. The ministers were pleased wi the invitation to express themselves oth than in the pulpit, and the readers of t Press have become unusually interest in the local ministerial paragraphs. Su subjects as "Your Pastor" and "Prob tion" have been chosen by some of t ministers for their "thoughts."—Dc Richardson.

"Why I Love Milwaukee, but lau at it," is the title of a column, contai ing humorous news events of the cit published daily in the *Milwaukee Journ* Other newspapers might well imita —R.L., Milwaukee, Wis.

Why not a contest on "The Meane Trick I Ever Heard"? Then fc low it up with "The Kindest Action Ever Heard."—Fred L. Bennett.

What Do You KNOW ?

A Great Questions and Answers Feature

New Questions Daily

King Features Syndicate, Inc.
New York City

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York

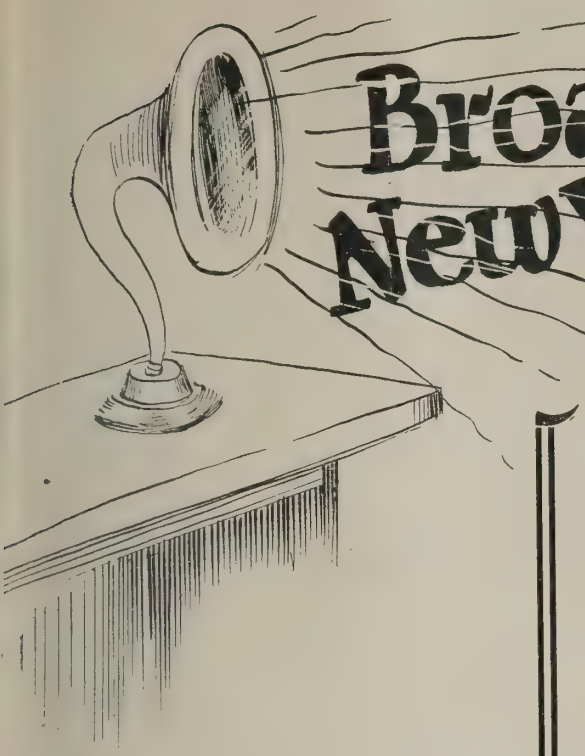
GIVE YOUR READERS "DAILY HEALTH TALKS by Dr Frank McCoy "The Mayo of Health Writers"
A health service that is different—home treatments without medicine or costly apparatus, based on a knowledge of food chemistry and the mechanics of the body
WIRE OR WRITE
McCoy Health Service
Brack Shops Building, Los Angeles, Cal.

Sparkling Accurate Reporting and Complete World Coverage of Telegraph News
INTERNATIONAL NEWS SERVICE
63 Park Row, New York City

ABIE'S IRISH ROSE
"The fiction beat of the year." —*San Francisco News.*
"Hits a new mark in thrills." —*New York Graphic.*
"A compelling story of American life." —*Akron Beacon-Journal*
"One of the funniest, saddest, happiest stories ever written." —*Cleveland Press.*
ANNE NICHOLS'
Novelization
is the season's fiction sensation
Sixty instalments, illustrated
UNITED FEATURE SYNDICATE
World Bldg., N. Y.

We Supply
WEEKLY ILLUSTRATED
FICTION
Daily One-Column Mat Features
Weekly Special Articles
Serials
Ask Us for Samples
The O'Dell Newspaper Service
55 Fifth Ave., New York City

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION
Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.
Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.



Broadcasting to New York State families.

Over 25% of New York State families are radio owners. To be more specific there are now approximately 700,000 radio sets in use in the homes of New York State families. This not only shows buying power but it's a good indication that the people of the Empire State keep pace with progress, and take advantage of the modern improvements and appliances that help make the home more comfortable and enjoyable.

The advertiser who plans his national campaign should consider New York State his first market. Here he will find it most profitable to broadcast his advertising message to the greatest number of people, in a small, concentrated area where there is no limit to quality or quantity.

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News.....(E)	44,444	.13	.13
**Albany Knickerbocker Press.....(M)	35,073	.12	.12
**Albany Knickerbocker Press.....(S)	57,820	.17	.17
**Amsterdam Recorder-Democrat .....(E)	7,845	.04	.04
††Auburn Citizen-Advertiser-Journal...(E)	10,295	.065	.055
**Brooklyn Daily Eagle.....(E)	77,991	.24	.24
**Brooklyn Daily Eagle.....(S)	90,532	.24	.24
**Buffalo Courier Express.....(M)	110,686	.22	.22
**Buffalo Courier Express.....(S)	161,164	.30	.30
**Buffalo Evening News.....(E)	149,773	.25	.25
**Buffalo Evening Times.....(E)	109,285	.21	.21
**Buffalo Sunday Times .....(S)	128,158	.21	.21
**Corning Evening Leader.....(E)	9,029	.05	.05
**Elmira Star-Gazette Advertiser..(E&M)	34,213	.11	.11
**Freeport Daily Review.....(E)	10,480	.05	.05
**Geneva Daily Times.....(E)	5,627	.04	.04
**Gloversville Leader Republican.....(E)	7,177	.035	.035
††Ithaca Journal-News .....(E)	7,711	.05	.05
**Jamestown Morning Post .....(M)	11,705	.04	.035
**Mount Vernon Daily Argus.....(E)	9,866	.05	.05
**Newburgh Daily News.....(E)	12,506	.06	.06
**New Rochelle Standard-Star.....(E)	8,458	.04	.04

	Circulation	2,500 Lines	10,000 Lines
**The Sun, New York.....(E)	265,440	.65	.60
**New York Times .....(M)	375,249	.80	.784
**New York Times .....(S)	653,427	1.00	.98
**New York Herald-Tribune.....(M)	289,674	.6435	.624
**New York Herald-Tribune.....(S)	366,220	.693	.672
**New York World .....(M)	302,199	.595	.58
**New York World .....(S)	593,383	.72	.58
**New York Evening World.....(E)	305,746	.505	.69
**Niagara Falls Gazette .....(E)	21,817	.07	.07
**Port Chester Item.....(E)	5,065	.045	.035
**Poughkeepsie Star and Enterprise...(E)	13,411	.06	.06
**Rochester Times-Union .....(E)	73,856	.21	.20
**Troy Record .....(M&E)	22,426	.07	.07
††Watertown Standard .....(E)	17,825	.07	.07

** A. B. C. Statement, March 31, 1927.

*** Merged as Buffalo Courier-Express, June 14, 1926.

†† Government Statement, March 31, 1927.

Announcement



Lemuel F. Parton

LEMUEL F. PARTON, "one of the very best feature writers in America," as the veteran editor, Fremont Older, describes him, has joined the staff of The Consolidated Press.

Parton's experiences range from the Polar Sea to the tropics. He met MacMillan and took his trick at the wheel steering the Bowdoin home through the ice floes. He lived and wrote the story of Goldfield in the days when it was a roaring camp. He cut his way through a South American jungle; he was in Italy at the birth of fascism. He has reported under sixteen flags.

When it was announced that he was to have a national assignment covering the big story wherever it might break, telegrams of praise and congratulation came from many notable members of the profession. Some of them appear below:

from FREMONT OLDER

I was glad to learn you had appointed Lem Parton, special staff writer for your organization. I consider Lem Parton one of the very best feature writers in America. He has done some very brilliant distinctive work for me in years past and his work since he left me is even better than in earlier days. I place him in front rank of best American newspaper writers today.

from D. A. MORRISON, Assistant Editor of LIBERTY

I have known of Lem Parton's work for many years both on the Pacific Coast and New York City. He is among the most highly regarded reporters in the game. He is one of those rare reporters a real news getter and a splendid writer. He learned this business in the old days before newspaper men became journalists.

from PAUL U. KELLOGG, Editor, the SURVEY

Congratulations to Consolidated Press in commissioning Lem Parton as special staff writer. He has rare insight into American life and motive forces which underlie the news. His beat has reached from Pacific to Atlantic and you can't do a greater public service or make more interesting contribution to American reading life than to turn him loose as reporter in general to the United States. His experience ranges over men and affairs.

from W. M. HINES, Editor and Publisher, the SAN FRANCISCO BULLETIN

Lem Parton, your new special staff writer, is one of the most brilliant editorial men in the United States. Analytical and colorful, he brings to his writing a brilliance and thoughtfulness that should at once make him a marked asset to the Consolidated Press. Parton comes from a school of Western journalism that has given many leaders to the profession. His metal has been tested on many events of supreme importance. The San Francisco Bulletin, where Parton once was managing editor, congratulates the Consolidated Press and as a Consolidated Press member will be proud to list Parton among the contributors to its columns.

from HENRY JUSTIN SMITH, Managing Editor, the CHICAGO DAILY NEWS

Many times during my acquaintance with Lemuel Parton's work I have been impressed by his grasp of difficult subjects, his energy in pursuit of news and his ability as a writer. I wish him success in this new undertaking.

from J. W. BARRETT, City Editor, the NEW YORK WORLD

I have known Lem Parton for many years and have followed his newspaper career with great interest. I have been actively in contact with him from time to time, especially during his services on the N A N A and the Consolidated Press. I consider him a highly qualified man in all respects and he possesses a peculiarly distinctive ability to see and develop exclusive news features.

from WILL IRWIN

Consider Lem Parton as sharp and thorough newspaper man as I know. Beyond that he has the trick of readable writing, an unfailing eye for the picturesque and humorous and absolute integrity of word. I congratulate both him and the association.

from PETER B. KYNE

I think Lem Parton can do as fine writing as any man I know of and I'll take short end of modest bet that he could have been one of foremost fiction writers of country had he not given his heart to the fourth estate. He has been trained in every angle of the newspaper game and is a thoughtful, cultured man of great educational attainments. He is student of world affairs and I think is fully competent to tackle any job to which you can assign him.

Parton knows America from the Golden Gate to Hell's Kitchen, and from the "Loop" to the Levees. He will cover the big stories wherever they break.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

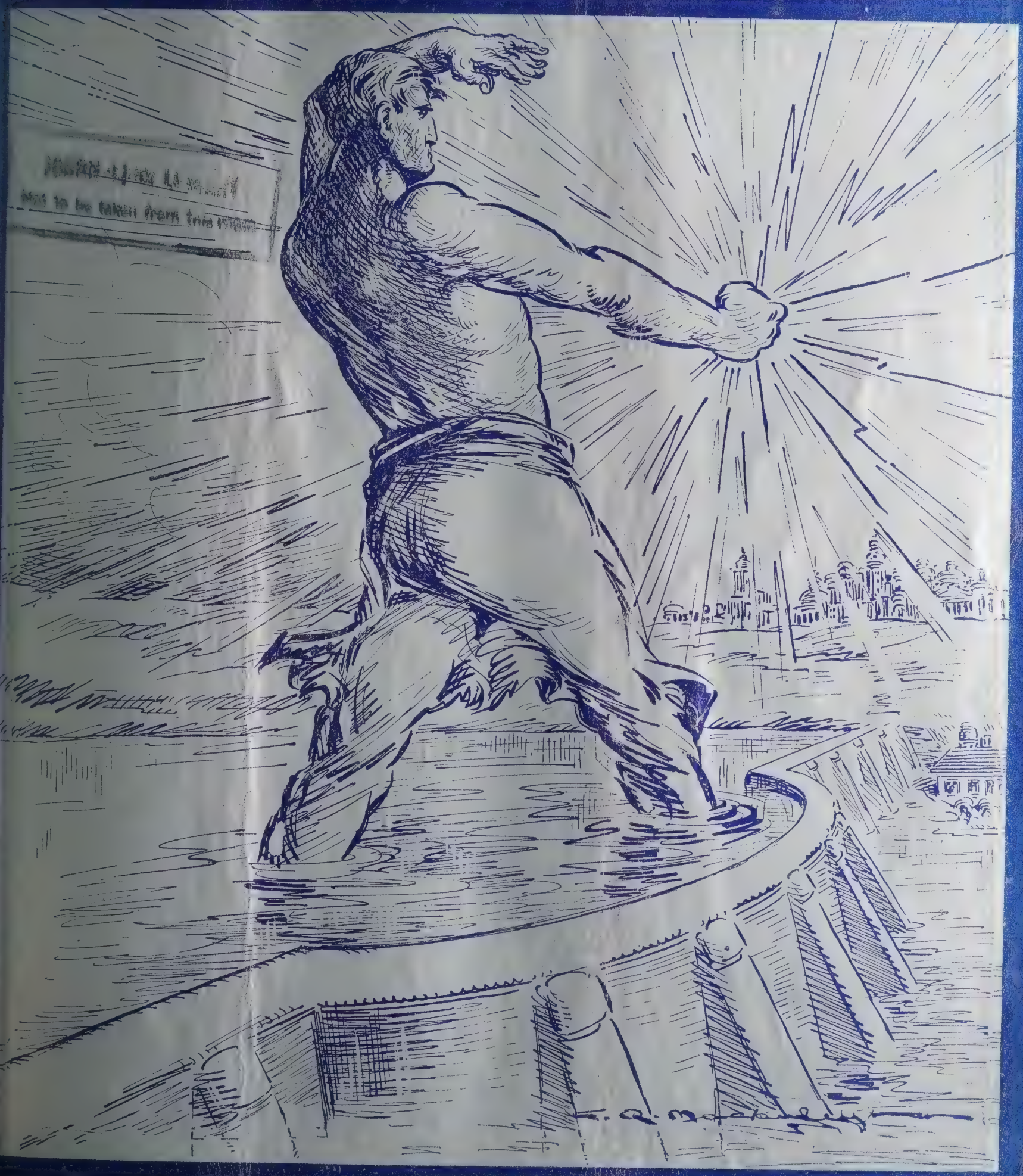
SOUTHERN NEWSPAPER PUBLISHERS TWENTY-FIFTH ANNIVERSARY NUMBER

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1927

MEMBER A.B.C. MEMBER A.B.P.

Vol. 60. No. 6 | TWO SECTIONS SECTION TWO | NEW YORK, JULY 2, 1927 | By Mail in Advance 3¢ U. S. A. $4.00, Canada, $5, Foreign



180 communities where production economies beckon to Industry

To the tremendous natural resources of Georgia has been added another great, vital asset—created by nature, harnessed by man—adequate, cheap Hydro-electric Power. Today 180 Georgia communities can supply power on a par with the largest centers, at rates that compare with the lowest in the country.

Among those 180 communities you will find the precise combination of natural resources, transportation, labor and other factors required for economical production.

To industry they offer intelligent, efficient Anglo-Saxon workers, whose willingness cuts costs and simplifies the problems of management. They offer the benefit of Georgia's low tax rates. They offer a wealth of raw materials, so diverse as to include the needs of practically every industrial development, so reasonable in price that they form a major attraction.

Impartial engineering analysis piles up such a startling total of savings that men from other sections often doubt the findings. But they are truthful findings. Georgia is inherently a profitable location and will increase your net profits.

• • •

It is a part of the work of this company to place the facts about Georgia in the hands of America's Industrial Leaders, in order to stimulate the flow of industry to our state.



GEORGIA

POWER COMPANY

• • • INDUSTRY PROSPERS IN GEORGIA • • •

WE BANK ON THE SOUTH

Everybody knows how the South has come forward by leaps and bounds in recent years until today it is the most rapidly developing section of the United States. ¶But it was not so long ago, back before the World War, that the rest of the country looked on this section as a kind of *poor relation,* good to visit at times but never likely to amount to much in a business way. ¶While such ideas were current in the North and East, Caldwell & Company, a Southern banking house, had faith in its own section. So strong was that faith that this institution staked its future on the slogan, *We bank on the South.* That slogan we have held to ever since. We have come to see our faith supremely vindicated. ¶Not only is the South now leading the nation in development of resources, but its securities have gained high favor among investors everywhere. Those who bought Southern bonds of our recommendation a few years ago have seen a substantial increase in the security behind these issues. ¶We wish to go on record further by stating our belief that the growth of the South in the past ten years is insignificant in comparison with that which will take place in the ten years that lie just ahead. ¶With a broad and intimate knowledge of the South to back our original faith, we know that the Southern States have only crossed the threshold of a period of major industrial, commercial and agricultural development. ¶Now, as ever . . . *We bank on the South.* ¶We will be glad to submit a list of selected Southern securities to interested investors, upon request.

WHERE PROGRESS FAVORS SOUND SECURITIES

··· THE SOUTH ···

CALDWELL & COMPANY

400 UNION STREET · NASHVILLE, TENN.

OFFICES IN PRINCIPAL CITIES



BIRMINGHAM

The "Iron Capital" Of Coming Years

Birmingham is the future iron and steel center of the American Continent, according to geologists who have made a survey of conditions here and elsewhere in the United States.

It has not been so long ago that the mere suggestion that the steel center would move southward to Birmingham within a few years was scoffed at by those interested in the industry, but gradually it is dawning upon them that, while the metal of other fields is being exhausted at a rate that threatens absolute depletion within a generation, in the Birmingham district approximately *three centuries* will be required to deplete the coal and iron ore deposits that have been surveyed and tested.

The Mesaba Range, commonly referred to as the Lake Superior district, now and for years past the principal ore producer in the United States, and the Birmingham district have about the same quantity of unmined ore, according to Ernest F. Burchard, of the Geological Survey of the United States Department of the Interior, but the rate of production in the Lake Superior district is 10 times greater than in the Birmingham area.

With an estimated untouched deposit of 2,000,000,000 tons of ore in each of these districts, Lake Superior is shipping at the rate of 60,000,000 tons a year; the Birmingham district, at 6,000,000 tons. This rate continued, Mr. Burchard says, will exhaust the Lake Superior District in 33 years, while the *Birmingham district will last 330 years.*

The assumption of the relative life of the two districts is based, Mr. Burchard says, on the theory that the present rate of production will continue. Increased production, or decreased production, would lengthen or shorten the life of the district undergoing the change.

Concurrent with the survey made by Mr. Burchard, a survey of the coal deposits in the Birmingham district was made by Charles Butts, of the Geological Survey. He states the coking coal deposits here are sufficient to last *three centuries or more*, provided this kind of coal is not drawn too heavily upon for other purposes.

It is pointed out by Mr. Burchard that the rate of ore consumption in the Birmingham district is not likely to reach the present proportions of the Lake Superior district, because of the depth of the deposits, some of which are between 3,000 and 4,000 feet below the surface. There it has to be mined slowly and brought out a little at a time through slopes.

Mr. Burchard estimates that there are 1,470,000,000 tons of first grade red ore and 500,000,000 tons of second grade red ore apparently available above a depth of 3,500 to 4,000 feet in the Birmingham district and that at present rate of consumption this would last 330 years.

Coke is essential to the iron and steel industry, the survey states, and in this respect Birmingham is peculiarly fortunate as both coking coal and iron ore are in close proximity and can be assembled at the furnace at low transportation cost.

At present about one-third of the coal is used for purposes other than the manufacture of coke. If this rate were maintained, there still would be sufficient coking coal to produce the 900,000,000 tons of coke necessary for smelting the 1,470,000,000 tons of first-grade red ore.

Having studied these figures obtained through a survey of the coal and iron ore deposits, Mr. Burchard says the Birmingham district will be the longest lived iron mining district in the United States. *Furnaces may be in operation here long after the fires have been banked in the furnaces of other districts.*

The Birmingham News

Morning **Evening** **Sunday**

The South's Greatest Newspaper

NATIONAL REPRESENTATIVES

KELLY SMITH CO., New York, Chicago, Boston, Philadelphia—J. C. HARRIS, Jr., Atlanta

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Triumph of the New South Acclaimed on Publishers Silver Birthday

eview of Social and Economic Development Pictures Golden Age—Southland Has Taken Rank as Generous Third of the Nation Since Southern Newspaper Publishers Association Was Organized



OURING the Southern states in this year of grace is an experience replete with thrills and fascinations for the patriotic American citizen. One comes quickly to understand the astonishing meaning of the popular appellation, *the New South*. What Midas touch has transformed the vast rritory from Chesapeake Bay to the lo Grande, from Atlantic and Gulf uters to the old Mason and Dixon line, Ohio River and northern boundaries of rkansas and Oklahoma? The transi-tn, both social and economic, is a naissance, a retrieval and a progression i some respects unparalleled in history. In the main essentials of community life ad action the South of today is a gener-cs one-third of the United States of merica. Her triumph over adversities tat followed the Civil War now seems mplete, the spirit of enterprise and the ause devotion among her forty millions aounts to a patriotic chivalry unique in t: nation and the marvel of her mate-rl expansion since 1900 marks an epoch i: American history equal to that of the ening and building of the West. Badly duded is he who thinks of the South in t: terms of twenty, or ten or even five ars ago.

Next week at Atlanta the Southern Newspaper Publishers' Association will elebrate with impressive ceremony the 2h anniversary of the founding of that iportant regional division of the na-tn's press and the occasion offers appro-pate auspices for a review of the amaz-ig quarter of a century of Southern velopment. It is a fitting and dramatic ccumstance that the journalistic flag-barers of this quarter of a century sec-nal advance should reach their silver thday as an organized body at a time wen the world is proclaiming the New South.

As defined by the United States Census l South covers an area of nearly one-lrd of the nation's 3,026,789 square res and comprises 16 of the 48 states. Tis area represents both the Old South history and the New South of prog-ss. Of the 16 states Delaware, Mary-nd, Virginia, North Carolina, South Carolina and Georgia were of the thir-en original colonies, cradle of our na-inal life. The Virginia House of Burgesses was the first government estab-shed in America. A Southerner took eadership of the revoluntionary struggle nd gave the world a new standard of man freedom. Southern statesman-hip created the Declaration of Inde-pendence and had an important part in the rming of the Federal constitution and f14 men who succeeded Washington in i high office, up to the time of the vil War, 8 were natives of the South. Historically the South holds many of n most glorious tablets that have been written by the valor of free men.

The first national census, taken three years after the adoption of the Constitution, credited to the South half of the 4,000,000 population. In 1860 the South's share of the nation's people was 35 per cent. Following the Civil War the population dwindled. Foreign immigration which flooded many northern and western states was not encouraged by the South, but today her population is officially estimated as more than one-third of the nation's total of 117,000,000 people.

By MARLEN PEW

To understand the full meaning of the New South comparison must be made with the territory left devastated and prostrate by the Civil War and tragically divided in sentiments which now, happily, seem completely lost in the mists of time. Among the archives of the Census Bureau at Washington there is a document which bears this dramatic legend: "Consider the condition of the South when the war ended! The younger men had fallen in battle. The older men had seen their estates laid waste, their savings exhausted, their property taken from them. All—both young and old—had no capital left with which to work the estates that still remained in their hands. Everything—even the railroads—was in ruins. The country was reduced to poverty. It was a land of debt, devastation and death; a land of widows and orphans; and a land 'of sorrows and acquainted with grief.' In 1860 the value of taxable property in the South was six and a third billions of dollars; in 1870 it was three and a half billions. The loss of life for the South during the war, including those killed in battle and those dying from wounds or disease, has been estimated as 260,000 men—one-fifth of the total white male population between 20 and 50 years of age. One man in five! * * * But the census does not show the number of maimed and crippled, the number of men whose health was permanently broken, or the number of widows and orphans."

Richard H. Edmonds, distinguished editor of the *Manufacturers' Record* and famed sage of the South, in his office at Baltimore a week ago, declared that the first 11 years following the close of the Civil War were "hell, worse than the four years of war." Between 1865 and 1900 some five million native whites emigrated from the states between Virginia and Louisiana to the North, West and Southwest, an unprecedented drain of man-power and vitality. Until the year 1900 in the central South almost exclusive dependence upon cotton was a curse that cast a pall of misery on the population. The average planter was a mere grub-staker, always in the shadow of low-priced cotton and endlessly in debt for food and feed raised in the West and North. The first great act to break the chains of the central South was crop diversification and, as Mr. Edmonds adds, diversification of thought.

From this brief sketch of the past it may be seen that the New South is the creature of the era that the Southern publishers are celebrating at Atlanta. The traveler in Dixie today finds the unhappy age forgotten and everywhere the people seem to possess, not the "booster spirit" that one often encounters elsewhere, but pride in tangible achievement and a vision of much greater things. The Southerner addresses the stranger thus: "Have you seen our new high school? Of course it is too large for present needs, but more children are coming to use it. Have you driven along our new concrete highway? It is 20 feet wide and crosses the state. That mill over there was built five years ago, gets its hydro-electric power at 1½ cents per kilowatt hour? How much do you pay for current up North? There has never been a strike in that mill. Have you seen the model town that was built for the mill workers?"

With enthusiasm he will tell you of the varied crops raised in the state, of prices obtained, of the number of automobiles owned and driven by city folks and agriculturists. He will enjoy the compliment when you say that the people seem busy and happy, the girls pretty and the

THE SOUTH AND THE NATION SINCE 1900

Comparative Statistics of Amazing Material Expansion in Quarter of a Century

(By Courtesy Manufacturers Record of Baltimore.)

	South		U. S. A.	
	1900	1926	1900	1926
Population	27,445,457	39,711,000	75,994,575	117,136,000
Property, true value	$17,919,187,000	$80,000,000,000	$88,517,307,000	$400,000,000,000
Manufactures:				
Capital	$1,196,302,086	.....	$8,975,256,496	.....
Products, value	$1,564,183,490	**$10,372,185,000	$11,406,926,701	**$62,705,714,000
Mines, Quarries and Wells:				
Capital	.....	*$2,274,526,385	.....	*$6,955,466,831
Products, value	$134,000,000	*$1,057,567,748	$770,000,000	*$3,158,463,966
Cotton Manufacturing:				
Capital	$130,253,000	$1,000,000,000	$467,240,000	*$1,914,919,000
Products, value	$99,118,000	**$931,567,288	$339,200,000	**$1,714,367,787
Spindles, number active	4,467,383	17,612,040	19,472,000	34,750,266
Looms, number active	113,106	330,508	455,752	*750,000
Cotton consumed, bales	1,563,841	4,770,062	3,873,000	7,259,618
Cottonseed Oil Mills:				
Capital	$34,450,000	*$178,000,000	$34,451,000	*$181,888,099
Products, value	$56,269,746	$242,010,000	$58,726,632	$256,027,000
Furniture Manufacturing:				
Products, value	$15,592,000	**$142,861,749	$130,634	**$868,145,913
Pig-iron made, tons	2,642,720	4,487,907	13,789,242	39,372,729
Coke made, tons	5,799,384	8,603,000	20,533,348	56,036,000
Lumber cut, feet	14,437,179,000	**18,857,221,000	34,780,513,000	**38,338,641,000
Mineral products, value	$129,857,303	**$1,785,059,000	$1,108,927,000	**$5,596,000,000
Coal mined, tons	54,510,460	263,589,000	269,684,027	663,290,000
Iron ore mined, tons	4,748,815	7,253,000	27,553,161	67,693,000
Petroleum, barrels	17,102,047	437,536,000	63,620,529	766,504,000
Bauxite production, tons	23,184	392,250	23,184	392,250
Phosphate mined, tons	1,489,907	**3,169,869	1,491,216	**3,253,671
Sulphur produced, tons	3,000	1,890,000	3,525	1,890,057
Total land area, acres	604,856,320	.....	1,903,289,600	.....
All land in farms, acres	394,967,996	**356,298,074	838,591,774	**924,889,380
Improved land, acres	148,254,126	**181,627,000	414,498,487	**506,068,000
Number of farms	2,895,590	**3,382,305	5,737,372	**6,372,263
Value all farm property	$5,262,278,963	**$15,463,648,855	$20,439,901,164	**$56,914,567,388
Value farm land	$3,233,461,852	**$10,552,354,879	$13,058,007,995	**$37,779,050,467
Farm products, value	$1,564,069,000	$5,232,000,000	$4,717,000,000	$15,110,000,000
Farm crops, value	$1,104,531,000	$3,336,788,000	$2,998,704,000	$8,415,778,000
Farm crops, acreage	97,423,000	132,416,000	283,218,000	356,433,000
Cotton, bales	9,434,000	18,283,000	9,434,000	18,618,000
Value, without seed	$323,754,000	$994,340,000	$323,758,000	$1,016,346,000
Value, including seed	$370,704,000	$1,200,000,000	$370,709,000	$1,235,000,000
Tobacco, pounds	668,647,226	1,152,418,000	868,112,865	1,323,388,000
Value	$40,423,504	$215,727,000	$56,987,902	$245,175,000
Corn, bushels	671,507,000	895,111,000	2,105,102,000	2,645,031,000
Value	$296,151,000	$639,097,000	$751,220,000	$1,703,430,000
Wheat, bushels	130,862,000	174,942,000	522,229,000	832,305,000
Value	$89,964,000	$216,189,000	$323,515,000	$997,589,000
Oats, bushels	116,781,000	228,880,000	809,126,000	1,253,739,000
Value	$39,930,000	$104,065,000	$208,669,000	$499,531,000
Live Stock:				
Cattle, number	25,224,000	18,730,000	67,719,000	57,521,000
Sheep number	8,652,000	7,911,000	61,504,000	41,909,000
Swine, number	23,086,000	14,482,000	62,868,000	52,536,000
Horses, number	5,433,000	3,755,000	18,267,000	15,279,000
Mules, number	2,626,000	4,628,000	3,265,000	5,734,000
Banking:				
Aggregate resources	$5,048,138,499	$10,200,422,000	$10,785,800,000	$64,893,362,000
Paid-in capital	$630,299,031	$762,379,000	$1,024,700,000	$3,273,303,000
Individual deposits	$691,453,000	$7,344,008,000	$7,288,900,000	$48,882,296,000
Exports, value	$484,644,200	$1,672,490,305	$1,394,483,082	$4,808,465,000
Imports, value	$52,094,150	$528,409,646	$849,941,184	$4,430,890,381
Railroad mileage	61,701	91,246	193,346	251,407
Motor vehicles, number	2,000	5,805,671	13,824	22,001,393
Highway expenditures	***$12,636,839	$395,975,833	***$59,527,170	$1,310,000,000
Public schools, expenditures	$35,037,000	****$364,863,725	$214,964,000	****$1,820,744,000

* Census, 1920; ** 1925; *** 1904; **** 1924.

boys strong and active. He is calm about the future of the South and unconcealedly excited about the present.

The wonder of 25 years in the South, in the broad sense, is best shown by the comparative statistics of the Southland, as it is officially defined by the Census Bureau, and those of the whole nation. Here are some random flashes of information that astonished this writer and may be equally surprising to the EDITOR & PUBLISHER'S reading audience:

The value of manufactured products in the South has increased since 1900 nearly eight-fold. The value of manufactured products for the whole nation in the period increased less than six-fold.

True property values of the nation have been multiplied, in the quarter century, by approximately 4½; those of the South by approximately 4⅓.

Of course, the South possesses a natural monopoly of cotton production, and the value of her annual crop ranges from $1,200,000,000 to $1,650,000,000, but the value of her manufactured cotton products in 1925 was $930,000,000 against about twice that amount for the whole country, this indicating how broad has been the movement of cotton manufacturing to the proximity of the cotton field, available labor and hydro-electric power.

Great though the cotton industry remains, the South's total value of farm products exceeds five billions, which is about a third of the value of farm products of the whole country.

If anyone doubts that diversification of Southern agriculture is a fact these statistics will be enlightening: Last year the South raised more than two and a half billion bushels of corn, a billion and a third pounds of tobacco, two billion bushels of wheat and oats and hundreds of thousands of carloads of truck and fruit and her farm acres pastured more than 150,000,000 head of cattle, sheep, swine, horses and mules.

The annual products of Southern mines, quarries and wells, according to the last government census, are worth one billion dollars, which is a third of the wealth from these sources for the nation.

The South cuts some eighteen billion feet of lumber per annum, the nation only forty billion feet.

In the South about an eighth of the pig iron and a seventh of coke are made and almost an eighth of the iron ore mined.

In the production of petroleum the South supplies a third of the world and and gives this nation more than half of her supplies. Incidentally, in 1900, the South's petroleum yield was only 17,000,000 barrels, against 473,500,000 barrels last year.



Power-House and Dam of Alabama Power Company, 50 miles from Birmingham.

The great story of 25 years of Southern progress is eloquently told in the terms of dollars. Individual bank deposits in 1900 were $691,000,000; last year they were $7,344,000,000, a more than ten-fold increase. The increase for the whole country was only about seven-fold.

But while the South is proud and happy over these material developments she best enjoys such facts as that she spent more than 30 times as much for highways in 1926 as in 1900, whereas the national expense for the purpose in the same time gives 24 as its multiple. And for public schools the Southern expenditure has increased more than ten-fold, whereas the ration of increase for the nation is approximately 8½ over that of 1900.

The South believes, and with manifest justice, that the other two-thirds of Uncle Sam's big family do not half realize or appreciate how her third is prospering. She believes that moth-eaten ideas concerning her old estate, in the years when she confessedly was down, still animate a considerable portion of public opinion in the north and west. She is working to dispel this delusion. The New South wants to be given its true rank and invites the world to consider whether any people in any land can show comparable material conquest by peaceful pursuits during the past quarter of a century.

Where the north or the west leave off and the South begins in this day is distinguishable only by imaginary lines drawn on the earth. Her fifty cities ranging in population from 40,000 to upward of a million, are no whit different in all respects of modern, urban utility than the finest cities of the same size in the North and West. You see cotton and tobacco [in Florida, tropical fruits] growing in the fields, but otherwise the South's farms are like the farms of the East and middle West. If the North and West boast good roads, so does the Sou and of the same sort. If the landscape the North and middle West and sectio the Pacific Coast are bristling w smokestacks and electric transmissi lines the South can show its share. Y see more negroes in the South than the North, except for Harlem in N York city, the "Black Belt of Chicag and sections of a few other Northe cities, but you do not encounter in t South among the whites many counte ances that obviously trace back to Sou ern Europe, Russia or Asia. It is a d tinctly Anglo-Saxon population, hom geneous, thrifty and at work. Less th 3 per cent of the white population of t South is foreign born.

The hook-worm and malaria slu make the South indignant. These curs have existed there but health conditio now favorably compare with any secti of the country and the average deat rate is the lowest in the country. It an acknowledged fact, long known a often published, that the altitudes a climatic conditions prevailing in t Southland are "favorable to the establis ment and maintenance of the higher ty of the white man's civilization."

H. L. Mencken calls the South t "Bible Belt" and the South exults in t appellation. It is a Bible Belt and n where in America are there finer church for the size of cities and nowhere else a churches so full to overflowing with Su day and even week-day congregatio The religious fervor that one finds over the South has no equal in Americ It is said that the South has built mo than 60,000 new churches of all denom nations since 1900.

Education? Following the Civil W the South, struggling to regain her fe neglected her educational enterprises a the balance of the nation fairly distanc her in this respect. But the New Sou is equipped with public schools—n make-shift affairs, but the best money c supply. One might also call the Sou of this day the School Belt and it surprising, to some even amusing, to s a magnificent school, brand new, su rounded by a little cluster of houses ar a few stores, the inhabitants of whic would not half fill the study rooms. B in the morning all is explained when shiny auto-bus drives up to this scho laden with the children from the farn and villages of a radius of perhaps fift miles. There are schools for colore children in the South that are a hundre



Glory of a field of Cotton grown near San Benito, Texas.

times finer than scores of rural schools in Eastern states known to this writer. The South for years has been, and is now, spending more than $300,000,000 per annum to build up and equip common schools. A North Carolina editor said to this writer: "This state is building a new common school every day of the year, has been for a long time and proposes to continue to do so. Our free educational system is our first civic concern. After that comes roads." Institutions of higher learning, liberally endowed and sumptuously supported by the states or by private philanthropy, are developing college and university facilities all over the South. Vocational education is being stressed in the high schools. The pathetic, "Ignorant White Trash" characterization of Old South days is rapidly being whipped out of use or meaning by the American school-teacher and a community which solidly stands behind free education for all children, rich and poor, white and black.

Good roads have been leading strings to Southern progress, their necessity the more demanded by automotive traffic. They are built by process of taxation and they spell high civic spirit for any community where they exist. Twenty-five years ago the red clay roads of the South were celebrated for the miseries they inflicted on man and beast—find them today! Wonderful paved or improved highways, graded and bridged, stretch over mountain, plain and valley, sometimes to amazingly remote places, from Baltimore to Brownsville, from Washington to the tip of the Florida peninsula, and the South proclaims that her highway building is at the most rapid rate of any section of the country. Eastern cities would call Texas roads "boulevards," so great is their width of pavement. The Dixie highway from north to the extreme south is one of the world's best and most beautiful thoroughfares.

Highway expenditures in the South in 1926 were nearly $400,000,000, whereas 410,000,000 was being spent in the year the S. N. P. A. was organized. The whole nation spent last year $1,300,000,000 for its roads. Again, in this respect, the South holds her third place in the national scheme of development.

No section of the country that does not hold either New York or Chicago, our great treasuries, can compare in banking but the South's aggregate bank resources in 1926 were $10,000,000,000, against only $700,000,000 in 1900. The bank resources of the whole nation last year were $65,000,000,000. The popular impression in the north that much of the new industrial enterprise has been financed elsewhere is no more true than of the same implication in reference to other industrial and agricultural sections of the country and as regards textiles it is asserted that fully 80 to 85 per cent of the South's mills are locally owned.

The South delights in her magnificent resorts, the fairy-land of the Great Smoky Mountains, the wondrous charms of the Florida tropics, picturesque Chattanooga with Moccasin Bend misty beneath Lookout Mountain and hundreds of similarly rare natural beauties. The South is proud of such as the remaining colonial architecture, for example that gem of ancient building, the state house at Raleigh which is being preserved as a trophy of the yesteryear; glorious old New Orleans, nestling under the new; the tidal coast-line of 8,000 miles which is characterized by an endless succession of bays, sounds, inlets, lagoons and the great Gulf; nearly 20,000 miles of inland waterways, of which 15,000 miles are navigable; great ports through which pass between six and seven billion dollars of shipping in a year; the location of 426 new industries on Southern railroads last year and, not the least, the charm of good, well-built homes, whether cottage or palace. The shambling old South is vanishing as if it were a nightmare. The new South of progress has no place for ugliness nor for sloth.



Type of improved highways which have cemented the fourteen counties on the Delmarva Peninsula into an economic unit, Delaware-Maryland-Virginia.

When one gets into the realm of futures in the South the sky is the limit. In all that is being undertaken in improvements anticipated expansion is being provided for; one sees this promise of future greatness in all public utility construction and in the plans of every city and state. They tell you that the climate is right, the resources of the soil have not been exploited by half, the tax laws are encouraging, the conditions inviting, the opportunities to gain wealth alluring, the flow coming their way and that nothing can stop it. Hydro-electric development, they say, is just started. Every year breaks every previous year in the number of new industries gained. Balanced crop production has wiped out the great economic peril of the past. The South possesses the largest area of available standing timber remaining in the United States. Growth, development, expansion on every side and in almost everything is the order. The output of any essential or fundamental of the South, it is claimed, can be tripled or quadrupled and thousands of acres of land merely await the hand of man. Such is the New South's vision of greater conquests.

New Sentiment Among the People

THE physical changes that one beholds in the South are no greater than the altered sentiment that reveals itself as the northerner revisits southern cities after a lapse of more than 15 years. There is a new idealism and it is startling how few of the characteristics that the North and West popularly attribute to the South can be found when one goes there in search of them. The languid negro strumming the banjo on the Swanee River, the Southern Colonel in the stage uniform of Simon Legree, the proud poor and the tyrannical rich of the movie and magazine are just as scarce in the South on close inspection as is the roving Buffalo herd on Western plains, Indian war-dances in the South-west, silver mounted saddles on Colorado ranches, fiddling Yankees in New Hampshire, plug-hats in Wall Street or log cabins in Ohio.

In Southern sentiment as in physical aspect the lines between North and West and South are fast vanishing.

In a recent issue of *The New South*, a handsome monthly magazine produced at Chattanooga, the following significant editorial was noted:

"If there is a characteristic dominant in this new era of progress astir in the South, it is the growing tendency to throw overboard the sentimental trappings of Old South traditions. This is especially noticeable in the larger centers. Losing the languor that has been aesthetically termed 'atmosphere,' cities follow the universal trend toward ultitarian uniformity. Hospitality, as a sectional trait, has long been jettisoned as incompatible with the modern social order. Courtliness has given way to civil courtesy. Romance, as a laudable avocation to be pursued by the scions of stately Southern families, has retreated in disorder before the advancing columns of the Twentieth Century flapper—brandishing the javelins of her realistic creed.

"It is a healthy indication, and those who consider deeply will find in its rudiments no lack of fundamental reverence for the finer qualities of a noble heritage. It is simply a revealing and a weighing of intrinsic values; for there has been a tendency in the South to pass the counterfeit of haloed memories as legal tender for current obligations. There are still those who utilize the mantle of their dignity as a cloak to hide soiled linen. But traditions that are sound, and aristocracy that will stand the test of fire, need no pompous introductions and no barricade of sham to secure their permanence.

"It is this germ of inquisition that is responsible for the revitalization of the modern South. It is marked by a certain ruthlessness that is typical of youth and of all vigorous growth. Traditions that cannot stand before the light of truth must wither and fluff off, unnourished by the maudlin sympathies that have been the blood of their existence.

"It has been the throttling inner consciousness of this tendency toward sham that has hobbled the stride of the South and has given rise to the bluster about traditions which we only half believed ourselves. But from within there has arisen a new faith, bolstered by the force of self-assurance and standing upon the knowledge of inherent power. The eyes of the South are on a new horizon. There has been a long hoarding of energies that are eager to meet the test of a swifter progress. And behind it all, despite the melodrama that has been woven about its past, there is the splendid fortitude of a staunch and worthy heritage, that will give vitality to future generations and justify the promise of a tried and worhy South."

Rapid Rise of South's Primary Industries

It is historically correct to say that the stupendous development in manufacturing in the South in recent years is a

(*Continued on page 40*)



Sentinels of power and wealth, dotting oil fields of Texas, Oklahoma and Arkansas.

Men Who Direct Activities of Greatest Agency



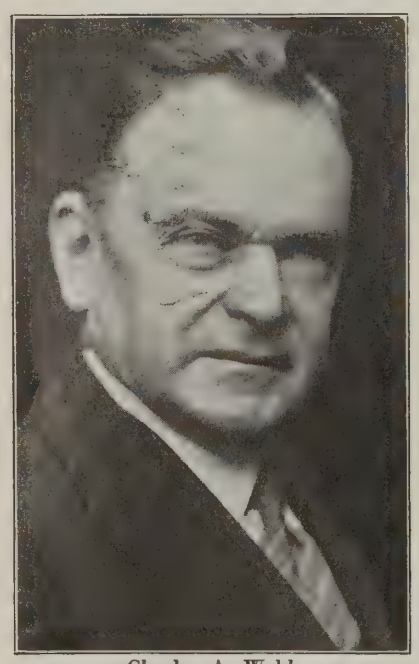
Clark Howell, Jr.
Atlanta Constitution



J. S. Parks
Ft. Smith Times-Record & American



JOHN A. PARK, President, S. N. P. A.
Publisher, *Raleigh Times*



Charles A. Webb
Asheville (N. C.) *Citizen*



Herbert Felkel
St. Augustine (Fla.) *Record*

Powerful groups are working co-operatively to tell the story of the South to the nation, and among them none is more powerful and than the publishers of the Southern states working through the So Newspaper Publishers Association, which is now celebrating its twent year of service.



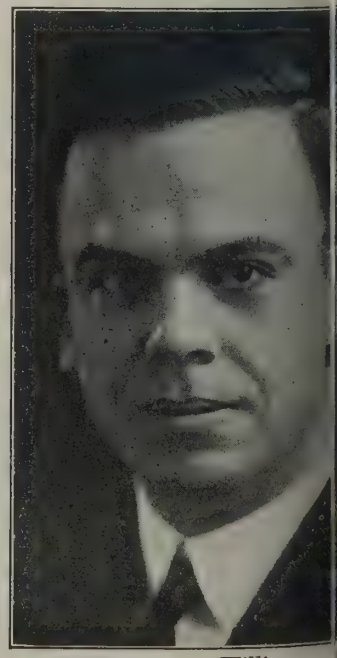
Victor H. Hanson
Birmingham News



W. Guy Tetrick
Clarksburg (W. Va.) *Exponent*

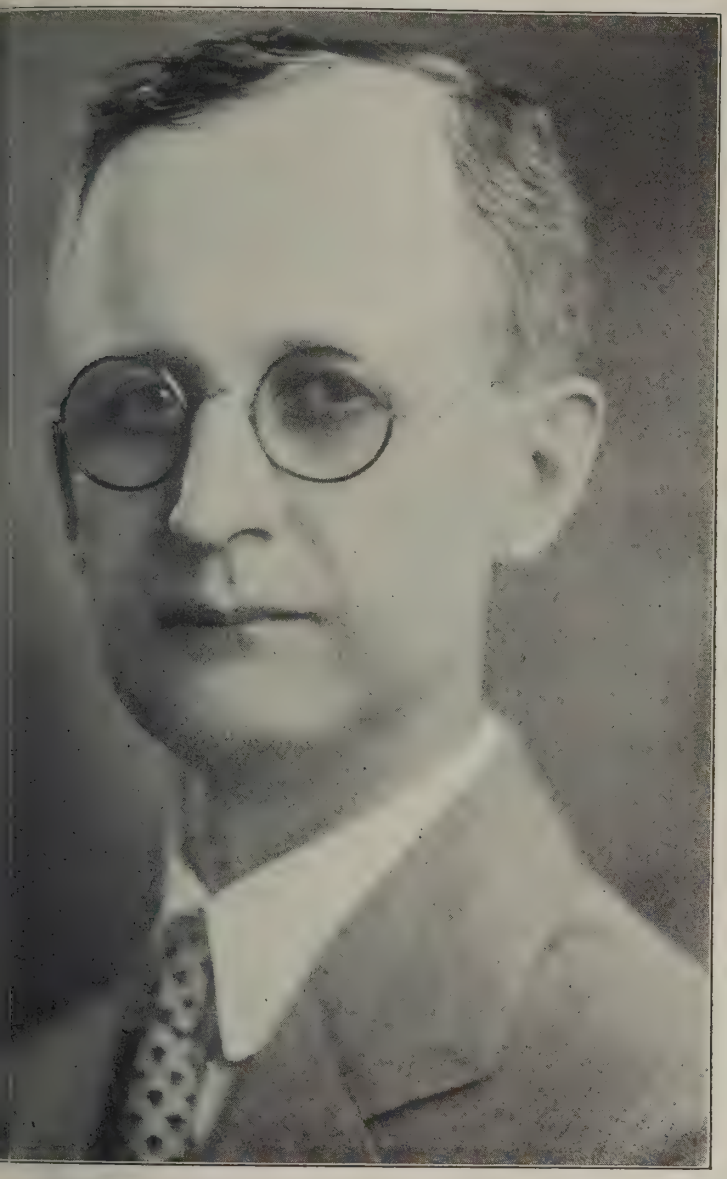


J. P. Fishburn
Roanoke (Va.) *Times & World-News*



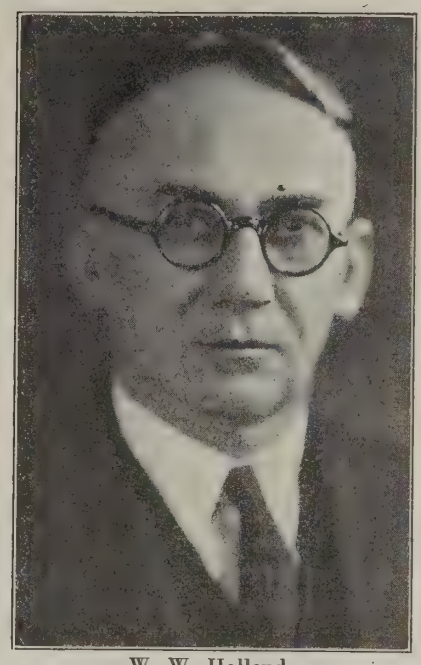
Cranston Williams
Manager, S. N. P. A., Chatta

omoting Industrial and Cultural Growth of South



WALTER C. JOHNSON, Chairman of Board, S. N. P. A.
General Manager, *Chattanooga News*

rd of Directors of the Southern Newspaper Publishers Association
d to give each state in the region a voice in the Association's
l. The officers and board determine all matters of policy. Head-
r office at Chattanooga, in charge of Cranston Williams, is in con-
stant touch with the wide-flung membership.



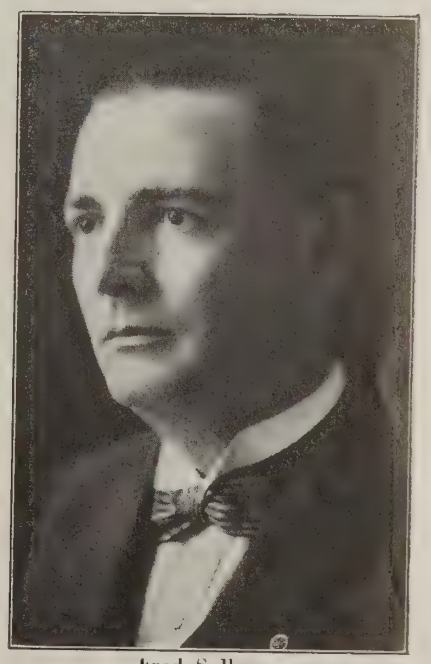
W. W. Holland
Spartanburg (S. C.) *Herald*



Urey Woodson
Owensboro (Ky.) *Messenger*



M. S. Foster
Clarksville (Tenn.) *Leaf-Chronicle*



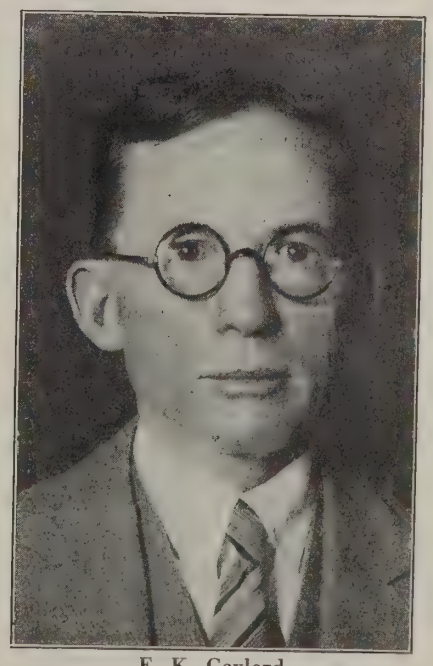
Fred Sullens
Jackson (Miss.) *Daily News*



Viley L. Morgan
ty-Treasurer, S. N. P. A.



A. E. Clarkson
Houston Post-Dispatch



E. K. Gaylord
Oklahoma City Oklahoman & Times



L. K. Nicholson
New Orleans Times-Picayune

Southern Newspaper Publishers' Association History in Outline-1903-1927

First Meeting Place Was Piedmont Hotel in Atlanta—First President H. H. Cabaniss—Story of Ann Gatherings Now Compiled for First Time—Changed from Social to Business Organization

THIS history was compiled from records gathered by Walter C. Johnson when secretary-treasurer with an idea of publishing a complete Southern Newspaper Publishers' Association history. There is no official record of meetings prior to the 12th convention in Atlanta in 1914. Information about meetings previous to that time were secured from newspaper accounts in the cities where the conventions were held, and when the first research started it was not known when the first and subsequent meetings took place. A careful search of the files of the *Nashville Banner* by the late Edgar M. Foster furnished the data which gave a majority of the leads in assisting Mr. Johnson to get information giving the dates, meeting places, officers and members of the executive committees.

THE history of the Southern Newspaper Publishers' Association has been written from day to day by the publishers who form it. Always aggressive, always pioneering, always venturing—the S. N. P. A. is unique among publishers' associations.



H. H. Cabaniss, 1903-1905

Every effort to restrict the activities of the association so as not to replace, conflict with or duplicate the work of other organizations has met with demand the membership that the organization be strengthened, developed and continued so as to perform a distinct service to a large group of daily newspaper publishers which have much in common through training, economics, trade and climate.

The life of the S. N. P. A. as an organization can be divided into three distinct periods, marked plainly in the records when the 25 years are viewed as a whole. The first 13 years comprised a delightful and romantic period when the social events of the annual gatherings were highspots. The conventions were made official occasions in the cities.

Those first 13 meetings were held in 12 different cities, Atlanta entertaining the first and twelfth conventions. The last 12 conventions have been held without regard to local features, but aimed chiefly at a business program for the membership.



J. C. Hemphill, 1905-1906

The activities of one man are indelible upon the history of the a on at the beginning of the second period, for Walter C. Johnson of the *Chattanooga* (Tenn.) *News* became secretary-treasurer in 1916. Within a few months after he entered upon the duties of his office, a membership drive was launched and the first bulletin was issued in Jan., 1917. When he became secretary-treasurer the membership numbered 66, and today there are 200 members. He has been an active official every year since 1913. He was a director in 1913 and 1914; elected vice-president in 1915; secretary-treasurer in 1916; president in 1925; chairman of the board in 1926-27.

The third and present period started in 1924, when the affairs of the association required more attention than could be given by a member, and then it was decided to create the position of manager, with this person being an executive in charge of a permanent headquarters office at Chattanooga. The board of directors selected as the first manager, Cranston Williams, of Greensboro, Ga., who resigned as secretary to United States Senator W. J. Harris to accept the position. Williams, a World War veteran, learned the mechanical side of the printing business as a youngster in his father's office, the *Greensboro Herald-Journal*. From 1915 until he entered the army in 1917. he was editor and general manager of the *Americus* (Ga.) *Times-Recorder*. On his maternal side, he is great grandson of Colonel Cornelius R. Hanlieter, of Atlanta, a pioneer editor and publisher.



F. P. Glass, 1906-1907

The association has met in 13 different cities for its 25 conventions. Eleven meetings have been held at Asheville, N. C., in the last 13 years and Atlanta has entertained 3 conventions.

Col. Robert Ewing, publisher of the *New Orleans States* and *Shreveport Times*, is the only active S. N. P. A. member today who was a member of the first executive committee, which was later displaced in the organization by a board composed of directors from each state. He was present at the original meeting and has been very active in association affairs. He has carried the burden of the S. N. P. A. fight in behalf of a reduction in second class postage rates in the last few years. Col. Ewing served on the executive committee for the first three years and returned to the board as a member in 1921.

The territory did not include the states of Oklahoma and West Virginia when first organized. Oklahoma came into the association in 1920 and West Virginia entered in 1924.

Curtis B. Johnson, of the *Charlotte* (N. C.) *Observer*, is the oldest past president active in the association today, he having served in 1910-11.

It is interesting to note that among the names of those most active in S. N. P. A. affairs as officers and directors are found the men who have been most successful as newspaper directors and publishers. More frequently it is found that the person on the business side of the newspaper is active in the association, but the secret of bringing about full co-operation from the editorial department is still being sought.

Experiments, inventions, innovations and pioneering have always been encouraged and fostered by the S. N. P. A. The association came into being when modern machinery and equipment was in the progressive stages of development, and nowhere did these future successes receive greater encouragement than among the individual publishers who formed the S. N. P. A. An accurate roll of the most successful newspaper men in the South since 1903 will show that every person on that list has been active in S. N. P. A. affairs. No greater testimonial could be given an association, for no one would say that the success of these persons came as a result of their own individuality and ideas.

Dry mats received among their first trials through the interest of the S. N. P. A. in 1916, when experiments were made by the *Houston Chronicle*, the *Columbia State* and the *Chattanooga News* and the results given to the membership in the first bulletin issued by the association, dated Jan. 1, 1917.



E. M. Foster, 1907-1908



J. P. Caldwell., 1908-1909



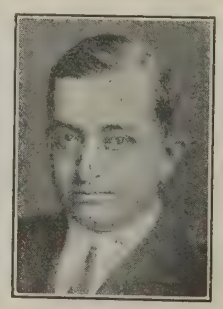
Rufus N. Rhodes, 1909-1910



C. B. Johnson, 1910-1911



R. W. Brown, 1911-1912



V. H. Hanson, 1912-1913



A. F. Sanford, 1913-1914



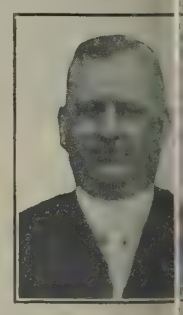
F. R. W. Hinman, 1914-1915

The first co-operative advertising paign to sell the South to the natio launched in 1912 by *Printers'* through George M. Kohn, on a basis of subscribing newspapers paying their pro rata part directly to Printers' Ink without the S. N. P. A. being responsible. The schedule provided for 18 pages, with $955 pledged. More than routine work in association affairs developed from this campaign, with additional labors fallin Secretary W. M. Clemens.



W. T. Anders 1915-1916

At the Nov., 1913, executive con tee meeting in Birmingham, Victo Hanson, of the *Birmingham* (*News*, offered a motion, seconde Walter C. Johnson, that something nite and tangible be developed "on proper method of advertising the S and Southern newspapers." That m was adopted unanimously and the committee to take charge of an S P. A. advertising campaign was C B. Johnson, chairman; F. W. R. man, *Jacksonville* (Fla.) *Times-U* W. L. Halstead, *Atlanta Constitu* and V. H. Hanson. Messrs. Hanson W. C. Johnson have served continu in connection with the details of e S. N. P. A. campaign since the first one started in 1914. The year prior was a private arrangement between Printers' Ink and certain members, although encouraged and approved by the association.



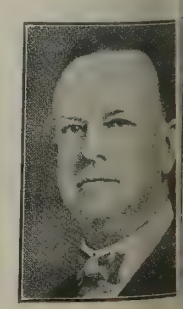
R. S. Jones, 1916-1917

The printing school idea was first developed by the S. N. P. A. the Macon Printing School was started. Out of project and experiences have grown printing schools all over the cou some fostered and supported by ass tions and others by individuals.

V. H. Hanson and Walter C. Joh are the only two men who have f every office in the S. N. P. A. Mr. H son has the longest record of contin connection, for he was present at organization meeting in Atlanta. was secretary-treasurer from 1906 1911, when he was elected vice-presi He was president in 1912-13 and se as a member of the executive com tee from 1913 to 1920, and chairma the board from 1923 to 1925.

The same purpose of "business before pleasure" has marked the association since its beginning. The account of the organization meeting in Atlanta, on April 14, 1903, contained this paragraph:

"While the newspaper men delighted to get



F. G. Bell, 1917-1919

NEWSPAPERS IN THE SOUTH THEN, AND NOW

State	1900 Daily	1900 S. Weekly	1900 Weekly	1925 Daily	1925 S. Weekly	1925 Weekly
Alabama	19	3	202	25	5	148
Arkansas	26	3	220	33	6	221
District of Columbia	3	0	31	5	0	30
Florida	15	5	129	64	7	161
Georgia	25	5	281	25	6	234
Kentucky	27	20	233	29	18	182
Louisiana	26	5	160	15	1	130
Maryland	17	2	147	15	4	102
Mississippi	17	5	193	13	6	143
Missouri	84	10	792	66	17	601
North Carolina	27	9	176	40	28	177
Oklahoma	11	0	119	50	5	399
South Carolina	11	16	99	15	12	84
Tennessee	14	3	235	20	8	187
Texas	77	14	674	103	28	682
Virginia	34	4	170	27	11	153
West Virginia	20	5	150	30	5	130
Totals	479	109	4,011	575	167	3,764



JAS. H. ALLISON, 1919-1920

ogether and to meet each other socially, h did not overlook the business obes which brought them together. Tly talked business at the morning eting, after the general details of the ganization had been completed and r after a barbecue dinner at the Piedmont Driving Club, they came back to the el and began business discussions anew.

The meeting was called to order shortly after eleven o'clock by Hon. Clark Howell of the Atlanta Constitution. F. P. Glass, of the *Montgomery Advertiser,* to whose enthusiasm and energy the present meeting was largely due, was then called to the chair temporarily. J. H. Cabaniss, of the *Atlanta Journal,* was made temporary secretary. A committee of five was then appointed to submit plans for a permanent organization, and while waiting for this committee, the newspaper men indulged in a discussion of matters of general interest to the guild.



M. E. FOSTER, 1920-1921

Permanent organization of the Southern Newspaper Publishers' Association was perfected soon after the report of the committee was made. There were very few changes made in the report, and following its adoption as a whole, permanent officers were elected for the ensuing year.

The report of the committee in full as adopted is as follows:

'The committee on permanent organization recommend the formation of an association to be known as

'The Southern Newspaper Publishers' Association.

'And that the membership be confined to daily newspapers of Virginia, North Carolina, South Carolina, Georgia, Alabama, Mississippi, Louisiana, Texas, Tennessee, Arkansas, Kentucky and Florida.

'We recommend that the annual meeting, time and place be elected by the executive committee.



W. A. ELLIOTT, 1921-1922

'We recommend the following officers: President, vice-president, secretary, treasurer, and an executive committee of seven members, besides the president and secretary, who will be ex-officio members of the executive committee.

"'The terms of officers shall be one year.

"'The objects of this association shall be to promote the business interests, harmony and prosperity of its members. It is not antagonistic to any national organization, but it hopes to be auxiliary to such national newspaper publishers' associations as will work in harmony with it. It is not the purpose of this organization to interfere with the internal management of the offices of its members.

"'Discussions of all topics of interest or profit to newspapers are invited.

"'The annual dues shall be fixed by the executive committee, not to exceed $60 per annum.

"'Respectfully,

"'F. P. GLASS,
"'T. T. STOCKTON,
"'J. C. HEMPHILL,
"'ROBERT EWING,
"'H. H. CABANISS.'

"After the adoption of the committee report, Mr. Howell nominated F. P. Glass, of the Montgomery Advertiser, for permanent president, and H. H. Cabaniss, of the Atlanta Journal, for secretary. Mr. Glass insisted that some one who was more thoroughly identified with the business department of a newspaper than himself should be chosen president. After some discussion on this line, Mr. Glass making his refusal positive, H. H. Cabaniss was nominated and unanimously elected president for the ensuing year and Mr. Glass was prevailed upon to accept the positions of secretary and treasurer, to which he was elected by acclamation.

"The following were chosen members of the executive committee, in addition to the officers who are ex-officio members: Robert Ewing, of the *New Orleans States;* Rufus N. Rhodes, of the *Birmingham News;* D. A. Tompkins, of the *Charlotte Observer;* J. C. Hemphill, of the *Charleston News & Courier;* E. M. Foster, of the *Nashville Banner;* T. T. Stockton, of the *Jacksonville Times-Union & Citizen;* and A. R. Holderby, of the *Richmond Times-Dispatch.*

"The association then decided that the amount of the annual dues should be fixed by the executive committee in accordance with the needs of the association, not to exceed $60.

"The secretary was authorized to employ an assistant when the business of the association became such as to warrant it, the expenses to be paid from the funds arising from the annual dues.

"Outside of some discussion as to business matters affecting newspapers generally, there was no other business of importance transacted, but throughout the meeting there was an air of business which indicated that the newspaper managers meant to get together and to stay together for their mutual good. A spirit of harmony and good fellowship was engendered and the results will unquestionably be felt at no very distant day.

"At the conclusion of the morning meeting, Gov. Terrell came into the hall by special invitation. He was introduced to the gathering by President Cabaniss and made a brief speech in which he congratulated the newspaper men of the South upon getting together and expressed the hope that their organization will yield unbounded success. Governor Terrell said he had been told the meeting was one of the prominent and representative newspaper men of the South. 'That being true,' the governor said, 'you are the prominent and representative newspaper men of the whole country, for nowhere is the true spirit of the press more felt, and nowhere is the influence of the newspaper more powerful than right here in the Southern states.' Governor Terrell expressed great regret that he was unable to join the newspaper men in their barbecue at the Piedmont Club, but said he was detained by important business at the capitol.



CHARLES I. STEWART, 1922-1923

"A happy and fitting response to the address of the governor was made by R. N. Rhodes, of the *Birmingham News,* who was one of the brightest and most popular after-dinner speakers of the occasion. He commented especially on what the newspaper men of Georgia had done for this state, and spoke, too, of her statesmen. He paid an interesting tribute to Governor Terrell.

"The meeting then adjourned and took a special car for the Piedmont Driving Club, where a splendid barbecue, prepared under the direction of Howlett Joyner, was served.

"At the Driving Club the visiting newspaper men were the guests of the Constitution and the Journal. The table was prepared in the New York building, since the weather was too inclement to permit of the dinner being served in the open air. President Cabaniss acted as toastmaster and, after an excellent repast, called on many of the newspaper men present for after-dinner remarks. There were just fifty-two newspaper men who sat around the table and almost any kind of a hand wanted might have been drawn from the bunch. There were editors - in - chief, managing editors, business managers, advertising solicitors and advertising agents, and those who work the other side of the game. It was a jolly, genial gathering, enjoyed by everyone fortunate enough to be present.



A. G. NEWMYER, 1923-1925

"James R. Gray, of the *Atlanta Journal,* spoke first, urging a strenuous organization of Southern newspaper men, one which might successfully deal with important problems as they presented themselves. Clark Howell spoke of the Atlanta spirit and said that while Atlanta's great newspapers might be divided on editorial issues, they always stood shoulder to shoulder when it came to working for the interest and welfare of the city.

"R. N. Rhodes, of the *Birmingham News,* said the Atlanta spirit had impressed itself on Birmingham and that city was now working along similar lines. He urged that every man bend his best efforts to the success of the newspaper association. Col. J. H. Estill, of the *Savannah News,* was introduced by Toastmaster Cabaniss as the Nestor of the Georgia press. Col. Estill told several interesting stories and made a strong appeal for thorough organization of the newspaper men of the South.



WALTER C. JOHNSON, 1925-1926

"J. C. Hemphill, of the Charleston News & Courier, said his paper would celebrate its one hundredth anniversary this year and he cordially invited the Southern newspaper men to meet with

SCHOOL ATTENDANCE IN THE SOUTH

Enrollment in Certain Types of Schools, by States, According to 1924 Federal Census

State	Elementary schools and kindergartens: Public	Elementary schools and kindergartens: Private (largely estimated)	Secondary schools: Public	Secondary schools: Private	Normal schools and teachers' colleges: Public	Normal schools and teachers' colleges: Private	Universities, colleges, and professional schools: Public	Universities, colleges, and professional schools: Private
Continental United States	20,898,930	1,473,145	3,434,525	306,562	229,997	15,672	241,265	423,001
Alabama	543,262	15,567	59,644	7,678	6,461	460	4,232	2,431
Arkansas	474,427	2,452	27,805	2,930	1,739	....	1,389	1,823
Delaware	33,430	370	5,213	508	....	....	536	....
Dist. of Columbia	59,838	9,485	12,226	3,263	527	70	76	12,525
Florida	243,218	5,542	23,301	1,353	....	....	2,152	797
Georgia	683,816	9,485	64,995	5,738	1,304	....	5,070	6,469
Kentucky	526,949	11,494	41,957	10,203	4,487	....	3,005	3,742
Louisiana	349,225	22,491	41,730	3,483	2,111	....	1,998	4,477
Maryland	228,212	23,374	28,303	4,038	1,960	38	5,557	7,928
Mississippi	530,797	5,460	30,303	3,529	1,432	....	3,288	2,146
Missouri	630,720	47,288	100,379	7,520	12,866	5	5,390	15,314
North Carolina	752,585	17,312	42,399	8,289	2,029	1,704	4,463	6,363
Oklahoma	575,420	2,701	81,963	1,636	13,298	....	5,877	3,019
South Carolina	441,056	6,640	26,809	3,129	543	22	3,905	3,920
Tennessee	610,552	18,050	48,251	7,472	5,633	3,293	1,821	8,273
Texas	1,017,814	13,652	178,658	6,624	13,094	42	10,092	15,286
Virginia	506,628	7,531	50,549	7,888	6,317	929	4,926	6,558
West Virginia	369,269	7,054	32,970	1,926	4,366	....	2,720	1,782

Illiteracy is being wiped out of the South. In 1870 only 32 per cent of the white children of 5 to 19 years of age attended school. The figures today, in most states, rank equal to those of northern states. Nearly 2,000,000 negro children are receiving free public school education. In some states the length of the school term has been increased more than a third. After the Civil War 23 per cent of the white population could neither read nor write. The percentage today is under 7. Illiteracy among negroes has declined from 85 per cent in 1870 to an average of approximately 25 per cent.

him in Charleston to celebrate the occasion. He said, 'What Charleston needs most of all is that Atlanta spirit which had been referred to.' Robert Ewing, of the New Orleans States, said he felt that the South was unquestionably the section for the young man. He thought the association should get solidly together and work energetically in the interest of all. F. P. Glass, of the Montgomery Advertiser, was introduced by President Cabaniss as the man to whom the success of the old association had been largely due and to whose inspiration the present gathering might be attributed. Mr. Glass urged that the newspaper men should get together with a view to increasing the circulation of each by building up the advertising department.

"Bruce Haldeman, of the *Louisville Courier-Journal,* and Eugene Knott, of the *Louisville Post,* made brief remarks joining in the general hope that the harmonious union of the newspaper men of the South would result in great benefit to the industry. A. R. Holderby, Jr., of the *Richmond Times-Dispatch,* said he was young in the business but could probably give some pointers on consolidation.

"D. A. Tompkins urged that the newspapers of the South should work together not only for their own benefit but along industrial lines. The newspapers of the South, he said, would have progressed in the same degree of union and harmony. What they need, he said, is co-operation.

"Interesting remarks were also made by C. R. Pendleton, of the *Macon Telegraph;* E. W. Barrett, of the *Birmingham Age-Herald,* and Chas. Rucker, of the S. S. S. Company.

"The gathering of newspaper men then returned to the Piedmont Hotel, where, after a short session, they adjourned *sine die.*

"The newspaper men present at the meeting included the following: F. P. Glass, of the *Montgomery Advertiser;* J. C. Hemphill, *Charleston News & Courier;* D. A. Tompkins, *Charlotte Observer;* Col. J. H. Estill, *Savannah News;* Paul E. Rapier, *Mobile Daily Register;* Eugene Knott, *Louisville Evening Post;* Bruce Haldeman, *Louisville Courier-Journal;* Robert Ewing, *New Orleans States;* Clark Howell, T. J. Kelley, J. R. Holliday and Nichols, *Atlanta Constitution;* Ross C. Smith, *Birmingham Age-Herald;* James J. Smith, *Birmingham Ledger;* F. H. Miller, *Montgomery Journal;* V. H. Hanson, *Montgomery Advertiser;* Edgar M. Foster, *Nashville Banner;* James R. Gray, H. H. Cabaniss and Charles D. Atkinson, *Atlanta Journal;* E. B. Hook, *Augusta Chronicle;* C. I. Groover, *Columbus Enquirer-Sun;* A. R. Holderby, Jr., *Richmond Times-Dispatch;* R. L. McKenney, *Macon News;* C. R. Pendleton, *Macon Telegraph;* Rufus N. Rhodes, *Birmingham News;* Louis N. Bruegger-hoff, *Shreveport Times;* T. T. Stockton, *Jacksonville Times-Union;* Col. John Temple Graves and Charles Daniel, *Atlanta News;* E. W. Barrett, *Birmingham Age-Herald;* P. H. Gambrell, *Macon Telegraph;* and F. B. Arendell, of Raleigh."

Active today with S. N. P. A. papers are the following men present at the organization meeting: Robert Ewing, Clark Howell, J. R. Holiday, F. H. Miller, V. H. Hanson, Charles D. Atkinson and R. L. McKenney.

At the second convention, two topics were listed for discussion which have remained in the forefront at every convention since that time—labor and newsprint paper supply. At that meeting a special S. N. P. A. committee was appointed to co-operate with a similar A. N. P. A. committee on the matter of newsprint paper. Some members suggested that it was a duplication of A. N. P. A. work, but finally it was decided that the S. N. P. A. should have a committee also.

No records are available of many topics discussed at the organization meeting, but some of those broached at the second convention in 1904 include:

"What is the best way to handle foreign agencies in order to secure rates and to get along smoothly," led by V. H. Hanson, Montgomery advertiser.

"Is it best to have special representatives in New York and Chicago?" Led by Mr. Holderby.

"What ought the Southern publishers do with the proposition of the Chicago agencies as to allowing longer period in which to force advantage of the cash discount?" Led by F. P. Glass.

Major E. B. Stahlman, of the *Nashville Banner,* one of the hosts at the second convention, suggested that a committee visit the paper mill of the *Kansas City Star* and get other information on the suggestion that Southern dailies act jointly in the purchase of paper. A motion to this effect was adopted.

At the fourth meeting a notable guest was S. S. Rogers, president of the A. N. P. A. and business manager of the *Chicago Daily News.*

Some of the subjects discussed were the building up of classified advertising; obligations of the non-advertising business community towards the press, with especial reference to the members of the legal medical profession; protection in the matter of returns from newsdealers; the possibility of making white print paper from cotton stalks; coupon method of securing classified advertising; agents' discounts for advertising soliciting; effects of magazine, street card and billboard advertising upon newspapers; the post-office construction of the lottery laws.

The fifth convention in 1907 was a combination affair, with Richmond as the host, but some of the sessions were held on the boat, Pocahontas, en route to Norfolk, and at the Jamestown Exposition. The late Senator Medill McCormick, at that time with the *Chicago Tribune,* spoke on the "Technical Side of Newspaper Work." St. Elmo Massengale spoke on the "Relations of the Agency to the Publisher." On the ride, the battleship Alabama fired a salute of 12 guns when the Pocahontas passed in Hampton Roads in honor of the retiring S. N. P. A. president, Frank P. Glass, of the Montgomery Advertiser. At this meeting the secretary-treasurer was provided with his first salary of $200 a year.



New Orleans where modern architecture blends with the glories of the world-famous old city.

In Charlotte, at the sixth convention, a telegram was sent to Speaker Joe Cannon demanding that removal of the duty on wood pulp be no longer delayed, and the Appalachian and White Mountain forest reserve bill was endorsed. George Harvey, of *Harper's Weekly,* was a prominent speaker at the meeting.

A topic discussed at the seventh convention in Birmingham in 1909 was the suggestion that a number of members cooperate in establishing a first class news bureau in Washington with several men who would send out for simultaneous publication a budget of general Southern news, as well as news pictures and features. Second class postage rates were being discussed then, for one topic was about the effort being made to secure a special newspaper rate of one half cent per pound. Tennessee had the largest representation at the convention.

Extra A. P. wires were the order of the day in 1909, for a discussion came on the topic: "Are the members using it pleased with the extra wire recently put on by the A. P.?"

At the 1909 meeting a committee, composed of James M. Thomson, *New Orleans Item;* A. F. Sanford, *Knoxville Journal,* and Edgar M. Foster, *Nashville Banner,* was appointed to formulate a plan to "present the Southern field and its resources most attractively to the big advertisers of the North and West."

At the Birmingham meeting, Rufus N. Rhodes, of the *Birmingham News,* was elected president, but died before the meeting in 1910 at Mobile. When Vice-President Curtis B. Johnson opened the convention, he said it was the first time an S. N. P. A. president had died before completing his term. After a tribute to Col. Rhodes, Mr. Johnson briefly outlined the purpose of the S. N. P. A. when he said: "Its organization was primarily for the purpose of enabling members to meet once a year to dis the various problems that enter newspaper making." Secretary Har announced at that meeting that mem had failed to give full co-operation the committee on the advertising gram recommended the previous year, that a "Southern edition" of Print Ink had been arranged for without sociation support, but through indivi members.

The comic supplement was descri by R. W. Brown, of the *Louisville Ti* as "ordinarily, to intelligent people, abomination, but the children want and it is a necessary evil."

Melville E. Stone, general manager the Associated Press, was the outsta ing guest at the 1911 convention in Lo ville. The association unanimou adopted resolutions in favor of Canad reciprocity and commending the Sou ern Commercial Congress.

A resolution was adopted at the 1 convention in Knoxville condemn Postmaster General Hitchcock for r ommending that second class post rates be increased from 1 to 2 cents pound. When New Orleans was selec as the 1913 meeting place, it was reco mended that consideration be given to invitation from Gen. Goethals to v the Panama Canal project. The adv tising campaign was again discussed a leadership in urging a program w taken by J. R. Holliday, of the *Atla Constitution.* He was chairman of special committee, which recommend that $400 be spent in Printers' Ink, a the executive committee was authori to expend not to exceed $750 in adv tising the South. The convention ado ed the recommendation and the first ca paign was started.

The New Orleans meeting in 19 voted to continue one ad each month Printers' Ink. The only available count of that convention comes from t New Orleans Item, and the events a parently amused the reporter, for he are some extracts:

"Frank Glass, of the *Birmingha News,* broke into the discussion to a whether nice newspapers ever accept pay for a fraudulent ad after they h run it inadvertently. A score arose a gave him the proper answer.

"The convention was getting wrought up about advertising agencie and Clark Howell, of the *Atlanta Co stitution,* was gesticulating painfully his effort to show that the poor dow trodden newspaper man ought to form union against the predatory advertisi agency, when D. D. Moore inserted hin self into the proceedings to remark th there was going to be a boat trip on t river for the members and that he move the meeting adjourn to catch the boat.

"The Southern publishers may not er joy work, but when they finally get int action the speed is awful. Witness wha they accomplished in two hours Frida afternoon, after frolicking all da Thursday and most of yesterday."

Then followed a list of officers electe and a resolution wishing Godspeed to th new President of the United State Woodrow Wilson.

The convention returned to Atlanta i 1914 for its meeting. Jason Rogers an

(*Continued on page 66*)



Central Methodist Church, Knoxville, Tenn.

THE PROBLEM OF THE MISSISSIPPI FLOOD

Federal and State Legislation to Confine Vast River Within Its Banks Is Fundamental Need—Something That the Whole Nation Must Deal With for Future



By HON. HERBERT HOOVER
Secretary U. S. Department of Commerce.

Written for EDITOR & PUBLISHER

THE Mississippi River has during the last three months been most resolute on re-occupying its natural flood plain from Cairo to the Gulf. It has managed to crumple up the restraining works of man to the extent that it has assumed some 11,000,000 acres of its previous floodground out of a total of 20,000,000 acres which it occupied from time to time before man tried to confine it to the narrow channel of 1,000,000 acres. The net result was that it seriously endangered the lives and property of 1,500,000 people, actually flooded 700,000 out of their homes, 593,000 of whom have been dependent upon public support. Furthermore the later normal spring rise during through the open crevices has reflooded a considerable portion of the territory and destroyed much of the second planting already done. And the reflooding has held back the recession of the water for an additional three weeks until over a very large portion of the whole flood area it is now impossible this year to obtain the normal money crops. The people will be hard put to produce vegetables and forage sufficient for the winter.

The organization of every available agency into a rescue corps made possible the removal of hundreds of thousands from the flood area with practically no loss of life after the first few days of chaos. By effective co-ordination of the Red Cross, the Federal and State agencies, ample care and protection has been given to the exiles. These periods are now mostly passed and we come into the unromantic domain of reconstruction.

The return of these thousands of families, many of them to desolated homes, and with increased indebtedness due to the loss of crops they had planted largely with borrowed money, and inability to resume the normal course of agriculture, indeed presents a difficult problem in reconstruction. In any event the rehabilitation of these people cannot be accomplished in a single day no matter how much money is available. It must be a step-by-step undertaking; first the return of families to their homes, sometimes carrying their tents for temporary housing; second, a supply of food to carry them over until some production begins; third, supply of a minimum number of animals and implements to start farming operations; fourth, a supply of household furniture to replace the necessities that have been lost; fifth, the repair and restoration of homes; sixth, a vigorous campaign of sanitation against malaria and contagious disease.

I believe the various agencies, state and national, which we have mobilized can accomplish these steps and can carry the burden until after the harvest. At that time a new survey of the situation will need to be taken to determine whether the population has the resources to carry through until next year and to undertake farming operations for the subsequent harvest.

Many agencies have been brought to bear financially to assist in the whole flood problem—the Red Cross with the publicly subscribed fund of $15,700.000 the emergency credit corporations which we have created with loaning capacity of about $12,000.000, the use of federal equipment and supplies to the value of some $7,000,000 and the special funds for sanitation amounting to about $1,000,000 comprise the resources of assistance outside the people and states themselves. They also have resources and are fighting bravely for themselves. As I have said, these resources should carry on until after the results of the havest are known.

One of the most fundamental contributions that can be made, not only in the long view but in the short view, is the quick passage of adequate flood control legislation and appropriations for carrying out the measures. If these people could know that their future would be secure from a repetition of these events their economic situation will improve enormously by virtue of the confidence and hope that will immediately accrue to them.

In the long view we have 20,000,000 acres of the richest land in the United States, a large part of which is still unreclaimed, capable directly and indirectly of supporting a population within another quarter of a century of 5,000,000 to 10,000,000. We cannot contemplate this number of our fellow citizens living in constant jeopardy of their lives and property. Nor can we contemplate repeated loss to the community from disasters of the character we have seen, or the loss to the nation in failure to bring these lands into safe productivity.

The lower Mississippi is the drainage trough for 30 states. Moreover we must bear in mind that in the critical economic condition which the people of the flood teritory rest, it is impossible for them to provide the money for flood control. It is a problem which affects the whole economy of the nation. It is therefore a national problem.

Cotton Manufactures for the Cotton-Growing States and for the New England States: 1869 to 1925

(By Courtesy of U. S. Census Bureau)



Far as eye can reach, cotton bales ready for shipment on Charleston water front.

Census year	Cotton-growing States[1] Number of establishments	Wage earners (average number)	Wages	Value of products	New England States Number of establishments	Wage earners (average number)	Wages	Value of products
1925	825	248,071	$157,465,000	$935,713,000	488	176,627	$170,229,000	$657,884,000
1923	761	236,198	153,666,000	965,518,000	510	208,685	212,246,000	775,209,000
1921	752	191,537	119,867,000	553,338,000	449	192,438	178,692,000	594,134,000
1919	708	189,180	136,438,000	900,079,000	459	211,118	190,574,000	1,034,755,000
1914	667	159,302	47,392,000	280,032,000	380	195,003	87,743,000	337,324,000
1909	653	146,633	38,807,000	229,369,000	377	188,984	77,236,000	316,541,000
1904	548	120,000	25,622,000	163,368,000	352	159,473	57,749,000	228,014,000
1899	396	96,203	17,216,000	93,782,000	364	164,944	56,258,000	191,691,000
1889	234	35,074	6,810,000	40,166,000	402	174,359	47,833,000	181,112,000
1879	156	16,644	2,739,000	16,195,000	439	127,185	32,171,000	143,363,000
1869	149	10,156	1,926,000	11,351,000	514	94,775	28,741,000	125,235,000

[1]Exclusive of California, and Missouri for years prior to 1925. Cotton-growing States comprise Alabama, Arkansas, California, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Texas and Virginia.

MUSCLE SHOALS GOLDEN KEY TO POWER

All South Await Congressional Action—Developments in Tennessee Valley Held Up—Shoals Now Considered in Terms of Power Disposal—Complex Situation Reviewed



By RUSSELL KENT

Washington Correspondent of *The Birmingham News, Age Herald, Montgomery Advertiser* and *Knoxville Journal*

FINAL settlement of the Federal government's policy toward Muscle Shoals is a matter of first importance to the further industrial development of the South.

Early determination of the question is a matter of concern, for lack of action by Congress is holding up power developments elsewhere in the ennessee river valley which, in the aggregate, are far more valuable than Muscle Shoals, alone, ever will be.

It is unfortunate that Muscle Shoals should have become clouded in the mists of controversy for in its very essence the problem is one of economics and not of politics.

At the same time, it must be admitted that delay has served some good end for much more is known today in regard to air nitrates—the purpose for which Uncle Sam harnessed the Tennessee river at the Alabama site—than was the case, for instance, when the Ford offer occupied the spotlight.

Stripped to its essentials Muscle Shoals is a power project. Any addition considered in connection with it is an appendage.

When the Federal government decided to build a power dam at Muscle Shoals, it was with the object of securing electric energy for the operation of atmospheric nitrogen plants in order to assure a supply of this chemical for use in munitions of war.



The world-famed Wilson Dam, Muscle Shoals, Ala., one of the marvels of modern power engineering.

Science at that time was new and, as a matter of fact, the government erected at Muscle Shoals two plants using widely different processes of producing fixed nitrogen. One of these, the Haber process plant, now is recognized as obsolete. Nitrate Plant No. 2 is equipped with the cyanamid process.

Since the World War, the picture as to nitrogen has changed radically. Government officials are on record as believing that were war to come tomorrow, the United States government would not be dependent upon Muscle Shoals plants for its nitrogen. The cyanamid process is in production elsewhere but the tendency in recent months has been for the production of fixed nitrogen by the synthetic ammonia process. Already, there are seven private plants in this country producing by this process and another of huge proportions is being constructed in Virginia.

It is noteworthy that the synthetic ammonia process of producing nitrogen from the air consumes very little electric power. Thus cheap power is not an essential in such production. The nitrogen experts of the Department of Agriculture have reported officially that the tendency in Europe, where the development is in advance of that in this country, so far as quantity production is concerned, is almost wholly towards the synthetic ammonia process.

More than ever, then, Muscle Shoals is to be considered in terms of power disposal rather than in terms of nitrogen either for war purposes or as an ingredient in fertilizer for the farms of the nation. The only way that it appears possible to produce nitrogen at Muscle Shoals by any process cheaper than elsewhere in the country is through means of what must be recognized as a subsidy to the producers. Even a power subsidy, if power were a negligible factor in the cost of producing nitrogen, would make relatively little difference in the cost of the output.

What concerns most earnestly many people of the South is a greater supply of electric energy for industrial purposes. Nor is the agricultural industry to be ignored in this situation for electricity on the farms is a matter of grave moment to the economic development of agriculture.

Remarkable strides have been made by the South in the last few years in industrial development. Hand in hand with this, or in advance of it, there has come about a pronounced development of electric facilities by the corporations serving that territory. Interconnection has brought about a superpower system of remarkable extent.

Continued industrial development in the South is dependent upon a supply of power at reasonable rates. The energy developed at Muscle Shoals is only a relatively small factor in this situation, considering alone the possible eventuality that this energy will be distributed through a superpower system, but so long as indecision at Muscle Shoals holds up other developments it assumes much greater importance.

Southern power companies have been making a survey of their territory with a view to charting future demands. Consumption in 1926 increased more than 18 per cent in the South, the record shows, as compared with an average increase throughout the country of a little more than 11 per cent. The power companies' survey indicates that by 1940, six million additional horsepower will be required to meet the public demands for electricity in the South. It will cost two billion dollars to construct this program, and eight billion more of investment to bring about its consumption. Public utility companies are now building hydro-electric plants of 500,000 horsepower in the South and steam plants of 100,000 horsepower.

These figures mean that 13 years hence, all of the hydro-electric possibilities of the South will have been absorbed and that steam plants must be constructed to care for a deficiency.

Muscle Shoals is a great hydro-electric project. It has at present, at Wilson dam, a capacity of primary power around 100,000 (the Federal Power Commission's figure is 135,000) horsepower. The installed capacity at Wilson dam is 260,000 horsepower supplemented by a steam plant of 60,000 horsepower. Provision is made in Wilson dam for increasing the capacity ultimately to 610,000 horsepower but until through storage dams above, the primary or continuous output is increased beyond 260,000 horsepower, there is no business reason for installing the additional units. The project contemplates the construction of another power dam, so that with both dams operating and control works above, the primary waterpower at Muscle Shoals will be something more than 300,000 horsepower and for about six months of the year the will be in excess of 500,000 horsepower.

Until Muscle Shoals has been disposed of or a definite policy determined, it appears that the entire development of the hydro-electric possibilities of the upper Tennessee river and its tributaries will remain dormant. Eleven dam sites have been definitely located by the Federal government, on tributaries of the Tennessee around Knoxville and on the Tennessee proper between Knoxville and Chattanooga. These 11 sites in the aggregate would give a primary or continuous output of 672,000 horsepower, more than twice as much as figured for Muscle Shoals when the latter has been fully developed. Secondary power, available from 6 to 7 months of the year, would add greatly to this figure, of course.

For comparison, it may be stated that the primary power at Niagara Falls is 346,000 horsepower and that the installed capacity at the Falls is 562,000 horsepower, as matters stand today.

In addition to the possibilities of the Tennessee basin above Muscle Shoals, there are places on the Tennessee river below there which are susceptible of development.

All of these potential sources of electric energy have been made dependent upon what Congress does with Muscle Shoals. Private capital stands ready to develop these projects. The power is needed in the South. Through the superpower system, not only would power from these other projects reach communities nearby but it would be of benefit to the entire Southeast. As an evidence of how the electric companies consider interconnection as important, it may be recalled that 13 of them joined in the formation of a corporation to bid for Muscle Shoals, guaranteeing the production of nitrogen as well as the distribution of power, and that these

(*Continued on page* 15)

COMPLETE LIST OF OFFICERS OF S. N. P. A. 1903-1927

1903-1904

President—H. H. Cabaniss — Vice-President—Bruce Haldeman
Secretary-Treasurer—F. P. Glass

Executive Committee

Robert Ewing — E. M. Foster — D. A. Tompkins
R. N. Rhodes — A. R. Holderby — J. C. Hemphill
T. T. Stockton

1904-1905

President—H. H. Cabaniss — Vice-President—Bruce Haldeman
Secretary-Treasurer—Frank P. Glass

Executive Committee

. C. Hemphill — Robert Ewing — T. T. Stockton
). A. Tompkins — E. M. Foster — A. R. Holderby
R. N. Rhodes

1905-1906

President—J. C. Hemphill — Vice-President—G. J. Palmer
Secretary-Treasurer—F. P. Glass

Executive Committee

). A. Tompkins — Robert Ewing — T. T. Stockton
Thos. R. Waring — E. M. Foster — J. H. Estill
R. N. Rhodes

1906-1907

President—F. P. Glass — Vice-President—E. M. Foster
Secretary-Treasurer—V. H. Hanson

Executive Committee

. C. Hemphill — M. K. Duerson — T. T. Stockton
G. F. Milton — R. N. Rhodes — J. R. Gray

1907-1908

President—E. M. Foster — Vice-President—J. P. Caldwell
Secretary-Treasurer—V. H. Hanson

Executive Committee

. C. Hemphill — Leland Rankin — W. H. Jeffries
M. K. Duerson — C. B. Johnson

1908-1909

President—J. P. Caldwell — Vice-President—Rufus N. Rhodes
Secretary-Treasurer—V. H. Hanson

Executive Committee

. C. Hemphill — C. B. Johnson — F. L. Seely
W. R. Hinman — E. M. Foster — R. W. Brown

1909-1910

President—Rufus N. Rhodes — Vice-President—C. B. Johnson
Secretary-Treasurer—V. H. Hanson

Executive Committee

. F. Sanford — A. E. Clarkson — F. W. R. Hinman
. G. Bell — W. H. Jeffries — John Rose

1910-1911

President—C. B. Johnson — Vice-President—R. W. Brown
Secretary-Treasurer—V. H. Hanson

Executive Committee

. F. Sanford — E. M. Foster — Mason C. Brunson
W. M. Clemens — F. T. Thompson

1911-1912

President—R. W. Brown — Vice-President—Victor H. Hanson
Secretary-Treasurer—Geo. W. Brunson

Executive Committee

W. M. Clemens — C. B. Johnson — F. W. R. Hinman
Frederick I. Thompson — A. F. Sanford — Robert H. Jones

1912-1913

President—V. H. Hanson — Vice-President—A. F. Sanford
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Executive Committee

R. W. Brown — C. B. Johnson — W. M. Clemens
F. W. R. Hinman — Elmer E. Clarke — A. R. Holderby
E. M. Foster — F. C. Withers — G. J. Palmer
D. D. Moore — J. R. Holliday — R. S. Jones
Jas. J. Smith

1913-1914

President—A. F. Sanford — Vice-Presdent—F. W. R. Hinman
Secretary-Treasurer—W. M. Clemens

Executive Committee

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E. M. Foster — Geo. W. Brunson — James M. Thomson
F. W. Brown — D. D. Moore — W. L. Halstead

1914-1915

President—F. W. R. Hinman — Vice-President—W. L. Halstead
W. T. Anderson — Robt. S. Jones
Secretary-Treasurer—W. M. Clemens

Executive Committee

A. R. Holderby — V. H. Hanson — D. D. Moore
A. E. Clarkson — C. B. Johnson — E. M. Foster
V. C. Johnson — R. S. Jones — W. T. Anderson
A. F. Sanford — Elmer E. Clarke — Geo. A. McClellan

1915-1916

President—W. T. Anderson — First Vice-President—Robt. S. Jones
Secretary-Treasurer—W. M. Clemens

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D. D. Moore — E. M. Foster — Chas. D. Atkinson
F. G. Bell — G. J. Palmer — W. A. Elliott
R. W. Brown — M. K. Duerson — Robt. Lathan

1916-1917

President—R. S. Jones — First Vice-President—F. G. Bell
Secretary-Treasurer—Walter C. Johnson

Executive Committee

V. H. Hanson — A. F. Sanford — W. A. Elliott
E. M. Foster — W. E. Thomas — Robt. Lathan
C. B. Johnson — G. J. Palmer — Elmer E. Clarke
Jas. H. Allison — W. T. Anderson — W. B. Sullivan

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President—F. G. Bell — First Vice-President—J. H. Allison
Secretary-Treasurer—Walter C. Johnson

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W. A. Elliott — F. C. Withers — H. Giovannoli
Edgar M. Foster — S. L. Slover — W. T. Anderson
Curtis B. Johnson — M. E. Foster — W. G. Bryan

1918-1919

President—F. G. Bell — First Vice-President—J. H. Allison
Secretary-Treasurer—Walter C. Johnson

Executive Committee

Victor Hanson — R. S. Jones — Arthur Newmyer
W. A. Elliott — F. C. Withers — H. Giovannoli
Edgar M. Foster — S. L. Slover — W. T. Anderson
Curtis B. Johnson — M. E. Foster — W. G. Bryan

1919-1920

President—Jas. H. Allison — First Vice-President—M. E. Foster
Secretary-Treasurer—Walter C. Johnson

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J. L. Mapes — M. K. Duerson — W. W. Holland
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President—M. E. Foster — First Vice-President—W. A. Elliott
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Fred I. Thompson — Urey Woodson — T. M. Hederman
J. N. Heiskell — E. Munsey Slack — John A. Park
Mrs. Lois K. Mayes — R. E. Turner — E. K. Gaylord
J. C. Harrison — A. G. Newmyer — B. H. Peace
Jas. H. Allison

1921-1922

President—W. A. Elliott — First Vice-President—Chas. I. Stewart
Secretary-Treasurer—Walter C. Johnson

Executive Committee

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J. N. Heiskell — Robt. Ewing — Robt. Lathan
E. Taylor — T. M. Hederman — Mrs. E. O. Susong
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C. P. Hasbrook

1922-1923

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Secretary-Treasurer—Walter C. Johnson

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President—A. G. Newmyer — Chairman of Board—V. H. Hanson
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1924-1925

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R. A. Reeder — H. Galt Braxton — Allen Potts
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1925-1926

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Secretary-Treasurer—Wiley L. Morgan — Manager—Cranston Williams

Board of Directors

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Sarasota, *Herald,* Geo. D. Lindsay.
Sarasota, *Times,* L. D. Reagin.
St. Augustine, *Record,* Herbert Felkel.
St. Petersburg, *Independent,* Maj. Lew B. Brown.
St. Petersburg, *News,* Ralph M. Dillon.
St. Petersburg, *Times,* David B. Lindsay.
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GEORGIA

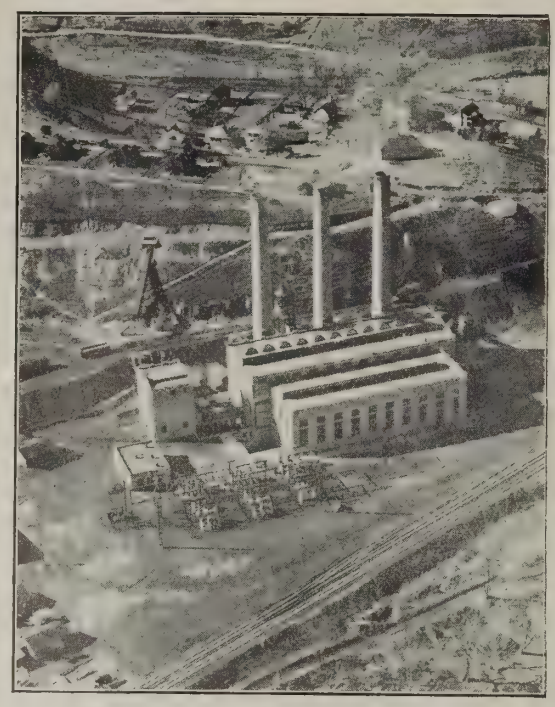
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Atlanta, *Constitution,* Clark Howell, Jr.
Atlanta, *Journal,* John A. Brice.
Atlanta, *Georgian,* F. A. Wilson-Lawrenson.
Augusta, *Chronicle,* T. J. Hamilton.
Augusta, *Herald,* J. C. Harrison.
Columbus, *Ledger,* W. E. Page.
La Grange, *Reporter.*
Macon, *Telegraph,* W. T. Anderson.
Macon, *News,* R. R. Wallis.
Rome, *News-Tribune,* T. E. Edwards.
Savannah, *Morning News,* Boykin Paschal.
Savannah, *Press,* T. S. Whitfield.
Thomasville, *Times-Enterprise,* W. D. Hargrave.
Valdosta, *Times,* E. L. Turner.

KENTUCKY

Hopkinsville, *New Era,* A. W. Wood.
Lexington, *Herald,* R. J. Breckinridge.
Lexington, *Leader,* H. Giovannoli.
Louisville, *Courier-Journal,* Emanuel Levi.
Louisville, *Herald Post,* R. C. Kennedy.
Louisville, *Times,* Judge R. W. Bingham.
Owensboro, *Inquirer,* W. Bruce Hager.
Owensboro, *Messenger,* Urey Woodson.
Paducah, *News-Democrat,* W. H. Lackey.
Paducah, *Sun,* E. J. Paxton.

LOUISIANA

Alexandria, *Town Talk,* Hunter Jarreau.
Baton Rouge, *State Times,* Chas. P. Manship.
Lafayette, *Advertiser,* T. M. Callahan.
Lake Charles, *American Press,* Frank A. Smith.
Monroe, *News-Star,* C. E. Faulk.
New Orleans, *Item,* A. G. Newmyer.
New Orleans, *States,* Col. Robt. Ewing.
New Orleans, *Tribune,* James M. Thomson.
New Orleans, *Times-Picayune,* L. K. Nicholson.



Glen Tyn steam station, Glen Tyn, Giles County, Va.

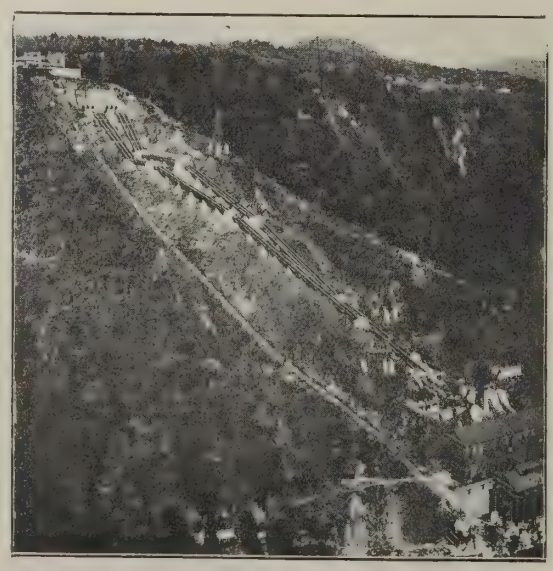
Shreveport, *Journal,* D. Attaway.
Shreveport, *Times,* John D. Ewing.

MISSISSIPPI

Biloxi-Gulfport, *Herald,* W. G. Wilkes.
Columbus, *Commercial-Dispatch,* Birney Imes.
Greenwood, *Commonwealth,* S. Gillespie.
Hattiesburg, *American,* Thos. St. John.
Jackson, *Clarion-Ledger,* T. M. Hederman.
Jackson, *News,* Frederick Sullens.
Laurel, *Leader,* Thomas M. Gibbons.
Meridan, *Star,* James H. Skewes.
Vicksburg, *Herald,* P. L. Barclift.
Vicksburg, *Post,* L. P. Cashman.

NORTH CAROLINA

Asheville, *Citizen,* C. A. Webb.
Asheville, *Times,* D. S. Elias.
Charlotte, *News,* W. C. Dowd.
Charlotte, *Observer,* C. B. Johnson.
Concord, *Tribune,* J. B. Sherrill.
Durham, *Herald,* F. T. Rollins.
Durham, *Sun,* J. A. Grant.
Elizabeth City, *Advance,* Herbert Peele.
Fayetteville, *Observer,* C. R. Wilson.
Gastonia, *Gazette,* E. D. Atkins.
Goldsboro, *News,* J. D. Langston.
Greensboro, *News,* E. B. Jeffress.
Greensboro, *Record,* Maj. Edney Ridge.
Henderson, *Dispatch,* H. A. Dennis.
Hendersonville, *Times-News,* J. T. Fain.
Hickory, *Record,* J. C. Miller.
High Point, *Enterprise,* J. P. Rawley.



Section of the plant of the Georgia Railway & Power Company at Tallulah Falls.

Kinston, *Free Press,* H. Galt Braxton.
New Bern, *New Bernian,* J. B. Dawson.
New Bern, *Sun-Journal,* J. B. Dawson.
Raleigh, *News and Observer,* Josephus Daniels.
Raleigh, *Times,* John A. Park.
Rocky Mount, *Telegram,* J. L. Horne, Jr.
Salisbury, *Post,* J. P. Hurley.
Washington, *News,* W. D. W. Bishop.
Wilmington, *News Dispatch,* C. C. Bellamy.
Wilmington, *Star,* R. B. Page.
Wilson, *Times,* J. D. Gold.
Winston-Salem, *Journal,* Owen Moon.
Winston-Salem, *Sentinel,* W. K. Hoyt.

OKLAHOMA

Chickasha, *Express,* Geo. H. Evans.
Oklahoma City, *Oklahoman,* E. K. Gaylord.
Oklahoma City, *Times,* Edgar T. Bell.

SOUTH CAROLINA

Anderson, *Mail,* G. P. Browne.
Charleston, *News and Courier,* H. T. McGee.
Charleston, *Post,* T. R. Waring.
Columbia, *Record,* R. Charlton Wright.
Columbia, *State,* F. C. Withers.
Greenville, *News,* B. H. Peace.
Greenville, *Piedmont,* R. C. Peace.
Greenwood, *Index-Journal,* J. S. Bailey.
Rock Hill, *Herald,* A. W. Huckle.
Spartanburg, *Herald,* W. W. Holland.
Spartanburg, *Journal,* C. O. Hearon.
Sumter, *Item,* H. G. Osteen.

TENNESSEE

Chattanooga, *News,* W. C. Johnson.
Chattanooga, *Times,* H. C. Adler.
Clarksville, *Leaf-Chronicle,* M. S. Foster.
Columbia, *Herald,* W. D. Hastings.
Greeneville, *Democrat-Sun,* Mrs. E. O. Susong.
Jackson, *Sun,* Albert A. Stone.
Johnson City, *Chronicle,* Guy L. Smith.
Johnson City, *Staff-News,* Carroll E. King.
Knoxville, *Journal,* A. F. Sanford.
Knoxville, *News-Sentinel,* M. G. Chambers.
Memphis, *Commercial-Appeal,* Col. Luke Lea.
Memphis, *Evening Appeal,* George Morris.
Memphis, *Press-Scimitar,* J. A. Keefe.
Nashville, *Tennessean,* Col. Luke Lea.
Nashville, *Banner,* J. G. Stahlman.

TEXAS

Abilene, *News,* Bernard Hanks.
Beaumont, *Enterprise,* J. L. Mapes.
Beaumont, *Journal,* O. S. Bruck.
Corsicana, *Sun,* Lowry Martin.
Dallas, *News,* W. A. Dealey.
Dallas, *Journal,* H. D. Slater.
El Paso, *Herald,* H. D. Slater.
Hillsboro, *Times,* Paul O. Sergent.
Houston, *Chronicle,* G. J. Palmer.
Houston, *Post-Dispatch,* A. E. Clarkson.
San Antonio, *Express,* F. G. Huntress.
San Antonio, *News,* M. M. Harris.
Temple, *Telegram,* E. K. Williams.
Vernon, *Record,* R. H. Nichols.
Waco, *News-Tribune,* E. S. Fentress.
Waco, *Times-Herald,* C. J. Glover, Jr.

VIRGINIA

Alexandria, *Gazette,* Geo. G. Nungezer.
Clifton Forge, *Review,* M. B. Lewis.
Danville, *Bee,* Rorer A. James.
Danville, *Register,* H. B. Trundle.
Fredericksburg, *Free Lance-Star,* Josiah P. Rowe, Jr.
Lynchburg, *Advance,* Maj. Powell Glass.
Lynchburg, *News,* M. K. Duerson.
Newport News, *Press,* L. E. Pugh.
Newport News, *Times-Herald.*
Norfolk, *Ledger-Dispatch,* S. L. Slover.
Norfolk, *Virginian-Pilot,* R. E. Turner.
Petersburg, *Progress-Index,* R. H. Ryan.
Richmond, *News-Leader,* Maj. Allen Potts.
Richmond, *Times-Dispatch,* C. P. Hasbrook.
Roanoke, *Times,* J. P. Fishburn.
Roanoke, *World-News,* W. E. Thomas.
Staunton, *News-Leader,* Col. H. L. Opie.
Staunton, *Leader,* Mrs. Chas. K. Brown.
Winchester, *Star,* Gov. Harry F. Byrd.

VIRGINIA-TENNESSEE

Bristol, *Herald-Courier,* C. J. Harkrader.
Bristol, *News-Bulletin,* Munsey Slack.

WEST VIRGINIA

Bluefield, *Sunset News,* H. I. Shott.
Bluefield, *Telegraph,* H. I. Shott.
Charleston, *Gazette,* Robert L. Smith.
Clarksburg, *Exponent,* W. Guy Tetrick.
Huntington, *Advertiser,* J. H. Long.

WHAT, IN THE NEXT QUARTER CENTURY?

By JOHN A. PARK
President Southern Newspaper Publishers' Association
(*Written for* EDITOR & PUBLISHER)



SOUTHERN people look at the figures in much the same mood as a child pinches its toe when it wakes in the morning after having had a dream of fairies.

We delve into statistics and discover that we have not been ening at all. We find that the only biantive thing which can take place dream is the absorption in work atmakes fairyland into fact.

I is we of the South, who have at gh paused to look around, who dis- v as a miracle almost beyond com- elnsion to ourselves statistics show- gnow far we have traveled since we cne busy.

V· could multiply the quotation of es figures which constitute for us a fevelation when we study them. In e: Southern activity the story is the n one of marvelous progression in the itnetical sense.

Fures depend for their kick on the e·st that is personal, and I shall quote lya few as guideposts.

L us start with the year 1900 and look vat the Twentieth Century shows us mtrast in a few of the essentials.

In1900 the population of the South was 4ó,457.

Ir1926 it was 39,711,000.

Tə true value of property in the uern States in 1900 was officially inted at $17,919,187,000; in 1926 it l rown to $80,000,000,000.

A essed values, in 1900, were $6,511,-,00; in 1926 they were $37,794,506,000.

V ues of manufactured products were: r1880, $5,369,579,191.

r1926 they were, $65,000,000,000.

I strative of what these values have a: and how they have been applied ·ed only to look to the comparative ol of our greatest industrial enter- s the textile industry.

r1900 the capital invested in textiles t: South was $130,253,000, and we ght then that we were beginning to o something about textile manufac- e

n 926, the capital invested in this same e n the South was a round billion ks.

n 900 our textile products had a value $9,118,000; in 1926, they were almost ıe in one year to the capital producing n to-wit; $931,567,288.

T: South is the region which grows ·tton.

n 1900 we were consuming in our ll 1,563,841 bales; in 1926 the South- extile industry required 4,770,062 e of cotton to supply its demand for v naterial—that increased volume in ıce of demands in this modern jazz lr silks.

Hw has the potential capital suggested tlse figures been conserved?

Baking resources for 1900 are not ilble, but in 1910 they totaled in the lt $3,275,476,107; in 1926 they had n rebled and stood at $10,200,422,000.

Iw were these resources reflected in rpulation at large?

n 900, individual banking deposits in outh totaled $691,453,000; in 1926 mounted to $7,344,008,000.

u let's be done with figures. If they e tudied back as far as the ending of Cvil War, or even fifteen years later, would disclose a multitude of such s as that North Carolina last year tt omething like a half million dollars con the single item of transporting l hildren to and from school than the l expenditure for public education n-five years ago.

h· would show that the number of school children has increased something like three hundred per cent, the number of high school students by a thousand per cent, college students by four hundred per cent.



Type of public school seen all over the South.

It was recently said in a national publication that there is not a hamlet in North Carolina that is not within five miles of a public road as well paved as Fifth Avenue. While I am unable to endorse this as fact, I can well conceive that it is a true statement.

The greatest single effect of the realization of Southern resources of climate, soil, mineral wealth, rivers, streams and forests has been the social awakening that has followed in its path.

The two great factors are schools and roads, corellated and co-ordinating.

The schools furnish the ambition for the new era; the roads make the ambition possible.

Between them, they afford the intelligence and the initiative that are the basis of practical social morality.

What is the next step in the South?

It is a still more remarkable industrial expansion, which will carry with it of course, an agricultural awakening.

Industry already has experienced the boon of cheap power furnished by the rivers and streams and converted into electrical energy through hydro-electric plants.

In North Carolina we have harnessed 500,000 horse-power from our streams. An additional 100,000 horsepower is now in course of development. In the mountains there are sites already surveyed which will give a million horse-power additional. While plans to combat the Mississippi flood have been playing with the idea of reservoirs on the tributaries, for five years there has been going on a systematic survey of the Tennessee River Valley, with its tributary streams, several of which are in North Carolina. This project alone contemplates the using of several million horse-power of electric energy, in addition to making the Tennessee navigable to the Gulf.

The future of the South?

Herbert Hoover recently said that the flooded district of the Mississippi, if definitely redeemed, should soon be supporting 10,000,000 inhabitants.

The South, with its advantages of a satisfied population; of climate; of infinite agricultural resource; of practically unlimited power susceptible of supporting ten to twenty times our already vast industrial plant; with timber and mines, and, above all, a system of communication through roads awakening the social half the people of the Union.
sense of cooperation, could easily house

It is our happy condition that, while the rich man is a rarity, the pauper has become with us a tradition.

What the future may bring we do not precisely know. But we are looking forward to meet its dawn as expectantly as Charles Lindbergh roaring out of a night on the Atlantic, saw the land he knew spelled fame and fortune.

MUSCLE SHOALS GOLDEN KEY TO POWER

(*Continued from page* 12)

companies included corporations in Kentucky, Arkansas, Mississippi, Louisiana, Georgia, Alabama, and Tennessee—a rather widespread combination.

Development of the upper Tennessee sites has been withheld on the insistence of Congress that nothing be done there until disposition of Muscle Shoals has been determined because headwater storage will effect the operations at Muscle Shoals. Some bidders for Muscle Shoals have reached 400 miles up the river and linked their offers with control also of the key positions in the headwaters, the chief being the site at Cove Creek, in the Clinch river above Knoxville, which lends itself naturally to the creation of a great reservoir.

When the upper Tennessee sites are freed for development, by whatever manner this development may be determined, unless there are located nearby enormous electric-consuming plants, there will become available to the entire Southeast and to the Carolinas and Virginia and Kentucky a valuable source of electric energy, already needed for further industrial development, and it is for this reason, if for no other, that early disposition of the policy towards Muscle Shoals is of great importance to the South.



Houston's marvel is an inland world seaport. View of ship channel and turning basin.

NATION'S LEADERS WAVE SOUTH ONWARD

Achievements of the Daily Press in Advancing Prosperity Hailed by Distinguished Members of Sena Governors, and Foremost Men in Journalism, Education, Transportation anl Agriculture



GREETINGS from national leaders in public affairs, journalism, transportation, education, and other activities in wide contact with the people were this week extended to the South and the Southern Newspaper Publishers Association through EDITOR & PUBLISHER. Unanimity prevails in hailing the great forward strides taken by the Southern states during the period in which the Southern Newspaper Publishers Association has flourished and all warmly appreciate the great need of gratitude due the newspapers for moving the South from the rear to the front of the sisterhood of states in education and material prosperity. The symposium of opinion strikingly reveals the fact that the Old South is as dead as the New South is alive and also that the promise of the future is of incalculable greatness. The messages follow:

By HON. JOE T. ROBINSON

U. S. Senator from Arkansas and Democratic Leader U. S. Senate

TO EDITOR & PUBLISHER: The industrial development of the southland during the last 25 years has been tremendous. The fact is universally recognized that newspaper publications have contributed more than any other single influence to the advancement of education, general information and to the abolition of provincialism and sectional prejudice. The 25th anniversary of the Southern Newspaper Publishers Association is an appropriate occasion for the expression by public spirited citizens of that cordial appreciation which the association has earned throughout the period of its service.

By HON LAWRENCE D. TYSON

U. S Senator from Tennessee

TO EDITOR & PUBLISHER: Through the medium of your magazine, the EDITOR & PUBLISHER, I wish to extend to the Southern Newspaper Publishers Association on the occasion of its twenty-fifth Anniversary meeting, at Atlanta, Georgia, my greetings and good wishes.

From the close of the Civil War until the beginning of this century, the South, for causes known to all, made slow progress in development when compared to the great strides taken by the industrial East and the rapidly populating West.

How remarkably different is the story of the last quarter of a century, and how potential the press has been in exploiting the possibilities of the South, and attracting capital to that section of the country, is a fact known to all, and in which the press may claim, with pardonable pride, great credit to itself.

We have witnessed a period of increased wealth per capita; we have seen the conveniences of the home transposed from the column of luxuries to the category of necessities; we have witnessed the welding of the entire South into a neighborhood, by the development of a web of highways throughout our section; we have noted a change from a one-crop basis to an intelligent rotation and variation of crops, by the farmers in almost every part of the Southland; we have witnessed the friendly invasion of capital from the North and the East, and the development of our natural resources in manufacturing of our textiles and timbers, and in the mining of our mineral treasures; we have seen a lowering of the percentage of illiteracy and a corresponding rise in professional standards throughout the South.

To the accomplishments during this period of progress, the press has always done its share, and is entitled to the greatest commendation.

By HON. CLAUDE A. SWANSON

U. S. Senator from Virginia

TO EDITOR & PUBLISHER: I desire to extend my congratulations upon the occasion of the twenty-first anniversary of the Southern Newspaper Publishers Association, and also, as a Southerner, to express my appreciation of the splendid assistance it has rendered the South in her wonderful development in all directions.

The story of no people can surpass that of the South from the conclusion of the War between the States to the present time. No people were so completely prostrated and in greater need and destitution than the South immediately following this war. Their financial difficulties were accentuated by serious social and political troubles. With strength and courage unsurpassed the men and women of the South undertook the Herculean task of rebuilding their section. In this undertaking they have been supremely successful. In agriculture, manufacture and mineral development the South has made such strides as to justify the conclusion that the day is not far distant when it will be the most prosperous section of the United States. The development of the South is amazing when one considers the difficulties presented. The South is destined before many years to again lead in political and moral achievement.

By HON. THADDEUS H. CARAWAY

U. S. Senator from Arkansas

TO EDITOR & PUBLISHER: Possibly never, within any similar period of the earth's history, has organized society been so dependent upon newspapers as within the last quarter of a century. And, certainly, it is true that the South, more than any other section, has been blest by having its material and intellectual development properly and kindly called to the attention, not alone of the United States but of the world by its newspapers, and that development has been great. Not alone has its agriculture expanded until the production of its chief products is more than double, but it has become a great industrial community. Railroads have been built, mines opened, factories constructed, great banking and commercial institutions have sprung up as if by magic. Despite the boll weevil and other pests that have affected agriculture, and the floods that have devastated vast areas, there is a feeling of confidence inspired by past achievements that makes the South the best field for safe investments of any section of the United States. This confidence, as I said, rests upon past experiences which have demonstrated that disasters, that at the moment seemed ruinous, have only marked the beginning point of new advancements and new achievements. This rests upon two things, natural resources of the section, which includes raw material, soil and climate, as well as the indomitable spirit of the people themselves.

By HON. KENNETH D. McKELLAR

U. S. Senator from Tennessee

TO EDITOR & PUBLISHER: I wish heartily to congratulate the Southern Newspaper Publishers Association on the celebration of its twenty-fifty anniversary on July fourth next. As a member of the Postoffice Committee of the United States Senate I have long been brought in close contact with the members of this association and I believe that the association stands for the highest and best ideals and traditions of our southern country, for the economic, agricultural and industrial growth of the southland and is doing a splendid work to assist the progress, development and growth of our section. I send cordial greetings and wish for the association increased prosperity and influence.

By HON. FREDERIC M. SACKETT, JR.

U. S. Senator from Kentucky

TO EDITOR & PUBLISHER: Please convey to the Southern Newspaper Publishers, in session for their twenty-fifth anniversary, my earnest hope that the convention will be most successful. I express the hope that the next quarter of a century may be devoted to encour and continuing the high standar journalism which the Southern e have set for themselves during these years. No tribute to their faithfuln the interests of the South can equal which is visualized to us in the wond progress of our southern countr recent years. The influence of the in bringing about this advancement been the strongest single factor. I gratulate and commend their patri

By HON. JOSEPH E. RANSDEL

U. S. Senator from Louisiana

TO EDITOR & PUBLISHER: My gratulations and cordial wishes on twenty-fifth anniversary of the Sout Newspaper Publishers Association w has been so closely connected with has assisted so greatly towards the dustrial and economic growth of South during the last quarter o century. No portion of the union made such wonderful improvement nomically, financially, educationally ar every way, as the land of Dixie sinc resurrection from the reconstru period and a large mead of credit is to our southern newspapers.

By HON. MORRIS SHEPPARD

U. S. Senator from Texas

TO EDITOR & PUBLISHER: I congr late the Southern Newspaper Publis Association on its twenty-fifth anni sary. Both the South and the Nation eternally indebted to the newspapers the South who have taken a fundame and most effective part in the Sou advancement.

By HON. DUNCAN U. FLETCHE

U. S. Senator from Florida

TO EDITOR & PUBLISHER: Wh government is founded on consent of governed it is essential that public opin be enlightened. The Southern Newspa Publishers Association may be assu the services of its members in this gard are invaluable and entitled acknowledgment.

By HON. HUGO BLACK

U. S. Senator from Alabama

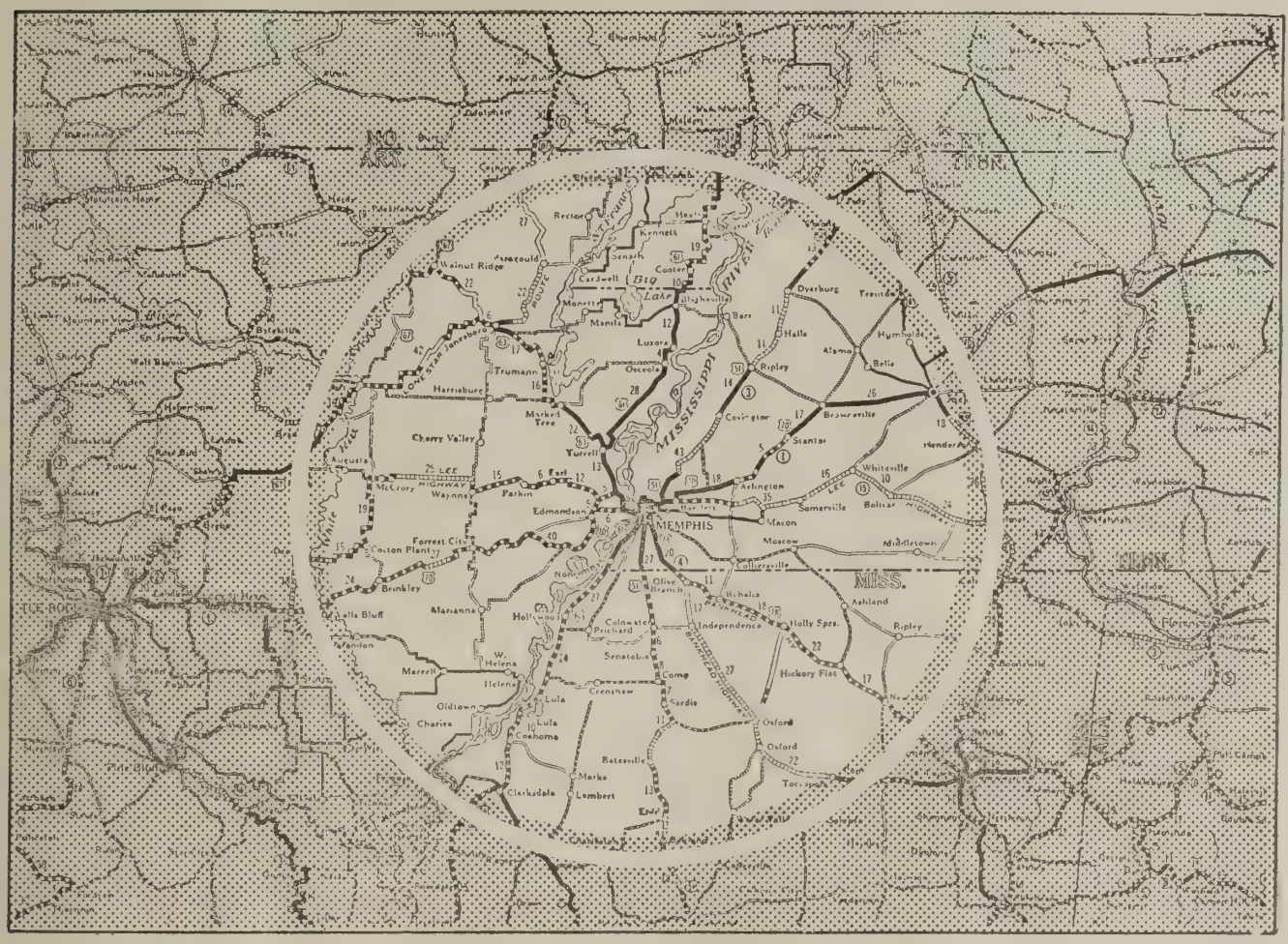
TO EDITOR & PUBLISHER: I sho like to add to the messages of greet being received by the Southern Newspa Publishers Association my own felici tions upon this the celebration of twenty-fifth anniversary of this great ganization of newspaper men. The inf ence of the press of America in prom ing the welfare of the people and of South particularly cannot be measur We are told on all sides that the Sou is in the midst of a great economic a industrial expansion. Already there a many concrete examples of this grow No one can successfully challenge t statement that the gentlemen of t Fourth Estate comprising the Southe Newspaper Publishers Association ha made and are now making large cont butions toward this development. Throu the news columns and editorially the pu lishers of this association have herald to America and to the world the sto of the opportunities to be found here the South. Likewise they have arous our own people to a greater appreciati of the South's resources and potenti possibilities. That this fine service f the material upbuilding of our sectio and the general prosperity of our peop will be continued on even a greater sca I have no doubt whatever. My hearties congratulations and sincere good wishe to the Southern Newspaper publishers.

(*Continued on page* 18)



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NATION'S LEADERS WAVE SOUTH ONWARD

(*Continued from page* 16)



Weighing in the crop—familiar field scene in the cotton-belt.

By HON. WALTER F. GEORGE
U. S. Senator from Georgia

To Editor & Publisher: It is a misconception of history to think of the South as standing still prior to 1860. In 1860 three of the five richer states of the Union were in the South. The South had more railroad mileage and appropriated more money for public education than any other section. The first public school in the United States was established in the South. Until the early years of the nineteenth century the South was a leader in the industrial development of the country. For two decades and more after 1865 the South was compelled to devote her energies and capital to the rebuilding of her agriculture. Nevertheless, by 1923 the value of manufactured products of the South reached the total of $9,450,768,000—more than double the value of all the crops produced in the South during that particular year. Cotton manufacturing is of course the foremost industry in the South, but the alarm of the textile manufacturer of New England is shared by the auto-tire manufacturer of Cleveland and the furniture maker of Grand Rapids, while the dairyman of Wisconsin looks on in astonishment.

The prime factor in the economic and industrial growth of the South during the past quarter of a century has been the southern newspaper. The South is to be congratulated on this, the twenty-fifth anniversary of the Southern Newspaper Publishers Association. Its future is assured because of the increasing number of great dailies, trade papers and magazines having national circulation.

By HON. WILLIAM J. HARRIS
U. S. Senator from Georgia

To Editor & Publisher: It is fitting that the Southern Newspaper Publishers Association should come back to Atlanta, the capital of the South where it was organized, to hold its twenty-fifth anniversary meeting.

I would be the last person to try to tell Southern daily newspaper publishers about what the South has accomplished in twenty-five years, but I hope you will visualize the great economic and industrial growth in our section during a quarter of a century for that picture tells the story of marked advances and achievements.

Atlanta and Georgia are glad to have you meet with them again, and I am sure that your Golden Anniversary will find you as great and successful as today, and I am certain there will be grea progress to report.

By HON. MILLARD E. TYDINGS
U. S. Senator from Maryland

To Editor & Publisher: When the Southern Newspaper Publishers Association was formed a quarter of a century ago our Magnolia Land already was well on its way with the wonderful economic and industrial growth which has made it, for the second time, a proud empire within the confederation of States. But scarcely more than another quarter century before that those States that will be represented at Atlanta on July 4 were dismembered and desolate. Today, to use the words of one of the South's favorite sons, the Hon. Benton McMillan, of Tennessee, they have been restored to the firmament, where they cluster and shine, growing brighter and brighter as the years roll on.

Ever in the forefront of this march of progress have been the Southland's newspapers. Individually, but still with team work, from the end of the unhappy conflict which plunged their land in ruin, they sang the song of hope, which soon began to turn into a paean of accomplishment. Their unflagging faith in their States and their people, their editorial encouragement and their chronicling of the victories of peace very largely have been responsible for the results which we now see on every hand. Lack of space forbids statistical enumeration of the advances scored from a standing start, but details are not necessary. The world knows the story of an economic resurrection which has never been seen elsewhere.

Individually, at first, the newspapers carried the banners. Then they grew more powerful and more useful by association. The advance of the South, remarkable as it has been, is only fairly begun, and it will always be the duty and the proud privilege of its admirable press to lead it.

By HON. DAN MOODY
Governor of Texas

To Editor & Publisher: On this, the twenty-fifth anniversary of the creation of the splendid Southern Newspaper Publishers Association I extend felicitations and greetings.

If I, as a layman, am qualified to judge, the advancing South owes much to its newspapers.

By the progress of its Press the South measures its advancement in all other fields of activities, for the newspaper is at once the most faithful mirror of human affairs and the most sensitive barometer of conditions.

The quarter century just closed has been one of expansion and development, not solely superior to that of anything the South has been heretofore, but of such major importance as to be marked for extraordinary comment by economists and students of industry of international renown.

In that phenomenal expansion the Press of the South not only shares, but leads, in that its support for the welfare of the South as a whole has been inspiring to the point of crusade.

Bovee, it was, I think, who said that the office of a good newspaper is to represent well the interests of its time. He went scarcely far enough; it is to lead in that liberal independence of thought and in that far-seeing vision of development that have marked Southern newspapers in the advancement of the South, and in their own enhancement of well deserved prestige.

By HON. JOHN E. MARTINEAU
Governor of Arkansas

To Editor & Publisher: It seems to me singularly appropriate that the Southern Newspaper Publishers Association should celebrate its twenty-fifth anniversary on Independence Day, for in my opinion no agency is more potential than the newspapers in preserving that liberty to which we annually pay tribute on July Fourth.

The marvelous progress which has been made by newspapers in the South during the last quarter of a century is self-evident; they now rank with the best, editorially and typographically. To their enterprise may be attributed, in a large degree, the wonderful development of the Southern States during this perio Dixie, newspapers, on account of h educational value, occupy a positi less important than our public schoo universities. In fact, they probably e cise the greater influence in moldi thoughts and character of our peo believe, however, that newspapers make their present and future status secure by raising the standard of co sation of editors and reporters to the where it would, at least, be on a with that which prevails in the mech department. When this is done, jo ism will become attractive as a caree no longer appeal principally to tho whom "the game" has a fascinatio a layman, I have never been ab understand why the man who wr headline should receive less than th who puts it into type.

By HON. HENRY S. JOHNST
Governor of Oklahoma

To Editor & Publisher: Okla joins with the entire South in its ings to the Southern Newspaper Pu ers Association on its twenty-fifth versary.

The South, rich in the traditions past and an inheritance of patriotic and social chivalry, has realized a precedented progress in the last tw five years. A land blessed with climate, fertile soil, an abundan natural resources, has secured the tion of the whole United States an world in the progress it has made.

The S. N. P. A. organization, spe to the millions throughout the co has been the medium through whic world has learned of the South. its industries are growing faster th any other section of the United S with some of the greatest education stitutions and public school systems i world, a land that is committed to A can ideals and policies; a people

(*Continued on page* 20)

—but after all, this FACT remains—THE LEXINGTON [Ky.] LEADER dominates in every classification of newspaper advertising in Central Kentucky

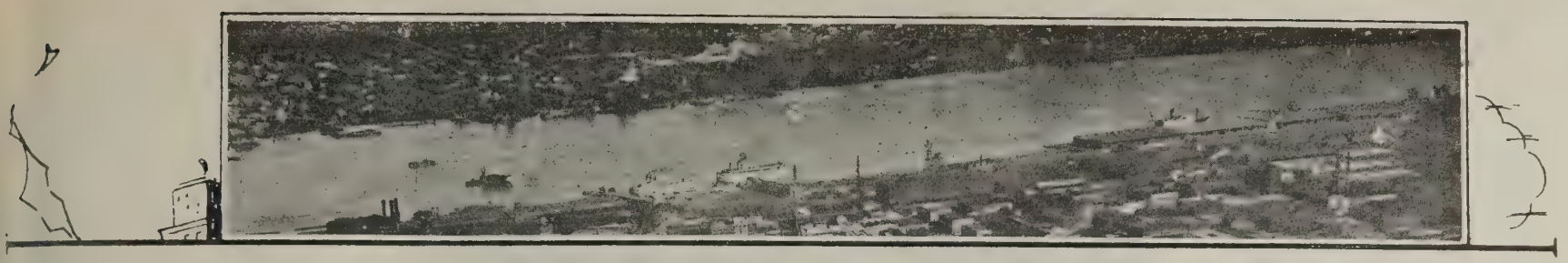
A. B. C. member *Paid circulation over* 20,000 *Line rate 7 cents flat*

THE LEXINGTON LEADER

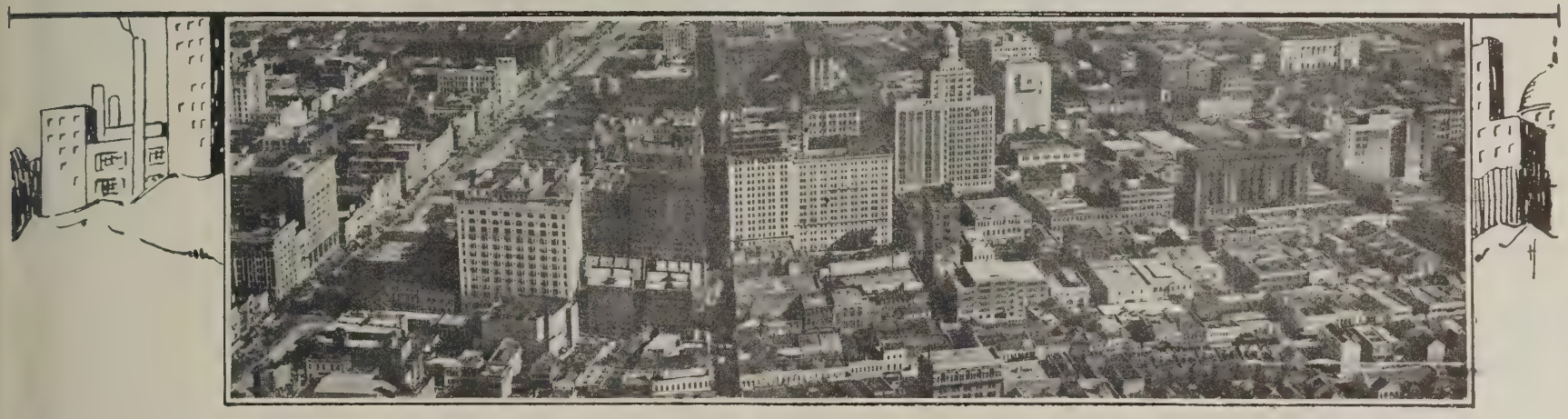
Circulation Largest Where Business Is Greatest

E. KATZ SPECIAL ADVERTISING AGENCY
Established 1888

New York Chicago Detroit Atlanta Kansas City San Francisco



Always—The South's First Market



New Orleans Newspapers

Circulation

	Daily	Sunday
The Times-Picayune	87,290	125,721
Second Paper	60,777	83,021
Third Paper	51,318	89,460
Fourth Paper	33,972	.....

The Times-Picayune's Lead, Daily, Over

Second Paper	26,513
Third Paper	35,972
Fourth Paper	53,318

The Times-Picayune's Lead, Sunday, Over

Second Paper	36,261
Third Paper	42,700

Average Circulation, New Orleans Newspapers, from Publishers' Sworn Statements to Post-office Department for 6 Months' Period Ending March 31, 1927.

Advertising Linage, 1926

The Times-Picayune	19,860,920
Second Paper	10,700,551
Third Paper	9,787,445
Fourth Paper	6,965,773

NEW ORLEANS, in industry, commerce and agriculture, sets the pace for prosperity and expansion in the South. Always the South's first market, New Orleans is the metropolitan nerve center of a section whose potential wealth is becoming more obvious with each busy season. New Orleans' stability is a tremendous factor, too, in the value of this market to the distributors.

Bank debits in 1926 amounted to $4,130,070,000; bank deposits were $245,156,505. Bank resources were $323,623,328; homestead (building and loan) resources $103,591,652. Assessed property valuation was $585,982,065. Building permits in 1926 totalled $18,789,444, more than half of the 2000-odd permits issued being for homes. All public utilities show a surprisingly substantial increase, year by year.

Industrially, New Orleans is taking her place among the manufacturing centers of the world. Low cost production, metropolitan financial advantages, unusual distribution facilities by land and water have combined to attract the manufacturer. Twelve hundred factories are now operating on full time schedules.

As second port of the U. S. A., New Orlean's shipping is vastly important. Imports during the last twelve months (May, 1926, to April, 1927, inclusive) amounted to $219,662,887 and exports $413,686,008.

Farm property in the New Orleans area is valued at $212,364,310, farm products at $86,017,564. Louisiana has suffered a flood loss of $20,000,000 in farm products, property, etc. Funds are already available to cover this loss and the net result of the flood in this area to the national advertiser and distributor will be the release of $20,000,000 for replacement of buildings, retail store stocks, etc., that would not be spent had conditions remained as usual. More than 50% of the flooded farm lands will be replanted with corn, hay, etc., by July 1st, though an estimate of the replanting of cotton lands is not available yet.

Louisiana is rich beyond any state in the union in the amount and value of her hardwoods, and holds second place in the total value of lumbering. Oil and oil products bring $600,000,000 per year to the state, fishing $5,000,000 and $5,000,000 from furs.

* * * * * *

Just as New Orleans and its trade area is the South's greatest market so is The Times-Picayune the South's greatest newspaper. Ninety-one years young, it is more than ever pre-eminent in circulation, in advertising, and in prestige.

YOUR share of the South's greatest market is ready—let The Times-Picayune bring it to you.

NOW is the best time to make the South's Greatest Market YOUR market

Member
100,000 Group of American Cities, Inc.

Member
Associated Press

The Times-Picayune
In New Orleans

General Representatives:
Cone, Rothenburg and Noee, Inc.

Pacific Coast Representatives:
R. J. Bidwell Co.

NATION'S LEADERS WAVE SOUTH ONWARD

(*Continued from page* 18)

think unselfishly for American progress. To the press, we acknowledge with gratitude the service so effectively rendered in giving to the people information which has enabled them to know their own country, its ideals, its possibilities, and its future.

I wish for the association continued progress to the end that the Southland may continue its unprecedented development in the years to come, and that industry, commerce and finance may bless its people with abundant prosperity.

By E. C. HOPWOOD

President, American Society of Newspaper Editors

To EDITOR & PUBLISHER: The Southern Newspaper Publishers Association, celebrating its twenty-fifth anniversary, is to be congratulated because it has kept step in the advance guard of newspaper progress and because it has formed and directed the public opinion which has resulted in the creation of the New South. The public is made adequately vocal only through its newspapers. Without this medium the impulses which began to stir the South a quarter of a century ago would have been voiceless, unorganized and ineffective. It is not too much to say that without the effective leadership of the members of the Southern Newspaper Publishers Association the impressive achievements of the New South would have been impossible and the vision of greater things yet to be achieved would not have been formed.

By ROWE STEWART

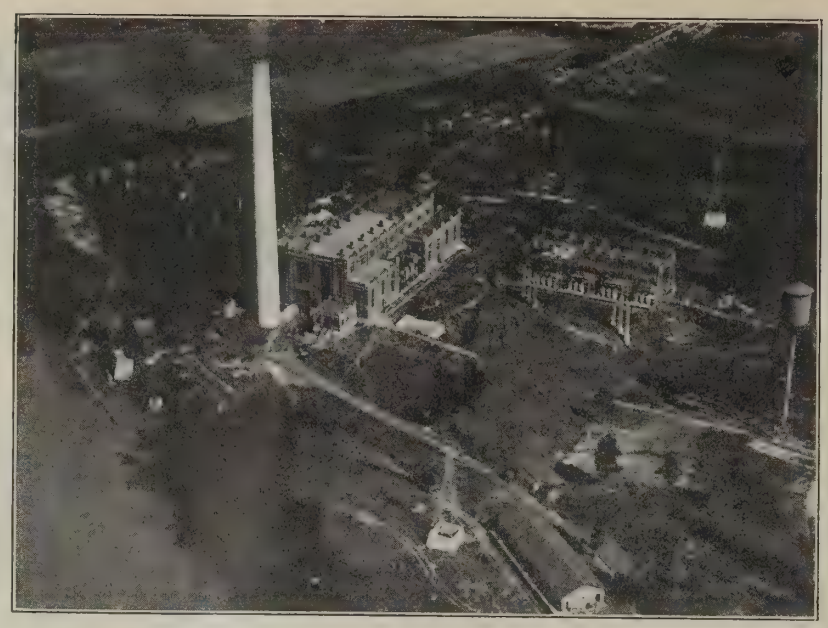
Secretary, International Advertising Association

To EDITOR & PUBLISHER: May I extend most cordial greetings to the Southern Newspaper Publishers Association on their twenty-fifth anniversary. Nobody who has followed its meetings in the past can fail to realize the active co-operation which this organization has been able to effect between its members. The association has undoubtedly been largely instrumental in helping the amazing progress of the new South and advertisers generally recognize the importance of the field represented by its members. May the association continue to have many more birthdays—each better than the previous one.

By JAMES O'SHAUGHNESSY

Executive Secretary of the American Association of Advertising Agencies

To EDITOR & PUBLISHER: This is a particularly happy year in which to witness the celebration of the twenty-fifth anniversary of the founding of the Southern Newspaper Publishers Association, So many things have developed in the



Carolina Power & Light Company plant at Greensboro, N. C.

progress of the South in the last quarter of a century, in all of which the S. N. P. A. has been a vital part and in most of which it was the inspiration and the leader. All the South can well join with the S. N. P. A. in celebrating a quarter of a century of great achievement. The other half of our great country may well join in the spirit of the occasion. What is the pride of one, is the glory of the other. Each half of the country is indissolubly bound one to the other—in commerce, in industry and in the social ties of nationhood. Let us all realize then how much of our present national prosperity is due to the power for growth and for good that has been exerted by the great constructive forces that compose the S. N. P. A.

By S. E. CONYBEARE

President, Association of National Advertisers, Inc.

To EDITOR & PUBLISHER: Were Horace Greeley alive today his slogan for 1927 would probably be "Go South, young man, go South." The great newspapers which are members of the Southern Newspaper Publishers Association have played a leading part in the development of the new South, first, by awakening the people who live in the South to the realization of the opportunities at their very door, and, second, by telling the rest of the country of these same possibilities thus attracting capital and diversified industries. Far-seeing newspaper men in the South have taken the spirit of loyalty to home, community and state, so characteristic of southern people, and have energized this spirit into activity along commercial and industrial lines. Each year more and more the large manufacturing organizations of this country who are members of the Association of National Advertisers are developing their markets in the South through newspaper advertising. As President of this association it gives me great pleasure to extend our greetings to the Southern Newspaper Publishers on their twenty-fifth anniversary.

By HERMAN ROE, President and H. C. HOTALING, Secretary, National Editorial Association

To EDITOR & PUBLISHER: The National Editorial Association joins with the other publishing organizations in extending its fraternal greeting and congratulations to the Southern Newspaper Publishers Association on the completion of a quarter of a century of service to the publishers and the public of the Southland. Their long history of coordinated effort is marked with notable achievements. The influence and power of the S. N. P. A. is generally recognized and this is due in no small measure to its capable leadership. The need and usefulness of the S. N. P. A. has been demonstrated for 25 years and we predict for it a new era of progres and prosperity.

By T. R. WILLIAMS

Vice-President, Pittsburgh Gazette Times and Chronicle Telegraph and Director, American Newspaper Publishers Association

To EDITOR & PUBLISHER: Greetings and congratulations to the Southern Newspaper Publishers Association upon the twenty-fifth anniversary of the founding of that great newspaper organization. As one of the most important regional newspaper associations in America, the S. N. P. A. has done yeoman service in quickening the conscience and unfettering the latent powers of newspapers of the New South. In no section of the country have papers made greater headway in broadening their influence and usefulness than in the South during the last quarter of a century. May the good work continue, not only for promoting regional interests but, through co-operation, for the advancement of mutual interests of all.

By CHARLES STELZLE

President, Church Advertising Department, International Advertising Association

To EDITOR & PUBLISHER: The hearty support of the daily newspapers in the South, given, a few years ago, to a study of sociological, economic and religious conditions which I made in a score of Southern cities, for the purpose of setting up constructive community programs, gave me my first enthusiastic appreciation of what Southern editors are ready to do for their cities. In a number of cases members of their staff were assigned to help secure data, and when the process of educating the public to a sense of its responsibility became necessary, these editors readily gave space in news and editorial columns to the promotion of plans which local committees has agreed to execute.

By W. FRANK McCLURE

Chairman, National Advertising Commission

To EDITOR & PUBLISHER: Heartiest and sincerest greetings to the Southern Newspaper Publishers Association on the occasion of their notable anniversary. This 25th birthday celebration is a real event which will attract attention far and wide among those who believe in the New South, its marvelous development

(*Continued on page* 22)

HICKORY DAILY RECORD
Hickory, North Carolina

Published in the richest Agricultural and Industrial Section of North Carolina.

Trading Population 75,000

Frost, Landis & Kohn
Representatives

Congratulations to the

SOUTHERN NEWSPAPER PUBLISHERS ASSOCIATION

upon the celebration of its

SILVER ANNIVERSARY

Certified Dry Mat Corporation
340 Madison Avenue **New York, N. Y.**

for wet mat printing with DRY MAT facility—use Certifieds.
MADE IN U. S. A.

Our Policy

One Size
all mats 20"x24"

One Quality
only the best we can make

One Price
15¢
on standing order

CHATTANOOGA

The Balanced City in the 100,000 Group

Home Life—Balanced by Climate Affording Year-Round Enjoyment.
Industries—Balanced by Widest Diversity of Manufactures.

CHATTANOOGA

Population 136,000, ranking with 81 other American cities in the 100,000 population group. One of America's principal market places for advertised goods.

CHATTANOOGA

Leading all southern cities in exports of 25 important manufactures, ranking among first 3 U. S. cities in production of boilers, hosiery, refrigerators and oil well machinery.

CHATTANOOGA

Enjoying Limitless and Inexpensive Hydro-Electric Power from the Nation's Greatest Reservoir of Such Power.

CHATTANOOGA

Meeting point of 11 great railroad systems because it is the heart of "The Ruhr of America"—rich in iron and its manufactures and other needed raw materials.

CHATTANOOGA

Producing 1,384 different manufactured articles, leads the south in number and diversity of products exported to domestic markets and to every quarter of the globe.

IN CHATTANOOGA PROSPERITY IS BALANCED:

It textiles are "down"—iron and steel "go up," restoring balance and vice versa. Chattanoogans live in comfort and work with profit amid the inspiring, health giving mountains and valleys of the famous Appalachians.

IN CHATTANOOGA

THE CHATTANOOGA NEWS

Enjoys Deserved Dominance in
Circulation and Advertising

But greater than such unfailing proofs of recognized merit is its Standing at home and abroad—resulting from the Confidence, Respect and Preference of its readers.

In a Great and Growing City this Great Newspaper Leads and Serves Chattanooga—a city with all the attributes of greatness and none of the usual defects attendant on such greatness.

THE CHATTANOOGA NEWS

Is Proud to Serve Chattanooga—"The Dynamo of Dixie."

JOHN M. BRANHAM COMPANY
National Advertising Representatives.

NATION'S LEADERS WAVE SOUTH ONWARD

(*Continued from page* 20)

and the important part which its newspapers have taken throughout the years. Our hats are off to Southern enthusiasm and Southern achievements.

By FRANK T. CARROLL
President, Association of Newspaper Advertising Executives

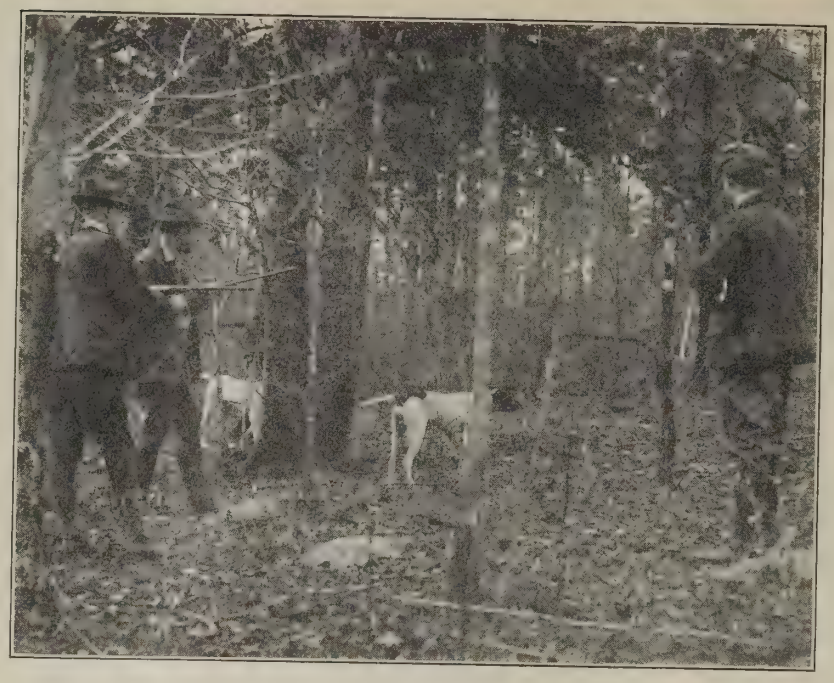
To EDITOR & PUBLISHER: It is indeed quite appropriate for EDITOR & PUBLISHER to recognize the twenty-fifth anniversary of the founding of the Southern Newspaper Publishers Association by issuing a special edition in regard to the event. It is a pleasure to me, both as President of the Association of Newspaper Advertising Executives and Advertising Director of the *Indianapolis News,* to congratulate the Southern Newspaper Publishers Association upon its accomplishments during the past quarter of a century. Advertising men and women have been impressed with the growth and prosperity of the South as they have met in annual conventions in such splendid cities as Dallas, New Orleans, Atlanta and Houston. No one can question for a second the tremendous influence of the newspapers of the South, both large and small, in the development of the great southern markets. Probably no single influence has been of greater importance in this development than the Southern Newspaper Publishers Association.

By JAMES McGOVERN
Treasurer, Association of Newspaper Classified Advertising Managers

To EDITOR & PUBLISHER: No one other Southern organization has done for the South what the Southern Newspaper Publishers Association has succeeded in doing in the short span of 25 years—no other organization *could* have aroused the pleasantly lethargic South of 25 years ago to the possibilities of development as this body of publishers have aroused their homeland; impressed their Southern brothers with the tremendous natural resources of that vast territory below the Mason and Dixon line and broadcast to other sections of this great land of ours the fact the New South—all the New South—is the "Acres of Diamonds" of America!

By H. A. DRYDEN
Secretary, Association of Newspaper Classified Advertising Managers

To EDITOR & PUBLISHER: Greetings to the officers, directors and members of the Southern Newspaper Publishers Association on their twenty-fifth anniversary. The progressiveness of the South has been accomplished largely through the newspaper columns. By your activities and standards of newspaper practices you have an Association that opens the gateway to greater prosperity for the New South. The National Association of Newspaper Classified Advertising Managers are pleased to have as members in their Association many Classified Advertising Managers of Newspapers belonging to your Association.



All is not work and worry—bird hunters in the foot-hills of the Great Smokies.

By MARVIN H. CREAGER
Secretary, American Society of Newspaper Editors

To EDITOR & PUBLISHER: The Old South furnished to American journalism two of its great figures—Henry Grady and Colonel Watterson. With the glorious example of such leaders for inspiration the newspapers of the New South are spiritually rich. And Dixie with great natural resources awaiting full development presents a fertile field for material progress for newspapers that not only talk about things but do things. The South is fortunate in having an increasing number of aggressive newspapers that are willing to work unselfishly for the development of their communities along the broadest lines. Under such conditions there can be but one result—progressive prosperity both for the South and for its newspapers.

By FRANK H. BURGESS
Publisher, La Crosse (Wis.) Tribune and Member of Committee-in-Charge of Bureau of Advertising A. N. P. A.

To EDITOR & PUBLISHER: As one who has watched with fascination the emergence of the New South into vigorous prosperity and development, I am more than happy to accept your offer of an opportunity to express through EDITOR & PUBLISHER my heartiest congratulations to the Southern Newspaper Publishers Association, not only on the anniversary, but particularly on the job it has done in the 25 years of its existence.

What the circulation of the blood is to the body, so is the circulation and advertising, the news and leadership, of newspapers to their communities; it is not by accident that the generally phenomenal growth of Southern newspapers has been accompanied by a wave of prosperity creating the New South. I believe we should not be overstating the case at all to give to the newspapers of the South the major share of the credit for this important development—certainly it could never have been achieved without the concerted aid of a vigorous, independent and aggressive press.

I wish the Southern Newspape lishers Association a next twe years as patently productive and s ful as its first—which is about th wish anybody could make, in my tion.

By GEORGE E. MILLER
Editor, Detroit News and First President, American Society of paper Editors

To EDITOR & PUBLISHER: Yes, many Southern papers and they tell the story of high ability so rapid vancing the South. I would not that the newspapers are alone resp for the notable progress of the So states, but I do say the newspape leading the procession and consti true index of the present happy cor of Dixie.

By E. T. MEREDITH
Publisher, Meredith Publishing Co Moines, Iowa, and Member Exe Committee, International Adver Association

To EDITOR & PUBLISHER: Newsp and schools provide the means by we may judge the progress of a p they represent leadership. The Sou day is fortunate in both newspaper schools.

Through the medium of these agencies new thoughts and new idea human betterment soon become cor property. An inherent quality o American people is the desire for gress. The editor and the teache therefore, under a most solemn ol tion to provide leadership of th while attending the daily needs o followers.

The progress of the New South splendid testimonial that this leade has been a capable one.

(*Continued on page* 24)

SOUTH CAROLINA BREAKING RECORDS FOR DEVELOPMENT

The State

South Carolina's leading newspaper

Covers the Field

WORLD'S largest earth dam costing $20,000 now building near Columbia will add 200,000 hydro-electric horse power. $16,000,000 state highway improvement programme in progress. New locomotive shops of Southern Railway at Columbia costing $1,500,000 will boost city's payroll. City and county paving programme over $2,000,000. Write for illustrated folder of facts and figures on the exceptionally fertile field for advertisers covered by the State with its more than 24,000 circulation.

THE STATE COMPANY
Columbia, S. C.
THE JOHN BUDD COMPANY
National Advertising Representatives

Advertising Begins at Home

HOME is where the goods are.

Things that are sold in the Dallas market-area should be advertised in the News and Journal combination. No other medium (newspaper or otherwise) can do the job as well.

You can buy either The Dallas Morning News or The Dallas Journal (evening) alone. You can buy them in combination at a substantial discount and with one handling. One order—one set of plates or copy—one billing.

When you have bought The News—the first choice of national advertisers generally—you can add The Journal at far smaller cost than any other paper.

* * * *

The News is the big paper of the Dallas territory—the wealthiest section of Texas. It has the largest home-delivered circulation in the City (certified by the A.B.C.) and its *total* exceeds any other by more than 18,000.

Its character, prestige and influence are incomparable.

* * * *

The Journal is the first A.B.C. evening paper. It is read by people of taste and discrimination—the up-and-coming people who set the pace in buying.

Last year The Journal outdistanced all other Dallas papers in national advertising gains.

The Dallas Morning News
The Dallas Journal

An optional advertising combination covering the Dallas market-area

Welcome! Fellow Members of the! S.N.P.A.

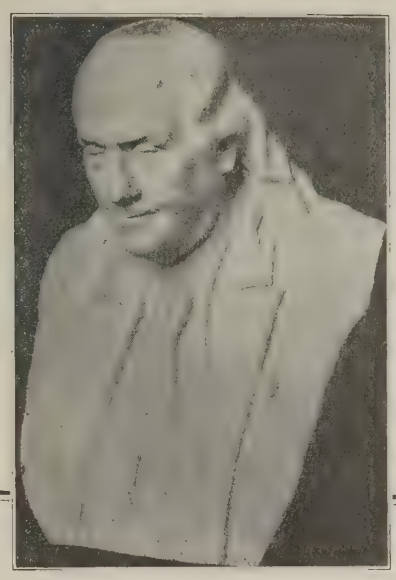
TWENTY-FOUR YEARS AGO The Journal was privileged to share in the auspicuous beginnings in Atlanta of The Southern Newspaper Publishers Association. —And in the worthy works that ensued we have been granted also our part.

—Now you come back—and again The Journal welcomes you. But with sentiment even riper now. Friendships grow mature and mellow through such years as these have been . . . years that have brought an empire's awakening.

—Come in! Visit personally with us. Let us perform the little services we should like to render. Use our facilities—our folks—our whole establishment.

—We're glad indeed to see you. Welcome to Atlanta!

Having 52 pages and carrying over 90,000 lines of paid advertising, The Atlanta Journal of Friday, May 6th, was the largest strictly regular week day edition ever issued by a Georgia newspaper. Total May advertising 1,509,566 lines.



Our Perennial Guest

This bust of Benjamin Franklin is at home under The Journal's roof. For many long years—since our very earliest days—it has been with us. A dust-covered fetish at times, perhaps; but our own. Always our own.

About Ourselves—

(Exerpts from "A Sketch of The Atlanta Journal," by Ralph Smith.)

Still on the sunny side of fifty, The Atlanta Journal enjoys distinctive leadership because its ideals harmonize with the aspirations of a people whose forward march in the past half century has been an inspiration. Its influence is strengthened by the high regard and admiration in which it holds the traditions of the Old South.

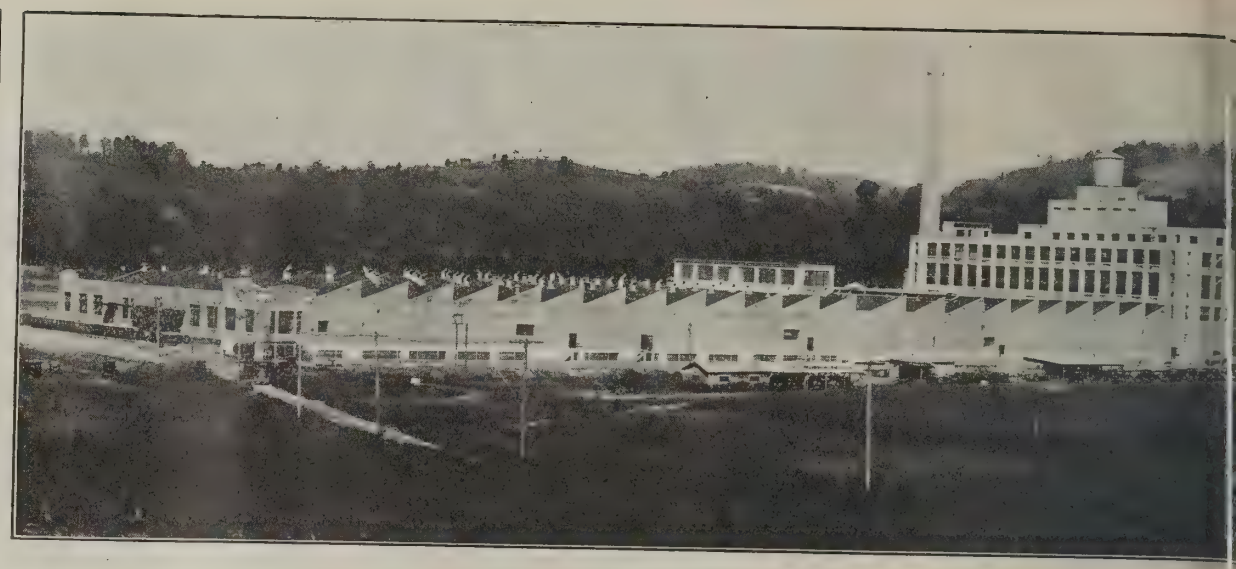
Founded in 1883 as a four-page newspaper, The Atlanta Journal today has the largest circulation in the Empire State of the South and an advertising lineage volume coveted by its contemporaries. Its prestige and power attest its unselfishness. No executive officer of The Journal ever has sought before the people an elective office. Its personnel in every department occupy the relations of one great family composed of many employees who began their careers on the paper. The policies of The Atlanta Journal have always been constructive and yet conservative. Its editorial page today stands as one of the most forceful in the South. Its news columns are entirely free of editorial color. Its radio station, WSB, known throughout the country as The Voice of the South, ranks among the foremost radio broadcasting stations in North America.

The Atlanta Journal

THE JOURNAL COVERS DIXIE LIKE THE DEW

NATION'S LEADERS WAVE SOUTH ONWARD

(*Continued from page 22*)



Typical Alabama cotton mill of the New South, using Central Power Station Service.

By J. M. GIBBON

Vice-President and Director for Canada of the Audit Bureau of Circulations

To Editor & Publisher: The French explorers of three hundred years ago who set foot in the South at the same time as they planted their outposts along the shores of the St. Lawrence should not be forgotten in the S. N. P. A. celebrations, for they provide an ancient link between Southern people and ours. Today the link between the newspapers of the South and those of Canada is their common membership in the A. B. C., indicating that after all these years we still have ideals in common. Long may it so continue!

By ASHMUN BROWN

President, Gridiron Club

To Editor & Publisher: Regarding itself as venerable because of its 42 years' existence, the Gridiron Club takes pleasure in extending its hearty congratulations to its younger brother, the Southern Newspaper Publishers Association, on the occasion of the 25th anniversary of the founding of that useful, virile and progressive organization.

Personally, I desire to add my own tribute to the Association which has taken so large a part in the development of the New South. My travels through the country have demonstrated to me that the South is going ahead faster and more substantially than any other section and that its newspapers are in the forefront of its advance. May the Southern Newspaper Publishers Association live long and continue to prosper.

By C. M. MORRISON

Editor, Philadelphia Public Ledger and Director, American Society Newspaper Editors

To Editor & Publisher: In the twenty-five years since the founding of the Southern Newspaper Publishers Association the New South has seen many of its dreams of a quarter of a century ago come true. The South is, in fact, the New South. Its progress has been regarded with amazement by its sister States of the North, the East and the West. How great a part of that progress is due to the newspapers of the South, is hard to measure, for their influence has been so great that it is well-nigh incalculable. The New South owes a great debt to its newspapers for they have played a magnificent part in making it what it is today.

By WALTER W. MURDOCK

Classified Advertising Manager, Detroit Free Press, and Vice-President Newspaper Classified Managers Association

To Editor & Publisher: It is no idle compliment when I say that the Southern Publishers have sold the nation on the South. Expressed in advertising terminology, you have utilized printer's ink in a great campaign that has produced results in terms of people, dollars and business. Courage, coupled to the persistence you have displayed in emphasizing to your own people and to the people of the country, your beliefs in the future of the South has brought you both material and spiritual rewards that must inevitably become cumulative. Without this belief publicly expressed through your own newspapers; without the work that only newspapers can do, progress if any, would have been slow, uncertain and altogether costly.

By JOHN H. HARRISON

President, Inland Daily Press Association

To Editor & Publisher: I would like through your columns to extend, on behalf of the Inland Daily Press Association, our greetings and congratulations to the Southern Newspaper Publishers Association on the occasion of the twenty-fifth anniversary of the founding of that great newspaper organization. The Southern is one of the greatest of America's regional newspaper associations. To have survived and continuously increased in size, strength and usefulness for a quarter of a century is a notable achievement.

The "New South" has been a phrase that evoked favorable reaction for considerable time. But it never before had such force as now. The whole South is developing with the strides of a pioneer country. The newspapers of that section, than which there are no better, are entitled to much credit for their contribution to the striking progress of the Southland.

The Inland clasps hands across Mason's and Dixon's line with the Southern and with our felicitations go best wishes for continued success.

By ROBERT L. WRIGHT

President, New England Daily Newspaper Association

To Editor & Publisher: The awakening of the New South, reinforced by the part that the newspapers are playing in her wonderful development, unveil a new period of prosperity and national importance. The enterprise and courage of her invested capital are attracting the attention of the world. King Cotton is sharing honors with other industries. Her railroad facilities and her deep-harbor ports of entry open the doors to undreamed of business possibilities. Her mighty rivers, harnessed and controlled by governmental aid, will invite still greater strides in commerce and industry. Her building operations are of a character commensurate with her wonderful awakening. Her gain in population and her remarkable educational development will make her one of the great master keys in our governmental life. My greetings to the Southern Newspaper Publishers Association. Its faith in the New South manifests itself in never ceasing efforts to say and do the things that reflect the phenomenal progress and prosperity of her people.

By OLIVER B. JAYNES

President, Arizona Daily Newspaper Association

To Editor & Publisher: Upon the occasion of the celebration of the twenty-fifty anniversary of the S. N. P. A. the publishers of Arizona send greetings. We congratulate you on the remarkable accomplishments of your organization which, during the twenty-five years of its successful existence, has contributed so much to the general welfare of the industry. We are impressed with the wonderful progress and development of the South in which your newspapers have had such a conspicuous part, and to which must go a liberal share of the c May you continue to grow and p with the great "New South."

By W. J. SMITH

President, Illinois Press Associat

To Editor & Publisher: I am pl to send a word of greeting to the S ern Newspaper Publishers Associ The rapid development of the New S without any question is largely due t aggressive and progressive press tha grown up there. The power of the seems more outstanding in the South in the North, possibly due to an herent foundation in the hearts of editors, based on heritage and per pride and conscientiousness, a desir serve well rather than to attain fina heights. I have always felt that press of the South carries out that parent sincerity of purpose that

(*Continued on page 26*)

THE DAILY and SEMI-WEEKLY TIMES
Wilson, N. C.

Largest tobacco market in the world and a big cotton market. Prosperous farmers who can afford the good things of life.

The Times covers Eastern North Carolina with its two editions at one and five P. M. Flat rate 4 cents per line, 56 cents per week. P. D. Gold Pub. Co., Prop.

Circulation 4500 Daily; 3,000 Semi-Weekly

Greetings
to the
"S. N. P. A."
25th Anniversary

It affords us great pleasure to extend our felicitations to the Southern Newspaper Publishers' Association on their Silver anniversary.

The Association is to be congratulated upon the splendid service it has rendered Southern Publishers for a quarter of a century.

Our 34 years of service and experience exploiting the advantages of newspaper advertising is at the disposal of Southern Newspaper Publishers, as well as national advertisers and agencies.

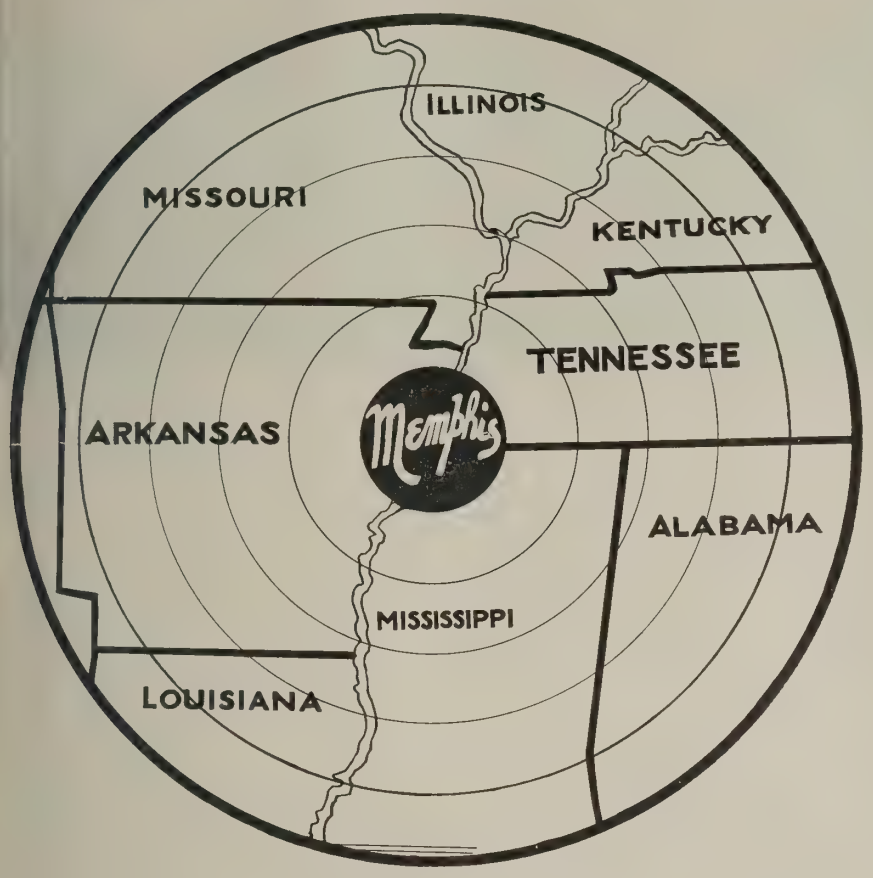
BENJAMIN & KENTNOR CO.

Advertising Representatives of Newspapers
HARRY D. REYNOLDS, President
JOHN T. FITZGERALD, Vice-President

2 West 45th St. NEW YORK
1524 Chestnut St. PHILADELPHIA
Lake State Bank Bldg. CHICAGO
401 Van Nuys Bldg. LOS ANGELES
58 Sutter St. SAN FRANCISCO

"The Longer We Live, The More We Know"

Dominating



A 6 STATE TERRITORY

The Commercial Appeal is one of America's Great Dailies

Market Data Service

The Commercial Appeal maintains a complete department for the compilation of market data and guidance of national accounts, and issues a monthly merchandising paper to the trade covering news of national advertisers and their campaigns.

ITS daily circulation (of 150,000) covers a 300-mile radius and is larger than that of any other Southern newspaper.

It carries more national copy than any Southern newspaper and in Memphis, a city of 200,000 population, (70 per cent white) it carries the bulk of advertising, local and national.

***The Six State Territory* dominated by the Commercial Appeal shares largely with the South's forward march of prosperity, following that zoning of industries which was inevitable.**

Its present and potential wealth rests securely upon the long ignored economic principle, which insists that iron must be fabricated where mined close to coal deposits and cotton manufactured nearby the raw material.

To the national advertiser, seeking to establish business or expand sales in west *Tennessee,* southeastern *Missouri,* eastern *Arkansas,* western *Kentucky,* northwestern *Alabama,* and northeastern *Louisiana,* the Commercial Appeal presents the logical medium, in point of coverage, influence, service and results.

The COMMERCIAL APPEAL

Morning and Evening 150,000

The Largest Newspaper in the South

Sunday 137,000

MEMPHIS, TENNESSEE

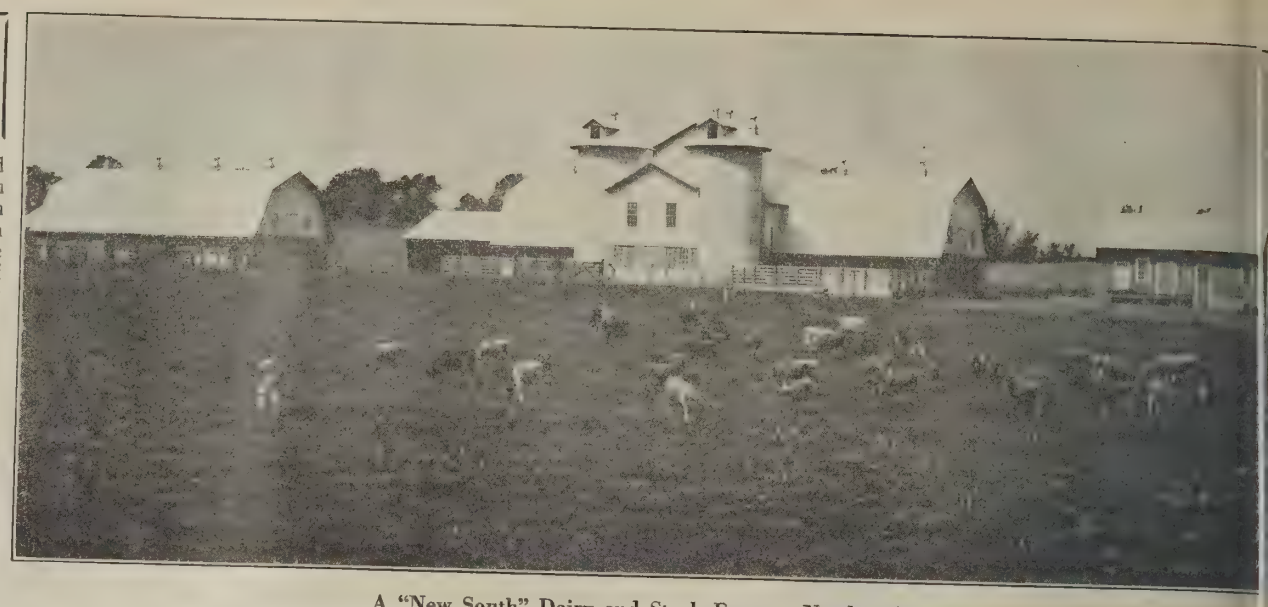
JOHN M. BRANHAM COMPANY—Representatives

Chicago, New York, St. Louis, Kansas City, Detroit, Atlanta, San Francisco, Los Angeles, Seattle

NATION'S LEADERS WAVE SOUTH ONWARD

(*Continued from page* 24)

Southerner possesses, a sincerity expressed not only when you meet a southerner in the South but which is outstanding even when he's in the North. We in the North are FOR you; we admire you, we like your ways, we recognize the fluency of your writings, the patriotism of your columns for your own section of the land, for your loyalty to all our people and for your ability to smile and be happy even when the clouds are darkened through floods, through crop failures, or what not. Your Southern hospitality is reflected in your columns, your courtesy to others makes the average northerner feel somewhat ashamed of himself when he sees how lacking he is in comparison. You're a fine lot of folks down there and I wish you continued good fortune.



A "New South" Dairy and Stock Farm at Natchez, Miss.

By L. B. COSTELLO

President, Maine Daily Newspaper Association

To Editor & Publisher: The Maine Daily Newspaper Association sends greetings through Editor & Publisher to the Southern Newspaper Publishers Association. The Southern Association is, next to the A. N. P. A., the biggest, strongest, and livest in the country. Your association and its members have in recent years made wonderful progress, and far from being jealous of this progress, your fellow publishers in Maine are glad to congratulate you on what you are accomplishing.

The South has been and is making great increases in its textile industry. Some observers think the South will take away from New England its textile supremacy. New England, however, has different ideas and feels perfectly capable of producing the finest textiles during the coming years, as it has done during the past one hundred years; but— Prosperity to Southern newspapers and Southern manufacturing! There is plenty for both the South and New England, too!

By R. C. SNYDER

President, Associated Ohio Dailies

To Editor & Publisher: The 130 daily newspapers of Ohio send greetings to the Southern Newspaper Publishers Association on its twenty-fifth anniversary. A community is correctly judged by the newspapers it supports, and nothing is better indicative of the strides that have been taken in the New South than the splendid examples of journalism that are everywhere extant in the Southern States. Did we possess a chalice of clearest crystal we would fill it to the brim with sparkling water and quaff the health, prosperity and happiness of our Southern brethren.

By W. D. ALLEN

President, Massachusetts Press Association

To Editor & Publisher: The old "Bay State" extends to the Southern Newspaper Publishers Association its warmest greetings and cordial felicitations on this, its twenty-fifth anniversary. Georgia editors and their families and guests were recent visitors in our midst and we of Massachusetts had our first chance to know these people of the South. After such an experience, one cannot but realize that there is no longer any North or South, except geographically, and that we are all striving to work out a common problem through the medium of the press, —the greatest factor in the upbuilding of any part of the country.

By C. L. HOBART

President, Missouri Press Association

To Editor & Publisher: It gives me great pleasure to extend congratulations to the Southern Newspaper Publishers Association on its silver anniversary. To stand the "test of time" a quarter of a century is no mean accomplishment of itself. Add to that the magnificent service the organization has rendered, not alone to its membership, but to the New South, and there is indeed a demand for superlatives to do justice to the subject. "South" is merely a descriptive term, used to designate a certain portion of our country, with products peculiar to itself, but which swell the total that makes our nation the greatest on the globe. I hope I may be pardoned if I declare the newspapers of the South deserves the lion's share of the credit for the achievements of that section.

By GEORGE P. COLLINS

President, North Dakota Press Association

To Editor & Publisher: Three hundred North Dakota publishers join me in felicitations to the Southern Newspaper Publishers Association members upon their reaching the silver anniversary of organization.

From away up north, we have learned to love and admire our brothers 'way down south. Their influence and work has made a New South and, we think, a Better South. The pure American stock that dominates the Southland is our nation's greatest bulwark against internal disorganization, I really believe.

By F. W. BUSH

Athens (O.) Messenger

To Editor & Publisher: Organized effort has developed the natural resources of the South into an industrial empire of unlimited possibilities. No agency has contributed so much to this development as the daily newspaper. The inspiration and vision of the Southern press was not gathered from the clouds but is the result of personal effort and contact in the conferences of the Southern Newspaper Publishers Association which is to celebrate the twenty-fifth anniversary of its founding July 4th. May its future, illuminated by the great achievements of the past, continue worthy of the master minds of its founders and promoters.

By RALPH E. ELLINWOOD

Secretary, Arizona Daily Newspaper Association

To Editor & Publisher: The South and Southwest have much in common. The past quarter of a century has seen extensive development, industrial and commercial, in both sections of the country. The newspapers of the South deserve a large share of the credit for the development south of the Mason-Dixon line. The publishers have contributed news, ideas and the incentive for the upbuilding of the South. They have led t way for a Greater South of which th may well be proud.

By A. M. SOULE

President, University of Georgia

To Editor & Publisher: No count has ever been able to rise above the zeni of its leadership. While many agenci always work towards the accomplis ment of that end none has ever render more substantial and effective aid tha the Press. As leaders and moulders public opinion, the newspaper fraterni stands in a class by itself. Headed b fearless men who upon the whole hav been singularly free from bias and pre judice, the newspaper editors and owner of the South have had as much to do wit the onward march of progress witnesse in this section of the country during th

(*Continued on page* 28)

GASTONIA
NORTH CAROLINA

is "The Combed Yarn Center of the South." Gaston county third in U. S. in number of spindles. One of the outstanding industrial counties of the South

THE GAZETTE

is the only daily in the county. Covers 15 live industrial towns with truck delivery. Circulation guaranteed over 6,000. Covers fine field for National advertiser.

Frost, Landis & Kohn

Foreign Representatives

NEWPORT NEWS, VA. A MARKET OF ITS OWN

At the lower end of the Tidewater Peninsula of Virginia, at the mouth of the James River, looking out on the wide harbor of Hampton Roads, the prosperous, hustling city of Newport News, with over 49,000 population and a trading area population of over 200,000, stands by itself, not dependent upon or tributary to Norfolk or any other Virginian city.

Newport News is a city of over 11,000 families with a total of 466 wholesale and retail stores and outlets for all kinds of merchandise, and in each of which are sold practically all of the nationally advertised brands.

The Newport News market is served only by the DAILY PRESS and EVENING TIMES-HERALD—they are the only daily newspapers published in Newport News and the five surrounding counties.

The circulation of the DAILY PRESS is 4,989 daily and 8,597 Sunday, and the EVENING TIMES-HERALD 8,363 daily.

Their combined circulation is 13,352 daily, and the rate is 5¢ per agate line flat—space is not sold in either paper separately. Advertisers have the choice of using both papers on the same day, or the evening paper of one day and the morning paper of the next. Both newspapers are members of the A. B. C.

The DAILY PRESS and TIMES-HERALD completely cover Newport News and the surrounding towns and cities of that section. They are not reached by any other newspapers, and the Norfolk and Richmond papers have little or no circulation in Newport News.

Newport News retail merchants may buy largely from Norfolk, Richmond and Baltimore jobbers and wholesalers, but the retailer and consumer demand is in Newport News, where the goods are sold, and a demand for your product in Newport News can only be created through advertising in the DAILY PRESS and TIMES-HERALD. Do not overlook Newport News because retail merchants may buy through outside jobbers—the demand exists in Newport News.

We will be glad to make a canvass or survey of any product among the retailers if you desire a line on Newport News distribution.

THE JOHN BUDD COMPANY

National Advertising Representatives

9 East 37th Street NEW YORK — Tribune Tower CHICAGO — Chemical Building ST. LOUIS — Healey Building ATLANTA

Sharon Building SAN FRANCISCO — Chamber of Commerce Building LOS ANGELES — Security Building PORTLAND

A Territory Is One Thing A Market Is Something Else

Where people concentrate, money and Purchasing power concentrate.

When selecting your market count heads, not square miles.

New Orleans offers the largest aggregation of prospects to be found in the South.

The Chamber of Commerce of the United States reports the following annual expenditure for food in the leading cities of the South:

	City Proper	*Adjacent Territory	Total
NEW ORLEANS	$29,280,066	$2,323,537	$31,603,602
Memphis	17,421,674	4,149,648	16,581,322
Atlanta	15,872,997	6,224,157	22,097,154
Birmingham	15,397,344	9,660,423	25,037,767
Richmond	14,202,184	2,828,360	17,030,544
Norfolk	9,774,745	16,097,526	25,872,271

*Adjacent Territory: 10 miles beyond city limits.

As with foods, so with every other product: New Orleans offers by far the greatest market in the South.

Yet the New Orleans "city proper" yields thirteen times the volume of business derived from the "adjacent territory."

This represents the greatest concentration in the South—a market where "city proper" is most important; "adjacent territory" least important, and city circulation all important.

Pick your circulation to reach people, not merely to cover territory.

The Item-Tribune has the greatest concentrated circulation in New Orleans.

Five out of seven families in New Orleans who read any newspaper read The Item.

New Orleans
Item-Tribune

Three out of seven families in New Orleans who read any newspaper read The Tribune.

GEORGE A. McDEVITT CO., *National Advertising Representatives*

250 Park Ave., New York Peoples Gas Bldg., Chicago

NATION'S LEADERS WAVE SOUTH ONWARD

(*Continued from page 26*)

last quarter of a century as all the other material forces put together.

The newspaper constituted the first and chief medium through which the rich treasure of our resources was portrayed to the world.

They have always fostered education and religion and aided in the maintenance of law and good order. The information disseminated through their columns has dispelled the false beliefs so long held in the North and West concerning this section of the country. Through their aid a fine system of good roads has been developed, consolidated schools brought into being and a new program of agriculture and industry established in the Southland. My hat is off to this noble band of patriots who for the most part without money and without price have placed service over self that the new South might be created upon the ashes of the old, and through the wise development of our vast store of latent potentalities eventually made the hub and center of the richest and most progressive part of this imperial country.

By EDWIN E. SLOSSON
Director, Science Service

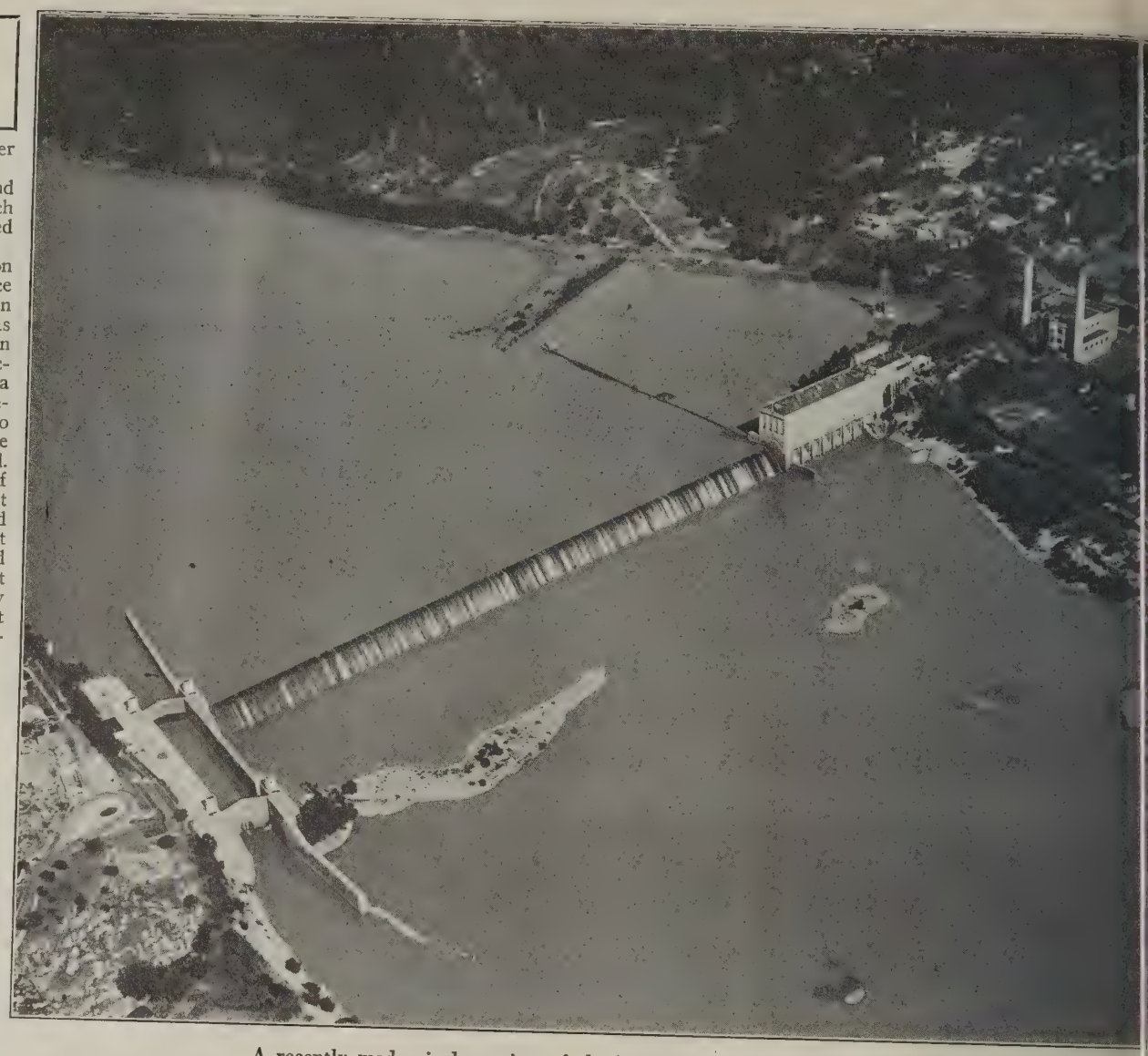
To Editor & Publisher: The South has untapped springs of energy and the elements essential for a populous and prosperous country. The ultimate source of all the energy of man and his machine is sunshine, and this you have in abundance, both in the solar rays that endow your domain from day to day and also in the stores of solidified and liquified sunshine that were shed by the sun millions of years ago and is preserved in the form of coal and oil. Water, upon which all life and labor depend, must be distributed by the aid of the engineer. Some parts of your country have continuously too little water; some have occasionaly too much. Both defects in distribution may be remedied by irrigation and drainage. Agriculture in all its forms is dependent upon the abundance and balance of the three primary plant foods, phosphorus, potassium and nitrogen. You have large deposits of phosphate rock in various states. Beds of potash salts, rivalling in richness those of Tassfurt and Alsace, have recently been discovered, and in Texas nitrogen is furnished free in unlimited quantity to every locality. All you have to do is to reach up into the air and snatch it in a form fit for fertilizer. The waste products of your farms and factories may be converted into wealth by adding hydrogen to your cottonseed oil. You have been enabled to market it in the form of a fat for the kitchen and table. By adding hydrogen to your unusable lignite you might convert it into motor fuel and other profitable products as is being done in Germany. Most important of all nature's resources is the health and vigor of its people. By scientific sanitation elimination of parasites and well balanced dietaries, great progress is possible in the extension of life and the efficiency of labor. But a program for the scientific development of a country can only be accomplished by the agency of the press. The entire population must be made familiar with the opportunities opened to them; they must be taught to regard science as a friend to humanity.

By W. J. HARAHAN
President of the Chesapeake and Ohio

To Editor & Publisher: What the South has done in the past quarter of a century I believe is only a forecast on a small scale of what its accomplishments and developments will reach during the next similar period.

We have seen the New South rise triumphant from the old foundations that had not been entirely shattered by the war between the states until it has reached its present pinnacle of abounding prosperity. We see textile mills

(*Continued on page 32*)



A recently made airplane view of the Wilson Dam, Muscle Shoals, Ala.

To
Newspaper Publishers
CONTEMPLATING THE BUILDING
OF NEW PRODUCTION PLANTS
Howell & Thomas
No. 3868 Carnegie Avenue, Cleveland, Ohio
offer
an architectural and engineering service, combining newspaper production engineering with experienced architectural training
Cleveland Press—Pittsburgh Press—Rochester Times-Union—Houston Press

JOSEPHUS DANIELS
President and Editor

JOSEPHUS DANIELS, Jr.
Secretary-Treasurer and Business Manager

THE NEWS AND OBSERVER
RALEIGH, N. C.
The Only Daily Paper in the World Having More Subscribers Than Population of City in Which Published
Member { S. N. P. A. / A. N. P. A. / A. B. C.
National Representatives
John M. Branham Company
London Guarantee Building, Chicago.
Graybar Building, New York City.
Kresge Building, Detroit.
Chemical Bldg., St. Louis.
Candler Bldg., Atlanta.
Land Bank Bldg., Kansas City.
Hobart Bldg., San Francisco.
Chamber of Commerce Bldg., Los Angeles.
Leary Bldg., Seattle.

Note from HARRY GIOVANNOLI:—



ESTABLISHED MAY 1, 1888

THE LEXINGTON LEADER

AFTERNOON AND SUNDAY

LEXINGTON, KENTUCKY

H. GIOVANNOLI,
EDITOR AND MANAGER

April 17th, 1927

E. Katz Special Advertising Agency,
58 West 40th Street,
New York, N. Y.

Gentlemen:

It was a pleasure to renew the contract between The Lexington Leader and the E. Katz Special Advertising Agency.

Through a very long period of years, under successive contracts with your company, there has never been the slightest unpleasantness or anything to arouse disposition to make a change. Within that period our national rate has advanced from time to time, and there has been a steady increase in the volume of national advertising.

We have never hesitated to recommend your agency unreservedly to inquiring publishers.

Very truly yours,

THE LEXINGTON LEADER

By H. Giovannoli

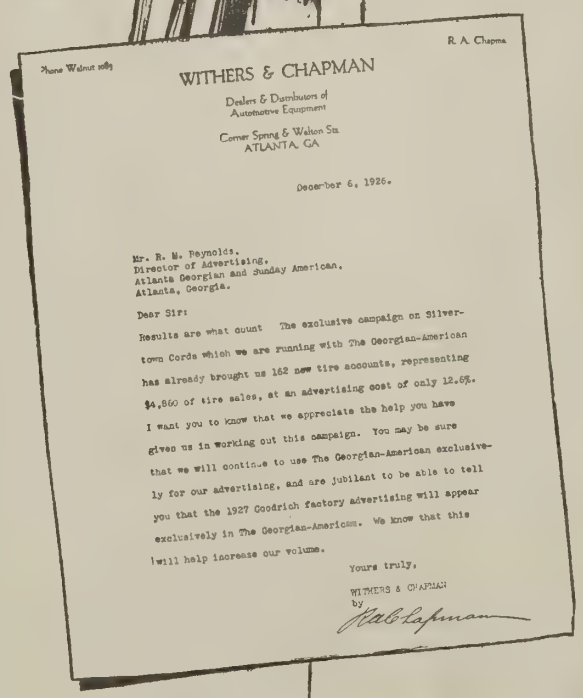
Editor & Manager.

HG-R

First Place in Six Months With Dominant Advertising in THE DAILY GEORGIAN AND SUNDAY AMERICAN

These Two Letters Tell the Story of the Pulling Power of The Georgian-American

Six Months Ago



Phone Walnut 1083

R. A. Chapman

WITHERS & CHAPMAN

Dealers & Distributors of
AUTOMOTIVE EQUIPMENT

Corner Spring & Walton Sts.
ATLANTA, GA.

December 6, 1926.

Mr. R. M. Reynolds,
Director of Advertising,
Atlanta Georgian and Sunday American,
Atlanta, Georgia.

Dear Sir:

Results are what count The exclusive campaign on Silvertown Cords which we are running with The Georgian-American has already brought us 162 new tire accounts, representing $4,860 of tire sales, at an advertising cost of only 12.6%. I want you to know that we appreciate the help you have given us in working out this campaign. You may be sure that we will continue to use The Georgian-American exclusively for our advertising, and are jubilant to be able to tell you that the 1927 Goodrich factory advertising will appear exclusively in The Georgian-American. We know that this will help increase our volume.

Yours truly,

WITHERS & CHAPMAN
by R A Chapman

Phone Walnut 1083

R. A. Chapman

WITHERS & CHAPMAN

Dealers & Distributors of
Automotive Equipment

Corner Spring & Walton Sts.
ATLANTA, GA.

Goodrich Silvertowns

June 11, 1927

Roger M. Reynolds,
Advertising Director,
Georgian-American,
Atlanta, Georgia

Dear Mr. Reynolds:

During the past six months our sales on Goodrich tires have increased 100 percent, so that our volume is now larger than any other Goodrich dealer in the Southeast.

The reason -- concentration of our advertising in the Georgian and Sunday American.

Since this is the first time that an Atlanta dealer has topped the list in the Southeast, I want you to know that we have proved that "Georgian-American advertising means more sales."

For five years we experimented with direct mail advertising and with all three Atlanta newspapers. As a result we are thoroughly convinced of two things:

1. That the attempt to circularize a city of Atlanta's size by direct mail is utterly foolish.

2. That our advertising appropriation brings greatest returns when concentrated in The Georgian-American.

I feel that it is unnecessary to assure you that we shall continue to concentrate our copy in "the fastest growing paper in Atlanta."

Sincerely,

WITHERS & CHAPMAN

Robert A. Chapman

Georgian-American Advertising Means More Sales in Atlanta

One After Another—
Atlanta's Leading Businesses Are Concentrating In The GEORGIAN-AMERICAN

The expressions of Withers and Chapman regarding Georgian-American results and their future policy of concentrating in the Georgian-American, are typical of the ever increasing number of Atlanta's progressive business institutions.

These firms are experiencing excellent responses from the 55,000 families in Atlanta's trade area who express their preference for the Georgian-American as their newspaper. They accept the advertising it carries as their buying guide.

The Georgian-American is enjoying the largest gains in its history, both in circulation and advertising lineage. It should, because of its alert progressiveness, appealing particularly to the vast army of spenders in Atlanta's trade area.

DAILY SUNDAY
GEORGIAN AMERICAN

Total Paid Circulation:

Daily 62,188 **Sunday 132,237**

Atlanta's Fastest Growing Newspaper

Rodney E. Boone, General Manager, National Advertising

Representatives

NEW YORK OFFICE	CHICAGO OFFICE	DETROIT OFFICE	ROCHESTER OFFICE	BOSTON OFFICE	SAN FRANCISCO OFFICE	ATLANTA OFFICE
Rodney E. Boone	Addison T. Chapeck	Franklin S. Payne	F. H. Druehl	L. F. Barnard	Fred M. Van Gieson	K. J. Nixon
9 East 40th Street	326 W. Madison St.	2412 Book Tower Bldg	136 St. Paul Street	554 New England Press Bldg	541 Monadnock Bldg	84 Marietta Street

NATION'S LEADERS WAVE SOUTH ONWARD

(*Continued from page 28*)

leaving their New England locations for plants near the sources of supply; tremendous hydro-electric developments opening up new sources of power to thousands of communities; good roads, built and building, reaching into every section of this sun-kissed region; mining activities on an ever-growing scale; agricultural and orchard cultivation, producing untold wealth; new industrial and commercial establishments bringing in new money and new prosperity.

We see the Southern railroads keeping pace with those of the other sections in the development of their plants—in equipment and facilities and improvements and enlargements. Their part in the South's revival has been a real and constructive one. Knowing their managements as I do, I confidently predict that the railroads ever will be in the forefront in whatever development may come about.

In no other single way, perhaps, is the change that has marked our life more evident than in the spirit and appearance of our southern newspapers. Many of them in editorial strength and wisdom rank with the greatest of our metropolitan dailies. Theirs has been a large part in the cultivation of a new and alert and vibrant spirit on the part of the people, who are now playing such a significant role in the great drama of prosperity that is sweeping this favored land of ours.

By R. M. HARDING

Manager, Columbus Electric & Power Co.

To Editor & Publisher: The newspapers talk at laymen for 365 days a year, so I am very glad of this opportunity to suggest to the publishers of the South that they can materially accelerate the growth now well under way by making a study of the fundamentals of development, and then hammering on practical, sensible community policies with the same energy and persistence with which they ride their favorite hobbies.

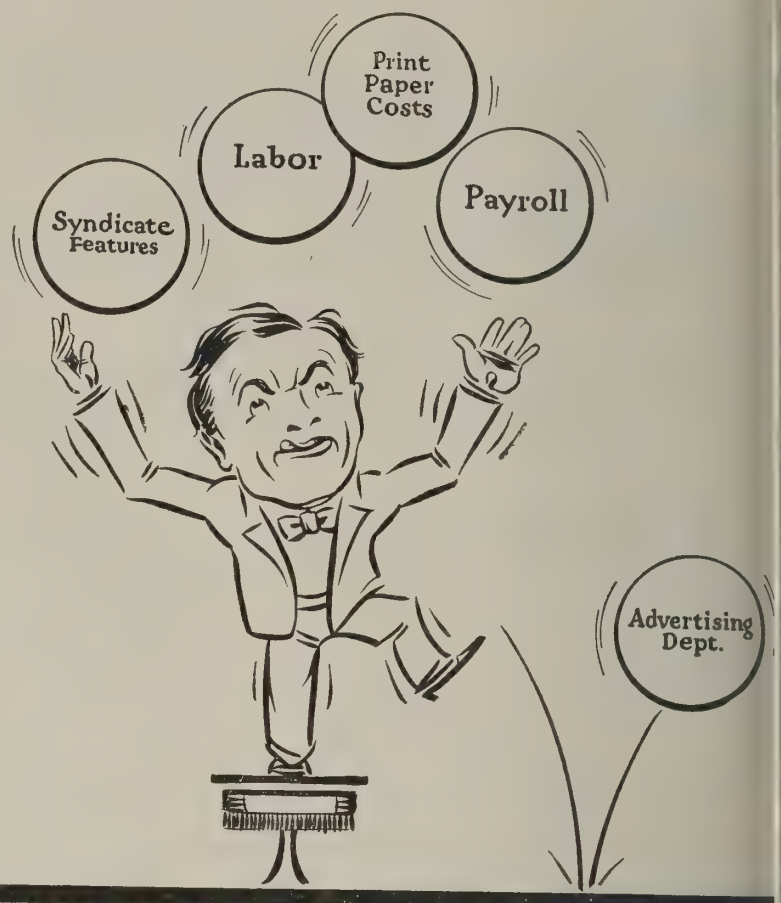
Recently, the tide of industry has set in strongly toward the South, due almost wholly to the development of electric power, and this has brought about a competition among cities to secure industries from other parts of the country that is as hectic as the Florida land boom ever was in its most frenzied days. In this there is great danger that communities may become so obsessed with the idea of getting industries from other sections that they will lose sight of the more important matter of developing industries of their own; so hypnotized by vague dreams of having others do something big for them that their own ambitions and energies will be submerged and finally die.

Our people should be jarred out of Santa Claus land and brought back to the realm of realities; to the sane understanding that the growth of communities, like that of private business enterprises—like the physical man himself—is governed by immutable laws of progression; that development must first originate in the minds of the people of communities and is largely a matter of community psychology.

This company, through the force of advertising and by the word of its speakers, is carrying on just such a campaign over a wide area, which today is known as the best and most productive section of Georgia—Southwest Georgia. This includes the organization of county-wide chambers of commerce—not to spend their time and substance in vain hoping that the lightning will strike in the form of a big factory and make everybody rich over-night, but to *begin doing the things that the people of any community can actually do to make it more attractive and to promote prosperity;* doing the things at hand and then progressing, with added experience, vision and confidence, to the

(*Continued on page 34*)

A Message to Business Managers



Everything in the air —except Lineage

YOU remember the proverbial one-armed paper hanger suffering with hives. He was a very busy man. But the multitude of his distractions are nothing compared with the details that beset the average newspaper business manager.

In the turmoil of his existence the problems of his advertising department are often slighted.

This is what Knight Service does in the development of advertising departments:

1. Provides a certified audit of the human values behind circulation;
2. Lays out a course of selling for members of the display staff based on an exact knowledge of what the newspaper has to deliver;
3. Cultivates the confidence of advertisers by displaying an interest in their problems;
4. Makes advertising and merchandising men out of ordinary solicitors.

Knight Service embraces not only a complete study of the market, but also a thorough schedule of work with the display staff, increasing lineage on a substantial basis.

Over a period of years Knight Service has applied in such markets as:
WICHITA MINNEAPOLIS HARRISBURG CHICAGO MIAMI ROCHESTER ALTOONA HOUSTON RICHMOND

CERTIFIED MARKET STUDIES

Newspaper Publishers and Executives:

The strictest specialization is essential in such work. It is responsible for the success of the Knight organization in more than 50 American markets covering a period of years. Experiments are costly. Knight experience assures accomplishment at minimum expense.

A personal discussion may be arranged. Whether you need us or not—we want you to know us.

EMERSON B. KNIGHT, Inc.
INDIANAPOLIS, INDIANA

Durham's Evening Newspaper

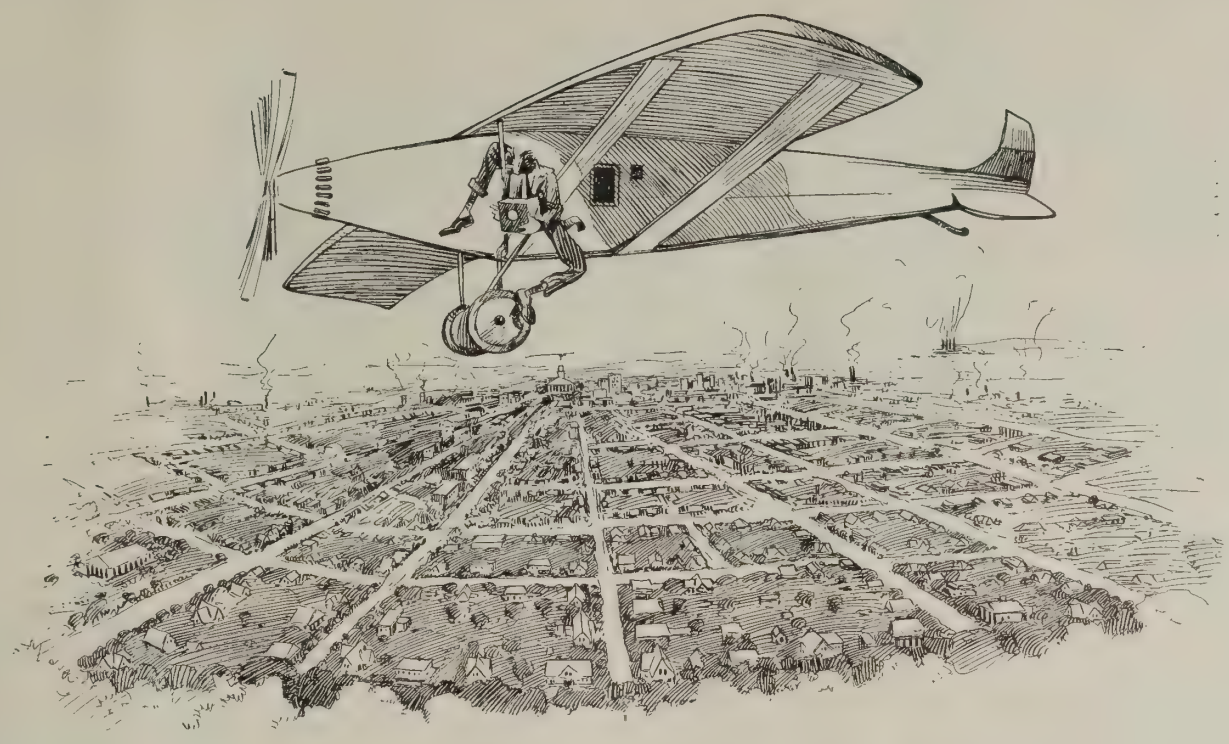
THE DURHAM SUN
"THE PAPER THAT GOES HOME"
ESTABLISHED 1887

An industrial center where people are engaged in manufacturing. Logical place for an evening newspaper. Tobacco manufacturing and growing home of "Chesterfields" and "Bull Durham."

An educational center. Home of Duke University. Foremost school system of the state.

Fourth largest city in state. Population 42,258. Trade population, 150,000.

BRYANT, GRIFFITH & BRUNSON
National Representatives
NEW YORK CHICAGO BOSTON ATLANTA



Get This Picture of Nashville RIGHT!

The Athens of the South

Nashville the capital city of Tennessee with a population of 150,000 is the home of nationally known educational institutions, — Vanderbilt College, George Peabody College, Ward Belmont College, Fisk, Scarritt College, and many other colleges and preparatory schools.

It has three railroads, and is located on the navigable Cumberland River, connecting it by water with the Gulf of Mexico.

It is a city of widely diversified manufacturing industries and is growing rapidly with the whole advancing South.

IN middle Tennessee, a hundred and forty miles or more from any other large city Nashville is the commercial hub of a broad and rapidly advancing sales circle.

Its highways lead to many happy and prosperous suburban home sections and beyond to thriving towns and rich agricultural districts.

Nashville and its environs is fairly humming with industry. New manufacturing plants, attracted by cheaper hydro-electric power, reliable native labor, proximity to raw materials, and excellent transportation facilities, are constantly adding to the city's population, and yet Nashville still is a "Homey" town.

The newcomers just naturally settle down and live like the older residents in comfortable surburban homes, and take pride in pretty lawns and flower gardens. There are many thousands of these worth while homes in Nashville. Approximately 27,500 have electric light service, 30,000 have telephones, and 31,500 are equipped with city water.

Into nearly every one of these worth while homes, the homes that can and do buy, the Tennessean is delivered, Morning, Evening and Sunday. The city circulation of the Tennessean's Morning edition is 27,676, city circulation of the Evening edition is 25,515. The city circulation on Sunday is 32,252.

These comparative figures will substantiate the Tennessean's claim to logical first selection as the most influential and only medium the national advertiser needs to carry his sales message to all who can buy.

THE NASHVILLE TENNESSEAN

Morning Evening Sunday

JOHN M. BRANHAM COMPANY, Publishers Representatives

Chicago St. Louis Detroit San Francisco Seattle New York Kansas City Atlanta Los Angeles

NATION'S LEADERS WAVE SOUTH ONWARD

(*Continued from page 32*)

next step, and the next. A community must learn *how* to do things before it can do them, just as a man must learn by progressive steps which take him to proficiency and greater success. Communities, like men, must make the start and not spend their time dreaming and hoping. They will make mistakes, but so do all of us; the important thing is to make a start.

Newspapers must be the great agency for applying this doctrine and keeping it applied. They understand the importance of straight thinking, of puncturing impractical bubbles and bunk. They should know how to weigh proposals according to standards of value, of common sense, of practice and practicability. They should never encourage their communities in wild goose chasing.

There is a wonderful opportunity for the bright minds of the press to do some straight thinking, and a tremendous financial reward for practical and persistent work along this line. The surest way to build a newspaper property is to build the community it serves.

It is a lamentable fact that hard headed business men, when they step out of their business offices and take up community work, seem to lose their judgment and native caution, and are willing to believe almost anything and to chase the most impossible, at least improbable, schemes for advancing the community. Much of this is due to the fact that they think they are able to give only a minimum amount of time and thought to public affairs, and their views are rarely ever soundly thought out or forcefully advocated.

Business men of every community must be convinced of the inescapable fact that they are worth exactly the market value of whatever they possess. If, by giving thought, time and even money, to steady efforts to increase the prosperity of their communities—the real basis of values—they can enhance their holdings to twice their present value, they have actually made the difference between what the value is now and what it will be under enhancement—have doubled their wealth.

This intelligent community work, therefore, should become a part of the business policy of every man and every institution, because it is as much a matter of business as any of the other activities of a business man or concern.

But this cannot be brought about in a day, or even a year—can never be brought about until it passes the perfunctory stage with the newspaper men themselves and becomes a matter of deep conviction.

In availing myself of an invitation to write a letter to the newspaper publishers, I want to get over that thought of bringing community development down to a practical business basis—for these communities constitute the South, and it is upon the development of such ideas that the whole South must depend for its greatest development. Let's advocate and practice community self-help.

Meantime, welcome to Georgia!

By JAMES P. GILROY

President, Sphinx Club

To Editor & Publisher: If we were all Lindberghs, nothing would please us more than for each member of the Sphinx Club to hop into his plane, fly south, and shake hands with each member of the S. N. P. A., congratulating all on the twenty-fifth birthday, and personally expressing our keen appreciation for the constructive, conscientious and continuous efforts of the members in helping make possible the marvelous and almost unbelievable developments of our great South. It is our firm belief that the S. N. P. A. will have many, many more birthdays, each marking and recording further acts of assistance and co-operation by the association in bringing to fruition bigger and better transformations in the wondrous Southern country.



New Orleans, the world's leading mahogany port.

By H. C. COUCH

President, Arkansas Power & Light Company

To Editor & Publisher: I am deeply grateful for the occasion that makes it possible for me to express something of the admiration I feel for the newspapers and newspaper editors of the South.

Newspapers have it within their power to make of a community, a state, a country whatever they will. The South may esteem itself fortunate that her newspapers have been directed by men of ability, of vision, of faith and, above all, of honesty and of courage.

The South has a larger percentage of native-born American people than any similar area. That our Americanism has remained pure, and has not become tainted with socialist-anarchistic fallacies is due in great measure, if not entirely, to the policies of our newspapers in advocating and fighting for adherence to those principles upon which our nation was established—principles guaranteeing equal opportunity to all, and which have enabled us to become the greatest nation in the world.

The newspapers have had major part in the great economic and social development of the South, and a continuance of their constructive policies in cooperation with other forces working for the further upbuilding of the South—industrially and socially—will enable our Southland to progress even faster in future than in the past. The South is just beginning to be properly appreciated.

The newspapers of the South cannot be praised too highly for what they have accomplished. The several states and communities are heavily indebted to their newspapers for benefits only newspapers could bestow. The growth and prosperity of the papers is proof that this obligation is recognized and appreciated, and even more gratifying, that the citizenship and business people are endeavoring by their patronage to show this appreciation.

By L. A. DOWNS

President, Illinois Central System

To Editor & Publisher: The newspapers of the South are noted for their progressiveness. The remarkable economic development of the Southern states in recent years has been due in large measure to the notable work which their newspapers have performed in informing the people of the country of the advantages which the South has to offer. One cannot read the Southern newspa without being impressed by their uni ing devotion to the cause of South progress and their tireless efforts to p mote the growth and prosperity of South.

The agricultural, industrial and co mercial advancement of the South si the Southern Newspaper Publishers A sociation was organized a quarter o century ago has been both rapid and s stantial. Agriculture has gone forw in production and diversification. The crease in manufactures has been tr remarkable. The development of min has been even more astonishing. Co merce through Southern ports has creased more rapidly than in other pa of the country. Transportation facilit have developed proportionately. Today South is on a sounder economic footi than ever before.

Intelligent and widespread publicity impressing upon people everywhere t wonderful story of Southern progress. other section of the country is richer opportunities than the fast-growing Sou and no section bears greater promise future prosperity.

By W. R. COLE

President, Louisville & Nashville Railroad Co.

To Editor & Publisher: It affor me great pleasure, as a representative a great Southern Corporation, to expres through the columns of the Editor Publisher, my cordial greetings to th members of the Southern Newspap Publishers Association, foregathered i the splendid Southern City of Atlant and to extend my congratulations and be wishes, on the occasion of its twenty-fift anniversary.

For many years I have been watchin with keen interest and satisfaction th fine spirit and purpose of the Souther newspapers in all matters relating to th progressive development of the South, an

(*Continued on page 38*)

The Daily HERALD

Established 1849

Only Daily Newspaper serving the Seventh Congressional District of eleven counties in the richest agricultural section of the South.

A medium, used by National Advertisers to extol the quality and utility of their various products, that is read by the most progressive citizens of the most prosperous section of Tennessee.

Published by

The Columbia Herald Co.

Columbia, Tenn.

Take Asheville

NORTH CAROLINA

. . . FOR INSTANCE

THE TIMES—Asheville's only evening newspaper has *gained more than 25% in circulation* during the last six months—The largest in its history.

Before You Place Your NEXT Campaign You Should Thoroughly Investigate the Asheville Market . . . . .

The Asheville Times

Western North Carolina's Complete Evening Paper

. . . . with a Merchandising Department that *Really* Serves

D. S. ELIAS, Publisher — D. HIDEN RAMSEY, General Manager — R. E. TAYLOR, Advertising Manager

Represented by

JOHN M. BRANHAM COMPANY

New York, Chicago, Atlanta, St. Louis, Detroit, Kansas City

St. Augustine, Florida

"The Cradle of American History"

is the "Ideal Try-Out" Territory of The New South



The City Gates — Always Open

Substantial Features About St. Augustine

Oldest City in America.
Most Exclusive Resort City on Atlantic Coast.
Main Offices Florida East Coast Ry.
Main Repair Shops, F. E. C. Ry.
$100,000,000 in New Developments.
Over Thirty Hotels.
Hundreds of Beautiful Residences.
Many Apartment Houses.
Exceptional Stores and Markets.
High-Class Amusement Houses.
Abundant Pure Water Supply.
Churches of All Denominations.
Excellent Public Schools.
Two Fine Hospitals.
Modern Sewerage System.
Surf and Still-Water Bathing.
Two Famous Golf Courses.
Miles of Paved Streets.
Magnificent Scenic Drives.
Home of The St. Augustine Record, published evenings and Sunday morning, giving 95 per cent coverage of homes in the city.

15,000 all-year, native-born residents, with an equal number of winter residents from all parts of the United States, make St. Augustine an "Ideal Try-Out" territory at small cost for manufacturers of Nationally Advertised products.

Serving a mixed market from retired capitalists, pleasure seekers, sight-seers, to railroad workers, mechanics, fishermen and day laborers, St. Augustine stores and shops cater to whimsical society buds seeking the flimsiest of new styles on down to the plainest of everyday commodities, typifying the "Great American Public" as in no other city of like size. Although old in years, St. Augustine, the modern, is quick in demanding new styles, automobiles, labor saving methods and equipment.

Exclusively serving this concentrated combination of "America", is the St. Augustine Record, which by telling the news of HOME, State and the World in a truthful, straightforward yet interesting manner, is the daily and welcome visitor in more than 95 per cent of the homes within the city limits and the immediate adjoining territory.

LET ST. AUGUSTINE—"CONCENTRATED AMERICA"

BE YOUR NEXT "TRY-OUT" TERRITORY

"Of and for St. Augustine since 1894"

St. Augustine Record

Evening and Sunday

HERBERT FELKEL, *Vice-Pres. and Editor* J. H. TURNER, *Advertising Manager*

ROBERT E. WARD, Inc., National Advertising Representatives

501 Fifth Avenue, NEW YORK **5 S. Wabash Avenue, CHICAGO**



The JOHN H. PERRY
Publishing Properties

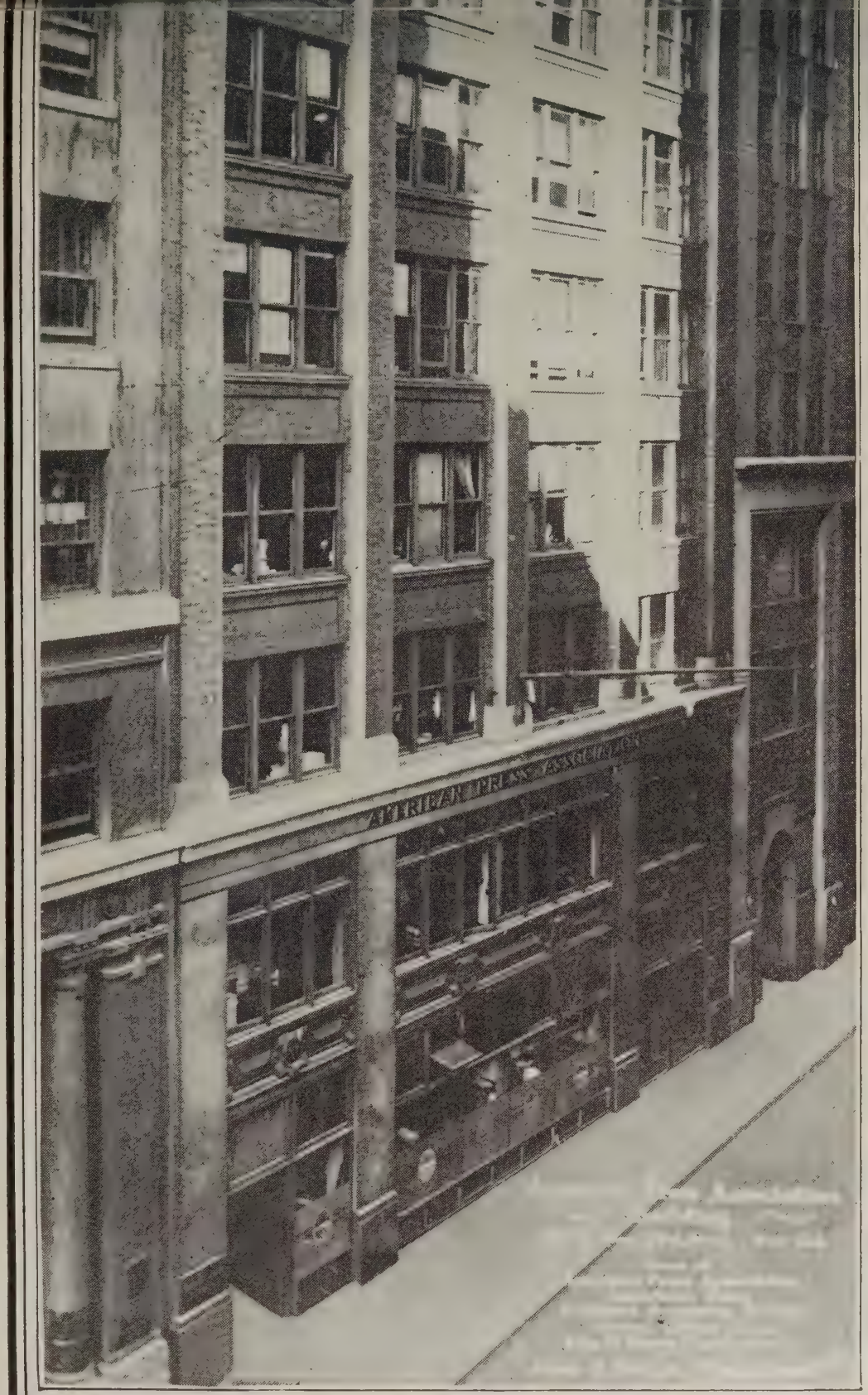
Represent an Investment of More Than Three Million Dollars in Land, Buildings, and the Latest Equipment

American Press Association Building, 225 West 39th Street, New York City, Central Offices of John H. Perry Publications.

New home of the Jacksonville (Fla.) Journal, which has largest A. B. C. circulation and advertising volume in its history.

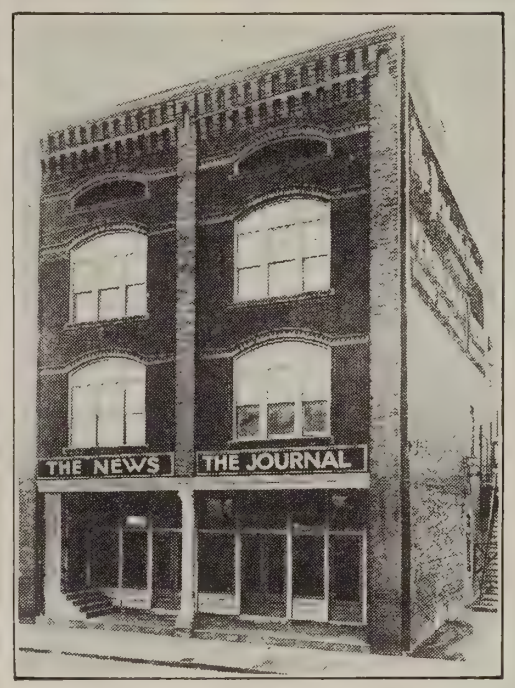
New home of the Reading (Pa.) Times, with a net paid circulation six times greater than in 1923, which led the entire nation in advertising gains in 1926 with an increase of 2,600,000 lines over 1925, and which has gained a million lines during first five months of 1927.

Home of the Pensacola (Fla.) Journal and Pensacola News, outstanding newspapers of West Florida.





Jacksonville, (Fla.) Journal



Reading (Pa.) Times

Pensacola, (Fla)
Journal
News



NATION'S LEADERS WAVE SOUTH ONWARD

(*Continued from page* 34)

it has been a source of much gratification to observe their unflagging support and co-operation in fostering and encouraging any and all activities designed to assist the cause of the advancing South. The eyes of the Nation are now focused as never before on the wonderful resources of the Southern States and their increasing popularity has undoubtedly, to a great degree, been brought about through the constant effort of the Southern press. There has been, during the recent past, a gradual awakening of the country to a fuller appreciation of the potential value and advantages of the Southern States; every day larger numbers of our population are realizing the tremendous possibilities afforded by the almost unlimited natural resources, favorable climatic conditions and varied opportunities for profitable investment found in this remarkable territory, and the impetus now gained will undoubtedly be accelerated as its advantages become further known.

The opportunity of the Southern newspapers in further crystalizing public attention upon the favorable outlook of the South is very great, yet I have no doubt that they will continue to perform this great service in the future as they have so admirably done in the past, and I wish them all possible success.

By J. E. GORMAN

President, Chicago, Rock Island & Pacific Railway Co.

To Editor & Publisher: I congratulate the members of the Southern Newspaper Publishers' Association on the occasion of the twenty-fifth anniversary of the founding of their organization, which is to be observed at Atlanta on July 4 next. It seems to me that this organization has a wonderful opportunity to speak for the "New South" to a receptive world, because the Southern states of our Union are rapidly increasing in their economic importance to the whole country, not only agriculturally, but also in every commercial sense. The South is certain to develop and increase in wealth with years, as its wonderful natural resources become better known.

The Rock Island Lines have served a large portion of the South for a long time, and it is most gratifying to the management of this railroad to witness the advance which has been made in recent years in the development of the Southern states. It is truly said that the "New South" offers opportunities which few sections of our country can boast, and we of the Rock Island are happy at this time to pay a deserving tribute to that wonderful territory which promises much, both to its people and to the nation. May the "New South" continue to grow and prosper, as it so richly deserves.

By H. N. RODENBAUGH

Vice-President, Florida East Coast Railway Co.

To Editor & Publisher: The reawakening and growth of that part of the United States, generally known as the Old South, within the past thirty years, have been among the most impressive developments in our national history. This renaissance began through the broader acquaintance with the attractiveness of this territory that came with the Spanish-American War activities. The wide and more thorough inquiry into its possibilities for agricultural, industrial, and transportation growth brought about a more comprehensive appreciation of what a great empire it was, for the further expansion of our nationwide development.

When we entered the World War, ten years ago, it was one of the most prosperous sections of our country. An even wider acquaintance with its possibilities resulted from the national restlessness which prevailed during the World War years. During these last thirty years, no obstacle of any magnitude has appeared to hamper its growth, or to impair its basic values.

Today it stands at the beginning of an era when its possibilities for agricultural, industrial, and transportation development being well known to our country as a whole, it will rapidly and substantially expand into one of the most prosperous and most attractive sections of the United States.

By J. R. KENLY

President, Atlantic Coast Line Railroad Co.

To Editor & Publisher: Someone has aptly said that the "next 50 years belong to the South." There can be no doubt that the natural resources and advantages that our section of the country possesses are being more generally recognized and more widely discussed than ever before. Industries once confined, almost, if not entirely, to the northern states have already come South in astonishing numbers, and the next decade or two will see a further movement that will eclipse anything known thus far.

With our fertile soils and vast supplies of mineral wealth, and mild, equable climate, with the increasing development of hydro-electric power, with constantly improved transportation facilities, and with our reserves of dependable labor, there can be no doubt that the industrial development of the South is destined to progress at a rate and in a way that can hardly be visioned now.

There will be also as great an improvement in the agriculture of the South as there will be increases in its industry. Methods of production and marketing now in general use must, and will be, improved. Farming will be put on a business-like basis. Good roads, churches, schools, electric power on the farm, and improved transportation will all tend to make the farmer's life much more attractive than ever before. As a result a normal number of the younger generation will remain on the farm and in the rural communities to assist in the further improvement of conditions, while the normal overflow will find congenial and lucrative employment in nearby industrial centres.

The press of the South, which has already done so much for the South's advancement, can do still more, in co-operation with other interested agencies, to bring about a more general recognition among our own people of the opportunities which lie at our very doors, and to retain in the South the best of our young manhood and womanhood, as well as to attract to our section the brains and capital of other parts of the country.

The Atlantic Coast Line Railroad extends to the Southern Newspaper Publishers Association its heartiest congratulations upon the occasion of its twenty-fifth anniversary and offers its best wishes for the future.

By CHAS. A. WHITTLE

Editorial Manager, Soil Improvement Committee, The National Fertilizer Association

To Editor & Publisher: The cotton boll weevil has added to the risk of growing cotton. Bankers and supply merchants are requiring additional security for loans and they are favoring the cotton farmer who grows his own food and feed. Thus diversity in farming has been enforced until the Southern farmer is unsurpassed for growing on the farm the things consumed on the farm.

The landlord who exacts only cotton of his tenants is losing ground and he, too, is coming to a better reinforced system of farming.

On the basis of live-at-home and more per acre, the Southern farmer is building a new and better system of agriculture. The readjustment has been trying but it is winning.

Cotton will continue to be the crop around which the agricultural system of the South will be built, for cotton growing in the South confronts no successful competition in any other part of the world, and no crop can be extensively grown over the South that will bring the farmer as great an income.

Competition among Southern cotton growers is inevitably enforcing greater efficiency in production, requiring not only greater yields per acre but greater returns per man and mule through the use of improved labor-saving machinery.



Children of rural homes are carried to their new school-houses by county operated buses.

By CLIFFORD ELVINS

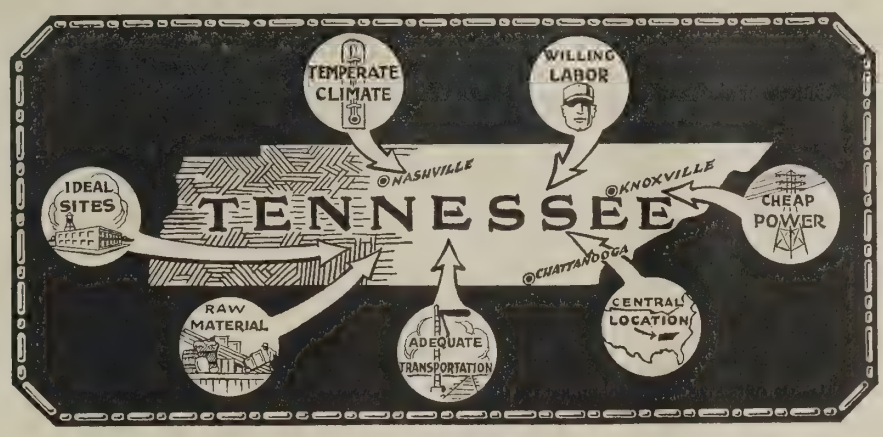
Advertising Manager, Imperial Life Assurance Company

To Editor & Publisher: The members of the Insurance Advertising Conference realize that the leadership and inspiration of the newspapers which are banded together in the Southern Newspaper Publishers' Association have been most important factors in bringing about the vast important factors in bringing improvement in economic conditions that has been experienced during recent years throughout the territory which these papers serve. Therefore, we desire to extend to that great organization our heartiest greetings and most sincere felicitations at this time when it is celebrating its 25th anniversary.

To Satisfactorily Reach the
PROSPEROUS BUYERS OF SEVEN WESTERN SOUTH CAROLINA COUNTIES
You MUST Use
—the columns of the
INDEX - JOURNAL
GREENWOOD, SOUTH CAROLINA
BECAUSE
—the Index-Journal is the only daily paper in these seven adjoining counties
THE INDEX-JOURNAL IS A LIVE, WIDE-AWAKE SEVEN-DAY PAPER
—carrying the full leased wire service of the Associated Press, Four Pages of Colored Comics (Sunday), E.F.S and other feature services and all of the news of the section it serves.
UNEQUALLED READER INTEREST
The Index Journal Is Located In One Of South Carolina's Principal Manufacturing, Educational, Rail and Highway Centers.
Foreign Representatives.
BRYANT-GRIFFITH AND BRUNSON
Atlanta—New York—Chicago

The
Virginian-Pilot
—at NORFOLK
Virginia
Dominates Eastern Virginia and Eastern North Carolina With a Quality Circulation
NET PAID CIRCULATION
42,354 daily
44,793 Sundays
Only One Edition, Morning and Sunday
No Duplication
Covers a rich and progressive trading territory including the Cities of Norfolk, Portsmouth, Suffolk, Hampton, Elizabeth City, Edenton and Environment.
MEMBER A. B. C.

INDUSTRY'S NEEDS ARE MATCHED BY THE RESOURCES OF TENNESSEE



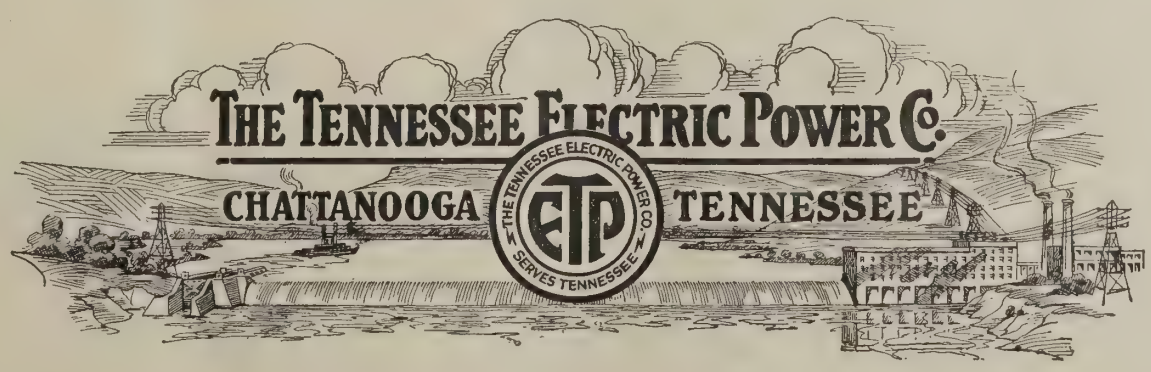
America's Leading Industries Are Prospering in Tennessee!

Chosen at random from the long list of the nation's greatest manufacturing enterprises that find it profitable to operate in Tennessee are American Bemberg Corporation, Aluminum Company of America, Crane Company, International Harvester Company, American Zinc Company, Franklin Process Company, United States Cast Iron Pipe and Foundry Company, Dupont Rayon Company, American Textile Woolen Company and Tennessee Copper and Chemical Company.

These few names serve to indicate not only the diversity but the caliber of manufacturing developments in Tennessee. In rapidly increasing numbers, large and small concerns in textile, woodworking, machinery, chemical, ceramic, iron and steel, and other major industries are finding Tennessee's assets and advantages ideally suited to efficient, economical production.

One of the greatest aids to Tennessee's progress is the tremendous amount of electric power available. Already The Tennessee Electric Power Company has 294,912 H. P. in operation, and applications are pending for the development of 592,500 H. P. additional on the Tennessee River—aside from Muscle Shoals.

Parties interested in immediate Southern locations or future developments are invited to write our Industrial Department. An informative booklet "Go South to Tennessee" is free upon request.



TRIUMPH OF NEW SOUTH ACCLAIMED ON ANNIVERSARY

(*Continued from page* 5)

revival, rather than an innovation, for manufactures were common there prior to the Civil War, although the planting of cotton, tobacco, rice and corn was the chief pursuit of the people. The first railroads in America were built in the South, the Charleston & Hamburg line, now a part of the Southern Railway system, being the first to complete a road 100 miles in length, the line through North Carolina being completed in the autumn of 1833. At that time the Baltimore and Ohio extended only from Baltimore to Point of Rocks, Md., 70 miles. The railroad mileage of the South today is 91,246, more than a third of the nation's total.

Among the pioneer manufactories of the South were blast furnaces, rolling mills, cotton factories, foundries, hollow-ware factories, woolen mills and wagon works. As far back as 1810 the South produced 19 per cent of the cotton goods made in the country, and 30 per cent of the value of all manufactures. That was the age of homespun and three-fourths of the good goods came from the hands of families, rather than factories. In 1860 the South reported 11 per cent of the cotton spindles of the United States, and this fell to 6 per cent after the Civil War. That was the low-water mark. The number of active spindles in the South in 1926 exceeded 17,000,000. This multiplication of spindles is an excellent marker of the industrial advance of the central South, running thus: year 1890, the South operated 12.5 per cent of the nation's spindles, in 1900 its proportion was 23 per cent, in 1910 it was 37 per cent, 1915 it was 41 per cent and in 1926 is was more than 50 per cent.

There is an astonishing number of sizable textile mills, many the last word in modern equipment, surrounded by mill towns that appear new, with towering power plants in the background.

Crop Diversification South's Accomplishment

AS one travels through the thirteen states of the South where cotton is grown the great fact that diversification of agriculture is today an established fact becomes obvious. The truth is that only about one fourth of the South farmland is devoted to cotton raising. A wide diversity of crops appear in the remaining three fourths. Not only is the South producing for her own consumption, but each year she is sending hundreds of thousands of carloads of foodstuffs to other markets. The movement of fruits and vegetables alone from the cotton states in 1926 was 15,000 cars and of course from the whole South the Northern movement of potatoes, cabbage, berries, tomatoes, watermelons, cucumbers and feeds has become a stupendous item in Southern railroading. In 1926 the 13 states of the South where cotton is grown produced over 34 per cent of the total valuation of all agricultural products in the United States. Less than 40 per cent of the total value of the crops raised in the South in 1926 is represented by the value of cotton produced. The great fact of 1927 is that while the cotton crop of the South is of tremendous value, it is only one of the crops upon which Southern agricultural prosperity new depends. Cotton is still King, but Dixie's Queen is manufacturing and in the royal household dwell such flourishing Princes as corn crop worth $600,000,000 (half the value of the cotton crop), wheat worth $200,000,000, oats worth $100,000,000, tobacco worth $200,000,000, livestock worth more than $250,000,000 and with such other hopefuls as rice, sugar-cane, citrus fruit, peanuts, pecans, beans, and an amazing array of garden truck that begins to show in New York markets even before the streets are cleared of snow. More than half a million cars of fruit and truck go north each year by fast freight and express. Carload shipments of fruit alone number approximately 130,000. The leading fruits are apples, cantaloupes, grape-fruit, oranges, peaches, strawberries and watermelon. Of the latter, the annual northern shipment is about 30,000 cars. In addition there are pears, grapes and a variety of other luscious fruits and of course the references here are all to fresh fruits and do not include huge shipments of preserved fruits. Among the leading vegetable products of the South are: rice 28,000,000 bushels, sweet potatoes 90,000,000 bushels, peanuts 630,000,000 pounds, sugar 344,000,000 pounds, cowpeas 10,000,000 bushels, pecans 17,000,000 bushels, snap beans 3,500,000 hampers, spinach 6,000,000 bushels, cucumbers 3,000,000 hampers, tomatoes 8,000,000 bushels. More than a third of the nation's cabbage supply comes from the South. Florida ships 40 per cent of the nation's celery supply. Texas grows about 4,000 carloads of onions per year. Virginia stands first in the shipments of carloads of garden truck. Florida is second. Louisiana and the Carolinas rank high in the movement of carloads of mixed vegetables. The carload shipment of truck from the South numbers approximately 112,000, furnishing about one fourth of the nation's supply



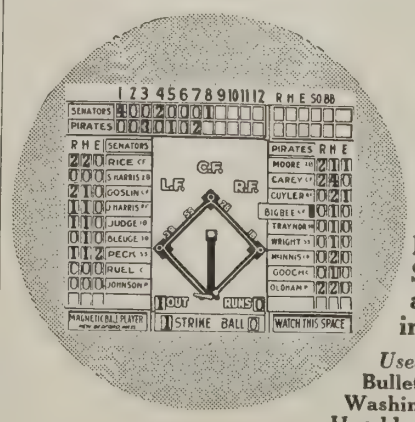
Scene at tobacco auction, familiar sight in Kentucky.

Crop diversification is shown by statistics bearing on the relative size of land areas devoted to various foreign crops. It is estimated that the cultivated acreage of the South is 130,000,000. Of this amount only 35,000,000 acres were planted to cotton, leaving 95,000,000 acres for the cultivation of grain, field crops, truck, fruit and pasturage.

The South has not advanced in 25 years in the matter of numbers of cattle, sheep, swine, or horses on her farms. However in recent years with the marked increase in population great strides have been made in the dairy industry. The Southern states east of the Mississippi are now nationally recognized as a potential dairying empire of grea importance. The South is increasing it supply of pure-bred dairy cattle and som of the finest dairies to be found in th whole country may be seen in Alabama Georgia, South Carolina, Oklahoma Texas, Tennessee, Arkansas and Ken tucky. The South is going in for quality dairies which will yield premium price for their products. In most of the state feed-stuffs are abundantly produced Georgia claiming six or seven cutting of alfalfa as against Wisconsin's three o four cuttings.

The farmer who a few years ago staked all on cotton is today found engaged in producing milk and cream, butter and eggs, cattle and sheep, horses and mules, corn, oats, alfalfa and vegetables.

(*Continued on page* 42.)



Use the

MAGNETIC BASEBALL PLAYER BOARD

For the World's Series

The only Board with the Free Moving Ball and Swinging Bat, reproducing accurately every play made in the actual game.

Used by—New York World—Phila. Bulletin — Pittsburg Times-Gazette — Washington Post—Seattle Times—Boston Herald and over 200 leading newspapers.

IN THE SOUTH

Ask the Publishers of—Jacksonville Times-Union: Lakeland Star Telegram: Miami Herald: Orlando Reporter Star: St. Petersburg Independent: Tampa Tribune: W. Palm Beach Post: Savannah News: Thomasville Times Enterprise: Jackson Clarion-Ledger: Asheville Times: Winston-Salem Journal: Charlotte Observer: Columbia State Co.: Greenville News: Fredericksburg Free Lance: Norfolk Ledger Dispatch: Petersburg Index Appeal: Portsmouth Star: Richmond News-Leader: Beckley Post-Herald: Clarksburg Telegram: Huntington Herald-Dispatch: Mullens Athletic Club: Johnson City Chronicle: Kingsport Times.

"Bill" Rossi will be in Atlanta during S. N. P. A. Convention

STANDARD BALL PLAYER CORP. NEW BEDFORD, MASS.

The most exclusive circulation in the world!

Wealthy People of Five Continents Spend Their Time and Money in

Palm Beach, Florida

The Palm Beach Times

DEVOTED TO THE BEST INTERESTS OF SOUTH FLORIDA

West Palm Beach, Florida
"Where Summer Spends the Winter"

National Representatives

E. Katz Special Advertising Agency

New York Chicago Detroit Atlanta Kansas City San Francisco

Newspaper Advertising is *Market* Advertising

IT used to be the idea that advertising in a newspaper would cover only the city in which the newspaper is published.

Today, the well informed advertiser knows that the newspaper serves not only its own city, but a vast outside territory which is tributary to the city itself, and which is accessible and closely related, principally because of good roads, bus lines and the almost universal ownership of automobiles.

Thus an ENTIRE MARKET is covered by newspaper advertising rather than a city alone.

No advertising medium reaches as regularly and as effectively the homes of an individual market as the newspaper.

Hence, a market study, analysis and survey is always important and interesting in order that the fullest benefits may be derived from a newspaper campaign.

We are the national advertising representatives of twenty-four progressive newspapers located in prosperous and responsive markets.

We are at all times prepared—in conjunction with their respective service departments—to provide valuable and useful merchandising service and market reports that will assist the manufacturer of any commodity either in opening up the market or in extending distribution already under way.

K.NOWN CIRCULATION

THE JOHN BUDD COMPANY

National Advertising Representatives of Newspapers

New York Chicago St. Louis Atlanta

San Francisco Los Angeles Portland

CROP DIVERSIFICATION SOUTH'S ACCOMPLISHMENT

(*Continued from page 40*)

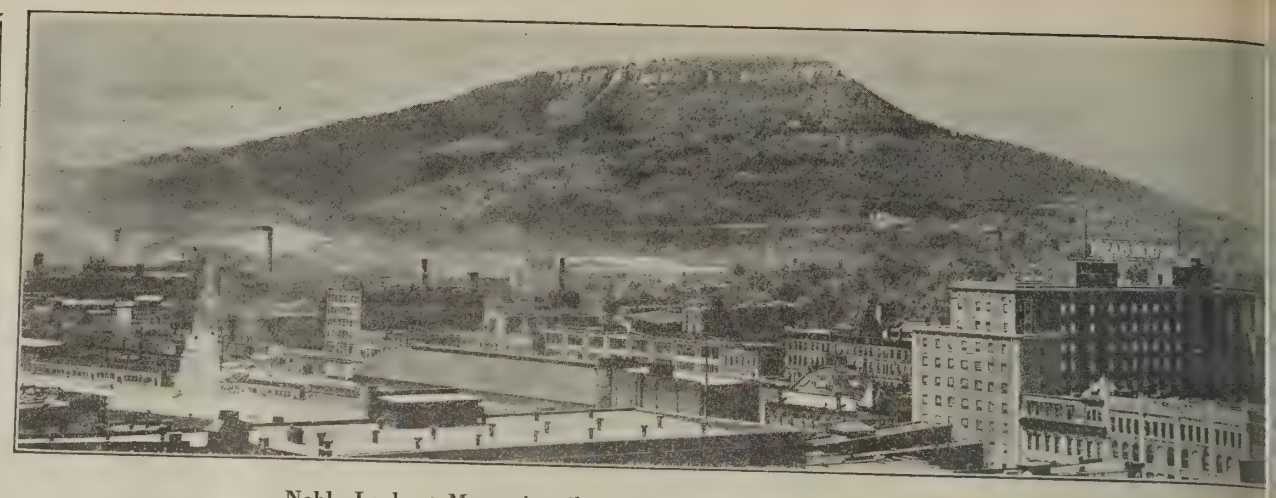
Kentucky is said to be the leading southern state in dairying development. Her herds of Guernsey, Jersey and Holstein cattle adorn her beautiful fields. Eighty-one per cent of the farms of the state boast dairy cows and fine poultry. The average herd is five head. Tennessee, Mississippi and Georgia have also recently made great strides in this direction.

Hydro-Electric Power Symbol of Progress

SCIENCE is the pace-maker of our civilization and its single achievement in harnessing the power of a waterfall for the generation of electrical energy capable of turning wheels and giving light is the accepted symbol of progress of the New South. What the development of hydro-electric power has done for the South in 25 years is written large in all of her progress and its promise of future bounties is beyond calculation.

Not only has it created wealth in great abundance, but it has lifted from the backs of men a killing burden of coal; its contribution to modern comfort and convenience is apparent whereever lines carry the magic current to homes, farms, cities, highways, factories and mills; it has lowered the cost of manufacturing and in the South it has given employment to an army of people.

There are, of course, extensive sections of the South where water-power cannot be economically developed, but a feature of its power program is the remarkable extension of power lines to section remote from the source of supply. A wonderful system of waterways, favorable average rainfall, economical means of operating auxiliary steam generating plants in low seasons and the feasibility of storing water in reservoirs built for the purpose in times of high-flood have combined to make hydro-electric development highly desirable and profitable over half the South.



Noble Lookout Mountain, silent witness of Chattanooga's rapid growth.

In January the South, as a whole, had installed water-power capacity of 2,760,567 horsepower in 434 plants. Nowhere else in America has there been a comparable increase in the use of this source of energy. In fact, nearly one-half of the total increase in water-power developments in the United States in 1926 was in the Southern states. The South now has more than 23 per cent of the country's developed water-power. In the Southern states 98 per cent of the electricity used is generated by privately owned companies. It is said that in many sections the cost per horsepower year to the consumer has decreased 70 per cent within a decade as compared with a decrease of only 4 per cent in sections where hydro-electrical developments do not exist, and to this single fact is attributed a large share of the industrial expansion. The inter-connection of large power stations for greater efficiency of service is a general policy in the South.

Construction of steam-electric generating plants, to supplement water-power, has recently gone forward with rapid strides, fuel being coal, natural gas, lignite and fuel oil.

The total developed water horsepower of 15 Southern states in 1927 follows:

Alabama	659,208
Arkansas	15,550
District of Columbia	1,350
Florida	8,770
Georgia	448,670
Kentucky	34,255
Maryland	37,875
Missouri	20,560
North Carolina	542,618
Oklahoma	1,948
South Carolina	571,428
Tennessee	174,175
Texas	14,835
Virginia	138,046
West Virginia	91,279
Total	2,760,567
United States	11,720,983

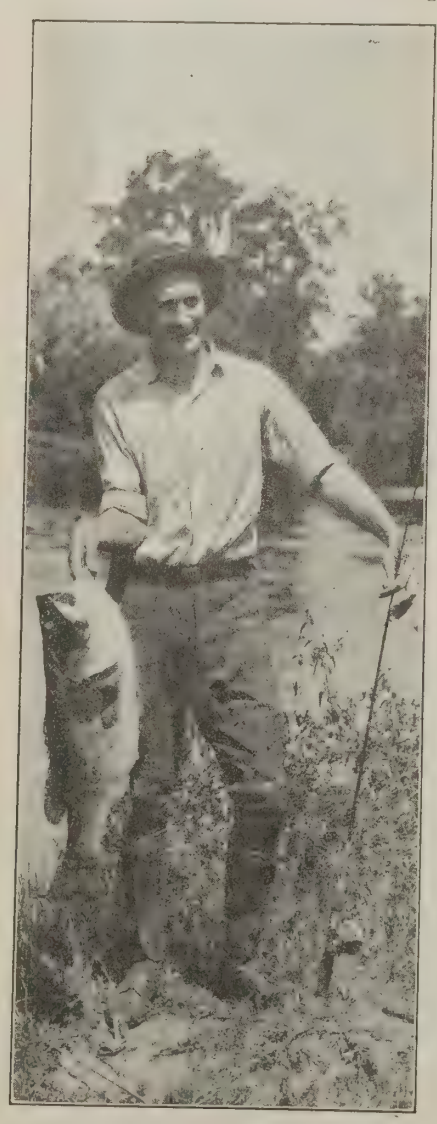
Wherever one travels in the famous Piedmont the trasmission lines are seen running on steel stilts for thousands of miles through the valleys and over the hills, fairly making a network over Alabama, Tennessee, the Carolinas, Georgia and parts of Virginia and West Virginia and transforming the lives of the people. The engineering scheme of inter-connection of plants in different watersheds proposes to obtain the benefit of diversity of water flow and complete utilization of reservoir storage. Large blocks of power are transmitted over distances of 300 miles and more.

Similiarly in Texas and Arkansas the Colorado, Devils, Pecos, White and Ouachita rivers are also being used to gather the thunderbolt, which, when distributed over the land, means relief for toiling men and new sources of wealth and comfort. In Texas it is said that 60 per cent of the farmers use electricity.

According to the U. S. Geological Survey the total potential water-power available 90 per cent of the time in the South is 3,983,000 horsepower, which may be increased to 7,500,000 horsepower available 50 per cent of the time. Only 40 per cent of the primary power has been developed.

The uses to which electric power is put in manufacturing establishments and the cities and along the highways are self-evident, but less is known of the marvelous benefit it has been to those dependent upon agriculture. Thousands of big and little planters get their supply from rural lines, operated for their benefit, lighting their homes and barns and inviting the use of all forms of modern electrical equipment. How much it has lessened the drudgery of farm life may be imagined. Scientific men are today planning to bring electricity to the agricultural implement, a development easily imagined for the future.

Southern power companies are planning construction 15 years ahead for the greatly increased use of current that will be demanded by a steady expansion of industry and a vastly augmented urban population. An idea of the immensity of the work for the future may be had from a single operation in South Carolina where, to harness the Saluda River, an expenditure of $20,000,000 is to be made, this power plant to include the creation



Black bass hooked in a Florida tidal stream.

Automatic Slug Sawing

Newspapers in all parts of the United States, and in many foreign countries, have found automatic slug sawing a big profit maker as contrasted with the sawing of slugs by hand.

A new booklet, fully describing this time-saving method, has just come from the press.

Write and ask for a free copy of "Automatic Slug Sawing" and find out what it means to you.

Address

Mohr Lino-Saw Company

564 West Monroe Street

Chicago Illinois

The Lexington Herald

"For Kentucky First"

Lexington, Ky.

For fifty-seven years The Lexington Herald has been the leading paper of Lexington and the Blue Grass Section of Kentucky. The Herald has worked for the best interest of the people, the tobacco growers, farmers, horsemen and everyone in the Blue Grass Section.

The Herald is a Democratic Newspaper appealing to the people who have the money to buy all lines of advertised goods.

The net paid circulation of The Lexington Herald is over 17,500 week days and of this over 12,000 in Lexington and its close-in suburbs. The country circulation is in the Blue Grass Section of Kentucky, reaching families who do most of their buying in Lexington.

The Lexington Herald is a member of the A. B. C.

CONE, ROTHENBURG & NOEE, Inc.

Publishers' Representatives

New York Detroit Chicago Kansas City St. Louis Atlanta

Our Customers Write Our Ads

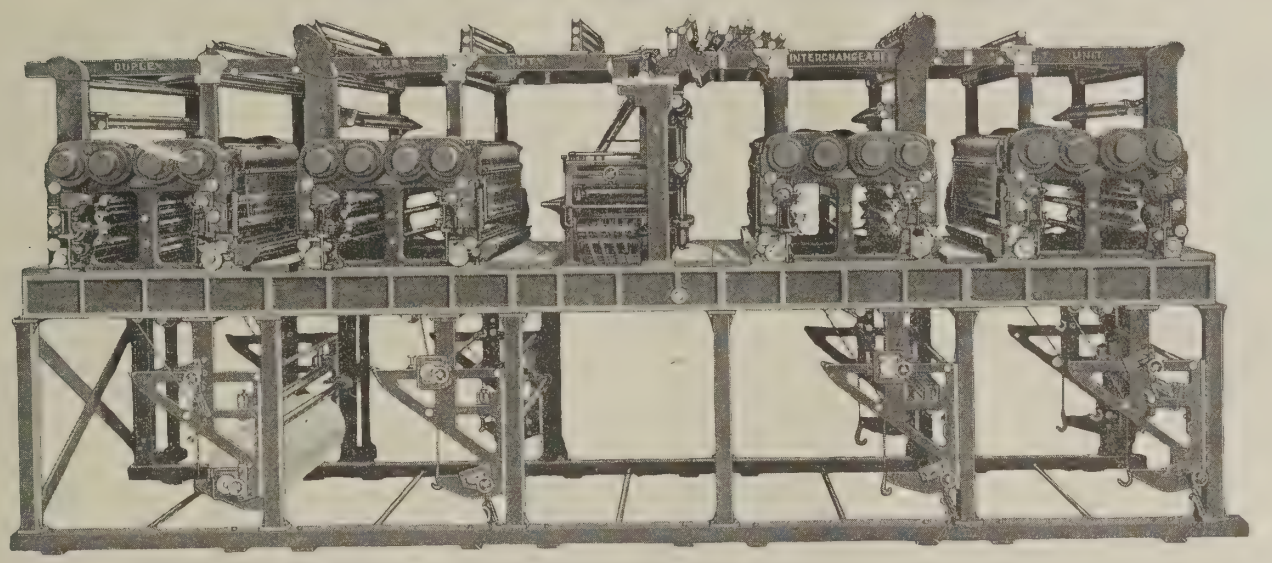
W. C. DOWD, MANAGER, NEWS

CHARLOTTE, N. CAROLINA

Places His Order

For a

Duplex Super Duty Interchangeable Unit Octuple Press



DUPLEX SUPER DUTY INTERCHANGEABLE UNIT OCTUPLE PRESS

NEWS PUBLISHING COMPANY

Charlotte, N. C.,
June 13, 1927.

The Duplex Printing Press Company,
Battle Creek, Michigan.

Gentlemen:

For your information I want to say that I have been using Duplex Presses for about twenty-five years, beginning first with the 8-page Flat-Bed Web Press, which was the first of its kind on the market, and which gave us great satisfaction until we outgrew it.

We then purchased one of your 12-page Flat-Bed Perfection Presses which we used for several years, and which was of very great service to us in increasing our size and circulation.

From the 12-page Flat-Bed we went to the 20-page, 2-page wide Tubular Plate Press, which was one of the most satisfactory machines we have ever used, and which was a model for speed and economy.
But in due time we outgrew this, and went to your 32-page, 4-page wide Metropolitan Tubular Plate Press, which has been in operation in our plant for some five or six years, and which is an extremely economical and satisfactory machine for limited size and limited circulation.

But we have outgrown this press, and now have placed with you an order for your 64-page Super Duty, Interchangeable Unit Press, which after investigation, we decided was the best press on the market for our purposes and I may add that we were somewhat influenced in that decision by the mutually pleasant relations which have always existed with your company, and by the exceeding fairness which you have always shown in any matter which may have arisen between us from time to time.

I feel that we have bought the press, which we ought to have, and I am sure that our relations are going to remain as they have in the past.

With best wishes, I am,

Yours truly,

W. C. DOWD.

WCD/GW

Mr. DOWD Says—

"I have been using DUPLEX Presses for twenty-five years and they have all been completely satisfactory"

THE

Duplex Printing Press Company

of

Battle Creek, Michigan

HYDRO-ELECTRIC POWER SYMBOL OF PROGRESS

(*Continued from page 42*)

of a lake 30 miles long and 14 miles wide, and to possess a capacity of 200,000 horsepower.

The Alabama Power Company's Martin Dam project, with an ultimate capacity of 180,000 horsepower, has a storage reservoir which is the largest artificial body of water in the world. This company is about to open work on a $13,000,000 hydro-electric plant to add to its vast holdings. The Florida Power and Light Company has generating plants and 800 miles of transmission lines costing $50,000,000. The Philadelphia Electric Company is constructing a $52,000,000 plant in Maryland. In two years the vast Tennessee Electric Power Company has expanded its hydro-electric developments by the expenditure of $15,000,000. These recent developments merely hint at the stupendous activity in the bewildering progress of hydro-electric development in the South.



Such tropical views are to be seen in ten thousand nooks and corners of romantic Dixie's Highway along the Indian River on the East Coast

18,300,000 Bales of Cotton Produced in 1926

IF 1910 economic conditions had prevailed in the cotton growing states of the South last year, instead of the new order, it would have been a year of disaster. In history there has been no greater triumph of an economic policy than was exemplified by the fact that the South's huge cotton crops could bring a low price without bringing disaster to the community. The fact is that the South last year produced more than 18,300,000 bales, which was 2,500,000 more than she had produced in 1925, but whereas the 1925 crop was worth almost a billion and a half dollars last year's crop was valued at slightly under one billion dollars. Here then, was a value shrinkage of almost half a million dollars, and while it would be stupid to say that the South did not feel it, it is a fact that low price cotton did not wreck anything of great importance, and what was lost on that side the South proceeded to make up, at least in part in diversified crops and in the speeding up of her industrial revival. There was a day when the planter wholly dependent upon his cotton crop would have been well nigh ruined. He would have been in debt and his work would have been for naught. Today he can turn his hand to other crops, or at least he is not dependent for his food and feed on the markets of the north and west. Not only that, but the billion dollars that have been invested in cotton manufacturing in the South, very largely during the past twenty-five years, now gives the agriculturists's family opportunities for work and wages.

The value of annual cotton manufacturing products is approximately a billion dollars. Each year sees an increase in the number of active spindles and looms, and last year the South consumed in her own mills almost 5,000,000 of 18,000,000 bales. There is romance in the fact that the number of spindles in the South 25 years ago was only about four and a half million as compared with seventeen and a half million today. There are triple the number of looms.

Southern mill labor, except for cleaners, porters and low grade help, is white, not only that, but except for persons of high technical skill, Northerners are not employed. The ordinary southern cotton mill worker is an Anglo-Saxon, proud and independent, perhaps not burdened with education, but self-respecting. There are places for the man, the woman and both boys and girls of legal working age. Statistics recently published were that of 1,222,320 persons employed in Southern industries, 18,381 were children under 16 years of age. Richard Spillane, writing for the *Manufacturers' Record*. says: "One New England state has 50 per cent more child-labor than all the Southern states combined." There is a distinct paternalism in southern mill operation. It is variously exemplified. The average mill worker does not live in a tenement but in a cottage and rents range from 50c to $1.50 per room, per month. The southern mill worker is entirely unorganized so far as unions are concerned. He receives less wages than the New Englander. The southern mill interests claim that it costs him less to live. There are mills which have savings banks for employes. Some mills in various ways see to it that employes buy their supplies economically. Strikes are practically unknown in the South. Shop differences and grievances are carried to the management by individuals and adjustments are quickly made. One of the remarkable facts about the southern cotton mill is the democracy that prevails among the workers and the general good will that is everywhere in evidence. The good-sized mill town maintains fine churches for each denomination. The children of the mill people have the advantages of standard free schools, with longer terms and better paid teachers than are provided in state schools or in schools maintained by municipalities. One will find in the average mill town, Y. M. C. A., Y. W. C. A., Community

(*Continued on page 46*)

GREENSBORO, N. C.

Sales-Eye View of Piedmont's Finest Trading Area

Greensboro, N. C. and 35 mile radius 300,000 population

Greensboro, N. C. city population 50,918 (gain of 150% since 1920)

Over 800 retail outlets—50 wholesale houses—Bank deposits over 30 million

The finest section of the Piedmont Plateau depends on Greensboro for trade and marketing facilities. Trade channels center in Greensboro through 68 daily passenger trains and half-hourly bus service.

Greensboro, North Carolina, serves a great manufacturing district—industries utilizing raw material from the South. World's largest mills producing finished cotton products are located in and near Greensboro.

New customers—bigger sales—can be developed in Greensboro's compact market, where distributing factors are ideal.

Greensboro is a home owning city—every home a complete market for all products. Start sales activity in Greensboro now.

THE GREENSBORO DAILY NEWS carried 1,803,900 lines of advertising during 1926 on National advertised products. A gain over the preceding year of 117,390 lines. The Greensboro Daily News, only A.B.C. paper in the city, will cooperate fully to make doubly valuable the complete circulation coverage available to manufacturers. Test campaigns followed carefully with authentic surveys. Daily circulation over 27,000; Sunday over 32,000. One cost for complete coverage.

Write any one of our various offices for full particulars.

THE GREENSBORO DAILY NEWS

GREENSBORO, N. C.

E. B. Jeffress, Manager
Earl Godley, Editor
W. S. Dickson, Adv. Mgr.

Member—
Associated Press
Audit Bureau of Circulations

CONE, ROTHENBURG & NOEE, Inc., Advertising Representatives

New York Chicago Detroit Atlanta St. Louis Kansas City

The Big 3

Gritless News

Web Press Colors

Intaglio Inks

The success of better printing depends largely upon the quality of ink used.

Whether it is a Daily Newspaper, Intaglio Section, or a Colored Comic Supplement, AULT & WIBORG INKS stand out as a first aid to better printing.

Gritless News Ink—Intaglio Inks—and Web Press Colors add materially to the effectiveness and quality of your printed pages.

Our large modern plants and distributing branches in eighteen principal cities, manned by experts in every Department, insure prompt, efficient service.

THE AULT & WIBORG COMPANY

CINCINNATI, OHIO
CHICAGO, ILLINOIS
MILWAUKEE, WISC.
MINNEAPOLIS, MINN.

NEW YORK, N. Y.
BOSTON, MASS.
PHILADELPHIA, PA.
BALTIMORE, MD.
RICHMOND, VA.

ST. LOUIS, MO.
DETROIT, MICH.
CLEVELAND, OHIO
BUFFALO, N. Y.
ATLANTA, GA.

SAN FRANCISCO, CAL.
LOS ANGELES, CAL.
HOUSTON, TEXAS
NEW ORLEANS, LA.

18,300,000 BALES OF COTTON PRODUCED

(*Continued from page* 44)

House, gymnasium, ball ground, and recreation park. Nearly every house has a yard and a garden. A notable instance of paternalism is in Greenville where a number of manufacturing companies purchased a thousand acres of mountain land for the establishment of a great center for recreation, educational and "inspirational" purposes. It is a long reach from the shabby old dwelling that the poor white worker inhabited in the South 25 years ago to the handsome frame shingle or stucco cottage in which operators now live in Southern mill villages. The average home is provided with water, light and sewerage. There has been a positive rivalry in the matter of building better homes and finer mills for their employes, not only to conserve, as they say, humanitarianism, but to insure the contentment of workmen of the better class. Years ago we were familiar with the term, "the poor white." He was a proud Anglo-Saxon who could not bring himself to work elbow to elbow with the negro. His complexes brought to him and his family great suffering. Hundreds of thousands of these people have poured out of the mountain district of the South into the new South's industries and their families, big today as they have heretofore been, become educated and thrifty mill operators, responsive to their advantages and prosperous.

"We might take the case of a man, his wife and family of three children, the latter from 16 to 18 and 20 years of age. It is a family of average workers. The mother stays at home to 'tend house'; the father is an ordinary hand at the weaving loom. At an average wage he gets $24 a week. If he is a skilled hand, his pay is more. The children, working as spinners, get $15 a week. Thus the weekly income of these four workers amounts to $69. It is sometimes more; seldom in any case less. It is not uncommon for families of four and five workers to accumulate as much as $4,000 in the course of twelve months. Families of $3,000 and $3,500 income a year are common in the mill communities. The thing that counts is that, these wages represent almost that much 'clear money.' If the wage scale may be regarded as low, the costs of living are correspondingly low. The average type of cotton-mill cottage costs $1,600 to $1,800; in some cases $2,000. The ordinary type contains six rooms, including dining-room and kitchen. The rooms, with light and water free, are rented at 25 cents a week. This makes the rental of a mill home $6 a month, or $72 a year, and the vegetable garden is thrown in."



Pedigree cattle South's pride—Guernsey Herd at Hartsville, S. C.



Fine specimens of bridge building at Cumberland, Md.

Golden Tributaries to $10,000,000,000 Stream

The mind cannot comprehend the infinite variety of human effort lying behind the more than ten billion dollars of annual value created by Southern manufactures and while the overshadowing industries, such as textiles, power, iron and steel, oil, tobacco and mining may be visualized as separate entities, it is the vast aggregation of lesser industries which swells the bewildering total. One can but consider these industries at random in such a survey as this and while the result will be a description wholly disproportionate, it nevertheless may give the reader at least a fleeting glimpse of the industrial diversification that is making the term "Solid South" have a new meaning in Dixie.

Here is the story in a nutshell: More than a million and a half Southern wage-earners, in 38,000 manufacturing establishments, earn in a year more than a billion and a half in wages for the act of fabricating six billion dollars worth of material, thereby giving to the world products having a value of more than ten billions.

A cut-back to 1900 is sensational, for in that year the value of Southern manufactures was but a billion and half.

Here are some of the principal industrial tributaries to this wide stream: Southern furniture industry, 1925, yielded $142,000,000 products. The lumber industry, in the same year, gave $666,000,000 value, almost half of that of the nation from this source. Every year the South gives the country more than half of her board feet of lumber. She possesses more than half of our standing trees, incalculable source of wealth. From North Carolina to Texas spirits of turpentine and rosins are produced on some 1,500 "turpentine farms." These so-called naval stores yield an annual crop worth forty millions.

Several of the largest artificial silk

(*Continued on page* 48)

First In Raleigh Capital City of The Fifth State

More Local Readers Buy It. *More Local Advertisers Use It*



THE RALEIGH TIMES

Covers a Highly Influential Area in the Political and Educational Center of North Carolina. Times Advertisers Get

The Largest Evening Circulation in the Eastern Carolinas

Backed by Effective Co-operation and Highly Developed Reader Interest

Modern Show Windows Available to National Advertisers

You Are Invited to Write Us for Market Data.

THE RALEIGH TIMES

JOHN A. PARK, Publisher W. N. PENNY, Adv. Mgr.

RALEIGH, NORTH CAROLINA

BRYANT GRIFFITH & BRUNSON, *National Representatives*

New York Chicago Atlanta Boston

The Rich Piedmont Market!

in South Carolina

SOUTH CAROLINA has three Zone Markets, the state being naturally divided into three separate and distinct regions through economic conditions that identify each area. These economic divisions form the three major zone markets of the State. They are the western or PIEDMONT SECTION with the closely connected and neighboring cities of Spartanburg, Greenville, Anderson and Greenwood. The central section centering and surrounding the city of Columbia. The coastal section surrounding the city of Charleston. Each section has developed into a compact homogeneous area with a large city or cities as the center of activity from which radiates the commercial, jobbing and trading influence.

The PIEDMONT MARKET *Leads* in the State of South Carolina

The PIEDMONT MARKET is the only unit zone market in South Carolina wherein the white exceeds the negro population. The white population of the PIEDMONT MARKET, 339,678, represents 42 per cent of the entire white population of the State and occupies only 21 per cent of the state's area.

	Piedmont Market	*Second Market*	*Third Market*
Total Population	531,526	416,031	262,888
Total WHITE Population	339,678	168,805	96,131
Value MANUFACTURED Products	$178,911,488	$45,665,205	$23,349,125
Value AGRICULTURE and Livestock	$77,282,118	$68,820,918	$25,657,829
Banking Resources	$98,029,002	$75,083,266	$55,104,362
Total STATE AND FEDERAL INCOME TAX*	$1,070,232	$202,753	$100,938
Buying Power per Inhabitant	$666	$455	$396
Automobile Registration	48,721	29,299	11,712

*PIEDMONT MARKET Paid 65% of Total State Income Tax.

RETAIL OUTLETS

	Piedmont Market	*Second Market*	*Third Market*
Auto Dealers	192	124	56
Grocery Stores	882	775	505
Drug Stores	168	154	80
Hardware Stores	115	71	41
Department Stores	221	219	121
Clothing Stores	74	60	85
General Stores	1285	1123	649

The newspapers listed below adequately cover the PIEDMONT MARKET with a total circulation exceeding 55,000 copies daily. These newspapers conduct a MERCHANDISING SERVICE BUREAU which assists prospective advertisers in securing intensive distribution.

Piedmont S.C. *Newspapers*

GREENVILLE NEWS
SPARTANBURG HERALD-JOURNAL
ANDERSON DAILY MAIL
GREENWOOD INDEX-JOURNAL

For additional market information and data write any one of the above newspapers, or

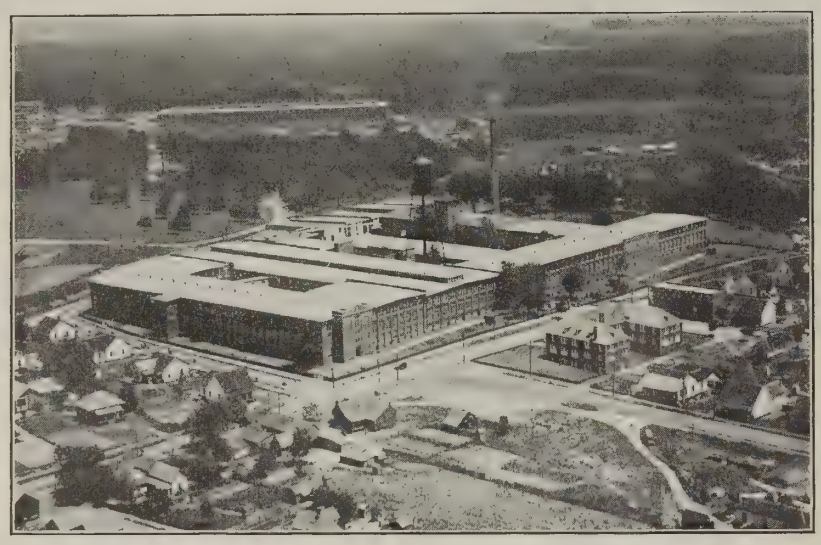
BRYANT, GRIFFITH & BRUNSON

National Representatives

NEW YORK CHICAGO BOSTON ATLANTA

GOLDEN TRIBUTARIES TO BILLION DOLLAR STREAM

(*Continued from page* 46)



Thomaston and Peerless Cotton Mills, Thomaston, Ga.

plants in the country are in the South, representing millions of investment. "Rayon," the principal raw material in which is sulphite wood pulp of especial purity, was a new product in our markets in 1910 and today it is among the standard commodities.

Meat products yield for the South $400,000,000 annually.

Pulp-woods are still abundant in the South and paper making, particularly of the kraft variety, is a coming activity.

Rice cleaning and polishing is almost an exclusively Southern industry, with products worth $50,000,000.

Southern states lead in the manufacture and distribution of fertilizers, 450 plants yielding $300,000,000 of products.

The vegetable oil industry is, of course, tremendous, cottonseed oil mills alone giving products worth a quarter of a billion dollars per year. Thus the gray seed of the cotton-plant, once not only considered useless but a nuisance, now yields golden oil, meal, hulls and linters that are worth in the markets of the world almost a quarter as much as the baled cotton. Other vegetable oils, abounding in Dixie come from the soy bean and the peanut. More than 30,000 workers are engaged in vegetable oil manufacture. The advance in this business, in point of product values, during the quarter century is twelve-fold. Peanut culture was thought to be an insignificant trade in 1900. The lowly nut was mainly in demand at the circus zoo and county fair. Today 12 states are producing three-quarters of a billion pounds of this highly nutritious and delicious food and it has become an American staple. Sandy soil, hot sunshine, abundant rainfall are propitious conditions for its growing. The uses to which the peanut of modern commerce is put are various, such as roasted and salted, for admixture with candies and in salad dressing, as a substitute for butter, for dyes, oil, oleomargarine, breakfast foods, beverages, sauces, skin cleansing pomade and emulsions.

Delicious pecans are grown from Virginia to Florida and Texas and the increased consumption of this nut in 20 years has been a phenomenon in trade.

Sugar has been produced in Louisiana since 1795 and in 1823 the record shows a production there of 15,400 tons and ten years later this had risen to nearly 40,000 tons. There are 130 sugar mills in that state today, with a capacity of a half billion tons.

It is said that the South's potential quarry, well and mine resources have never been even estimated. In point of production they are amazingly rich, not only the petroleum, coal and iron fields,

(*Continued on page* 50)



Hog farm near Tampa, Hillsboro County, Florida.

Sunshine, Service, and Conservatism

MAY sound like the text of a sermon, but it is in reality the very firm foundation on which has been built the city of St. Petersburg, Florida, (The Sunshine City) and its own newspaper (*The Evening Indepedent*). Anyone familiar with Florida will tell you that these two are among the brightest spots in Florida today.

47,629 PERMANENT POPULATION

(Special U. S. Census March, 1927)
The Winter population is estimated at 125,000

$30,319,323 CASH IN THE BANKS

(Combined bank statement March 23, 1927)

12,874 NET PAID CIRCULATION

(Six months' average ending March 31, 1927)

We are prepared to give you cold facts about St. Petersburg and *The Independent* at the end of the so-called "Florida Boom." We will take you down to the bed-rock foundation.

The St. Petersburg market is good now; it will be much better in the fall and winter. An advertiser can reach St. Petersburg only through the St. Petersburg newspapers.

May we give you the latest, accurate information about advertising and selling conditions here? Ask either us direct or our national representatives,

THOMAS F. CLARK CO., Inc.

The Evening Independent

The Sunshine Newspaper

St. Petersburg, Florida

The Sunshine City

ANOTHER PROMINENT NEWSPAPER PUBLISHER tells what he thinks of "CLINE SYSTEM" and why his newspaper continues to buy our equipment.

CLINE SYSTEM — CLINE ELECTRIC MFG. CO. CHICAGO — CLINE WESTINGHOUSE



The Columbus Dispatch

THE DISPATCH — CHARACTER ENTERPRISE INDEPENDENCE

COLUMBUS, OHIO

April 12, 1927.

SUBJECT

Attention Mr. A. J. Cline

Cline Electric Mfg. Co.,
Chicago, Ill.

Gentlemen:-

One of the many very happy experiences enjoyed by the Dispatch Printing Co., in the construction and equipment of its new plant, was its relationship with the Cline Electric Mfg. Co.

This was not a new relationship, so the Dispatch again was gratified to find the Cline company was still keeping the faith.

The reel, drive and control equipment purchased from and installed by the Cline company has proved entirely satisfactory, now that it is in full operation, and the Dispatch is proud to have this equipment in its well-appointed plant.

With all best wishes,

Sincerely,

Arthur C. Johnson Sr
Associate Publisher.

ACJ-B

EXHIBITOR — GRAPHIC ARTS EXPOSITION — New York Sept. 5-17, 1927

The Cline Electric Mfg. Co. furnish Motors and Control Equipments for Printing Presses and Auxiliary Machinery for Newspaper and Job Presses.

CLINE ELECTRIC MFG. CO.

MAIN OFFICE, CONWAY BUILDING, 111 W. WASHINGTON ST., CHICAGO, ILL

Western Office
First Nat'l Bank Bldg.
SAN FRANCISCO
CALIFORNIA

CLINE SYSTEM — CLINE ELECTRIC MFG. CO. CHICAGO — CLINE WESTINGHOUSE

Eastern Office
Marbridge Bldg.
47 West 34th St.
NEW YORK CITY

GOLDEN TRIBUTARIES TO BILLION DOLLAR STREAM

(*Continued from page* 48)

The South's proportion of the nation's mineral production was 32 per cent in 1925. It is estimated now as much more than a third.

Some idea of the magical development of the whole section may be had from building statistics. The towering fact is that the South is expending yearly around $900,000,000 for apartment houses and hotels, office, church buildings and other city buildings, dwellings, schools, stores, mills, pavements, bridges and miscellaneous structures. The Manufacturers Record lists $469,000,000 miscellaneous building projects in the South in 1926.

The latest record of the total number of motor vehicle registrations shows the South with 5,805,671 as compared with 22,001,393 for the United States. The state statistics on this important evidence of modernity and prosperity is as follows:

MOTOR VEHICLES IN THE SOUTH

States	(1912)	(1926)
Alabama	3,385	225,930
Arkansas	2,250	209.419
District of Columbia	1,732	111,497
Florida	1,749	401,562
Georgia	19,120	277.468
Kentucky	5,147	281,557
Louisiana	7,000	239,500
Maryland	10,487	252.852
Mississippi	2,895	205.200
Missouri	24,379	654,554
North Carolina	6,178	385.047
Oklahoma	6,524	499.938
South Carolina	10,000	181.189
Tennessee	12,490	279,639
Texas	35,187	1,049,869
Virginia	5,760	322,614
West Virginia	5,349	227,836
Total	159,632	5,805,671
United States	1,010,399	22,001,393

The total gross operating revenues of Class A Southern railroads last year were $876,000,000, a 3 per cent increase over the previous year. Since 1900 these railways have extended their main trackage 5.500 miles and the double tracking in the past three years has been an outstanding development in American railroading.



Art in road-building—loop on the Mill Mountain Scenic Road, showing a part of Roanoke, Virginia.

Last year Southern ports handled 35 per cent of American import tonnage and 38 per cent of the nation's exports. In port facilities and new harbors the South has made an advance in 25 years which astonishes the traveler. The total value of imports and exports by customs districts, according to the Manufacturers' Record, were as follows:

District and Port	(Exports) 1926	(Imports) 1926
El Paso District	$13,449,363	$8,747,141
El Paso, Texas	13,310,045	8,452,994
Florida District	56,679,876	35,912,964
Tampa, Fla.	3,133,515	12,184,557
Apalachicola	102,601	.....
Fernadina, and St. Mary's, Ga.	1,302,660	111
Jacksonville	9,295,949	13,093,483
Key West	34,314,407	5,472,786
Pensacola	6,611,416	2,847,461
Miami	771,113	2,197,958
Galveston District	533,668,588	38,909,286
Houston, Texas	233,294,899	10,087,659
Galveston, Port Bolivar, Texas City	297,712,993	26,774.310
Georgia District	104,593,820	19,489.663
Savannah, Ga.	99,997,225	18,367,815
Brunswick	4,587,213	652,839
Maryland District	129,044,945	106,239,772
Baltimore, Md.	129,044,945	104,397,276
Mobile District	42,113,460	9,720.644
Mobile, Ala.	34,821.625	8,016,114
Gulfport, Miss.	7,012,607	697,474
New Orleans Dist.	413,766,010	240,520,754
New Orleans, La.	413,766,010	240,520,754
North Carolina District	9,762,336	14,230,455
Wilmington, N. C.	9,762,336	5,945.215
Sabine District	77,227,342	2,275,569
Port Arthur, Texas	46,406,056	1,981,980
Sabine	1,746,320	.....
San Antonio Dist.	45,897,707	4,690
San Antonio, Texas	.....	225
Corpus Christi	363,204	
Brownsville	1,107,571	89
Eagle Pass	7,696,568	915
Laredo	36,325,056	2,818
South Carolina District	36,785,292	12,066
Charleston, S. C.	36,766,470	12,066
Beaufort	.....	....
Virgnia District	209,501,566	21,655
Norfolk, Va.	129,135,539	18,727
Newport News	80,366,027	2,117
Richmond	.....	623
Total South	$1,672,490,305	$528,409
United States	$4,808,465,000	$4,430,890

A fifth of Uncle Sam's revenue ta come from the Southern states. T total last year approached $600,000,(Seventeen Dixie states last year p nearly $300,000,000 in federal inc taxes.

The South has 23 per cent of the t life insurance in force in the Un States, the new business written in 1 having been $1,400,000,000 more t written for the nation in 1910.

Vast Riches in Iron and Black Diamonds

VIRGINIA mined the first coal p duced in the country in ea Colonial times, and it was also there t the first iron was mined and manuf tured. The father of George Washi ton engaged in iron mining, hauling ore to a neighborhood furnace where was converted into pig iron. From V ginia the iron industry, encouraged such men as Washington and Jeffers spread to the Carolinas, Tennessee a Alabama.

Throughout the length of the Ap lachian district iron ore is distribut and is also to be found in regions of l relief in middle west Tennessee, sou east Missouri and northeast Texas. T iron industry of the South has b favored by the proximity to the mines coking coal and good fluxing limesto The largest iron-producing center

(*Continued on page* 60)



Progress!

In keeping with the growth of the Piedmont Carolinas in population, wealth and industry, THE CHARLOTTE OBSERVER recently completed and occupied this new building—one of the finest and most modern newspaper plants in the South.

It has four stories and a basement, with more than 57,000 square feet of floor space. On the top story is a unique enterprise, an auditorium or "Town Hall" open to the public.

A private siding enables paper to be unloaded directly into the pressroom and paper storage rooms. Only a part of the building is shown in this illustration. A large "L" containing the pressroom, mailing department, private garages, etc., is located at the rear of the main building.

PREDOMINANT

In the South's Most Productive Field

Month after month, the business conditions map of the United States Chamber of Commerce shows the Piedmont region of North and South Carolina in the white.

Business is good in the Piedmont Carolinas—and this wealthy, productive region is dominated by THE CHARLOTTE OBSERVER.

THE OBSERVER'S paid week-day circulation now is nearly 40,000, and its paid Sunday circulation is in excess of 42,000.

For full information on THE OBSERVER or its territory, write direct, or inquire of any office of Story, Brooks & Finley, national representatives, or of J. C. Harris, Jr., Atlanta, Ga., Southern representative.

The Charlotte Observer

"The Foremost Newspaper in the Carolinas"

HERE COMES VEE-VEE



VEE-VEE wasn't actually much to look at this spring. She was a mighty good private secretary and all that, with all kinds of ambition, but absolutely not a bit of S. A. Just a common-sensible, level-headed business woman who wore plain suits and goggles and long hair done up in braids—and used no cosmetics.

Did men pay any attention to Vee-Vee? You're right—they didn't. And did Vee-Vee care? Not a bit.

But now it's all different. You can see by the picture that Vee-Vee has undergone quite a change. She has been "done over" by a beauty expert. The goggles and the braids and the freckles are in the discard. The answer?—ROMANCE! Vee-Vee found it in the least likely of all places—an office building elevator.

* * *

You really should know Vee-Vee. She's simply a wonderful girl for any editor to have around at vacation time. The chances are that more than one editor will fall in love with her before the summer is over. And more than likely there will be a few publishers on the other side of the street who will take a violent dislike to her. That's really too bad, but Vee-Vee won't mind.

You see, Vee-Vee has timed her appearance on the newspaper scene for the psychological moment. She has been saving up her pennies for a vacation. And what a splurge she's going to make! What a time she's going to have! Been buying a lot of gorgeous clothes. Going in strong for sports. When she goes away for her two weeks of play she's going to knock the boys right out of their front row seats.

When Vee-Vee takes her vacation it will be the best time in the world for editors who know her to forget about the summer slump, throw their duds together, fill up the tank with gas, have their own good time and let the fellow across the street sweat with his circulation problem. The truth of the matter is that when Vee-Vee is at play she will be working for the papers that are printing her pictures and telling her story.

* * *

Vee-Vee, in case you're getting tired of all this mystery, is the heroine of Anne Austin's newest and punchiest serial, "The Penny Princess." Not a bad title, what? Anne Austin wrote this story just for vacation time, the time when readers are out for fun and likely to quit reading the paper for a spell if it weren't for just such a feature as this to hold their day-to-day interest.

It's a story of a romantic masquerade, of a girl who thought she didn't have time for love. It's peppy and, like all NEA Service fiction, it's clean. In 48 installments, beautifully illustrated with halftones, of which this is a sample.

"The Penny Princess" will provide newspapers with an excellent appeal for summer mail subscriptions. Editors who use it can rest assured that their readers won't want to leave town without having the paper sent to them.

Written by an author whose previous serial successes have spelled big circulation returns wherever they have been used. Distributed by an organization whose program of original fiction has set a new standard in this particular field of newspaper features. In mat or proof form.—**NEA Service, Inc., 1200 West Third street, Cleveland, O.**

CORN AND COTTON NO LONGER KINGS OF SOUTHERN FARMS



Power of Southern soil, sun and moisture to yield sugar cane.



Pride of the South is in magnificent new edifices. Cut shows First Presbyterian Church at Spartanburg, S. C.



Chicken Farm, Tampa, Fla., a profitable industry.



Rattle of the thresher heard in every Southern State—in this instance on a peanut farm.



The festive tomato is one of the South's richest truck crops.

Now

to the imposing roster of famous large newspapers using Goss high speed *low construction* press units ~

we add

The Chicago Tribune
The Detroit Free Press
THE CINCINNATI POST
THE MILWAUKEE JOURNAL
COURIER JOURNAL, LOUISVILLE
THE NEWS, NEW YORK CITY
— MANHATTAN PLANT
— BROOKLYN PLANT
THE BUFFALO NEWS
THE TOLEDO BLADE
COLUMBUS CITIZEN
THE CINCINNATI ENQUIRER
THE BUFFALO TIMES
Christian Science Monitor
THE OMAHA WORLD-HERALD
THE PITTSBURGH PRESS
THE KANSAS CITY STAR



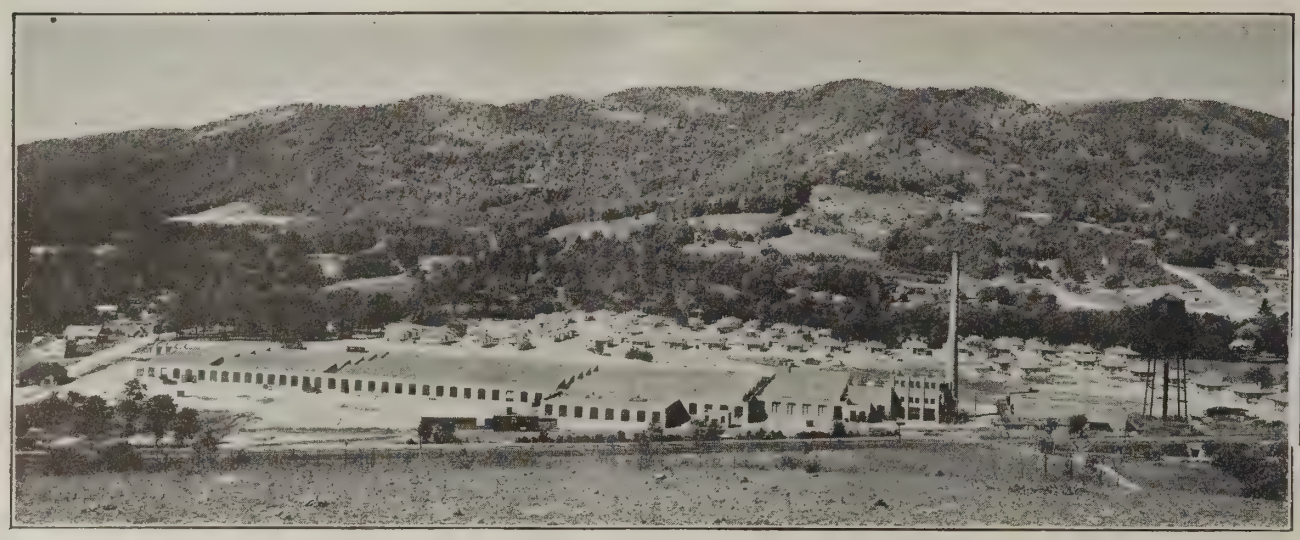
SINCE 1910, Goss Octuple Presses have faithfully served the ever-growing needs of THE KANSAS CITY STAR—printing at present over half a million morning and evening "Stars", nearly 300,000 Sunday "Stars" and more than 500,000 weekly "Stars". Circulations continue to soar, however, and to cope with the future the "Star" has ordered 36 Goss high speed low construction press units with 12 pairs of Goss Imperial Folders. Seventeen years of satisfaction with Goss service greatly influenced the "Star" in its decision.

Goss Presses are the choice of successful publishers everywhere

THE GOSS PRINTING PRESS COMPANY
Main Office and Factories, CHICAGO, ILL.
NEW YORK OFFICE
220 West Forty-Second Street
SAN FRANCISCO OFFICE
646 Call Building
The Goss Printing Press Company of England, Ltd., London
Messrs. Edwards Dunlop Company, Ltd., Sydney, Sole Agent for Australasia

GOSS STRAIGHT LINE GOSS HIGH SPEED

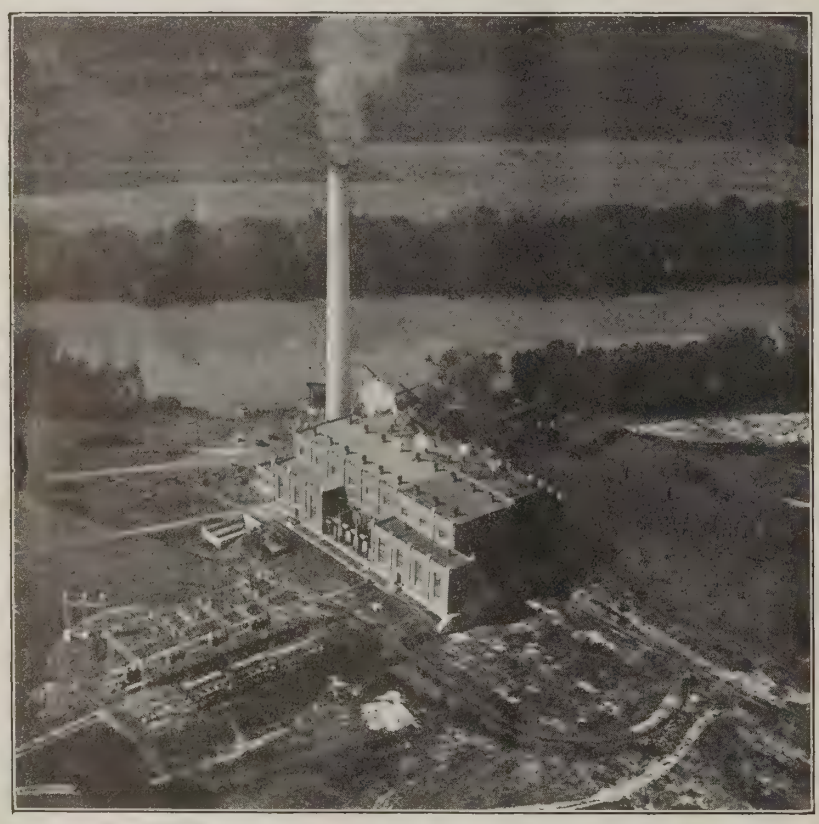
RICH CITIES RISE BESIDE TUMBLING WATERS OF DIXIE



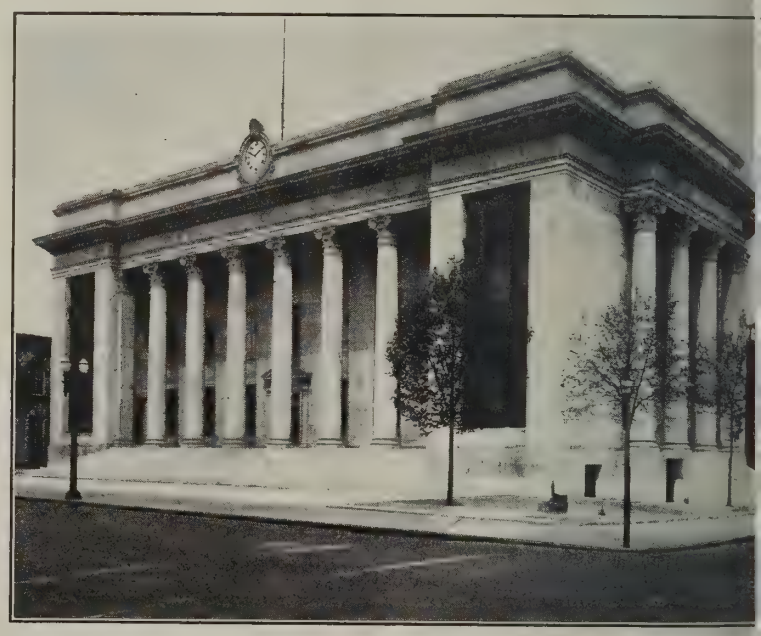
Blanket Mills of Beacon Manufacturing Company, Swannanoa, N. C.



Bottomless pools, Blue Ridge Mo



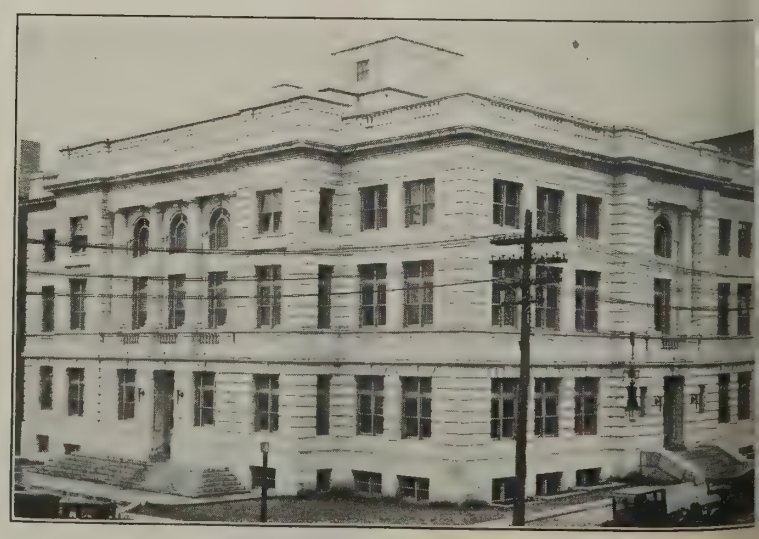
Carolina Power & Light Company plant at Greensboro, N. C.



New courthouses, like the above at Wilson, N. C., grace many county



Typical Mill Village, Powell Knitting Company, Spartanburg, S. C.



Fine new Municipal Building at Greensboro, N. C.



The S. C. Beckwith Special Agency

Covers

The United States Best

with its

Complement of 70 People, 8 Offices and 28
Trained Newspaper Advertising Salesmen

47

Years' Experience in Securing
National Advertising
Exclusively for Daily Newspapers
Beckwith Has a Record
Unexcelled
Unblemished
Unbroken

for

Satisfactory and Substantial Service

THE S. C. BECKWITH SPECIAL AGENCY

NEW YORK	CHICAGO	ST. LOUIS	KANSAS CITY
DETROIT	ATLANTA	LOS ANGELES	SAN FRANCISCO

FIELD, CITY, AND SEA WEAVE SOUTH'S GOLDEN FABRIC



In North Carolina the tax-payer gives children high schools such as this—view taken at Wilmington.



Cluster of grape fruit, a Florida product.



Baling hay with power tractor, South Carolina.



Shipping scene—Gulfport Harbor, Gulfport, Miss.



Beautiful St. Augustine, city of handsome streets and eye-soothing waterfront.



View of the Brown Paper Mill Company, Monroe, La.

QUALITY H. D. ROOSEN CO. SERVICE

16 East 43rd Street
NEW YORK CITY

NEWS-I-N-K DEPT.

MR. PUBLISHER:

You spend large sums of money to gather the news from all parts of the earth, and for mechanical equipment to place this news quickly in the hands of the public. This expense has your careful and constant consideration.

Do you give the same consideration in purchasing the materials necessary to convey and display your investment and energy attractively to your reading public? If you buy inferior ink the returns on your investment are limited and reduced.

Many inks on the market today fill up and print grey, causing a poor looking paper with poorly displayed cuts, ads, heads and letter type. It also smears and rubs off on the hands, gloves, and garments of your readers. Inferior oils also give eye strain, due to penetration which is annoying to both readers and advertisers.

Our News Ink is made with the highest grade materials, scientifically compounded. It is clean, does not rub, smear, or rub off, and will not penetrate. It is clean, snappy, jet black, and under a new process of manufacture is rendered free from grit.

A trial will convince you that our claims are just and your printing will be improved.

Very truly yours,

H. D. ROOSEN COMPANY

ARTHUR S. THOMPSON
Manager News Ink Department



Advertising's New Commandment

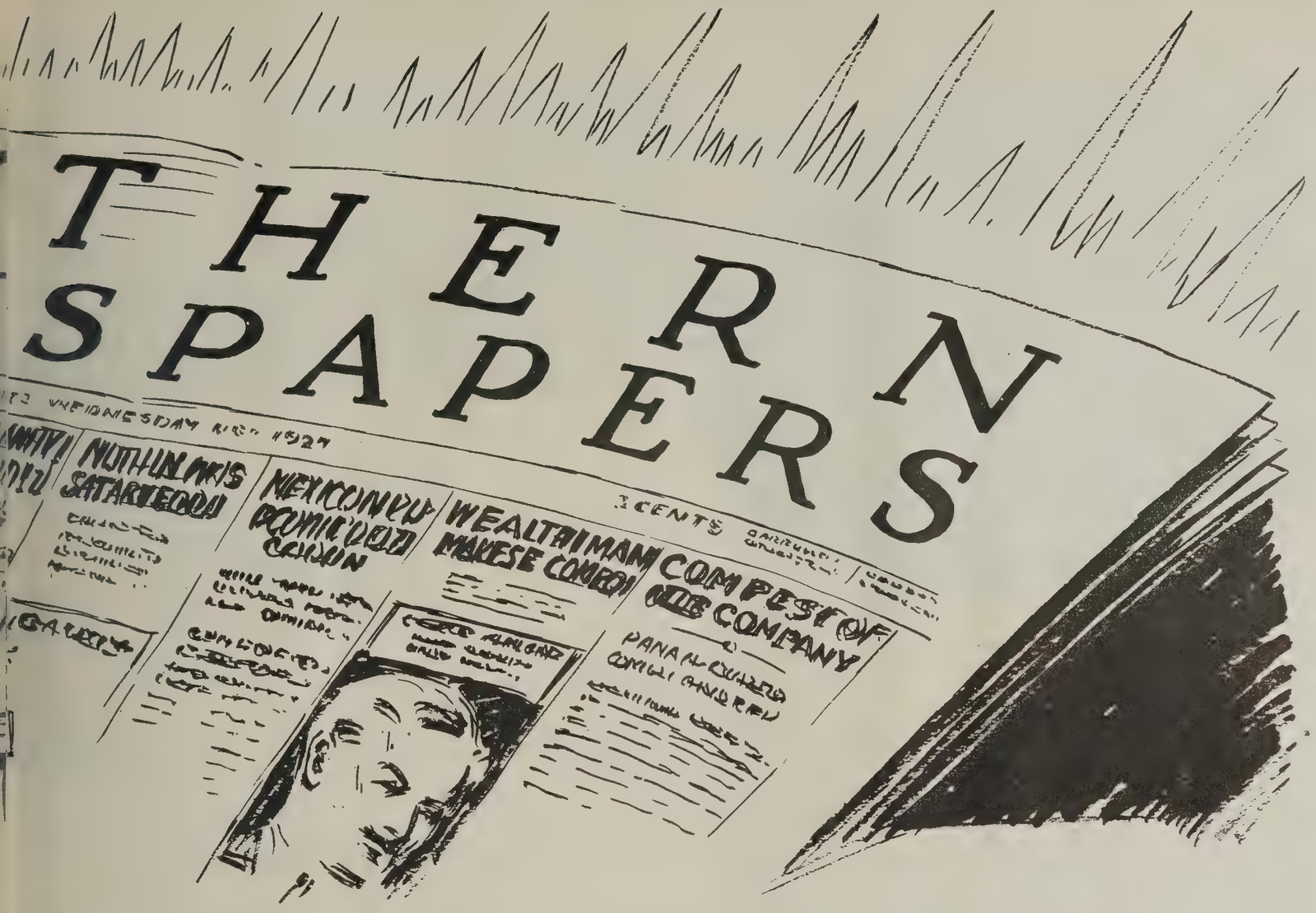
THOUGHTS for an advertiser investigating the Southern market:

Here is a section comprising 39,206,000 people. . . . Magazine circulation scattered and extremely small. Newspaper reading almost a universal habit.

Combined circulations, for example, of two of the largest magazine publishing houses slightly over a million and a half.

Combined newspaper circulations one out of every six persons—practically a newspaper in every Southern home.

The Southern newspaper wields tremendous influence. No other medium approaches it. Through



its columns opinion is molded; opinion swayed, enlightened and entertained.

Southern dailies will link your product definitely with the locality; creating direct and intimate appeal.

Advertising rates are low. You can cover the entire South with a smaller outlay than would be required to reach any other area of like buying power. Once sold, the South stays sold.

Consult any reputable advertising agency for facts and figures on advertising's new commandment:

Sell The South Thru SOUTHERN NEWSPAPERS

For general information write
SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION
Cranston Williams, Manager
Box 468, Chattanooga, Tenn.

VAST RICHES IN IRON AND BLACK DIAMONDS

(*Continued from page* 50)



Plant of the Biltmore Bleacheries, Biltmore, N. C.

the South is at Birmingham, but other important centers are Gadsden, Alabama and Chattanooga, Tenn. The Birmingham district is second in rank of the nation's ore production, producing in favorable comparison with Pittsburgh, Youngstown and Chicago. The Birmingham district is about 75 miles in length and 45 miles in width, in a valley surrounding the city, and populated by more than a half million.

The Southern states in 1926 produced pig iron tonnage of four and a half millions, approximately 12 per cent of the country's production, and mined more than seven million tons of iron ore.

The South's manufactures consume more than 80 per cent of its pig iron. There are some 650 foundries in 12 Southern states with an average consumption of 2,650 tons per annum. Such articles of commerce as stoves, radiators, agricultural implements, car wheels and machinery are manufactured in vast quantities and 45 shops produce each year steel and iron pipe worth more than $50,000,000.

In the quarter of a country the South's iron industry has nearly doubled on the mining side and more than doubled on the manufacturing side.

The coal resources with which the South was endowed have developed from the original discovery of the black diamond in Virginia to a total production in 1926 of 263,589,000 tons from fields in Alabama, Arkansas, Georgia, Kentucky, Maryland, Missouri, North Carolina, Oklahoma, Tennessee, Texas, Virginia, and West Virginia. The latter state is the tonnage leader by nearly three-fold, Kentucky being second and Alabama third. The South's production of coal exceeds a third of the nation's total yield.

In 25 years the South has increased her mined coal five fold, another startling index of her industrial acceleration. Not only does she supply her own requirements but she is a great factor in the national supply.

The South made more than eight and a half million tons of coke in 1926.

Southern Wells Produce Half of U. S. Petroleum

THE towering fact concerning the South and the petroleum industry is: that the South produces more than half of the whole country's yield of this form of wealth and, indeed, one third of the whole world's supply. The story of the expansion of the oil industry in the South is a modern miracle. The first oil well was dug in the United States in Titusville, Pa., in 1859. Twenty-five years ago the whole country produced only about 60,000,000 barrels. Last year the South produced 437,536,000 barrels, compared with the nation's yield of 766,504,000. The South practically did not enter into the vast petroleum field until 1900, although there was sporadic drilling in West Virginia, Kentucky and Tennessee around 1880. Texas did not become active until 1897 and it was subsequent to 1900 that oil was at all considered in Oklahoma and Louisiana. The discovery of the El Dorado field in Ar-

(*Continued on page* 64)

To the S.N.P.A.

GREETINGS on Your 25th ANNIVERSARY

We greet the Newspapers of the South as the backbone of Southern Prosperity

FROST, LANDIS & KOHN

New York Chicago Atlanta St. Louis Kansas City

Representatives of Southern Newspapers Exclusively

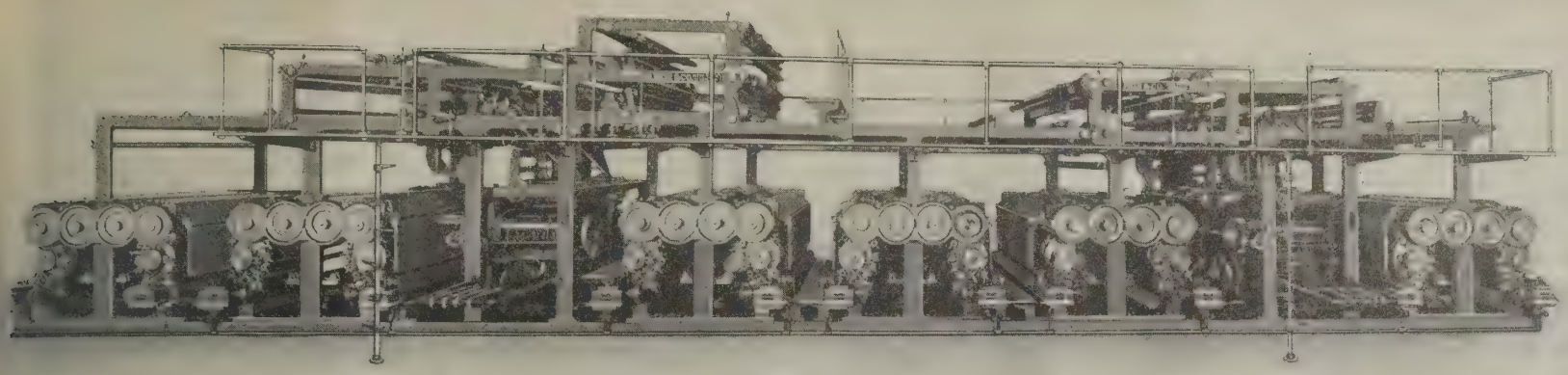
The Chattanooga Times

(*Established 1869*)

DAILY AND SUNDAY

The Chattanooga market can be fully covered by The Chattanooga Times exclusively which has the largest city and neighborhood circulation of any newspaper in Chattanooga, as proved by both the latest A. B. C. auditor's report and publisher's sworn statement to the Post Office Department.

Circulation Now Exceeds 33,000 Net Paid Daily



HOE SIX-UNIT STRAIGHT-PATTERN SUPERSPEED PRESS

The "Whys" of Hoe Superspeed Design

1. **Faster**
2. **Simpler**
3. **Safer**
4. **Less Paper Waste**
5. **Easier to Thread**
6. **Less Work for Press Crews**
7. **Lower Upkeep Costs**
8. **Greater Reserve Capacity**

These outstanding characteristics of Hoe Superspeed Presses insure the two paramount requirements of every newspaper publisher—GREATER NET OUTPUT AND LOWER COST OF OPERATION

200 Hoe 16-Page Superspeed Units and Folders have been ordered since January 1, 1927, the equivalent of 40 Octuple Presses

R. HOE & CO., INC. NEW YORK & LONDON

NEW YORK BOSTON CHICAGO SAN FRANCISCO NEW ORLEANS DUNELLEN LONDON

EVERY CORNER OF SOUTHLAND WEARS BADGE OF PROSPERITY



This is not Northwest, but wheat raised in the South.



Do they grow potatoes in Florida? Ask us another!



Joy figures in St. Petersburg, Fla., life. Municipal band concert in beautiful Williams Park.



Bartlett's ferry hydro-electric plant, owned by Columbus Electric & Power Company at Columbus, Ga.

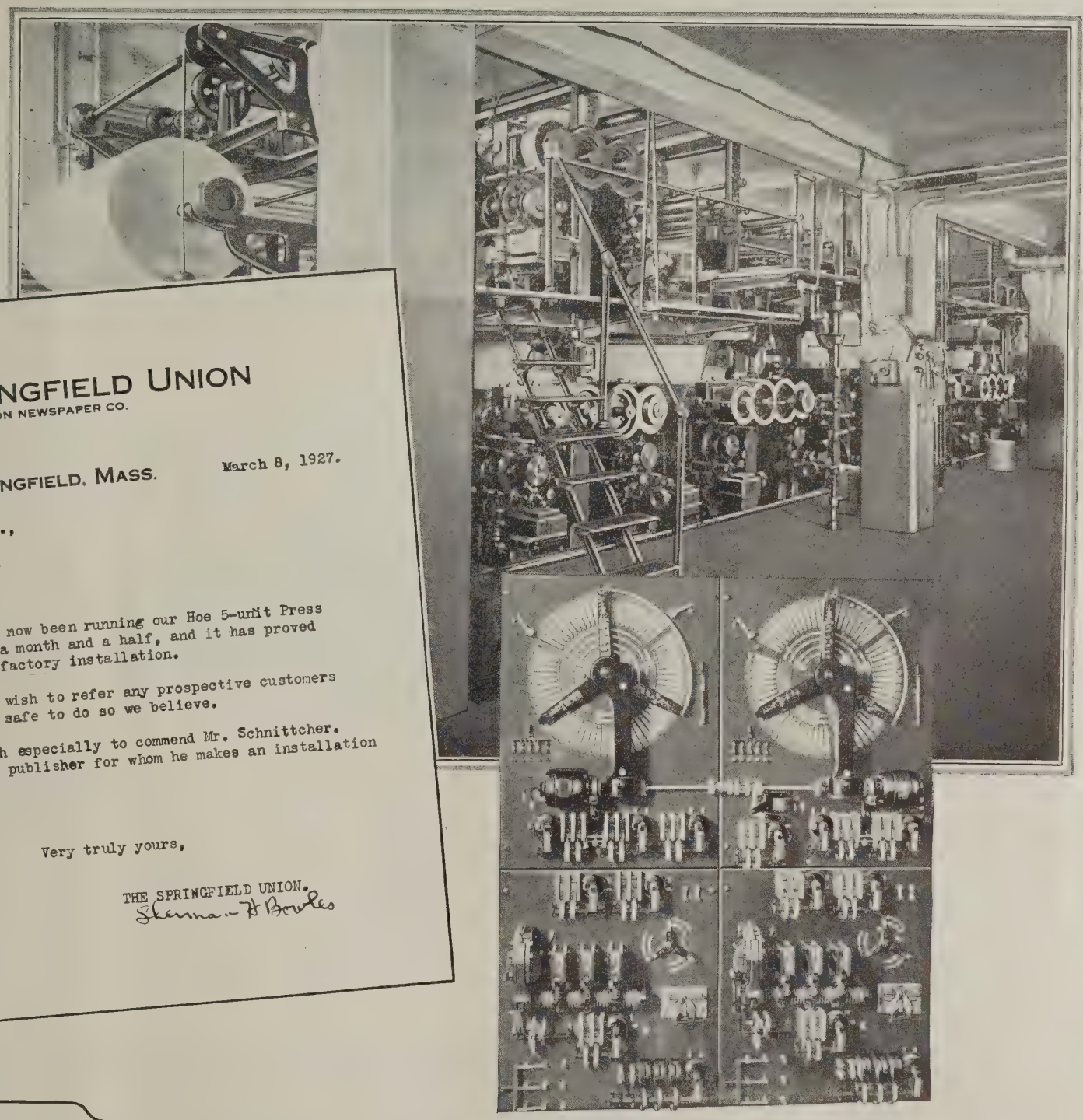


Pennsylvania R. R. Elevator, the largest tidewater grain elevator in the world, Baltimore, Md.



The new John Building, one of the highest in Charlotte, N. C.

G-E Alternating-Current Drive *for Newspaper Presses*



THE SPRINGFIELD UNION
UNION NEWSPAPER CO.

SPRINGFIELD, MASS. March 8, 1927.

Mr. G. H. Anderson,
General Electric Co.,
1387 Main St.,
Springfield, Mass.

Dear Mr. Anderson:

We have now been running our Hoe 5-unit Press on your drive for a month and a half, and it has proved to be a very satisfactory installation.

If you wish to refer any prospective customers to us, it will be safe to do so we believe.

We wish especially to commend Mr. Schnittcher. We think that any publisher for whom he makes an installation is fortunate.

Very truly yours,

THE SPRINGFIELD UNION.
Sherman H Bowles

Apply the proper G-E motor and the correct G-E controller to a specific task, following the recommendations of G-E specialists in electric drive and you have G-E Motorized Power. Built in or otherwise connected to all types of industrial machines, G-E Motorized Power provides lasting assurance that you have purchased the best.

The above letter calls attention to the success of General Electric a-c. drives on newspaper presses. It is of special interest in view of the growing use of alternating current.

The illustration shows the Hoe super-speed unit-type decuple press at the Springfield Union—the installation to which the letter refers. It is equipped with General Electric alternating-current drive and control.

Among other important installations of General Electric alternating-current drive and control, soon to be made, are three 100-h.p. equipments for a nine-unit Hoe press for the Omaha News-Bee; three 100-h.p. equipments for the Newark, N. J. Star-Eagle, handling a total of thirteen Hoe units; three 100-h.p. equipments for a ten-unit Goss press for the Syracuse Herald; and two 100-h.p. equipments for a six-unit Duplex press for the Winnipeg Tribune.

Motorized Power
–fitted to every need

200-96

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, N. Y., SALES OFFICES IN PRINCIPAL CITIES

SOUTHERN WELLS GIVE HALF U. S. PETROLEUM

(*Continued from page* 60)

kansas was not until 1921 and that state's production of 10,000,000 barrels in that year gave it leadership over all the states.

A feature of the oil fields of Tennessee, Kentucky and West Virginia is that they are very similar to those of Pennsylvania, of small production when first driven and productive of oil of high grade. They are shallow and their flow persists. The great gusher is the marvel of Texas, Arkansas, Oklahoma and Louisiana. Pipe lines carry oil in Tennessee, Kentucky and West Virginia to Pennsylvania and the commodity is transported from Texas, Louisiana, Arkansas and Oklahoma by trunk lines to the East Coast and the Gulf of Mexico. Maryland, Georgia, South Carolina, Louisiana and Texas maintain some of the most gigantic oil refineries in the country, where petroleum is converted into all of its products and byproducts.

The estimated oil reserves of the Southern states made by the American Association of Petroleum Biologists and Geological Survey in 1922 was 55 per cent of the country's supply.

The South also leads in the production and consumption of natural gas. The value of the gas at her wells in 1924 was estimated at $112,000,000. She is producing natural gas at the rate of 770,000,000,000 cubic feet per annum, supplying her own industrial needs and piping gas to northern cities.

South Grows Third of World's Tobacco

THE other day at Raleigh, newspaper men told me that the treasurer of a tobacco company had that day written a check in the sum of two million dollars in favor of Uncle Sam. It was in payment for revenue stamps to be attached to packages of cigarettes and was not considered a remarkable incident. As in cotton the South has a natural monopoly on tobacco production, having produced in 1926 1,152,418,000 pounds of the delightful weed worth more than $216,000,000. This was 85 per cent of the nation's yield. One third of the world's tobacco is grown in our southland.



Memphis river front with steamers which carry passengers and freight.

The value of the Southern tobacco crop in 25 years has increased more than five fold.

Southern tobacco is world famous. In Virginia, the Carolinas, Georgia, Kentucky, West Virginia, Tennessee Maryland many thousands of farm find tobacco their chief source of inco today as a few of them did even in Colonial era. North Carolina posses the leading acreage in tobacco, follov by Virginia. It is a rich crop, rumm up to $250 or more per acre and calls scientific farming because of its tende to exhaust the values of the soil. So of the greatest commercial industries the South are in the tobacco trade mak cigars, cigarettes, smoking and chew tobacco and snuff. Their developm started from small beginnings and v almost invariably paced to greatness advertising. Certain cigarette and sm ing tobacco brands have the highest va of any single commodity manufactu in the world. There is nothing comp able in industry to the tremendous velopment of cigarette manufacture the past ten years. Bull Durham tod stands as one of the new South's gre est industries. The men in blue a the men in gray enjoyed the flavor the tobacco produced at a little pl at Durham and after the Civil W the fame of this tobacco spread acr the nation. The famous Bull Durh sign has been carried around the wor even painted on the pyramids. Duri a war when the government took the e tire output of the factory, producti amounted to 32,000,000 sacks a mon



Huge blanket mills of Beacon Manufacturing Company, Savannah, S. C.

The huge plant of the R. J. Reynol Tobacco Company, at Winston-Sale N. C., is the world's largest producer cigarettes. When E. J. Reynolds erect his original plant there with an inve ment of $2,400, he had $5,100 in worki capital. In March, 1875, he was a vertising "the largest and best tobac factory in the South." The R. J. Re nolds Tobacco Company of this day h net profits in excess of $25,000,000 p annum. The leading tobacco companies the country are the American Tobac Company, R. J. Reynolds Tobacco Co pany, Liggett & Myers Company, Lorillard Company.

(*Continued on page* 65)

THE MAGIC OF LANGUAGE

Every editor who genuinely understands his profession knows that the apt word or the perfect turn of speech can lift a news story from the ordinary "run of the news" to the extraordinary "classic of the news" which delights all newspaper men and grips the interest of readers.

CIRCULATION follows the well written news report as surely as it follows the report that invariably gives ALL THE NEWS.

In the organization of

INTERNATIONAL NEWS SERVICE

every man who writes a line of news has been trained to construct and write his dispatches so that they flow into the mind of the reader and form without effort by him an accurate concise and vivid picture of the event described.

GEORGE R. HOLMES, famous Washington correspondent of INTERNATIONAL NEWS SERVICE fulfilled this tradition inimitably when on June 11 he wrote of the triumphant arrival of Colonel Lindbergh in Washington:

"Amid the roar of circling airplanes overhead and the shrieking sirens of scores of river craft, the long grey snout of the U. S. Cruiser Memphis poked its way into the navy yard today bearing Colonel Lindbergh home from his glorious transatlantic adventure.

"The youth who departed virtually unknown a month ago, fortified with four sandwiches and unlimited courage, returned to find the national capital at his feet in such an outburst of hero worship as has never been witnessed before."

DAVIS J. WALSH, nationally known sports writer and authority, was "on the ball" all the way when he wrote his matchless account of the national open golf championship on June 17 beginning:

"Tommy Armour, debonair Scotsman who came to America seven years ago and never regretted it, won our national open golf championship this afternoon after an 18 hole play-off with Harry Cooper by a medal score of 76 to 79."

It is because every news writer connected with INTERNATIONAL NEWS SERVICE is trained to "Get it First but First Get it RIGHT" and then to write it with all the skill and capacity that he has, that the news reports of this organization excel in reliability, accuracy and the gripping story quality which makes reputation and readers.

INTERNATIONAL NEWS SERVICE

241 West 58th St. M. KOENIGSBERG, President New York City

SOUTH SPENDS THIRD OF BILLION ANNUALLY FOR SCHOOLS



Type of Central High School seen in Southern cities

NOT only is the free public school system growing in the South more apidly than in any other section of the ountry but last year higher education as given tremendous impetus by the ndowment of the late James B. Duke f a fund of $40,000,000 which may be ncreased to about $80,000,000 in later ears under the terms of his will, making)uke University, formerly Trinity Col-ege, one of the best endowed educational nstitutions in the country. Within the ext five years sixty buildings will be dded to the plant, to cost $25,000,000.

The last figure on the South's annual xpenditure for education is for 1924, the um being $365,000,000 and it is a strik-ng fact that the South is spending 70 er cent more for education per annum han the whole country spent when the outhern Newspaper Publishers Associ-tion was organized in 1900. New chool buildings cost the south more than 75,000,000 a year. Consolidated public chools prevail in the rural districts. The ne-room school is a thing of the past.

The number of pupils attending public chools in the South increased in the eriod from 1914 to 1924 from 7,649,000 o 9,414,000, or 23 per cent. Since that me there has been a still more remark-ble expansion. The South has today bout 40 per cent of the aggregate num-er of pupils in all the country's elemen-ary and secondary schools, although her opulation proportion is about one-third f the nation's whole. About 10 per cent f the South's public school enrollment in high-schools. More than a quarter f the country's university and college nrollment is in Southern states. Public ormal school enrollment increased from 1.5 per cent of the country's total in 914 to more than 44 per cent in 1924.

A much remarked feature of Southern ducation is the popularity of the voca-tional school where pupils receive techni-cal instruction in the industries that are important factors in the industrial ex-pansion, such as textiles, engineering, ceramics. A fine example of this new educational institution is the Texas Tech-nological College, at Lubbock, Texas, where 1,500 students are receiving ex-pert knowledge in textile engineering.

Negroes Have Shared General Prosperity

ACCORDING to the latest official fig-ures the center of negro population of the United States is in the north-western corner of Georgia, having shift-ed in the years between 1790 and 1910 deeply to the southwest and then north-ward and eastward. The migration of negroes to the north has been in progress since the Civil War, but became marked when the World War began to disturb conditions in this country. The total number of Southern born negroes in the North at the date of the last federal cen-sus was 737,423, and the total migration of colored people from south to north was given officially as 8.2 per cent of the total negro population of the South.

In 1870 the population of the South was more than one-third negro. At last accounts it is much less than one-fourth.

There has been in many Southern cities a remarkable decrease in the pro-portion of negroes, northern migration being to a considerable extent from towns and cities. In 1910 the Census Bureau found that 48 per cent of the southern born negroes in the north were from the two states of Kentucky and Virginia. Since that time there has been

(*Continued on page 67*)



Southern homes where hospitality reigns—a residence at Asheville, N. C.

To All Southern Editors:

Mississippi hopes to entertain you in 1928.

The Beautiful Mississippi Gulf Coast invites you.

Every Mississippi newspaper reader wants you.

All Mississippi urges you to enjoy Mississippi Hospitality.

MISSISSIPPI INVITES YOU:

The State of Opportunity.
Climate unexcelled; laws fair, people wide-awake.
Healthiest state in Union—Federal figures.
First in educational progress—U. S. census.
Limitless acres—waiting only for tillage.
Gulf Coast beckons all to the Riviera of America.

MISSISSIPPI:

Leads nation in dairying progress—U. S. statistics.
Industry gains sixty per cent in last three years.
Raw materials, ample labor, low-priced lands—every essential of commercial leadership.
First in pure Americanism—no aliens, no hyphens—Americans all.

MISSISSIPPI:

Now breaking speed records in progress.
Capital is coming—in millions.
Industries are developing; farms are flourishing.
In easy reach of big marts of East, West and North.
Town and city wide-awake—up and coming.
Business is good and daily growing better.

MERIDIAN INVITES YOU:

Mississippi's largest, livest city.
All Americans—70 percent native white.
Distribution point for 100 miles radius.
Six trunk railway lines; five improved trans-continental highways.

MERIDIAN:

Produces fertilizer, wagons, tile, stone, lumber, building materials, cotton goods, furniture, butter, dairy, poultry, pine and hard-wood and packing products.

MERIDIAN:

A dairy center—nearly 50,000 dairy cows in Meridian area. Contented, prosperous farmers—75 per cent own their own homes and lands.
Only live-stock sales yard in state; center of large stock raising industry.
Cotton, livestock, dairy, poultry, fruit, forest products, diversified farming—cash coming in all the year round.

MERIDIAN:

Has the MERIDIAN STAR.—Every day and Sunday.
The Star covers fifteen prosperous and populous counties within 75 mile radius of Meridian.
The Star is supreme in Meridian and supreme in Mississippi with circulation well above **15,000** net paid daily and Sunday.

LAUREL INVITES YOU:

Mississippi's richest, most artistic city.
In the picturesque east Mississippi Hills.
Fanned by healthful, cooling breezes from the Gulf.
The Pasadena of the South—finest golf course in country.
A city of wealth, of culture, of homes, of churches, of schools, of happiness.

LAUREL:

A thriving, growing business community.
A humming hive of manufacturing activity.
Hub of a prosperous farming and lumber area.
More than 18,000 happy, progressive citizens.

LAUREL:

Has the LAUREL DAILY LEADER.
Only daily within trading radius of thirty miles.
Eight to twelve pages every day—ready for everyone.
Circulation above 5,000—and growing every day.

THE THE

MERIDIAN STAR and LAUREL DAILY LEADER

(Jas. H. Skewes, Editor and Publisher)

with all their **20,000** happy, prosperous Reader Family join with Biloxi and Gulfport and with **all good Mississippians** in cordial invitation to the Southern Newspaper Publishers, to

Meet Us in Mississippi in 1928

S. N. P. A. HISTORY IN OUTLINE

(*Continued from page* 10)

Don C. Seitz were the principal speakers. Asheville was selected as the next meeting place, with the definite idea in view that the convention should stop moving each year from city to city and spending so much time in social programs, but should have a more or less fixed meeting place with a program dedicated during a part of the day strictly to business.

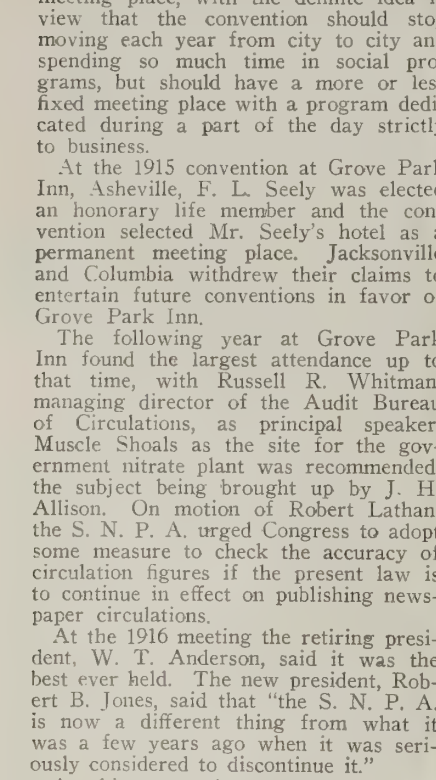
At the 1915 convention at Grove Park Inn, Asheville, F. L. Seely was elected an honorary life member and the convention selected Mr. Seely's hotel as a permanent meeting place. Jacksonville and Columbia withdrew their claims to entertain future conventions in favor of Grove Park Inn.

The following year at Grove Park Inn found the largest attendance up to that time, with Russell R. Whitman, managing director of the Audit Bureau of Circulations, as principal speaker. Muscle Shoals as the site for the government nitrate plant was recommended, the subject being brought up by J. H. Allison. On motion of Robert Lathan, the S. N. P. A. urged Congress to adopt some measure to check the accuracy of circulation figures if the present law is to continue in effect on publishing newspaper circulations.

At the 1916 meeting the retiring president, W. T. Anderson, said it was the best ever held. The new president, Robert B. Jones, said that "the S. N. P. A. is now a different thing from what it was a few years ago when it was seriously considered to discontinue it."

At this convention, Mr. Seely delivered a special address on the subject, "Why the S. N. P. A.—Does Not the A. N. P. A. Answer the Same Purpose?"

The report of Walter C. Johnson to the 1917 convention at the conclusion of his first year as secretary-treasurer showed a membership of 105 against 70 the year before—an increase of 50 per cent. The bulletin had been appearing for 6 months and the varied comments on association activities show that a definite program had started. During Secretary-Treasurer Johnson's first year he wrote 1,526 letters, issued 1,941 bulletins and sent 186 telegrams. The balance in the treasury was $1,499.97, as the highest sum on hand up to that time. Mr. Johnson recommended that no increase in dues be made, although they were extremely low. The United States had entered the World War and discussions on economies and legislation to meet the demands of the time were foremost on the program.



Jumbo peanuts grown at Valencia, Georgia.



Bartlett's Ferry Hydro-Electric Plant, owned by Columbus Electric & Power Company, at Columbus, Ga.

The troubles over newsprint paper dominated discussions at the 1918 convention. John Temple Graves addressed the S. N. P. A. banquet. Stanley Clague spoke on the A. B. C. and the increased second class postage rates just put into effect. Jason Rogers was back again, and Manager L. B. Palmer, of the A. N. P. A., addressed the convention. The annual S. N. P. A. dues were put on a sliding scale based on circulation for the first time, as the dues had been $12.50 per year for each member for many years.

A resolution was adopted placing the S. N. P. A. at the disposal of the government in prosecuting the war and a copy was sent to President Wilson.

The report to the 1919 convention showed a membership of 149, making an increase of 110 per cent in 3 years.

Troubles over an adequate supply of newsprint paper featured the 1920 convention, with particular emphasis laid on the lack of protection to small town publishers. At this period the S. N. P. A. was gaining new members, partly due to the service it was rendering publishers in securing newsprint and aiding in prompt transportation by active contact with the railroads. Sir Auckland Geddes, British Ambassador to the United States, was a convention guest.

The 1921 convention found present numerous representatives from other organizations, with L. B. Palmer, A. N. P. A. manager, having become a regular attendant. Others present were Stanley Clague, A. B. C. managing director; Thomas H. Moore, associate director of the A. N. P. A. Bureau of Advertising; Wil V. Tufford, secretary of the Inland Association. Advertising agency men were present as guests, but such events are now eagerly sought as evidence by the Federal Trade Commission.

Secretary Johnson issued at the 1922 convention the first complete list of officers up to that time, including the story of the first meeting, which had been secured from the Atlanta Constitution. President Warren G. Harding greeted the convention in a special letter and expressed regrets at not being able to attend. The Newmyer plan of recharting the work of the association's activities was adopted and the office of vice-president was abolished. Chairman of the board was an office created to be filled by appointment of the president from the board membership.

The famous "Agency Relations Committee Report" was presented to the 1923 convention. This is the document that has figured in the fore-front of the Federal Trade Commission suit. A loss in a few members was explained by the resignation of several publishers who had come in only to get the services of the association during the acute newsprint shortage.

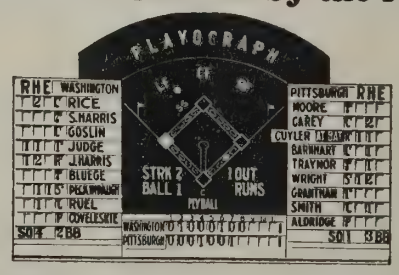
Walter C. Johnson was presented with a handsome watch and Mrs. Johnson given a chest of silver at the 1924 convention. Mr. Johnson had declined in his report to serve longer as secretar treasurer, but agreed to remain at t post for another year, when the conve tion authorized the creation of the po tion of manager.

Adolph S. Ochs, publisher of the *N York Times* and the *Chattanooga Tim* attended his first S. N. P. A. meeting 1925 and was made an honorary l member. J. Fred Essary, Washingt correspondent of the *New Orleans Tim Picayune* and *Baltimore Sun*, was a co vention speaker.

Marcellus E. Foster had just retir as publisher of the *Houston* (Tex *Chronicle* at the time of the 1926 co vention and he was made an honora life member. He is now back in harne and may soon play the role of both a honorary and active member.

It is realized that the history of t S. N. P. A. is incomplete, but it is hop that the printing of these notes wi bring other facts to light which can b used in compiling a history to be pub lished later by the association.

SHOW THE WORLD SERIES by the PLAYOGRAPH



"Watch the Ball"

The slogan made famous by

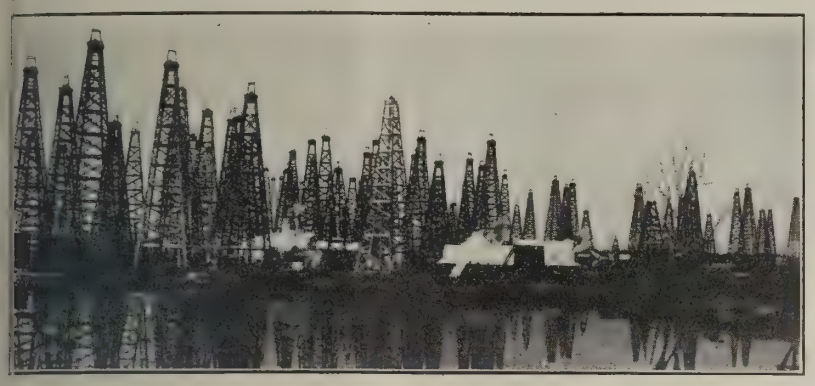
PLAYOGRAPH

Orange New Jersey

Note: In a decision rendered June 7, 1927 re. Star Ball Player Co. vs. The Playograph Co., the United States Circuit Court of Appeals, upholding the lower United States District Court; decrees that the Playograph does not infringe the Star Ball Player THERE ARE NO OTHER SUITS PENDING AGAINST THE PLAYOGRAPH COMPANY.

NEGROES HAVE SHARED GENERAL PROSPERITY

(Continued from page 65)



Myriad oil derricks tell the story of the South's annual gift of half of the nation's petroleum supply.

portant migrations from southern cot- td states.

The situation in regard to the negro in th South has vastly changed in the quar- te of a century, mainly during the past fi een years. Transformed economic con- di ons have had a striking effect. The ne ro has shared in the general pros- pe ity and is gaining a much higher so al status. The effects of education am ng the colored population, wholly ne lied until after the Civil War, are now ma ing a marked effect. Negro labor is be ng compensated today as never before an his buying power is regarded in the So th as valuable trade, better than that of white laboring classes of many indus- tr l or agricultural centers. When the ne ro earns plentifully he invests plenti- fu y, keen to enjoy material comforts ar without disposition to hoard wealth.

New Orleans and the Mississippi Flood

NOW that the flood of the Mississippi River is off the first pages and the New Orleans date-line is no longer con- spicuous in press dispatches the fact is beginning to be understood that at no time was New Orleans in danger. The people of New Orleans at one time were generally apprehensive of what might happen from the distant wall of water dancing down the valley; if the up- stream levees held it in. But well-in- formed people in New Orleans knew that the levees could not hold it in and, as Marshall Ballard, managing editor of *New Orleans Item*, says: "If they had to broken where they did break, as a matter of fact, they must have broken further down the valley and still far above New Orleans." The nearest levee break to New Orleans is more that 200 miles distant.

Discussing the subject Mr. Ballard says: "That state of mind among the people lasted only a week. It ended almost suddenly and astonishingly the moment it was announced that a spillway immediately below the city was to be created. Whatever danger there was, you must understand, was not imminent. It lay a month or more off. The minute that people were assured that artificial steps were in progress to relieve them of three feet or so, or whatever water might come down the river, they stopped worrying and turned to helping their friends upstream with a suddenness which was one of the most surprising phenomena of the sort I have ever seen.

"The definite announcement by Chief Jadwin that the Army engineers are go- ing to recommend spillways for the pro- tection of the Lower Valley—a step that has long been fought by the old-fash- ioned 'levees only' camp—will restore confidence in the stability of our agricul- ture, industry, and general values, both at home and abroad, that has been lack- ing in the absence of this assurance. This applies, of course, to the rich, farm- ing regions between here and Arkansas as well as to New Orleans. This an- nouncement unquestionably marks the most important epoch in the advancement of New Orleans and the surrounding country since the victory over yellow fever was definitely established nearly 30 years ago. We are assuming, of course that Congress will put the engineers' plan into effect. The declarations of the ad- ministration, and of a surprising number of Congressmen of all classes, makes that appear practically an accomplished fact.

"Our great port-business, despite the crippling handicaps imposed on naviga- tion by the high water in the river, was bigger in the flood months of April and May than it was last year, and still grows. Our bank debits for last month were bigger than those of the previous May.

"Building and development in New Orleans have never stopped or even slowed down. Five or six large indus-



Bright-leaf tobacco is one of North Carolina's oldest staple crops

ASHEVILLE

Distributing Center of Western North Carolina

Population
60,000 Estimate 1927
28,504 Census 1920
255,363 City, Suburban, 25-Mile Radius

No other city is situated to cover western North Carolina as effectively as Asheville,—high in the Blue Ridge Mountains.

Charlotte is 140 miles to the southeast. Greensboro and Winston-Salem are 200 miles to the northeast. Knoxville, Tennessee, across the mountains, is 130 miles west.

Type of City

There is no other city of similar size the country over with more palatial homes and hotels. This is reflected in the high grade and varied merchandise displayed in Asheville's stores.

Asheville is a wealthy community. The very beauty of the mountainous country and mild climate, aside from business opportunities, attract many rich men.

Developments around Asheville (some not in the corporate limits but actually part of the city) have been multiplying for several years. Suburbs like Biltmore Forest, Lakeview, Grove Park, typify wealth and culture.

The schools, colleges and churches are many, modern and wonderful.

Industries

Aside from local manufacturing, wholesaling, retailing, farming, fruit growing, and stock raising, the "crop" most indicative of the territory is the "tourist crop" yielding approximately $35,750,000 in 1926 from 715,000 tourists.

Asheville is the hub of celebrated resort territory, high in North Carolina's Blue Ridge Mountains — next door to Paradise.

The Asheville Citizen

Morning and Sunday
16,246 Circulation

A. B. C. Member
Line Rate 6½c

Asheville is Naturally a Morning Paper City

Papers from other cities cannot get into Asheville's territory until the news is stale. And no evening paper in Asheville can get far out until the next morning.

The Asheville Morning Citizen has this natural advantage in addition to its news, feature services and sound management which combine to make it one of the South's most representative newspapers.

National Representatives

E. Katz Special Advertising Agency

NEW YORK
CHICAGO
DETROIT
ATLANTA
KANSAS CITY
SAN FRANCISCO

tries have taken sites, or enlarged their plants, for industrial enterprises during the past two months. Our belt railway commission is pressing toward conclusion its plans for a great railway-and-highway bridge across the Mississippi just above the city. Other promoters are now asking the state highway commission for a franchise to bridge the Mississippi in the heart of the city. The United Fruit Company has increased its fleet by three new vessels during the past three weeks. I cannot go into detail along this line, but these are a few typical steps in a general forward movement that has been in progress for some years and appears to be gaining momentum all the time."

New Orleans newspaper men keenly resent the evil advertising the city got all over the country, a few weeks ago, as the result of a misapprehension based on a most untimely accident. New Orleans had a rainfall of 14 inches all over her bowl-shaped surface on Good Friday —all within 24 hours. That is an amazing fall. The like of it had never been seen or suspected by this generation.

The city's great pumping system carries off in any given time more water than the river Thames carries under London Bridge. On Good Friday, however, a lightning stroke fouled the feed wires of the Railway and Light corporation with the main feeds of the sewerage and water generating plant, and put the entire pumping system out of commission, right in the middle of the astounding downpour. There were flood waters in all the low places.

Innumerable news pictures were taken of it and circulated all over the country. It would have attracted no attention except that there was a flood up the Mississippi River at the same time. The Mississippi flood levels were 300 and more miles above New Orleans, and not due there until five to seven weeks later. But this made no difference to the picture-users. Three-quarters of them ascribed the rain overflow to a river overflow, as everybody's mind was on the great river catastrophe hundreds of miles north, and not on a passing local rain down in New Orleans. So the newspapers balled the two situations magnificently together, and New Orleans was advertised far and wide as submerged by the river.

The business manager of a New Orleans newspaper, asked for his opinion on the effect of the flood on general business in the South and advertising, said:

"In the fourteen states represented in the S. N. P. A. there is the tremendous buying power of 6,738,813 families, approximately 1,000,000 of which pay income taxes, that according to latest available figures total $153,400,472.

"These states cover an area of 866,360 square miles, and in them are located 288,091 retail outlets and 17,077 wholesale outlets. The newspaper circulations represented a total of 4,891,479 on weekdays and 3,924,874 on Sundays.

"It is therefore obvious that the flooded area of the South can have very little effect on the buying power of that entire section.

"Viewed specifically as to Louisiana, the flooded area is largely agricultural; largely served by commissary stores which in turn buy normally from New Orleans' wholesale and retail outlets. The flood had very little effect on the distribution of goods—on the actual consumer demand. I think the effect from a permanent analysis is psychological.

"In New Orleans, for examp threat of high-water caused a slac of sales in May. A recession water has brought business in Ju ter than last year—this largely re the spending of money and the l purchases last month.

"My impression is that the agric sections will do a quick come-back- of the crops will be replanted i for normal yield—then, there will I hope and believe, the governmen financing and prevention programs should put millions of new mone our section and give employment t ple on relief projects."

CENTRAL
SOUTH CAROLINA
Has been developing and IS now a

FERTILE FIELD
For the National Advertiser.

COLUMBIA
Is the commercial, and geographical center of this area.

The Columbia Record
which you can profitably employ to cover this area, will gladly furnish market data and other valuable assistance to those interested.

John M. Branham Co.
National Representatives
Chicago, New York, Detroit, St. Louis, Atlanta, Kansas City, San Francisco

Increase the Earning Power of Your Advertising Space

ADVERTISING is coming in for its share of critical inspection in the interests of more efficient business, and the program of the S.N.P.A. Convention to be held at Atlanta, July 4 to 6, indicates a desire on the part of publishers to work even more effectively in making advertising more productive and more profitable.

Newspaper executives everywhere are now realizing more than ever the value of Ludlow equipment in supplying improved service to advertisers, and actually promoting the use of more space.

The Ludlow-set advertisement does have more actual selling power. Analysis shows ads set by this system attract more favorable attention and thus get over the sales message to a larger number of people. It is that kind of newspaper service which increases advertising linage.

How the Ludlow System Provides Composition Improvement

With the Ludlow system any size or style of face for which you have matrices is always available in unlimited quantities and yet no storage system is used. Ludlow faces may be had in sizes from 6 to 84 point and are always new, but cast only as needed—not stored for future use as single types must be.

When ads and news headings are Ludlow-set, compositors are not handicapped in any way—ads can be set exactly as they should be—and when they are printed every letter, including even delicate swash characters, is always clean and sharp. With the Ludlow system matrices are hand-set and slug-cast, thus insuring always-new faces in strong, easily-handled slug form.

You can give your advertisers better service and yourself more profit through the use of the Ludlow system.

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Boston: Harbor Bldg., 470 Atlantic Ave.
New York: World Bldg., 63 Park Row
Atlanta: Palmer Bldg., 41 Marietta St.
San Francisco: Hearst Bldg., 5 Third St.

LUDLOW QUALITY SLUG COMPOSITION

STORY OF AN EARLIER SOUTHERN ASSOCIATION

REFERENCE to an "old association" prior to the organization of the S. . P. A. has brought to light activities other organizations in the South. The *tlanta Journal* of April 13, 1903, carried interview with F. P. Glass who was sponsible for the Atlanta meeting. This what Mr. Glass said to the Journal porter:

"Since the old Southern Associated ress went out of business there has t been an active, effective organiza- n of the leading Southern dailies. ere was a Southern Press Association, t it had no cohesive power in the shape a definite purpose. It was largely cial, and it practically fell through at ouston, Texas, two years ago, when ly two members from outside of the ate of Texas were present.

"At the recent meeting of the Ameri- n Newspaper Publishers' Association New York, there was a conference eight or ten Southern members in endance and it was decided to try to m a sort of auxiliary to that bod; this section—and an organization—o te business managers of the Southern ilies, both morning and evening. It believed that much good can be ac- mplished by regular meetings of the siness men of the Southern dailies, o can compare experiences, suggest rnedies for some of the difficulties all ve to contend with, and possibly agree co-operation in some direction. Of rse, the organization will have to go swly, to consider carefully. It must wl first, and then learn to walk. ch organizations are successful in er parts of the country, notably in e great cities like New York, Boston, icago and St. Louis.

'The principal Southern dailies are lly in better position in their respective localities to act firmly in the correction of abuses and boldly in matters of progress than the great dailies of the Eastern and Western cities, where there are a dozen papers with conflicting interests and antagonistic managements. The tendency of the day is to co-operate in construction, and the Southern dailies feel this force at every turn, yet so far they have done nothing to protect themselves. It is time the attempt was made anyhow."

APPRECIATION

EDITOR & PUBLISHER appreciatively acknowledges the courtesy and co-operation in the preparation of this number, devoted to the Southern Newspaper Publishers' Association and its great market, of the officers and members of the association, the *Manufacturers Record* of Baltimore, the U. S. Census Bureau, the Department of Commerce and many other kind friends in Southern states who have furnished material for these pages and aided in the editing. We are particularly grateful to those who painstakingly searched the records of the S. N. P. A. for material for the history of the association, published herein for the first time EDITOR & PUBLISHER has sought to assemble in convenient form a true word and photographic picture of the New South as a needed contribution to the world of advertising as well as journalism.

1828 1928

COLUMBUS, GEORGIA
and
THE ENQUIRER-SUN

¶ For a century Columbus, Georgia, and her morning newspaper, The Enquirer-Sun, have marched hand in hand.

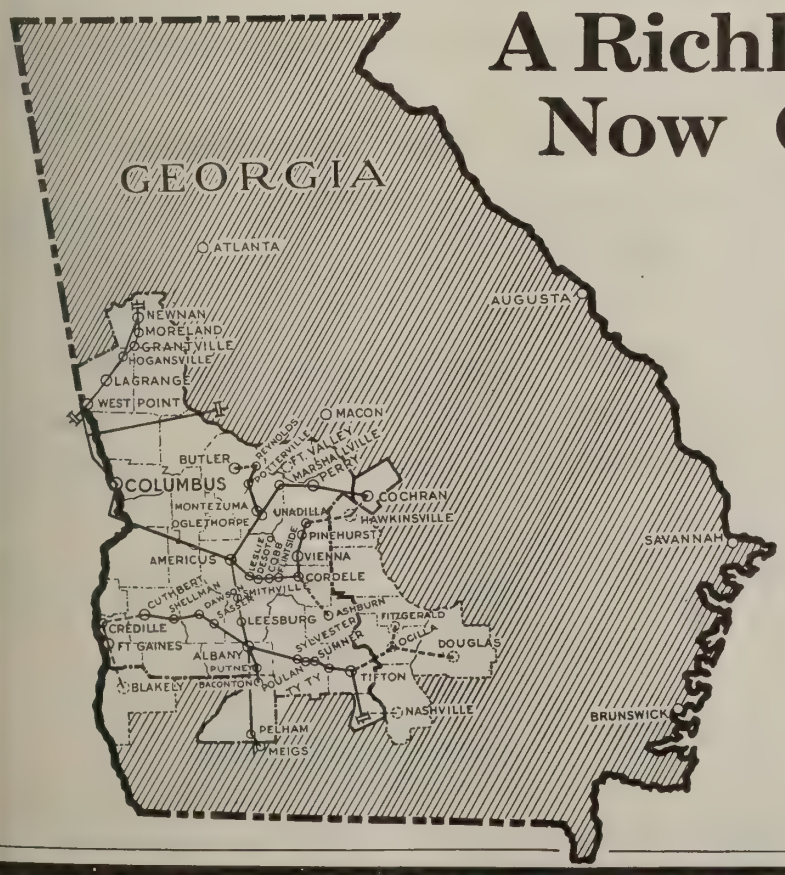
¶ Last year the Columbus Enquirer-Sun was awarded the Pulitzer Gold Medal for "the most disinterested and meritorious service rendered . . . " in 1925.

¶ Next year will mark the one hundredth anniversary of this newspaper, and the same year the eyes of the Nation will be focused on Columbus, when the city will also observe her own hundredth anniversary with a big Centennial celebration.

THE S. C. BECKWITH SPECIAL AGENCY
Sole Agents Foreign Advertising

New York St. Louis Chicago Detroit Kansas City
Atlanta Los Angeles San Francisco

Southwest Georgia



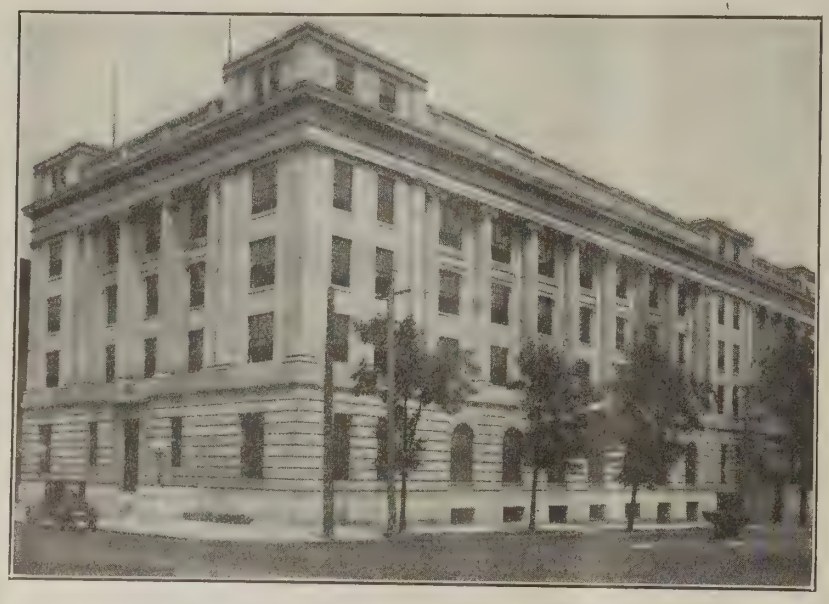
A Richly Productive Area Now Open to Industry

ADVENT of the hydro-electric power lines of this company, through its subsidiary, the South Georgia Power Company, opens to industrial development an area of over ten thousand quare miles of the most productive section of Georgia, with uniform rates and contract requirements applying to all communities. Added to the industrial section north of Columbus and already served by this company, this gives us a territory of 12,000 square miles, approximately one-fourth of the state.

Characteristics of Southwest Georgia are raw materials related to textile, clay, wood and food products, dependable power, native labor, transportation, good government, friendliness to capital, tax exemption, good water and health conditions, good schools and churches, abundant food production and consequent low living costs.

Columbus Electric & Power Co.
COLUMBUS, GEORGIA
Executive Management STONE & WEBSTER, INC.

NEW STATE DEPARTMENT BUILDING

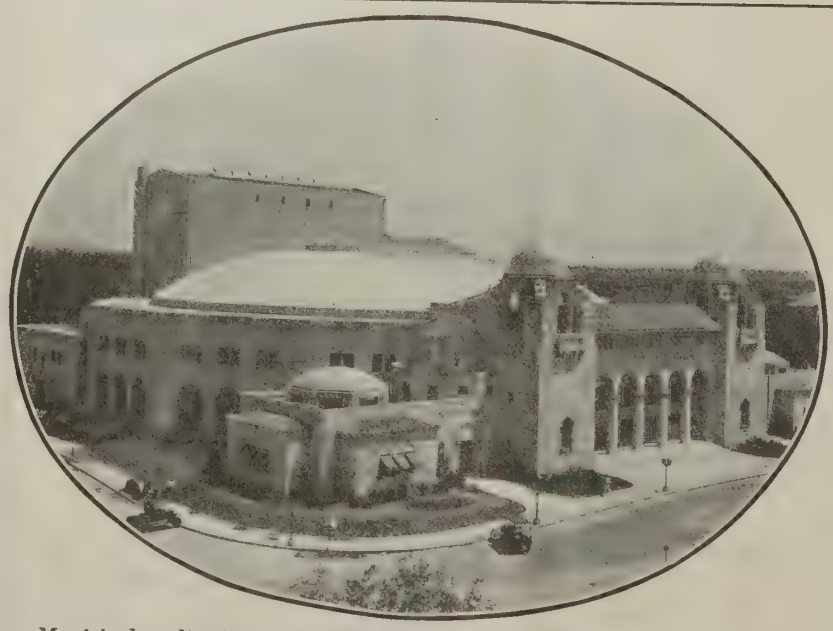


One of several new state buildings at Raleigh

MEETING PLACES AND DATES OF ANNUAL CONVENTIONS

1—Atlanta, Ga.	Piedmont Hotel	April 14, 1903
2—Nashville, Tenn.	Maxwell House	June 7-8, 1904
3—Charleston, S. C.	Charleston Hotel	May 2-3-4, 1905
4—Montgomery, Ala.	Exchange Hotel	May 15-16-17, 1906
5—Richmond-Norfolk-Jamestown	Steamer-Pocahontas Lynnhaven	May 21-22-23, 1907
6—Charlotte, N. C.	So. Mfg. Club	May 19-20, 1908
7—Birmingham, Ala.	Hotel Hillman	June 15-16-17, 1909
8—Mobile, Ala.	Cawthon Hotel	May 10-11-12, 1910
9—Louisville, Ky.	Seelbach Hotel	June 13-14, 1911
10—Knoxville, Tenn.	Imperial Hotel	June 4-5, 1912
11—New Orleans, La.	Gruenwald Hotel	January 15-16, 1913
12—Atlanta, Ga.	Ansley Hotel	March 16-17, 1914
13—Asheville, N. C.	Grove Park Inn	June 13-14-15, 1915
14—Asheville, N. C.	Grove Park Inn	July 10-11-12, 1916
15—Asheville, N. C.	Grove Park Inn	July 9-10-11, 1917
16—Asheville, N. C.	Grove Park Inn	July 8-9-10, 1918
17—Asheville, N. C.	Grove Park Inn	July 7-8-9, 1919
18—Asheville, N. C.	Grove Park Inn	July 19-20-21, 1920
19—Asheville, N. C.	Battery Park	June 20-21-22, 1921
20—Asheville, N. C.	Grove Park Inn	July 10-11-12, 1922
21—White Sulphur Springs, W. Va.	The Greenbrier	July 9-10-11, 1923
22—Asheville, N. C.	Grove Park Inn	July 3-4-5, 1924
23—Asheville, N. C.	Grove Park Inn	July 6-7-8, 1925
24—Asheville, N. C.	Grove Park Inn	July 6-7-8, 1926
25—Atlanta, Ga.	Atlanta Biltmore Hotel	July 4-5-6, 1927

BUILT TO SEAT 6,280 PEOPLE



Municipal auditorium in heart of business section, San Antonio, Texas

Roanoke, Virginia Population 65,000

A Modern City of the Prosperous New South Surrounded By Richest Trading Territory in the State

Served by

The Roanoke Times

and

The Roanoke World - News

The largest and most complete daily newspapers in Virginia west of Richmond, thoroughly covering Roanoke City and dominating the entire western part of the State.

Population of Trading Territory 310,000.

Net Paid Circulation

Combined Morning and Evening..... 29,867
The Sunday Times..... 18,334

Advertising Lineage for 1926

The Times, Morning and Sunday..... 6,606,180
The World-News, Evening..... 6,891,570

National Advertising Representatives

CHAS. H. EDDY CO.

New York—Park Lexington Building
Chicago—Wrigley Building
Boston—Old South Building

Southern—A. D. Grant

Constitution Building—Atlanta

SOUTH'S FOREST AREAS MAY SOLVE PROBLEM OF FUTURE PAPER SUPPLY

Sulphate Process Applied to Southern Pines and Hardwoods Successful Says New U. S. Bulletin—Section Has Enormous Timber Stands

By J. BART CAMPBELL

Washington correspondent, EDITOR & PUBLISHER

(*By Telegraph to* EDITOR & PUBLISHER)

WASHINGTON, June 29.—The Progressive South, enormously rich in its growing possibilities of its famous timber lands, industrial centers and climatic conditions, promises to supply an extremely important solution of the highly vital and greatly complicated problem of paper pulp production.

This is a salient thought emphasized in an exhaustive report upon "The Suitability of American Woods for Paper Pulp" just completed by Sidney D. Wells, engineer in forest products, and John D. Rue, in charge of the section of pulp and paper, Forests Products Laboratory, U. S. Forest Service.

Advance proofs of this most illuminating study bearing extensively upon the entire newsprint and paper pulp situation in the United States were furnished to EDITOR & PUBLISHER today. The report is being prepared at the U. S. Government Printing Office for general distribution in the near future as Department of Agriculture Bulletin No. 1485.

The desirability of finding species to supplement the waning supplies of spruce, brought forcibly to public attention by the severe shortage of materials experienced by the paper industry in 1919, has been further emphasized by the large number of eastern mills that are facing eventual shut-down because of lack of raw materials, and by the relative immobility of paper mills generally. At present the spruces, firs, and hemlocks are drawn upon for 77 per cent of the wood consumed by the paper industry, spruce alone contributing about 55 per cent.

Of especial interest to timber owners in the South is the statement in this bulletin that the sulphate process applied to the Southern pines in combination with the gums and similar hardwoods of the South has been found to yield pulps which, bleached by proper methods, may be used in the manufacture of book, magazine, and similar high-grade printing papers at reasonable manufacturing cost. The South's advantageous situation in respect to publishing centers and availability of fuel, chemicals, and other raw materials, its enormous quantities of suitable woods, and the high growth rate of its forests, combine to make the possibility of a greatly expanded industry in that section very promising.

The bulletin describes standard pulping methods as related to wood properties and explains the suitability of 94 kinds of hardwoods and soft-woods for pulping by both chemical and mechanical processes, summarizing the results of research begun by the U. S. Forest Service in Boston in 1906 and carried on at the U. S. Forest Products Laboratory after the establishment of that institution at Madison, Wis., in 1910.

The informaion on pulping qualities of individual species, constituting the largest part of the bulletin, is presented in a convenient semi-tabular form, with a description of the behavior of each wood when pulped by the sulphite process, the sulphate process, the soda process, and the mechanical process.

Under the common name of each species is also given its botanical name, its range, a list of local names applied to the same wood in different parts of the country, its weight per cubic foot, and its fiber length.

In stressing the development of the South as a wide-awake industrial section from which adequate supplies of paper pulp can be obtained the bulletin points out that not only has the South "enormous quantities of suitable wood available, but owing to climatic conditions the amount of wood which can be grown in the south is from 35 to 40 per cent of the potential productivity of the entire area of forest land in the United States."

"The growing capacity of unit areas in the South is also very high," the bulletin adds, continuing at this point the bulletin states that on the other hand, for pulps which require spruce, hemlock, and fir, woods of established value in making paper, there are stands in Oregon, Washington, and Alaska sufficient, under proper timber growing methods, to supply approximately 5,000,000 cords a year.

It has been due largely to economic conditions that the extensive development of these pulp resources has so long been retarded. Up to recent years the only outlet for mills on the Pacific Coast has been the local consumption of paper and export to foreign countries. With the rapidly increasing cost of wood in the East greater margins will be created to allow for the cost of transporting pulp and paper from the Pacific Coast to other parts of the United States; and such shipments will continue to be an increasing factor in the general situation. Over 80 per cent of all pulp wood in the United States is consumed in mills situated in the New England, Lake, and Middle Atlantic states. The stand of spruce, fir and hemlock in this territory is estimated at three per cent of the total timber stand of the United States and at about 27 per cent of the total stand of the species mentioned.

As a result of these conditions, pulp wood is now being transported by land and water to many mills over distances of from 500 to 1,000 miles. Imports from the Dominion of Canada are very large. In 1922 Maine depended on Canada for 13 per cent of her spruce, New Hampshire for 35, New York for 64 and Pennsylvania for 99, and Michigan for 33 per cent. In addition, 53 per cent of the poplar used by United States mills was imported from Canada. On account of the limited supply and the increased influence of the transportation factor, the average cost of spruce pulp wood F.O.B. Mill in the Northeastern states in 1922 was between $15 and $28 a cord, depending on whether it was rough, peeled, or rossed.

With steadily rising pulp wood costs the less efficient mills, without their own timber supply, will eventually be forced out of business. It is only by improvement in operation, in processes, in the handling of timber lands, and by the use of other species, that even the better equipped and managed of the present mills can continue to operate. The use of hemlock by the Wisconsin mills is an example of what can be done with wood once considered unsuitable for pulp.

The necessity for the older mills to turn to other species and to grow their own pulp wood is indicated by United States Department of Agriculture Bulletin 1241, "How the United States Can Meet Its Present and Future Pulp Wood Requirements." It is there stated that because pulp wood use is confined so largely to a small group of species, over one half of the 9,138,000 cords required to manufacture the United States paper requirements in 1922 were imported as pulp wood, pulp, or paper. Many states are forced to rely upon wood from without their boundaries. In New England and the Lake states, where much of the industry is concentrated imports of pulp wood and wood pulp are being relied upon to a greater and greater extent to maintain production levels.

Copies of the new publication, while the supply lasts, may soon be obtained from the superintendent of public documents, Washington.

WHEN GOING AFTER BUSINESS

Isn't this newspaper

THE DAILY HERALD

Herald Building BILOXI (MISS.) Herald Building GULFPORT

with a **circulation growth** of **over a thousand a year** for the past **two years—without premiums, automobile contests, or other artificial circulation stimulants** of any kind—

worth your consideration?

The Daily Herald reaches in Biloxi and Gulfport—

75% of all homes;
83% of all the English-reading homes;
96% of all the white homes.

Complete Carrier System—

The Daily Herald is delivered every afternoon (except Sunday) by our own carriers in Biloxi, Gulfport, Ocean Springs, Seymour, Handsboro, Mississippi City, Lyman, Long Beach and Pass Christian, and by motor routes along the beach (Old Spanish Trail) from Ocean Springs to Pass Christian, along the back road from Pass Christian to Biloxi, and along the Magnolia Highway from Gulfport to Lyman.

Population (figures based on survey conducted for The Daily Herald)

Gulfport 14,030—increase of 72% over 1920;
2,738 dwellings;
2,965 families.

Biloxi 16,506—increase of 50% over 1920;
3,421 dwellings;
3,830 families.

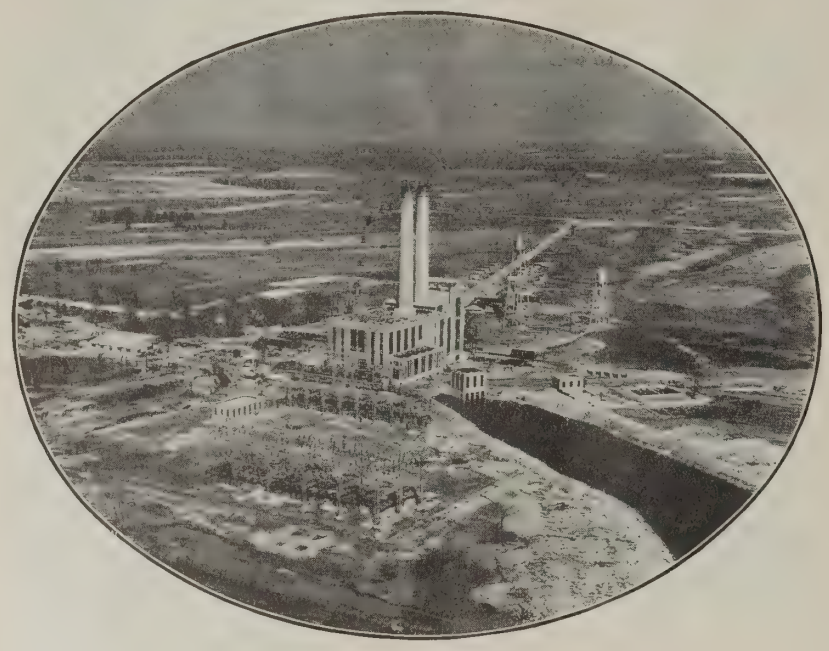
Total population of territory covered by Herald, 60,000.

CIRCULATION INCREASE

October 1, 1921	3153	
October 1, 1920	2527	
Increase		626
October 1, 1922	3839	
October 1, 1921	3153	
Increase		686
October 1, 1923	4144	
October 1, 1922	3839	
Increase		305
October 1, 1924	4486	
October 1, 1923	4144	
Increase		342
January 1, 1926	5727	
October 1, 1924	4486	
Increase		1241
January 1, 1927	6709	
January 1, 1926	5727	
Increase		982
Total increase for 6 years and 3 months		4,182

Daily Average Net Paid Circulation (ABC) quarter ending March 31, 1927... **7,011**

SENTINEL OF POWER AND WEALTH



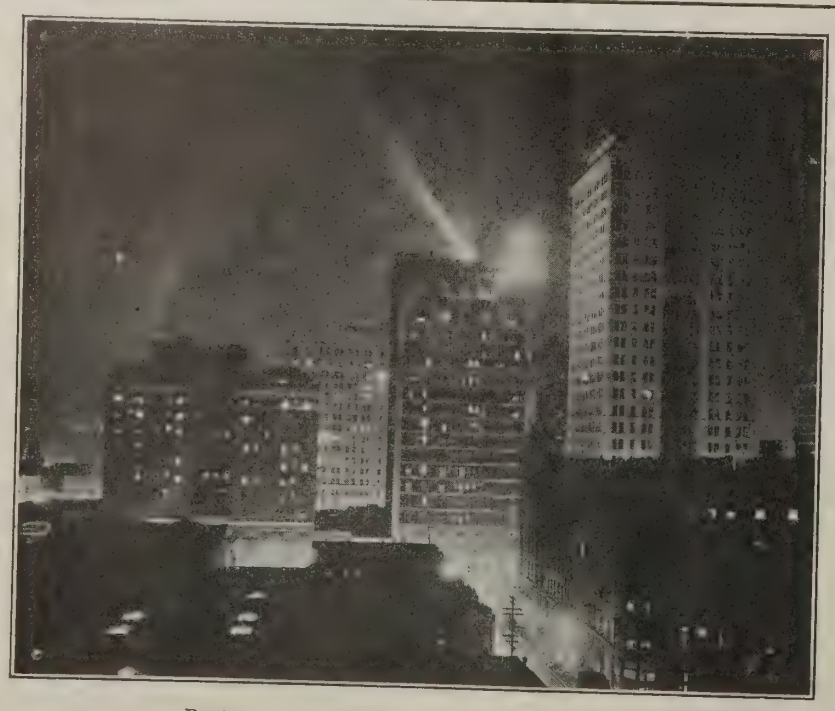
Lignite burning steam power plant at Trinidad, Texas

PAST S. N. P. A. PRESIDENTS AND YEARS

The following is a list of the past presidents and the years of their administrations:

1903-04—H. H. Cabaniss, *Atlanta* (Ga.) *Journal.*
1904-05—H. H. Cabaniss, *Atlanta* (Ga.) *Journal.*
1905-06—J. C. Hemphill, *Charleston* (S. C.) *News and Courier.*
1906-07—F. P. Glass, *Montgomery* (Ala.) *Advertiser.*
1907-08—*E. M. Foster, *Nashville* (Tenn.) *Banner.*
1908-09—*J. P. Caldwell, *Charlotte* (N. C.) *Observer.*
1909-10—*Rufus N. Rhodes, *Birmingham* (Ala.) *News.*
1910-11—C. B. Johnson, *Charlotte* (N. C.) *Observer.*
1911-12—*R. W. Brown, *Louisville* (Ky.) *Courier-Journal and Times.*
1912-13—V. H. Hanson, *Birmingham* (Ala.) *News.*
1913-14—A. F. Sanford, *Knoxville* (Tenn.) *Journal.*
1914-15—*F. W. R. Hinman, *Jacksonville* (Fla.) *Times-Union,* and W. T. Anderson, *Macon* (Ga.) *Telegraph.*
1915-16—W. T. Anderson, *Macon* (Ga.) *Telegraph.*
1916-17—R. S. Jones, *Asheville* (N. C.) *Citizen.*
1917-18—*F. G. Bell, *Savannah* (Ga.) *News.*
1918-19—*F. G. Bell, *Savannah* (Ga.) *News.*
1919-20—J. H. Allison, *Fort Worth* (Tex.) *Record.*
1920-21—M. E. Foster, *Houston* (Tex.) *Chronicle.*
1921-22—W. A. Elliott, *Jacksonville* (Fla.) *Times-Union.*
1922-23—Chas. I. Stewart, *Lexington* (Ky.) *Herald.*
1923-24—A. G. Newmyer, *New Orleans* (La.) *Item-Tribune.*
1924-25—A. G. Newmyer, *New Orleans* (La.) *Item-Tribune.*
1925-26—Walter C. Johnson, *Chattanooga* (Tenn.) *News.*
1926-27—John A. Park, *Raleigh* (N. C.) *Times.*
*—Deceased.

AS LUNA SEES DALLAS



Business section of Texas metropolis at night

The Nashville Banner

"Every Day and Sunday Too"

Reaches the purchasing zone of Middle Tennessee so perfectly that the electric power company supplying current to this territory says, "Our survey shows that the Banner reaches practically every user of electricity."

This territory, a circle of 135 miles diameter, is rich in farms, dairies, timber lands, grain fields, cotton and tobacco plantations, cattle grazing lands, timber areas, flour mills, manufacturing plants, industrial plants, creameries, saw mills and other important industries.

The Nashville Banner Goes Into 18,000 More Homes

Than Any Other Middle Tennessee Newspaper

Here Is the Net Paid Circulation for May, 1927

Delivered Daily Into 62,248 Homes

A network of splendidly paved roads places Nashville within a maximum of two hours of the great bulk of Banner subscribers—a surprisingly large per cent own their own automobiles and bus and railroads place ALL within a convenient trading area in Middle Tennessee. Every product is profitable if properly merchandised and advertised in . . .

The Nashville Banner

NASHVILLE - - TENNESSEE

Benjamin & Kentnor Co.

Special Representative

New York Chicago
Philadelphia Los Angeles San Francisco



Good News~ from the SOUTH~

Reports are coming in from all sections of the South—that 1927 will be the banner year in industry and agriculture. Crops are being diversified. The Textile districts are working overtime. The iron and steel industry has been meeting increased demands for its products. There is considerable new building construction going on in new industrial plants and private dwellings.

With a 1927 appropriation of over $200,000,000 for highway construction and repairs—there is work for every one who needs it or wants to work.

All in all this is the time when every advertiser who wants to share in the South's progress—who is looking for a part of the new buying power—to step in and let the people know about the merits of his product.

You can reach them all thru the newspapers listed below.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
†Birmingham News Age-Herald....(E&M)	124,518	.27	.27
†Birmingham News .....(S)	154,360	.30	.30
*Mobile News-Item .....(E)	13,141	.05	.05
*Mobile Register .....(M)	23,326	.08	.08
*Mobile Register .....(S)	34,630	.10	.10
FLORIDA			
†Daytona Beach News-Journal.....(ES)	9,083	.065	.065
*Lakeland Register .....(E)	7,055	.04	.04
†Miami Herald .....(M)	44,668	.11	.11
†Miami Herald .....(S)	48,751	.12	.12
*Orlando Sentinel .....(M&S)	10,105	.06	.06
*Pensacola News and Journal.....(E&M)	9,389	.07	.07
†††St. Augustine Record .....(E&S)	3,382	.04	.04
*St. Petersburg Independent.....(E)	12,874	.065	.065
*Tampa Times .....(E)	27,813	.08	.08
*Tampa Tribune (M) 41,400.....(S)	53,248	.10(.14S)	.10(.14S)
*West Palm Beach Post.....(M)	12,081	.07	.07
GEORGIA			
*Augusta Herald .....(E)	14,190	.05	.05
*Augusta Herald .....(S)	14,797	.05	.05
†Macon Telegraph .....(M)	25,011	.08	.08
†Macon Telegraph .....(S)	25,011	.08	.08
*Savannah Morning News (M), 21,766.(S)	22,691	.06(.07S)	.06(.07S)
KENTUCKY			
*The Lexington Leader .....(E)	19,739	.07	.07
*The Lexington Leader .....(S)	19,772	.07	.07
†Paducah Sun .....(E)	9,695	.04	.04

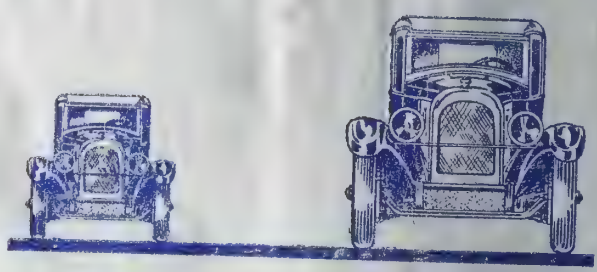
	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
*Greensboro Daily News.....(M)	30,066	.08	.07
*Greensboro Daily News.....(S)	33,311	.09	.08
*Salisbury Post .....(E)	7,718	.04	.04
SOUTH CAROLINA			
*Columbia State .....(M)	23,096	.08	.08
*Columbia State .....(S)	25,242	.08	.08
*Greenville News & Piedmont....(M&E)	36,285	.11	.11
*Greenville News .....(S)	25,199	.08	.08
*Spartanburg Journal .....(E)	4,471	.05	.05
*Spartanburg Herald (M) 6,943.....(S)	9,048		
TENNESSEE			
*Chattanooga Times .....(M)	31,623	.10	.10
*Chattanooga Times .....(S)	31,078	.10	.10
†Memphis Commercial Appeal .....(M)	103 168	.18	.18
†Memphis Commercial Appeal.....(S)	136,115	.25	.25
*Nashville Banner .....(E)	59,574	.11	.11
*Nashville Banner .....(S)	59,843	.12	.12
VIRGINIA			
*Danville Register and Bee.....(M&E)	15,660	.06	.06
*Danville Bee and Register.....(E&S)	20,919	.07	.07
*Newport News Times-Herald.....(E)	8,394	.05	.05
*Newport News Daily Press.....(S&M)	5,777		
*Roanoke Times & World News...(M&E)	27,321	.08	.08
*Roanoke Times .....(S)	16,912	.07	.07
*Staunton News-Leader (M), Leader..(E)	7,064	.035	.035

* A. B. C. Statement, March 31, 1927.
† Government Statement, March 31, 1927.
††† Government Statement, March 31, 1926.



Florida Leads

—in Motor Car Registration Increase
—in Gasoline Consumption Increase



1925 1926

Evidences of the Buying Power of this Fast Growing Market

LAST year 401,562 motor vehicles were registered in Florida—40.2 per cent more than in 1925, and a greater percentage of increase than in any other state.

Last year the gasoline consumption of Florida showed an increase of 41 per cent over the consumption of 1925—the greatest increase recorded for any state in the Union.

These facts are merely indications of the high buying power of this great and fast growing market—a record breaking market for many kinds of manufactured products, food products, building materials and the like.

A large and important part of this market is the city of Jacksonville. This city alone has within its limits more than one-tenth of the total population of the state, and its trade territory includes many thousands more.

Jacksonville has 453 industrial plants with an annual production of 471 commodities valued at more than $100,000,000 and with a payroll of more than $20,000,000. It has more than 200 wholesalers and jobbers and 2,100 retail stores of all kinds.

The Florida Times-Union, the largest newspaper in this state, offers complete coverage in Jacksonville; in fact, its city circulation exceeds 27,941. In addition it has an almost equal circulation in suburban districts and throughout the state.

Let the Florida Times-Union help you reach this rich market. Write us for any further information you want.

The Florida Times Union

JACKSONVILLE, FLA.

THE TECHNICAL PRESS, NEW YORK, N. Y.

THIS ISSUE: S. N. P. A. ATLANTA CONVENTION PROCEEDINGS

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1927

MEMBER A.B.P.

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.C.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1926; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 60. No. 7 — NEW YORK, JULY 9, 1927 — By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign. — 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

Grocery Advertising Leadership

THE Chicago Daily News leads all Chicago newspapers in the advertising of grocery store products. Its volume of 472,806 agate lines in the first five months of 1927 surpassed by a margin of over 80,000 lines the nearest evening paper, as well as the nearest morning and Sunday paper combined.



Chicago Market Facts

Chicago is a two-newspaper city —morning and evening.

For the most part its reading begins with the fifteen to thirty or forty minutes' ride to work; then halts; then is resumed on the homeward trip at close of business and continued at home in the evening.

All the advantage of time is with the evening newspaper and with the advertisers in it. The additional readers gained at home constitute gratis circulation for the advertiser, not reflected in the circulation figures, represented in morning circulation by duplication within the family.

By selecting a family newspaper, published for evening reading and properly confined in its distribution to the desired market, an advertiser buys space with his eyes open.

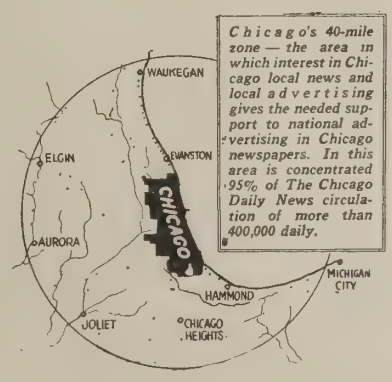
On the basis of these considerations and their proved value, advertisers place more business in The Daily News than in any other Chicago week-day paper.



As an acknowledgment of superior home selling influence by a group of advertisers who must sell to the home (including its women) this leadership emphasizes the similar status of The Daily News in the total of all advertising.

Food advertisers by use of The Daily News columns are able to confine their expenditures to the Chicago marketing area, thus holding strictly to the reasonable margin of profit from their operations. For The Daily News circulation is concentrated 95 per cent in Chicago and its suburbs.

This factor, appraised favorably by food advertisers, is worthy of the consideration of all who analyze advertising values in Chicago.



Chicago's 40-mile zone — the area in which interest in Chicago local news and local advertising gives the needed support to national advertising in Chicago newspapers. In this area is concentrated 95% of The Chicago Daily News circulation of more than 400,000 daily.

THE CHICAGO DAILY NEWS

Member of The 100,000 Group of American Cities

Advertising Representatives:	NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
	J. B. Woodward 110 E. 42d St.	Woodward & Kelly 360 N. Michigan Ave.	Woodward & Kelly Fine Arts Building	C. Geo. Krogness 253 First National Bank Bldg.

Average Daily Net Paid Circulation for Six Months Ending June 30, 1927—441,414

Continued
National Leadership

THE NEW YORK TIMES maintained in June its supremacy over all other New York newspapers, morning and evening, in total volume of national advertising. It published 635,228 agate lines, 114,746 lines more than any other newspaper, and 79,880 lines over its own record for June of 1926.

In daily editions alone, The Times leadership over another morning newspaper is indicated by the following:

	JUNE, 1927 Agate Lines	GAIN OVER 1926 Agate Lines
The New York Times	352,538	51,686
Second Newspaper	322,372	9,012
Times Excess	30,166	42,674

In the six months of this year The Times published a total volume of national advertising of 3,474,233 agate lines, 521,782 lines more than any other New York newspaper.

The total of all advertising published in The Times in six months this year was 14,954,094 agate lines, an excess over any other newspaper of 5,298,400 lines.

The Times censorship keeps its advertising columns at a high level and excludes hundreds of announcements that The Times does not deem advisable to place before its readers.

The New York Times.

Store News Is The First News

¶ The woman who buys for herself or for a household picks up a newspaper. She reads the news—carefully if there is a story which interests her, less thoroughly if the daily grist of news items touches on no subject which seems important in her scale of news value.

¶ And then she turns to the ads—the news of the stores. No item there is too small to attract her attention—if it deserves it! For to the average woman, store news is the first news—the big news of the day.

¶ To a woman the newspaper which does not carry the complete advertisements of all the stores is not a complete newspaper. She might possibly forgive an editor who condenses his account of the latest divorce suit—but the omission of a bargain offering would be unforgivable.

¶ In Baltimore—only the Sunpapers carry the complete advertisements of every department store and specialty shop. If you want to reach the women of Baltimore—get in step with those advertisers who are best equipped to know how to reach them. And who do reach them through the Sunpapers!

Average Net Paid Circulation for Month of June, 1927

Daily (M. & E.) 252,467
Sunday 196,828

Gain of 5,351 daily and 8,072 Sunday Over June, 1926

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York
GUY S. OSBORN
360 N. Michigan Ave., Chicago
C. GEORGE KROGNESS
First National Bank Bldg.,
San Francisco

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"



Ask me another—

In which Philadelphia newspaper can you buy advertising space at the lowest rate per line per thousand circulation?

3,005,090 people live and buy
in the Philadelphia retail area.
One newspaper sells 546,527 copies daily

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

Vol. 60 NEW YORK, JULY 9, 1927 No. 7

Rich Rewards in Holding Public Faith in Retail Advertising Copy

L. L. Whitman, Who Spends $2,000,000 Yearly in Newspapers for J. C. Penney Company, Denounces Misleading Advertisements—Truth Brought His Firm 31 Per Cent Gain

MANY retail business concerns these days are finding that "times are not s good as they used to be." Late spring nd a cool summer doesn't help move oods made for these seasons off the deal-'s shelves.

In the face of these conditions there omes an announcement this week from ne J. C. Penney Company, operating 885 tores from coast to coast, that from an. 1 to June 1 of this year they have nade a sales gain of nearly 31 per cent.

Closely allied with the announcement as the address made last week in Den-er by R. L. Whitman, the J. C. Penney ompany's advertising director, who told ewspaper advertising executives meeting nere that his company was "extremely ell satisfied with the results it has at-ained through the use of your columns."

"Advertising alone will not sell goods," e said, "but systematic and consistently lanned advertising, coupled with com-lete sales honesty, education in salesman-hip, ability to create attractive displays, nd last, but not least, well-sustained mer-handising will go far toward building up ny business. This is an indisputable fact vhich a newspaper advertising executive an well impress upon every advertiser in is columns to the mutual advantage of ll concerned, including the buying public.

"The J. C. Penney Company entertains o fear for the future of newspaper ad-ertising, believing that its principle is undamentally sound and that this princi-le will be more and more safeguarded as ime goes on.

"We can all agree that the American ewspaper is a vital and growing force n the retailing world and the American ublisher can be depended upon, I am ure, to do much toward raising the tandards of retail advertising."

It was the appeal for co-operation of ublishers in "raising the standards of re-ail advertising" that Mr. Whitman tressed most in his Denver address. But ie also told a newspaper advertising suc-ess story that has few parallels in this ountry.

Advertising plans of the J. C. Penney Company were completely reorganized when Mr. Whitman was appointed adver-ising director in 1921. At that time was ffected a standardization of advertising which became one of the outstanding fea-ures in the sales building work of the rganization. Since then this chain store group has been a large and consistent user of newspaper space. Today this one re-ail business is regularly using upwards of 2,000 daily and weekly papers. This ear $2,250,000 will be spent, largely in ewspapers.

In 1921 the J. C. Penney Company had 97 stores in operation. In the same year ts sales were $46,641,982. Before the lose of 1927, the company will have 885 tores, located in cities in every state ex-ept Delaware and Florida, and the gross ales, it is estimated, will be in excess of $150,000,000.

This is an increase of more than 200 er cent over a period of six years. Last year the gain was approximately 27 per cent.



R. L. Whitman says:

"The newspaper publisher should be first to feel alarm over the wrong kind of advertising because if the structure of retail advertising totters he will be the first to feel the effects of the fall.

* * *

"Help the honest retailer curb what has been termed 'advertising hysteria'."

Because he had had such success with newspaper space, because he was speaking for the J. C. Penney Company, which has a 25-year history behind it, Mr. Whitman in his Denver address felt qualified to criticise and praise.

His two complaints regarding newspaper space were directed toward publishers who permit advertisers to use comparative prices in their copy and to advertise special sales without rhyme or reason, and against the "unattractive appearance of many advertising columns."

"A certain grocery company advertises that it sells 20 per cent cheaper than other retailers and then offers an additional 15 per cent discount to members of church societies," Mr. Whitman said. "This is a 32 per cent discount. Can it be done? *Is* it done? Should a newspaper accept that kind of copy? I leave the answers to you.

"Slowly but surely the great American public is becoming—to quote from the advertising of a prominent New York store—'more wisely critical of what it buys.' Dissatisfaction and resentment are the natural results of such advertising.

"Please understand I do not say that special sales are wholly out of the question—that a store should never hold them—for they may be permissible at times. But I do say—and I say it without fear of contradiction—that 90 per cent of the merchandise that is brought to the attention of the consuming public throughout the country by banners, streamers and a liberal supply of red ink and sensational headlines, should never be so designated.

"I believe that we are approaching very near the time when the confidence-building, service-rendering type of merchant will discontinue the practice and brand it as unethical.

"Newspaper publishers can do a constructive job in situations of this kind, if they wish. When the confidence of the readers is shaken, the influence and force of advertising in general is materially reduced and the newspaper suffers in proportion.

"A newspaper is primarily a news medium, and if a store's advertisement does not present an instructive and constructive news message, it has no place in a newspaper.

"The newspaper publisher should be the first to feel alarm over the wrong kind of advertising because, if the structure of retail advertising totters, he will be the first to feel the effects of the fall.

"Everywhere we go, we hear merchants complaining of the amount of space they must use—and the meager results obtained. In many cases those who cry the loudest are the ones who have abused space the most.

"In many cities merchants are turning to shopping supplements, and other publications—away from the newspaper, the value of which they never understood or appreciated and which they have helped to destroy.

"That is the reason for my appeal to you today, to help the honest retailer—and there are thousands of him—to curb what has been termed 'advertising hysteria.'

"Our organization this year will spend upwards of $2,250,000 for advertising and fully 85 per cent of this sum will go for newspaper space. It is quite natural that we should want to protect such an investment.

"Another evil which we feel that newspaper publishers can help to remedy is the unattractive appearance of many advertising columns. Beyond doubt the average publisher takes pride in making his newspaper present an attractive appearance. The exceptions to this rule are men who have, as yet, failed to realize the relation that appearance bears to their subscription list, advertising patronage and cash receipts.

"Attractive advertising columns, I am firmly convinced, play as important a part in a newspaper's success as do its news columns. But it is an unfortunate fact that in many cases they do not compare favorably with other sections of the paper. To determine this fact, it is not necessary to confine investigation to the comparatively small newspapers for a large percentage of the least effective advertising is to be seen in the larger city dailies.

"In most instances of this kind, I will admit, the fault lies with the inexperienced or indifferent copy-writer, rather than with the compositor who puts the copy in type. The easiest way suffices with many advertising writers. They have no idea of mechanical limitations. Their attitude may be summed up in the phrase, 'Let the printer do the worrying.' The compositor does the best he can with such copy, but, not possessing the selling instinct, he frequently misses the selling factor entirely and slows up the returns that should come from the investment.

"It hardly seems that it is good business for the publisher to permit such advertising to appear in his columns, although of course we recognize the fact that, in many cases, he may be powerless to prevent it. The result of such haphazard work reflects, not upon the copy-writer alone, but it has a great tendency to decrease the effectiveness of advertising in general, which, in turn, works harm to the publisher.

"A plan which has occurred to us, to remedy this, is for the newspaper advertising executive, assisted by one of his display compositors, to interest the merchants in his town in attending a series of meetings at which the mechanical limitations of advertising, as well as the importance of properly merchandising sales mesages, would be explained and discussed.

This would not only add much to the effectiveness of advertising in his columns, but it might do a good space-selling job for him as well.

"You may be interested to know something about our own advertising. Our methods, insofar as they relate to national and retail advertising, do not differ from those of any other modern, up-and-doing mercantile business.

"First of all, there is the plan, the program by which merchandising advertising, display and selling meet on a common co-operative basis. Unless this quartette

(*Continued on page* 44)

FAMOUS ATLANTA CONSTITUTION SOLD TO LUKE LEA AND ROGERS CALDWELL

Option Subject to Audit Has Been Exercised and Daily Expected to Change Hands Aug. 1—$2,000,000 Mentioned as Probable Price

LUKE LEA and Rogers Caldwell, owners of three other southern newspapers, this week purchased the *Atlanta* (Ga.) *Constitution* from Clark Howell, subject to "verification of details."

These details are reported to include an audit to be made prior to Aug. 1.

The report was all over the South this week that the price under discussion was $2,000,000.

Mr. Lea and Mr. Caldwell united in the following statement: "Negotiations with Clark Howell, publisher of the Atlanta Constitution, have been pursued for several weeks and subject to verification of details the sale of the Constitution has been made to Luke Lea and Rogers Caldwell, both of Nashville, Tenn., who recently acquired the *Commercial Appeal*. As a condition of the transfer of this property it is contractually agreed that Clark Howell, Sr., remains as publisher and editor of the Constitution and Clark Howell, Jr., as business manager. With the association the patrons of the Atlanta Constitution may be assured of the same high standards of journalism and the maintenance of the policies that have contributed so signally to the upbuilding of Georgia and all the territory the Constitution serves."

"The statement of Messrs. Lea and Caldwell covers the situation and there is nothing more to say," said Clark Howell, on being asked for a statement. "The chief significance of the deal lies in the fact that the Memphis Commercial Appeal, the Nashville Tennesseean and the Atlanta Constitution are brought into an intimate relationship that should add to the strength of each. As stated by Messrs. Lea and Caldwell, my relation with the Constitution as editor and publisher, and that of my son, Clark Howell, Jr., as business manager, will in no wise be affected. We thought it a good thing to tie up with Nashville and Memphis under the conditions offered, and the three newspapers will be in a better position than ever to serve their respective territories."

It is known that Mr. Howell was reluctant to sell the famous newspaper with which his family has been connected for three generations.

If the deal is finally consumated it will mean a highly important addition to the newspaper organization formed by former United States Senator Luke Lea in association with Rogers Caldwell, a Nashville financier well-known throughout the South, now owners and publishers of the *Nashville Tennesseean*, the *Memphis Commercial-Appeal* and the *Memphis Evening Appeal*.

Atlanta Constitution was founded in June, 1868, by Col. Carey W. Styles and other patriotic citizens who were at that time resisting the terrific disorganization incident to "Southern reconstruction." Col. Styles was a brilliant, fiery and reckless character who, despite the poverty of the new paper, kept it afloat and true to principle despite resistance that would have floored the average man. However, in the celebrated "Black Friday" panic, when gold reached 164 on Wall Street, Colonel Styles found that he could no longer finance the Constitution and he transferred his holdings to Col. J. H. Anderson, who was prompted by patriotic ideals to keep the paper in the field. Associated with him was Col. William A. Hemphill, who had been a gallant Confederate artillery officer and a school teacher of note. The paper was successfully tided over the dark days and Col. Hemphill retired, leaving Col. Anderson in control. Isaac W. Avery, who had been one of "Morgan's Men," then came in as editor. Edward Y. Clarke became managing editor.

The Constitution won many many gallant fights for the people of the community and was in great favor in the South. One of the contributing factors to its success was the advent of N. P. T. Finch, an able writer from New York, brother of the author of "The Blue and the Gray," who became part owner and editorial writer. Col. Clarke sold his interest to Capt. Evan P. Howell in 1876 and in the following year Col. Finch sold his interest to Henry W. Grady.

Capt. Howell who, returning from the war, had been city editor of *Atlanta Intelligencer*, took active management of the Constitution as president and editor-in-chief and reorganized the staff. Grady and Howell made a team that could not be excelled. The Constitution under them became nationally famous. Among its celebrated contributors were Joel Chandler Harris and Frank Stanton. Clark Howell, Sr., is the son of Evan P. Howell.

Having been graduated from the University of Georgia and studied journalism as a member of the staffs of the *New York Times* and *Philadelphia Press*, Clark Howell in 1884 became night editor of the Constitution. In 1897 he succeeded his famous father as editor-in-chief. He later bought the control of the publishing company and became its president. How well he has succeeded in building the Constitution, Atlanta's single morning paper, to its present metropolitan proportions and vast prestige is well-known.

COL. AMENT IN CHARGE OF N. Y. TELEGRAPH

Plan to Invest Money in Property and Enlarge Staff Announced — Mrs. Ament Remains in Charge of Editorial Departments

Col. Lytton Ament, who last February married Mrs. Edward R. Thomas, widow of the former owner of the *New York Morning Telegraph*, this week took over the active management of the business department of that newspaper.

Coincident with this announcement it was stated that Col. Ament intends to put a considerable sum of money into the newspaper property, to enlarge its staff and make other improvements. Mrs. Ament will retain the active direction of the editorial departments of the newspaper, which she took over last September.

MRS. LYDIG SUES FOR $250,000

Prominent N. Y. Woman Brings Libel Action Against Daily News

A suit for $250,000 damages against the News Syndicate Company, Inc., publishers of the *New York Daily News*, and against Joseph Cowan, a reporter for that paper, was filed Wednesday in the Supreme Court by Mrs. Rita H. De Alba Lydig.

The complainant claims that in an article published June 21, last, the defendants meant and intended to mean that she was a drug addict and was unchaste. She says that these statements were libelous and untrue.

ALABAMA DAILY SOLD

F. I. Thompson and J. L. Meeks Acquire Sheffield Tri-Cities Daily

Announcement was made in Montgomery, Ala., July 1, that Frederick I. Thompson, Montgomery and Mobile publisher, with J. L. Meeks had purchased the *Sheffield* (Ala.) *Tri-Cities Daily*. The new ownership became effective with that issue.

Two new owners of the Sheffield newspaper recently purchased the *Florence Times-News*. Mr. Thompson is first vice-president of the Associated Press.

EDITOR & PUBLISHER CALENDAR

July 14-16—Virginia Press Assn., annual meeting, Williamsburg, Va.

July 14-16—American Photo-Engravers Assn., annual meeting, Washington, D. C.

July 18-23—British Advertising Assn., convention and advertising exhibition, Olympia, London.

July 20-22—North Carolina Press Assn., annual convention, Moorehead Bluffs, N. C.

July 22-23—Idaho Editorial Assn., midsummer meeting, Mack's Inn, Idaho.

July 22-23—Oregon State Editorial Assn., meeting, Roseburg, Ore.

July 22—Buckeye Press Assn., summer meeting, Buckeye Lake, O.

MEDIATOR CALLED IN WIRE LABOR PARLEY

Both Machine and Morse Operators Want Increase in Wages — Press Associations Willing to Continue Contracts that Expired July 1

A mediator of the department of labor, Washington, had been called in a wage dispute now being argued between the news service division of the Commercial Telegraphers Union and the press associations.

The press associations are willing to continue contracts which expired July 1, but the operators are seeking to force through an identical contract for both Morse and machine tape punchers. The tape punchers are now receiving a minimum of $37.25 a week. Under the contract being asked for by the union the minimum would be $60.

The press associations are insisting that the punchers and Morse operators represent two distinctly different classes of labor, which should be treated separately.

Under the contract that ended July 1, Morse operators receive a minimum of $44.75 in cities under 150,000; $47.25 in cities of 150,000 to 500,000; and $49.75 for 500,000 or over. This is for an eight hour day and does not include overtime.

HEARST BACKS BERTAUD

Aviator Will Try Flight to Rome in Publisher's Plane

William Randolph Hearst is backing Lloyd Bertaud, air mail pilot, in a non-stop flight from New York to Rome and back in a giant Fokker monoplane.

Test flights are now under way, and it is expected the trans-Atlantic hop will start early in August.

The monoplane was purchased for Mr. Hearst recently by Philip A. Payne, managing editor of the *New York Daily Mirror*. When Commander Byrd crashed at Ver sur Mer, Mr. Payne immediately cabled him, offering the use of Mr. Hearst's machine. Byrd responded July 6 with the following cable:

"Extremely sorry not to have answered you sooner. Kindly convey to Mr. Hearst my deep appreciation of his offer and say to him that I shall have to think about his proposition a short while before sending him a definite answer. Regards."

F. G. BEACH PROMOTED

Frederick G. Beach, advertising manager of the *Rochester Democrat and Chronicle*, and a member of its staff for 42 years, was honored at a testimonial dinner given by the newspaper's staff in the Hotel Rochester. At the dinner Mr. Beach was informed of his promotion to the position of assistant to Jerome D. Barnum, the new publisher of the Democrat and Chronicle. Frederick E. Hussey was promoted from assistant advertising manager to take the position formerly held by Mr. Beach.

STRIKE TIES UP TWO MONTANA CITIES

Printers Cause Fifteen Day Suspension of Daily Press of Butte and Anaconda—Finally Agree to Arbitrate

(*By Telegraph to* EDITOR & PUBLISHER)

BUTTE, Mont., July 5.—The daily newspapers of this city and of Anaconda resumed publication today after 15 days complete suspension caused by a strike of the printing forces.

On June 20 the printers in the office of the *Anaconda Standard* walked out. The action was followed by the walkout of the printers from the offices of the *Butte Miner* and the *Butte Post*. The call for the strike was issued by the Anaconda Typographical Union and the object was to force the newspaper publishers to yield to the men their demands for higher wages. The publishers immediately offered to arbitrate the differences, under the expired code, but the printers refused even to discuss arbitration. Both sides stood pat and the two communities, with a combined population of more than 100,000, were deprived of their daily and Sunday papers.

Not only were the people without news, except as the newspaper men could pass it from lip to lip, but the business of the cities suffered a heavy blow. Merchants of Butte and Anaconda reported a marked falling off in retail sales due to their inability to advertise. Sales in many instances dropped off to half the record for the similar period of a year ago. Some stores issued daily circulars but this make-shift was not successful.

After many attempts to get together the printers and publishers met today and came to an agreement which enabled the newspapers to resume publication while the differences between the employes and employers are being arbitrated. The arbitration will be carried on under the expired code of procedure employed by the International Typographical Union and the American Newspaper Publishers Association. This is exactly what the publishers offered the printers 15 days ago.

The strike was called by the Anaconda Printers Union to enforce demands a wage increase of 75 cents a day. At the same time negotiations were being carried on between the publishers and the Butte Typographical Union, the latter having submitted a demand for a wage increase of $1.75 a day. The Butte and Anaconda scales are the same at present, $7.75 for seven and a half hours. The publishers, holding that the Butte and Anaconda field is one, sought to negotiate with both unions at the same time. The printers, however, insisted upon separate negotiations and when the demand of the Anaconda union was refused, that body served notice of a strike against the standard effective June 20. The publishers of the three papers thereupon announced an indefinite suspension which was terminated by the arbitration agreement reached. Not only did merchants of the two cities suffer a heavy loss in sales as a result of inability to advertise, but all lines of business experienced a slump during the period. Even the churches were affected, pastors reporting a marked decrease in attendance on the two Sundays the papers were suspended which they attributed to inability to publish their announcements of services and programs.

KANSAS DAILY BUYS PLANT

The *Arkansas City* (Kan.) *Traveler* recently purchased the building erected for it by Florin Trimper. The building was built by Mr. Trimper expressly for a newspaper office. The foundation was so constructed that three more floors can be added at any time more space is needed.

"AD WEEK" IN CHICAGO

"Advertising Week" will be celebrated in Chicago, Oct. 12 to 22, when five associations will hold annual meetings in that city.

S. N. P. A. MOVES TO SETTLE TRADE BODY SUIT

Committee Named at Atlanta Meeting to Confer With Attorneys and Trade Commission—Col. Ewing of New Orleans Elected President—25th Anniversary Gay Affair

By ARTHUR ROBB

(*By Telegraph to* EDITOR & PUBLISHER)

ATLANTA, GA., July 6.—The Southern Newspaper Publishers Association assembled in its twenty-fifth convention here authorized the appointment of a committee to confer with attorneys for the Federal Trade Commission with a view to obtaining a settlement of the Commission's suit against the S. N. P. A., the S. N. P. A. and other publishing and advertising associations.

The Trade Commission was expected to act this week on the S. N. P. A. petition that the evidence so far assembled by the Commission relative to the S. N. P. A. be summarized, a privilege which was recently accorded to the American Newspaper Publishers Association. Favorable action on this petition by the Federal body will be followed, it is expected, by a meeting of its attorneys with the following S. N. P. A. representatives:

John Stewart Bryan, *Richmond News-Leader;* Victor H. Hanson, *Birmingham News;* Walter C. Johnson, *Chattanooga News;* H. C. Adler, *Chattanooga Times;* and A. G. Newmyer, *New Orleans Item-Tribune.*

The committee has full powers and it is hoped that it will succeed in ending, so far as Southern newspapers are concerned, the Trade Commission's effort to prove that publishers and advertising agencies conspired in restraint of trade by refusing commissions on advertising which was placed through other channels than recognized agencies.

The S. N. P. A. admits none of the wrongful practices charged by the Commission and has contended from the beginning that the Commission is without jurisdiction over advertising. The S. N. P. A. attitude on the agency system was officially expressed in this resolution adopted today: "Whereas the advertising agency method which was in existence many years before the organization of the S. N. P. A. has proven a valuable and economical method of obtaining national business for newspapers, therefore, be it resolved, that this Association express itself as approving the agency method, which is not to be construed as meaning that the Association recommends that any definite amount of commission be paid."

No other business of equal importance came before this gay and colorful meeting. Three sessions of three hours each handled the routine with commendable dispatch, leaving 63 of the 72 convention hours available for golf and birthday parties.

The birthday idea ran like a silver thread through the entire fabric, even to the election of officers.

Col. Robert Ewing, publisher of the *New Orleans States* and active in all S. N. P. A. affairs since 1903, was elected president by acclamation. He is the only survivor of the Association's first executive committee still in active service. The nominating committee, headed by M. E. Foster, editor of the *Houston Press,* named John A. Park, *Raleigh Times* and retiring president, as chairman of the board, and Walter C. Johnson, who retires from the latter post, as treasurer. The office of secretary was combined with that of manager, and Capt. Cranston Williams was reappointed by the directors to the new office.

The new board of directors follows:

Alabama—Victor H. Hanson, *Birmingham News.*

Arkansas—J. S. Parks, *Fort Smith Times-Record.*

Florida—Herbert Felkel, *St. Augustine Record.*

Georgia—John A. Brice, *Atlanta Journal.*

Kentucky—H. Giovannoli, *Lexington Leader.*

Louisiana—L. K. Nicholson, *New Orleans Times-Picayune.*

Mississippi—James H. Skewes, *Meridian Star.*

North Carolina—J. B. Sherrill, *Concord Tribune.*



Col. Robert Ewing, president Southern Newspaper Publishers Association.

Oklahoma—E. K. Gaylord, *Oklahoma City Oklahoman.*

South Carolina—B. H. Peace, *Greenville News.*

Texas—M. E. Foster, *Houston Press.*

Virginia—J. P. Fishburn, *Roanoke Times and World-News.*

West Virginia—H. I. Schott, *Bluefield Telegram.*

Monday afternoon found the publishers, friends, families and guests at Stone Mountain. They inspected the great monument now being prepared for the heroes of the Confederacy, "ate barbecue," and heard Hon. Josephus Daniels, *Raleigh News and Observer,* in his address commemorating the Association's dead of the past year, make a stirring plea for the ideals of the old Southern journalism. His address is reported at length elsewhere.

Tuesday was golf day, of which there is more elsewhere, but it was also marked by the brief addresses by O. C. Harn, managing director of the Audit Bureau of Circulations; W. E. Wines, manager of the A. N. P. A. mechanical department, and Harvey J. Kelly, chairman of the Special Standing Committee of the A. N. P. A.

Mr. Harn decried local circulation wars as being harmful to the entire newspaper business. He urged that publishers harboring suspicions of their competitors' claims and methods make no public criticism until after the regular audit by the A. B. C., giving the A. B. C. auditor newspaper circulations—"and the advertiser can find other channels for his appropriations," he added significantly.

Wednesday's speaker was W. A. Armistead, of N. W. Ayer & Son, Philadelphia, who urged that the South let the rest of the nation know that its cosmos is not entirely broiling sun and snowy cotton.

Postal rates received a brief discussion Monday. Following Col. Ewing's report as chairman of the postal committee, the Association again approved the committee's aims and methods in the following resolution:

"Resolved that the S. N. P. A. reaffirm its position that the wartime postal rates on second-class mail be repealed and reduced to the schedule of the 1920 rates and that this Association continue cooperation with the American Publishers Conference and all other organizations interested in the reduction of second-class rates."

Numerous resolutions were passed expressing the Association's gratitude to hospitable Atlanta, to the Stone Mountain Memorial Association, to the Atlanta Biltmore Hotel, to Wiley L. Morgan for his services as secretary-treasurer.

Walker Savory, of the Mergenthaler Linotype Company, was elected to the select group of honorary life members in recognition of his many years' service as chairman of the S. N. P. A. golf tournaments. His colleagues in this publishing Valhalla are Adolph S. Ochs, *New York Times;* Fred Seely, former publisher of the *Atlanta Georgian* and now proprietor of Grove Park Inn at Asheville, and M. E. Foster, who as editor of the Houston Press bounded back into active membership after a year off the list.

At the specific request of the directors, the text of the following resolution is given in full:

"Resolved that this Association express its grateful appreciation to James W. Brown, publisher of EDITOR & PUBLISHER, and individually to the members of its staff, for the issuance of the handsome and complete edition in honor of the Silver Anniversary of this organization."

Another resolution commended for use as a textbook in schools of journalism, "Covering Washington," by J. Fred Essary, *Baltimore Sun* correspondent.

The president was directed to appoint a committee of three to arrange plans and procedure for the award of prizes to Southern editorial writers from the fund bequeathed by the late George Fort Milton. *Chattanooga News.* The fund now has $1,200 available.

Formal suspension of the Association's joint advertising campaign was made by a resolution, several directors expressing the hope that it would be resumed with an adequate budget.

Dues were increased for the larger papers, the maximum of $100 a year being replaced by a sliding scale ranging from $80 to $250. The schedule is based on circulation, and dues for papers having less than 20,000 circulation remain unchanged.

Mississippi Valley flood relief was urged in the following resolution: "Resolved, that the S. N. P. A. in convention assembled feels and wishes to convey to the people of the flood-stricken areas of the Mississippi Valley its profound sympathy and endorses fully the conclusions of the Chicago Flood Control Conference as expressed in its resolution calling for Federal control of the entire Mississippi river problem and pledges the support of its newspapers in obtaining from the next session of the United States Congress prompt action of the character petitioned by the said Chicago conference."

KELLY URGES CAUTION

A. N. P. A. Executive Warns Publishers of Union Contract "Traps"

ATLANTA, Ga., July 6—Legalistic traps for the publisher who is careless in negotiation of contracts with labor unions were described to the S. N. P. A. by Harvey J. Kelly, chairman of the special standing committee of the American Newspaper Publishers' Association.

"Some unions make strenuous efforts," he said, "to enlarge the number of contracts containing a blanket provision that the publisher will observe and respect the laws of the local and international unions. A publisher signing such a contract relinquishes the right to share in determination of matters vitally affecting his business. He has no voice in the making of union law.

"Any laws which are to be a part of the contract should be stated therein. Some international unions will not underwrite a contract unless it provides that laws of that international union are exempt from arbitration. This is one-sided enough but if a publisher considers it expedient and desirable to have a contract, that should be the maximum reference in the contract to union laws."

JAMES L. EWING WITH AN 88 WINS ATLANTA S.N.P.A. GOLF TOURNAMENT

His Brother, John Ewing Takes Third Prize—Victor Hanson Low Net Winner with 75—Forty-two Prizes Awarded

(*By Telegraph to* Editor & Publisher)

ATLANTA, Ga., July 6.—"Father elected president by acclamation. Jim wins golf tournament."

Thus did the Ewings at Atlanta record for the home folks a day of triumph.

James L. Ewing of the *New Orleans States* with a score of 88 took highest honors in the S. N. P. A. golf tourney last year won by his brother John of the *Shreveport Times*. The latter fought his brother even for 10 holes but a sliced tee shot on the eleventh brought a seven and disaster.

Victor H. Hanson, *Birmingham News*, won low net with a 75.

Forty-two prizes were awarded by the committee as follows: members' section, low gross—Mahogany chest poker chips, (by Great Northern Paper Company), J. L. Ewing, New Orleans States—88. Second low gross—Longines wrist watch, (by George H. Morrill Company), Glenn Allan, *Atlanta Journal*—90. Third low gross—golf cane and seat (by International Paper Company), J. D. Ewing, *Shreveport Times*—91. Fourth low gross—Spaulding driver-brassie, (combination donation), E. Brown, *Nashville Tennesseean*—101. Fifth low gross—One dozen Kro-Flite golf balls (combination donation), H. T. McIntosh, *Albany* (Ga.) *Herald*—102. Low net—"Jim Brown Trophy," golf bag, (by Editor & Publisher), Victor Hanson, *Birmingham News*—98-23-75. Second low net—Musical cigarette box (by John Budd Company), J. G. Campa, *Atlanta Georgian*—100-23-77. Third low net—seal leather dressing case (by Intertype Corporation), A. C. Barrow, *Pensacola News*—104-21-83. Fourth low net—one dozen Kro-Flite golf balls (combination donation), Munsey Slack, *Bristol* (Va.) *News-Bulletin*—107-22-85. Fifth low net—one pair golf hose (combination donation) Arthur Newmyer, New Orleans *Item-Tribune*—108-21-87.

Best kicker—Crystal desk clock, (by King Features Syndicate), John A. Brice, *Atlanta Journal*—102-25-77.

Second best kicker—Crouch & Fitzgerald picture frame, (by Walter Scott & Co.) M. S. Foster, *Clarksville Leaf-Chronicle*—95-18-77. Third best kicker—thermometer and barometer (by Imperial Type Metal Company), R. F. Hudson, *Montgomery Advertiser*—111-32-79. Fourth best kicker—one dozen Kro-Flite golf balls (combination donation), Charles A. Webb, *Asheville Citizen*—104-25-79. Worst gross—golf bag (by R. Hoe & Co.), W. R. Harris, *Asheville Citizen*—156. Second worst gross—cocktail set, (by Wood-Flong Corporation), L. K. Nicholson, *New Orleans Times-Picayune*—149. Third worst gross—Spalding driver-brassie (combination donation), Walter Johnson, *Chattanooga News*—144. Most pars or better in scores of 100 or more—pair McPherson master model clubs, (by Mergenthaler Linotype Company), J. G. Stahlman, *Nashville Banner*. Second most pars or better in scores of 100 or more—one dozen Kro-Flite golf balls (combination donation), Capt. W. E. Gonzales, *Columbia* (S. C.) *State*. Most "birdies" or better in scores of 99 or less—Zip-O-Grip golf kit bag (by Goss Printing Press Company), Captain H. M. Ayers, *Anniston Star*.

Guests section. Low gross—two-sided flask, (by Electric Manufacturing Company), N. D. Beeker, Intertype Corporation—84. Second low gross—cocktail set (by Lanston Monotype Company) J. M. Marshall, Great Northern Company—96. Third low gross—golf humidor and dozen balls, (by Story, Brooks & Finlay), G. V. Rothenberg—97. Fourth low gross—one dozen Kro-Flite golf balls (combination donation), H. A. Earle, Perkins-Goodwin Company—103. Fifth low gross—one pair golf hose (combination donation), J. T. Finley, attorney, S. N. P. A.—105.

Low net—game set and case (by E. Katz Special Agency), A. C. Lucas, National Publishers Association—105-35-70. Second low net—picnic set, (by Standard Rate and Data Company) H. Bray, Imperial Type Metal—100-25-75. Third low net—Sterling Schick razor and bunch of blades (by Cutler Hammer Company), Harold Bott, Mergenthaler Corporation—105-22-83. Fourth low net—one dozen Kro-Flite golf balls (combination donation), Virgil Evans, unattached—104-20-84. Fifth low net—one pair golf hose (combination donation), George M. Kohn, Frost, Landis & Kohn—106-22-84. Best kicker—mahogany humidor, (by American Type Founders Company), J. H. Palmer, R. Hoe & Co.—102-25-77. Third best kicker—Spalding driver-brassie (combination donation), H. J. Kelly, A. N. P. A.—137-56-81. Fourth best kicker—one dozen Kro-Flite golf balls (combination donation), Fred P. Motz, John M. Branham—106-24-82.

Worst gross—Crystal tie pin (by Cone Rothenberg & Noee), A. T. Robb, Editor & Publisher—163. Second worst gross—brass smokador (by Miller Saw Trimmer Company), L. E. Mansfield, International Paper Company—153. Third worst gross—Spaulding driver-brassie (combination donation), Ben Gottesman, Hudson Trading Company—144.

Most pars or better in scores of 100 or more—Angelus alarm watch, (by Ludlow Typograph Company), Earle Wheatley, H. Reeve Angell Company. Second most pars or better in scores of 100 or more—one pair golf hose (combination donation), Nelson Maynard, Wood Flong Company. Third most pars or better in scores of 100 or less—tobacco jar (by E. W. Blatchford Company), Raymond Geaudeau, Gravure Corporation.

CLARKSBURG DAILIES IN MERGER

New Company Formed to Publish Exponent, A. M., and Telegram, P. M.—W. Guy Tetrick General Manager

Announcement has been made of the merger of the *Clarksburg* (W. Va.) *Exponent*, morning Democratic paper, and the *Clarksburg Telegram*, evening Republican publication. A new corporation, the Clarksburg Publishing Company, was formed to publish both papers. Details of which have not been announced.

They will continue their separate political allegiance and maintain separate editorial staffs. Only one Sunday paper will be issued. It will be independent in politics.

W. Guy Tetrick, general manager of the Exponent, will be general manager of the combined papers.

A new publishing company known as the Clarksburg Publishing Company has been formed and has acquired all of the assets and good wil of the two former companies. The stockholders of the new company are the same as the two old publishing companies.

V. L. Highland, who was president of the Clarksburg Telegram Company, is president of the new company and W. Guy Tetrick, who was manager of the Exponent company, is general manager.

Advertising space will be sold to both local and national advertisers at a combination rate, copy to run in both morning and evening editios.

The Devine-Wallis Corporation, which has been national advertising representative of the Telegram, will represent the new combination in both the Eastern and Western fields.

BILOXI CALLS TO S. N. P. A. MEMBERS FOR 1928

ATLANTA, GA., July 6.—The Gulf Coast where pine trees grow to the water's edge and tarpon splash spray on their branches, has invited the 1928 S. N. P. A. convention to meet at Biloxi.

Other invitations were received from Memphis, Houston, Virginia Beach and Asheville. All were referred to the directors, for decision at the midyear meeting, which will probably be held at Biloxi.

DANIELS PAYS TRIBUTE TO S. N. P. A. DEAD

Memorial Services Held at Stone Mountain for Illustrious Editors Who Have Passed on—"Cherish Their Ideals," Speaker Commands

(*By Telegraph to* Editor & Publisher)

ATLANTA, Ga., July 6.—Henry Grady, A. E. Gonzales, C. P. J. Mooney and other great editors of Southern history were held up before the press of today for emulation in the memorial address delivered at Stone Mountain by Josephus Daniels, editor of the *Raleigh News and Observer* and former Secretary of the Navy.



Josephus Daniels

Mr. Daniels, standing on a bench under the shelter where a barbecue had just been concluded, found little to like in that class of journalism which thought of newspapers as "properties" gloried in billion-dollar annual turnovers or subordinated principles to dividends.

"These men of our profession," he said, "whose memories we today honor warmed their hearts at the fire of the broad and glowing patriotism of Henry Grady. That warmth and light gave them inspiration and at the same time steadied them and enabled them to reach heights of usefulness denied to their predecessors.

"The question in this industrial age is: Can an editor hold fast to ancient Southern ideals and lead in the larger commercial and industrial life essential to bring the comforts and enrich the life of the people?

"The answer is: Read the record of Bell, Gonzales, Mooney, Gillis, Moore, Humphrey, Harris, Willoughby and Hurt. Every great movement of progress felt their championship. They have trod the path of the Old South and the New South and made our way easier and brighter."

Some newspapers render their contribution in one city alone, Mr. Daniels continued. Some influence a whole commonwealth. Among these is the *Columbia* (S. C.) *State*, founded in 1891 by the three illustrious Gonzales brothers.

"Ambrose Gonzales and his brothers made the state respected abroad, but it was Palmetto to the core. Ambrose Gonzales fought hard; he gave hard blows; he made enemies. But he never struck below the belt, never had personal malice, was free from personal hate.

"And when C. P. J. Mooney died, the whole South stood stricken, for a mighty ruler in opinion had fallen. The country-at-large, which had rather slowly come to appraise him at his true worth, felt the shock. Such rare spirits do not often come to earth, therefore they fill a place peculiarly their own. Their editorials have a flavor found nowhere else. Their blossoms have a perfume no other flower fashions. It is for that reason the place of Mooney cannot be filled in Southern journalism.

"It is a great mistake to say that a man's place can be filled. The ordinary man passes and somebody does the work but it is not the work of the man fallen at his task, it is some other man's work. But when a creature soul passes, there is a void which cannot be filled. Nobody else can carry on the work of a superior man. Able men will do their work. The paper will go on as a useful institution but the peculiarly attractive, stimulating and convincing editorials from the brain and the heart of Mooney no longer illuminate the pages of that influential journal. Another soul will inhabit those columns, but those who had been charmed by the something indescribable about his productions will sigh for the touch of a vanished hand and the sound of a voice that is still."

Names of the S. N. P. A. members who died during the past year, included in the memorial resolution, are: Frank G. Bell, *Savannah News;* Donald Gillis *Asheville Citizen;* James H. Moore *Knoxville Sentinel;* C. P. J. Mooney *Memphis Commercial-Appeal;* A. E. Gonzales, *Columbia State;* L. C. Humphrey, *Louisville Herald-Post;* Garrard Harris, *Birmingham News;* C. M. Willoughby, *Hattiesburg American;* Walter N. Hurt, Hattiesburg American; George M. Bailey, *Houston Post-Dispatch.*

CUP GIVEN CABANISS BY S. N. P. A.

First President of Southern Body Honored at Anniversary Banquet—Atlanta Hospitable Host to Vsiting Editors

(*By Telegraph to* Editor & Publisher)

ATLANTA, GA., July 6.—Atlanta's hospitality engine scarcely slowed for business, golf, or sleep for the Southern publishers and it attained full speed on Monday and Tuesday evenings. An outdoor banquet under lantern-hung trees at the Piedmont Driving Club celebrated the association's silver anniversary, with H. H. Cabiniss, the first president, and several of his successors a guests of honor. All made brief addresses, as did several present active members.

Mr. Cabaniss was given a silver loving cup by Walter C. Johnson, who has held every office in the gift of his colleagues. The cup bore this inscription: "To Henry H. Cabaniss, First President, April 14, 1903. With affectionate regards of the membership on its twenty-fifth anniversary meeting, Atlanta, Ga."

In a short address, Mr. Johnson Declared that "no man in the history of southern journalism has had a finer part than Henry Cabaniss. He did work that we can hardly appreciate today, because the problems faced then have been obliterated.

"He was a pioneer, a real old-school journalist, who knew what it was to escort a sheet of copy from pencil to press, writing it, reading it, and sometimes setting it."

Mr. Cabaniss recalled early S. N. P. A. days, and traced the great development of the press since 1903. He predicted war would be abolished through the growing public trust in newspapers.

Clark Howell, Sr., editor of the *Atlanta Constitution,* presided and was joined in extending Atlanta's welcome by Maj. John S. Cohen, editor of the *Journal.* James B. Nevin, editor of the *Georgian,* presided over a long table with several distinguished guests at his right and left.

Among the speakers were: Victor H. Hanson, *Birmingham News;* H. C. Adler, *Chattanooga Times;* George Morris, *Memphis Commercial Appeal;* J. C. Hemphill of Charleston; Josephus Daniels, *Raleigh News and Observer;* Sam W. Small, now of the Atlanta Constitution, who recalled his half century in southern journalism, Fred Sullens, *Jackson* (Miss.) *News,* who paid tribute to the late Robert T. Small, son of the previous speaker, as "The greatest reporter the South has ever produced"; and Col. Robert Ewing, *New Orleans States,* the new S. N. P. A. president. The banquet was followed by an outdoor dance.

"OFFICIAL" BYRD LANDING PROVED FALSE

mandant Misinforms Newspaper Men and Cables Carry False News to U. S.—Thrilling Flight to Ver Sur Mer by Correspondents Results in Correct Story of Channel Landing

to the scientific data which Com-nder Richard Byrd collected for during his trans-Atlantic flight, iteration of journalism's oldest driven home to newspaper men here, when the gallant aviator s crew crashed into the icy waters channel at Ver-sur-mer.

maxim is: "Don't tell more than ow for a positive fact; if you've heard it, say so."

e Byrd was still in the air, headed the channel in rain and fog, some rs landed him at Issy les Mouli-near Paris. Based on a digest of orts received from Paris corre-its, the story behind this false was reconstructed in New York ws:

American reporters waiting at Le t field heard Commandant Ren-n charge of the field answer his ne shortly after two o'clock in the ig (Paris time), Friday, nine the evening of Thursday in New

had had a long but exciting wait. nine o'clock in the evening, Paris ey had been receiving reports of progress. Over a private wire-ceiving set at the field they had Byrd's S. O. S. They knew he aring the end of his fuel supply; couldn't find Le Bourget; that he ome down somewhere, soon.

excitable Frenchman bubbled over telephone.

you think it's true?" the corre-its heard Commander Renvoise He paused, evidently received the ation he desired, and turned to-he reporters in the room: "The of Police tells me they have at Issy les Moulineaux."

reporters, anxious to get their in, rushed messages to the cable "Landed at Issy les Mouli-' read the flash received by the ated Press in New York at 9:10 hursday evening.

ral "specials" also flashed similar es, and then contracted for auto-s to carry them to the deserted an airdrome.

h Turner, assistant general news er of United Press, said he re-a bulletin from Le Bourget at reading: "Rumored Byrd landed s Moulineaux and plane damaged; firmation."

minutes later the cable operator ut this message: "Bourget officials nformed Byrd landed Issy les heaux, but so far no direct con-on." Subsequently came: "Uni-s en route Issy."

United Press, accordingly, Turner ut out a carefully guarded bulletin ing the Issy report as unconfirmed. rs of the American and French rs who heard the commandant's of the police prefect's report have l by bitter experience that official nts often have the accent on ' It had happened before.

s associations reported the official nt of the navy department that sser and Coli were sighted off outh, N. H.

heard two hours before the actual of Maitland and Hegenberger ese flyers had reached their goal. ord came as an official announce-f the war department, which went as to telephone Mrs. Maitland er husband had landed safely, as a matter of fact, he still hung sly over the Pacific.

cial" spokesmen may be kind-l, in this way, but that doesn't hem newspaper men, and reporters nce have learned to their sorrow ey should not assume responsibil-what officials say, until they learn lves that it is truth.

ever it was, and inquiries are still made to discover the source, that e Paris prefect of police that Byrd

By PHILIP SCHUYLER

was safely down, was almost the author of tragedy. Commandant Renvoise ordered the lights shut off at Le Bourget. Lights also were cut off at Havre. And Byrd thus was placed in complete darkness, even though clouds might have lifted and given him a pathway to a safer landing than in the salt waters of the channel.

All press associations, and all newspapers, spurred on by the urge to beat a rival, are making claim to the discovery that Byrd and his companions were at Ver-sur-mer. Who got there first is disputed. All are certain that their plane was first to approach this seaside village. Whoever was first, the following reached Byrd on Friday at Ver-sur-mer: Frederick Abbott, International News Service; Ralph Heimzen, United Press; John Angly, Associated Press, and Wilbur Forrest, *New York Herald Tribune,* who arrived at the resort by airplane after a hazardous journey from Paris, and also Percy Philip, Louis Kornfield and Harold Hinton, *New York Times,* who came over the rain washed pavements by auto driven at breakneck speed.

The best laid plans of press associations and special newspaper correspondents crashed with Byrd. The three big American services had functioned with 100 per cent accuracy until that devastating moment when the commandant at Le Bourget said "Issy les Moulineaux." Special correspondents had been assigned along the route the aviators were expected to take with instructions to look out for the "America." Elaborate preparations had been made with ships at sea. "Strain" is the excuse which drifts back to this country from Paris.

Edwin L. James, writing in the *New York Times,* said:

"The world knows what terrible strain the four airmen had during those hours of rain and dark. But certainly reporters waiting for them had a small part of the same strain."

The Associated Press would not talk for publication with EDITOR & PUBLISHER, although it was learned that a special message was put on the wire to members "regretting" the false flash. An inquiry was started in France immediately, the A. P. members were told, with Kent Cooper probably in charge. Kent Cooper was in Paris the wild night of the Byrd crash. But, according to the best available information on this side of the water, he was not out at Le Bourget when the prefect of police did his stuff.

Mr. Cooper had gone to bed early in Paris, because he had to be up, it was explained, to catch a train at 10 o'clock in the morning for Madrid.

The United Press explained the part it played in covering this important story.

Karl A. Bickel said that the reason United Press did not send an unqualified flash on Issy Les Moulineaux was because A. L. Bradford had become supercautious in airplane flight stories since he had been responsible for many airplane journeys that loomed large in U. P. client papers in South America.

Ralph Turner, assistant general news manager of the U. P., has explained it this way:

"Long before Lindbergh flew to Paris United Press men in the United States, Asia, South America and Europe had had an opportunity enjoyed by no other news agency to study and master the technique of handling long distance aerial voyages. Our men had reported the flight of the Spaniard, Ramon Franco, from Spain to Buenos Aires for our South American and European clients; they had covered the remarkable flights of that great Italian flyer, Col. de Pinedo on his recent four-continent voyage; they had recorded the progress of the French airman, Capt. D'Oisy, from Paris to Tokio, and they had followed the argosy of the five United States 'planes, commanded by Major Dargue, in the American good-will flight to South America."

To this, Mr. Bickel added the succinct statement:

"Bradford learned by experience never to report an airplane 'landed' until he could touch it with his own hands."

International News Service said in a statement to EDITOR & PUBLISHER:

"Shortly after nine o'clock at night, however, I. N. S. with all other news services did carry a report from Le Bourget field stating that the America had landed at Issy les Moulineaux. This report was given to all correspondents waiting at the field by the commandant of the field, he stating that he had received it direct from Issy les Moulineaux and that it was official. It was not until an hour later that word was received—also official—that the report was incorrect and that the America was still in the air and still out of communication with land."

An earlier report had caused considerable worry to evening papers in east and west. It came after 7 o'clock in the evening and baldly stated that Byrd had landed at Le Bourget. The *New York Sun* printed it in its final crediting the Associated Press and apologized the next day, saying the A. P. was not responsible, but rather Western Union.

New York Telegram made a promotion feature out of it. The Telegram takes United Press only. Headlines of various evening papers were reproduced, including that of *New York Evening Post.*

To this, the Evening Post, in friendly spirit responded: "In its issue of June 30, the New York Telegram reproduced headlines from the Post and Sun in which it was announced that Byrd had safely landed in France. No such copy of the Post was put on sale or placed on a newsstand.

"We ran off such an extra on the A. P. Dispatch that Byrd had landed, confirmed by similar news from the Wanamaker field. But we became doubtful of the accuracy of the report and only permitted one bundle of 200 copies to get outside the building. This bundle was stopped by our circulation inspector at Times Square and returned to us by him without being opened and its contents then were counted and destroyed.

"The copy photostated by the Telegram went out of our office illicitly."

WINDSOR (ONT.) BORDER CITIES STAR MOVES TO HANDSOME NEW BUILDING



THE *Windsor* (Ont.) *Border Cities Star,* of which W. F. Herman is proprietor and publisher, has just moved into its modern new home at the corner of Pitt and Ferry streets, Windsor, where every facility for the production of a modern daily has been provided.

The new building, a Bedford stone structure of pleasing Grecian design, is next door to the former publishing plant of the Star and stands on a property purchased by Mr. Herman some five or six years ago in anticipation of future development. The old building, which is now to be known as the Star Annex, will house the job printing, engraving and photographic departments of Mr. Herman's business. The newspaper proper, however, is all housed in the new building which contains more than double the floor space of the old and is so constructed that it will carry several more stories.

The Star's new home is the last word in newspaper buildings and the mechanical equipment provided leaves nothing to be desired. An 80-page edition signalized the paper's occupancy of its new quarters, many leading firms purchasing space to convey their congratulations and best wishes to the paper and its proprietor.

One of the features of this special edition was a full-page advertisement inserted by the complete staff of the paper and signed, alphabetically, by everyone from the office boy up. This page was a personal tribute to Mr. Herman from those who work "for and with him" and expressed the highest regard and admiration for the "boss." The page was published by the staff at full transient rates and was inserted without Mr. Herman's knowledge.

In the same issue were generous cards of congratulation from the local typographical union and the Trades and Labor Council.

A further event of moving day was the presentation to Mr. Herman of a large oil painting of himself. This picture, a striking likeness, was executed by a member of the staff without Mr. Herman's knowledge.

The Border Cities Star was established in September, 1918, when Mr. Herman, then also the owner of the *Saskatoon Star* and the *Regina Daily Post,* purchased the old *Windsor Record* from John A. McKay and, overnight, transformed it into the Star. The new building that has just been occupied is the Star's third home in less than nine years.

COAST PAPERS PLAN TO "CONTROL" FREE PUBLICITY BY EMBRACING IT

Southern California Publishers to Hire Press Agents to Boost County Fair—Buy Space and You Get a Free Puff

AS their first step toward "controlling" the publicity evil the Southern California Publishers' Association has opened a publicity bureau of its own and has contracted to handle the publicity for the annual Orange County Fair.

The association represents 111 newspapers outside the metropolitan area of Los Angeles and in making the contract with the fair association promised the support of every member. The publishers expect to contract with all the major non-profit community undertakings of Southern California, and will provide a staff of expert writers for both the publicity and the advertising ends of the undertaking.

The move was started under direction of John King, *Hemet News,* and Ben Read, secretary of the Publishers' Association. These two called to their aid Harry Webster, *San Bernardino Sun,* president of the association, and E. O. Wickizer, *South Pasadena News,* and together they submitted the plan to the fair association.

Copy will be sent out on stationery marked with the name of the newspaper association, assuring it the immediate attention of each member paper.

No attempt will be made to publicise an event for which no advertising appropriation is made, the leaders in the scheme assert. Before undertaking their first contract they had assurance that a definite sum had been set aside for display advertising space in every member paper to which copy will be submitted.

"We believe we can get better crowds to the events we will handle and with less waste of space," said Ben Reed in announcing his plan. "In the past the press agent has depended on the generosity of the editor for his success in publicising his projects. Newspapers control the space and they have been giving away their only commodity to the press agent.

"Oftentimes publicity is poorly written. Because of loyalty to his community and his district the editor often is compelled to rewrite publicity. We expect to hire the best publicity men available for this class of work and can turn out first class copy.

"We believe we can accomplish more through our organization than the press agent can, and for less money. If there is money in publicity for the professional 'space grafter' there should be money in it for the publishers. We propose to eliminate the middleman and thus save money for the district we operate in, and make a little for the publishers."

H. A. Lake, president of the Orange County Fair Board, said in signing the contract that he has confidence in the ability of the publishers to spread news of the fair in a more efficient manner than can the ordinary publicity agent.

Mr. Wickizer said that he sees in the move the first step toward ultimate control of the publicity evil. The press agent, he said, is a necessary evil at present, but he hopes to see the necessity gradually eliminated.

The district served by the publishers' association comprises the five southern most counties of California. Virtually every community large enough for a newspaper conducts an annual fair, orange show, fruit show, flower show, or similar event appealing for public support. The publishers will seek the contracts to publicise each of these events. Headquarters will be maintained in the publishers' association offices in Los Angeles, and the work will be under direct supervision of Mr. Reed, the secretary.

RIGHT TO SUE QUESTIONED

Attorney Presents Argument in Chicago Tribune Suit Over Fees

The *Chicago Tribune's* right to bring suit against real estate experts employed by the city and paid exorbitant fees during the second Thompson administration was attacked by Attorney Michael Faherty, one of the defendants in the suit.

The attorney declared that the "rights of the taxpayer can rise no higher than the rights of the municipality itself." The real complainant is the city of Chicago, although properly brought in this case as a defendant in a taxpayer's suit brought on the theory that the city would not begin suit at all. And the recovery, to speak more accurately, is not the recovery of the taxpayers, but the recovery of the city."

The Tribune brought suit in behalf of itself as a taxpayer and other taxpayers to recover $1,763,000 for the city treasury from fees paid to the expert in an alleged conspiracy to divert public funds to the benefit of the political machine.

VAN LEAR BLACK RETURNING

Van Lear Black, publisher of the *Baltimore Sun,* was reported July 5 by the United Press as having abandoned his plan to continue his airplane flight from Batavia, Dutch East Indies, to Australia. Instead, it was said, he will leave Batavia on a return flight to Amsterdam, Holland.

N. Y. TELEGRAM IS 60

The *New York Evening Telegram* celebrated its 60th birthday on July 1, with a modest editorial, in which it compared the days when the paper started in 1867 with the present. The paper, according to the editorial, does not "feel" its years, and "since last February took on a new lease of life." Last February it was purchased from the Frank A. Munsey estate by the Scripps-Howard Newspapers.

MAYNARD LEAVES NEWARK NEWS

Associate Editor Was M. E. of Newark Daily 15 Years

John W. Maynard, after a service of 33 years on the staff of the *Newark* (N. J.) *Evening News,* severed his connections with that newspaper June 30. After a short vacation, he will complete his plans for the future.

Since December, 1925, Mr. Maynard has been associate editor of the Evening News. Prior to that he had for fifteen years been its managing editor.

Mr. Maynard started work on the Evening News as a suburban correspondent. He was a city reporter for five years, and then served successively as suburban editor, city editor, news editor and managing editor.

NATIONAL PRESS HOME NEARING COMPLETION

Workmen Placing Steel on Top Floor of 14-Story Washington Structure —Coolidge to Officiate at Opening Oct. 1

WASHINGTON, July 6.—The Stars and Stripes were unfurled this week for the first time from a tall staff on the roof of the National Press Building a fourteen-story structure which is now approaching completion at the southeast corner of 14th and F streets N. W. Louis Ludlow, president of the National Press Club, and an equally energetic group of club members, climbed the fourteen stories to the roof, to fling the national colors to the summer air.

The building is expected to be ready for occupancy about Oct. 1. The press club quarters will be on the two upper floors. There will be more than 900 rooms for office purposes. The *New York Herald Tribune,* the *Baltimore Sun, Buffalo Evening News, Philadelphia Inquirer, Philadelphia Public Ledger* and *New York Evening Post* are among the newspapers which have already engaged elaborate suites for their Washington bureaus in the new building. Many Washington correspondents have signed leases for rooms. The opening of the building will be attended by ceremonies at which President Coolidge has promised to preside.

DAILY REMODELING PLANT

The *Winfield* (Kan.) *Daily Courier,* W. G. Anderson, publisher, has started remodeling the Thompson block for its own use. The structure is three stories high, 50 by 140 feet. The Courier will occupy the basement and first floor while the second and third floors will be devoted to office rooms and for rental property. A fireproof vault will be installed where old files of the paper will be preserved.

NEW YORK SUN OWNER AND FAMILY GO ABROAD



William T. Dewart, publisher of the *New York Sun,* with Mrs. Dewart and their three children, William T. Jr. (rear), Mary, and Thomas Wheeler Dewart (right), photographed before they sailed on the Homeric Friday, July 1, for a vacation in Europe.

PLOT TO BOMB SPOKA NEWSPAPERS FAIL

Can Containing 102 Sticks of D mite Found at Door of Spokesm Review and Chronicle Plant —Police Find No Clues

SPOKANE, Wash., July 6.—An at to blow up the Review Building houses the *Spokesman-Review* and *kane Chronicle,* was made early Ju when a bomb containing 102 sticks o namite was planted in the front ent of the Review business office.

Full crews of editorial employes, A ciated Press men, printers, pressmen other workers were on duty at the the bomb was first noticed.

Failure to explode is believed to been due to a lack of oxygen in the c can which concealed the bomb. The had been lighted and the cover of th ceptacle screwed down tightly. oxygen was exhausted and the fuse out less than three inches from the cussion cap.

Police, after testing the 40 per cen namite, said it was sufficiently st to have wrecked buildings in a 200 radius including the Touraine Hotel Spokane Club and a department stor

There has been no labor trouble of kind in recent years between owner the papers and employes, and there been no events in recent weeks which count for the attempt to destroy plant.

Police who worked on the case unable to discover any definite clue in first 24 hours of investigation. The b was first noticed at 12:15 a. m. by a n janitor. The dynamite was hidden can bearing a coffee label and the jar thought it was something which on the delivery men intended to take to s nearby town. He moved it and cle around it.

Spokesman-Review circulation ployes, 5:15 a. m., became curious opened the can. The police were ca The dynamite carried a May 3, 1 date.

Had there been a small hole in can cover it is believed nothing c have prevented the explosion. The p the bomb was set is close to the pr room and within 40 feet of the compo room. Police said the bomb was a ho made affair but that the construction type were sufficiently efficient to h done the maximum of damage.

PARIS TRIBUNE CELEBRATES

Notables Send Felicitations on Pap Tenth Anniversary

The Paris edition of the *Chicago T une* issued a special edition July 4 commemorate the anniversary of founding ten years ago.

A decade ago, as the first contin of American soldiers paraded thro Paris, a two-page first issue appea The tenth anniversary edition conta a special magazine section of 24 pa and a regular news section of 14 page

The first page of the magazine sect contained the facsimile of a letter fr President Coolidge congratulating Robert R. McCormick, one of the e tors and publishers, on the anniversa There were also letters of congratulat from Marshal Foch, Gen. John J. Per ing, Ambassador Myron T. Herri Consul General Alphonse Gaulin Ferdinand Bouisson, president of French chamber.

Bernhard Ragner is managing edi of the Paris edition.

NEW N. Y. CORRESPONDENT

Lewis French will succeed Walla MacIver as New York correspondent the *Milwaukee Journal* on July 10. M MacIver has been in New York for t Journal since Jan. 1, when he succeed Philip Stitt, resigned to enter public work. It is a Journal policy to send st members to New York at frequent i tervals as part of their training. T Journal's New York bureau is in t Times Annex on 43rd street.

EXPLOITATION OF PUBLIC CURBED BY DAILY

lt Lake City Telegram Exposed Building and Loan Companies Which Were "Cleaning Up" Under Liberal Provisions of State Law — Three States Revised Their Statutes

By FRED L. W. BENNETT

EGALIZED swindling of thousands of people who work long and hard their money was recently exposed the *Telegram*, an evening paper of t Lake City, Utah, in a campaign inst the stock-selling building and n companies operating in the inter- ntain states. So effective was the paign that three states last fall wit- sed their state legislatures pass laws iting these companies to smaller load- charges and in Utah, the hotbed of se concerns that were masquerading ler one of the finest types of Ameri- saving institutions, such a sales re- iance was built up that the high ssure agents of the stock-selling lding and loan companies are flocking more fertile fields, and the concerns mselves are finding it necessary to an house. The Utah state legislature ed to pass more stringent regulations the reason that the politicians in wer infested the building and loan npanies and were reaping the rich e-off at the expense of the investing blic.

t is difficult to estimate in dollars and nts the savings to investors of the ermountain country through the curb- of these high pressure building and n companies, but it could easily be million or more dollars a year.

Probably no campaign ever conducted a paper in the intermountain region ised such widespread attention and t with such general approval from the blic as did the Telegram's exposure the swindling building and loan con- ns. Letters were received from all ts of the country from investors who l been made the innocent victims of h-pressure salesmen. Official repre- tatives of foreign governments called the office of the paper to express their atitude and leave documentary evidence how their countrymen had been indled. Day laborers, widows, girl nographers, miners, housewives and en business executives and lawyers re taken in, and signed up on mis- ding and inequitable contracts to make g and tedious consecutive monthly yments for periods of from ten to teen years, the slip of one single pay- nt subjecting the investor to lose per cent of the matured value of his ntract, plus one half of all earnings, erest or dividends accrued. And all this was permitted under the state ws of Utah, Wyoming, Nevada, Ari- na, Idaho and Colorado. The best ak the investor could get was to lose ven of the first monthly payments id into the concerns.

And here's how the fireworks got rted. The Telegram was running on editorial page a syndicate feature on Ioney At Work." One of the articles is headed "Building and loan associa- ns offer many advantages to the small vestor." In one of the points to prove argument the writer had stated Withdrawals, either of a part or all of e principal, can be made at will i st cases, together with distributed ofits."

But the writer did not know how the ck-selling building and loan companies th stock to sell the investing public, d inside stock for a few to make a big turn upon, operated in Utah and the rrounding states. One of the Tele- am's readers in McGill, Nev., read the t of advice and wrote to Arthur L. lsh, general manager of the paper, that was all "the bunk."

His letter revealed that he had made consecutive monthly payments of $25 ch, totalling $625, to a building and an company of Salt Lake with the derstanding that he could withdraw all his principal with interest at 6 per nt at the end of 24 months if he de- ed. After paying in his $625 this vestor found it necessary to meet some expenses brought about through sickness and wrote to the building and loan company's office in Salt Lake stating his desire to withdraw and get his money. He was penalized $297 plus interest. In other words, the building and loan company under the law grabbed $297 of this man's savings of $625 that he had made



William Yeates

through 25 long and tedious consecutive monthly payments of $25 each.

Mr. Fish wrote him to send in all of his letters, contracts and documentary evidence with a view of getting back his $297 withheld, but he discovered that no agency of the state of Utah could get this money back for the McGill citizen. The collection was legal under the laws of Utah.

The Telegram then started its campaign against companies operating under this law.

Mr. Fish called in William Yeates, his financial editor, gave him the case of the McGill man and said "Go to it."

Yeates first went to the state bank commissioner of Utah and found that this official had been literally swamped with complaints from investors in building and loan contracts who had met a similar fate to that of the McGill investor. Yeates discovered, and the Telegram thereafter disclosed, that the law on the statute books had been placed there by the state legislature two years before at the suggestion of a lawyer of one of the largest building and loan companies. Building and loan companies had cropped up like mushrooms after a spring rain with no more assets than an office chair and table, the first month's office rent, and credit with a printing concern to get out their literature and certificates. They had sold hundreds of thousands of dollars worth of certificates and the rate of withdrawals were running as high as nine out of ten and many of those quitting were getting nothing back.

Of fifteen building and loan companies the Telegram investigated in Salt Lake, it was found that four were mutuals and the rest stock selling concerns. Of the latter class, only one was what could be considered financially sound.

It was found that the leading citizens of the city were listed on the literature of these stock-selling outfits, masquerading as building and loan companies, some as dupes, others as inside stock-holders. One company had the president of the Salt Lake Chamber of Commerce; another a leading bank president; still another boasted leading business men, some lawyers, and there were leading educators, including some professors of the state university.

All excepting the mutual companies, and the one large stock company, were exacting from the unsuspecting investors all that the liberal and ridiculous laws of the state would permit. In California, one per cent was all that could be withheld upon withdrawal. In Utah it was 5 per cent plus one half of all earnings and in Wyoming, Nevada and some other states it was wide open for the building and loan companies.

Yeates got his data together and wrote a 20,000 word article exposing the situation. This was run serially every day, but so much new information and data accumulated once the exposé got under way, that the campaign ran for weeks and he wrote upward of 50,000 words.

Mr. Fish backed Yeates and turned a deaf ear to the protests and wailings of the building and loan company officials. The mutual companies supported and applauded the work.

One of the stock selling concerns sent out high pressure salesmen armed with literature with a written endorsement of President Coolidge, Secretary Herbert Hoover and Andrew W. Mellon. In great bold type at the top was "OVER FOUR AND ONE-HALF BILLION DOLLARS IN ASSETS." After a minute scrutiny of the circular, it could be found in small type off in one corner, that the billions referred to all of the building and loan companies of the United States. These letters had been sent to a convention of the national association of Building and Loan Companies.

The circular was more confusing, misleading and misrepresentative of the true facts that any oil promotion dodger ever sent out from Fort Worth in the heyday of the oil boom of Texas.

Some amazing facts were brought forth. It was found that an agent of one of these concerns had sold a contract of $10,000 to a Mexican section hand working on the Union Pacific R. R. in Wyoming. He was earning $3 a day and had saved $600 which was in a savings bank. The agent induced him to take this out and put it in the building and loan company, dating back the contract, and then pay $50 a month for ten more years. Of course the Mexican soon learned he coundn't stand the strain of $50 a month from a salary of $90 and he was forced to withdraw. The facts showed he lost his $600, which went to the agent as a commission, and all of his monthly payments. The Mexican could not understand English and had been sold through an interpreter.

There was a case of a widow and her daughter working as waitresses at a summer camp in Idaho. They lost all their savings and many long monthly payments. Cases were unearthed where widows had been induced to sink their dead husbands' life insurance policies into building and loan companies and had signed to pay ridiculously high monthly payments on the contract and, being unable to do so, lost the greater part of the principal.

Insurance companies reported that building and loan agents were inducing their insurance policy holders to borrow to the limit on their policies, and then put the money into building and loan stock. What followed, then, was that the individuals were forced to keep up large monthly payments in the building and loans and were subsequently forced to give up insurance and lost both.

So many angles were discovered that when the facts were disclosed by the Telegram it astounded everyone. It was learned that these loan concerns were exempt from paying federal income tax, which exemption is extended to mutual companies.

Complaints flooded in from every state in which these companies sent their high pressure agents. And demand was made for copies of the Telegram's campaign until all were exhausted.

The Telegram put up its fight for a law that would end the wholesale exploiting of the masses throughout the state legislature, but the bill was lost in Utah in the final shuffle. Politicians, smart lawyers, party leaders had seen the chance for the gigantic exploitation of people who worked long and hard for their money. When the bill came up that would partially remedy the situation, it was delayed, until when it finally was presented to the legislature, it was time to adjourn, leaving the building and loan bill as unfinished business, along with many other much needed pieces of legislation.

However, the Telegram did not feel deeply the loss of the bill, as it was more of an excuse than a remedy, and the fight will continue into the next legislature for a 1 per cent loading charge for building and loan companies. In the meantime, the Telegram is watching the action of these building and loan companies to see whether or not their reforms will be carried out and any extreme cases brought to light will be given publicity—the same sort of publicity that drove the swindling stock selling building and loan concerns to cover in the campaign of last year.

One of the interesting facts Yeates discovered was how some banks and trust companies refused to condemn the fraudulent building and loan companies. In the circulars of some of these concerns it was printed boldly: "For references, any bank or trust company in Salt Lake."

Yeates had a young girl reporter in the office call up an official of every bank and trust company in Salt Lake, stating she had been approached by a building and loan representative to buy stock and his bank or trust company had been given as reference. A few of the bank officials came out boldly and told her to be mighty careful or she would be buncoed. Others offered some sort of a caution, while another would say he didn't know. The president of one of the leading banks of the state said he thought the concern all right, although it was the same concern that had taken 25 consecutive monthly payments or $625 from the McGill, Nev., investor, and returned him only $328 when he was forced to withdraw.

So glaring were the facts that not a single building and loan official came to the defense of the concerns when the Telegram publicly invited them to do so. They ducked their heads and their only defense was to circulate insinuations as to what was behind the Telegram's campaign. But the people of the intermountain states were told the truth, and evidence points to the fact that the public is not now so gullible. A high pressure salesman for one of these concerns recently told Yeates that he had to quit, because the sales resistance was so great against building and loan companies that he couldn't sell any stock now, even though his company had cut the loading charge to 2 per cent.

Yeates also was told by a secretary of the leading mutual building and loan company in Salt Lake that requests for stock in their company had jumped tremendously since the stock-selling concerns was exposed. The mutual companies do not send out salesmen.

CARLOCK HEADS TEXAS PRESS

Elected by Executive Committee to Succeed Late George Neu

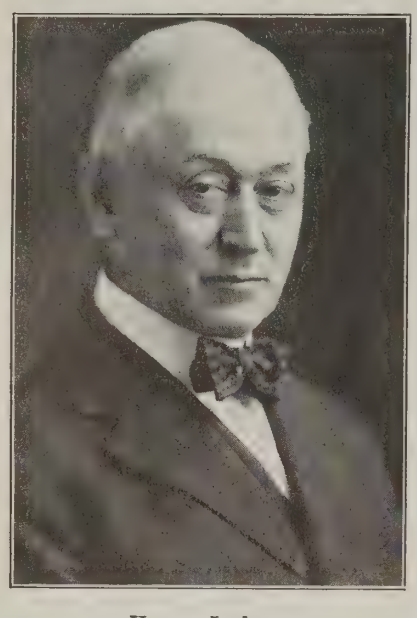
E. A. Carlock, publisher of the *Paducah Post*, has been elected president of the Texas Press Association by the Executive Committee meeting at Richardson, to succeed George Neu, publisher, *Brenham Banner-Press*, who died recently.

Sam E. Miller, editor, *Mineral Wells Index*, was elected vice-president. Emerson Edwards, editor, *Troup Banner*, was made an executive committeeman.

HARVEY INGHAM HONORED ON 25th YEAR WITH DES MOINES PAPERS

Veteran Editor of Register and Tribune-Capital Tendered Dinner July 1—J. N. Darling Toastmaster—Frank O. Lowden Chief Speaker

MOST of Iowa's notables and several of national prominence paid tribute to Harvey Ingham, July 1, at a banquet commemorating his twenty-fifth anniversary as editor of the *Des Moines* (Ia) *Register and Tribune-Capital.* Five hundred and fifty persons attended the banquet given by Gardner Cowles, Sr., publisher of the two papers.



Harvey Ingham

Seven principal speakers of the evening, recounting his editorial career and voicing estimate of his work and character, spoke of him as "a philosopher who loves the human race," and the possessor of a mentality that "goes always on a high and challenging level," while from a sheaf of telegrams of congratulations that poured in from all over the nation, Mark Sullivan's tribute to Mr. Ingham's career as "an epitome of the American Spirit" was outstanding in expression of the thought that directed the words of praise that were freely given in his honor.

Jay N. Darling, "Ding," noted Iowa cartoonist, was toastmaster at the event. Former Governor Frank O. Lowden, of Illinois, who will probably have the solid farm support in the Republican Presidential campaign, an alumnus of the University of Iowa and classmate of Mr. Ingham, was principal speaker at the banquet, and talks were also given by Congressman L. J. Dickinson, Gardner Cowles, Jr., managing editor of the Register and Tribune-Capital; H. W. Byers, former attorney-general of Iowa; W. W. Waymack, associate editor of the Cowles papers, and the Rev. Dr. C. S. Medbury.

Mr. Lowden, recounting college day reminiscences, spoke of the ideals of this government of democracy and the necessity of the return to the basic principles of that concept of civil authority.

"Harvey Ingham is one of the publicists of America who still believes in popular government," he said. "Do you realize that popular government is on the defensive as never before within our memory? Not only here in the United States, but everywhere, one after another of popular governments of Europe has fallen. You would think that the American people would feel some concern over that, but quite the contrary is true. Why I remember the time, not so long ago, when we in America hailed the rise of a republic, anywhere, as though it were our own, and we deplored the fall of self-government, anywhere, as though it were an injury which came very close to our hearts. Now most men returning from abroad hail any dictator, so long as he temporarily has increased prosperity. From the daughter of Burke, who have been managing the Bucyrus Telegraph-Forum, contemplate the publishing of a daily in the west.

praise to imitation is but a short step and so we in America must exercise vigilance, such as we have never exercised in the past if we are to avoid the fate which has overtaken nearly all of the self-governing nations of the whole world. Harvey Ingham—the Des Moines Register—are two of the agencies in the United States which are being employed most to sustain our old faith in the right of the people to govern themselves."

On behalf of Mr. Cowles, the publisher, and the Register and Tribune-Capital, Mr. Waymack welcomed the guests.

Mr. Darling, in introducing the guest of honor, with whom he had been closely associated, said: "We are gathered together, not in any spirit of unctuous solemnity, but rather for a gleeful and joyous participation in a living and affectionate regard for Harvey Ingham and his years of fruitful service as editor-in-chief, guiding counsellor and jovial companion of the Register and Tribune-Capital. They say the first 25 years are the hardest, and those of us who have labored by his side through most of that period are willing to let the memory of those earlier struggles be assuaged in the prospect of many more rich years of service and companionship stretching out before us."

Responding to these tributes of his associates and admirers, Mr. Ingham said: "It is pleasant to recall the last 25 years, but it is the coming 25 years we are really interested in. We meet tonight at the beginning of the most promising time in the history of the human race. Why should we not, on this occasion and on all occasions where we meet to recount the progress we have made, take a long look into the future, and estimate at their right values the forces that will make us and keep us great as a people?"

Mr. Ingham is 69 years old. After a year of law practice he gave up that profession in 1882 to edit his own paper in Algona, Iowa. Here he spent 20 years as a small town editor. At 44 years of age he was a widely known editor, had a wife and three children, a home in Algona, a farm, a newspaper, a postmastership and other interests, and apparently was settled for life. It was then in 1902 that George E. Roberts, Director of the Mint under President McKinley, bought and combined the *Des Moines Leader* and the *Des Moines Register.*

Mr. Ingham, three hours after receiving the invitation to become editor of the merged papers, accepted. On ten days' notice he sold his home and his newspaper and embarked on new and uncharted journalistic seas.

It was during his two decades as a small town editor, Mr. Ingham says, that he learned the application of what he later heard Glenn Frank, former editor of *The Century,* say:

"His warning to writers," Mr. Ingham says, "was 'the public is always interested, but the public is seldom informed.' I learned then to write so that I could be understood if I accomplished nothing else."

BUCYRUS (O.) DAILY SOLD

R. C. Hoiles, Mansfield and Lorain Publisher, Is New Owner

Sale of the *Bucyrus* (O.) *Daily Telegraph-Forum* to R. C. Hoiles, publisher of the *Mansfield News* and the *Lorain Times-Herald,* and majority stockholder of the *Mansfield Journal,* was announced June 30, by former State Senator J. F. Burke. The new owner assumed control July 1, and placed his son, Clarence, in charge. The purchase price was not announced.

Burke will continue to devote his time to the *Chronicle-Telegram,* his paper at Elyria. L. H. Kletzien and Mrs. Kletzien,

PITTSBURGH EXPLOSION VICTIM IMPROVING

Hatton of Press Not Seriously Injured in Blast That Kills One—Big Papers in Hot Springs, Ark., as Movie Stunt

Thomas Hatton, engineer, who was injured June 30 in a gasoline explosion at the *Pittsburgh Press* plant which killed one man and injured several others, has shown steady improvement at the Allegheny General Hospital this week. Hatton is suffering from burns of the hands and face but his condition is not serious.

The others injured in the blast were all able to leave the hospital after being treated. Some were cut by glass from the Press' windows which were blown out, others were overcome by fumes.

Officials of the Press found that the damage to the plant was restricted to the basement in which the explosion occurred and to the street floor of the building. Most of the damage was limited to the breaking of the plate glass windows. The presses were not harmed and publication of the paper continued within a short time after the blast. The explosion occurred while a tank was being stored with gasoline. It caught Hatton, engineer of the plant, and Glenn Day, electrician, inflicting injuries from which Day died.

Pressmen who had been swept from their posts as the released gas poured along the ground floor returned a short time later and ran the final edition of the paper almost on schedule time. The confusion had subsided almost as soon as it started. Many local firms called the Press soon after the explosion and tendered their services in any manner in which they might be used.

WINS ANOTHER RATE CUT

Worcester Gas Company Lowers Its Price Following Daily's Fight

Another signal victory for the *Worcester* (Mass.) *Evening Post* in its fight for lower gas and electric rates for the public was won last week when the Massachusetts Public Utilities Commission ordered the Worcester Gas Light Company to make a reduction of five cents per thousand feet in its charges.

The announcement was the second of its kind as a result of a Post campaign. Only a few days before the commission ordered the Worcester Electric Light Company to make a substantial cut in its rate. Both reductions were the result of a long and expensive fight waged by the Post under John H. Fahey, publisher.

The reduction, in effect, means a saving of over $60,000 annually to Worcester gas consumers, and is precisely the figure which the Post sought from the commission.

In a Page 1 box announcement, following the commission's decision, the Post made a simple statement to the effect that it took up the work of securing the reductions merely to be of service to the public.

CAPTURES RUM SHIP

Former News Man, Single-Handed, Arrests Crew of Twenty-two

A former newspaper man had more than "a paper battle" with rum runners in the upper bay of New York early in the morning of July 4. Ensign Charles L. Duke, of the Coast Guard and formerly a reporter on the *Washington* (D. C.) *Evening Star,* jumped aboard a moving rum runner, seized her liquor cargo, worth $500,000, and then, to quote the story in the *New York Times* on July 5, "by an amazing display of bluff and cool daring, subdued and arrested her entire crew of 22 Nova Scotian seamen."

He served four years on the Star, joining the paper in 1921.

PRESS AGENT'S FAK[E] EXTRA A BOOMERAN[G]

He and His Boss Held for Grand J[ury] After Sale of "War With Chin[a]" Presses Were Uninjured—Editions Out On Time

(*By Telegraph to* EDITOR & PUBLISHER)

HOT SPRINGS, Ark., July 6.—Explo[sion] of a motion picture feature [was] through the publication and sale o[f] purported newspaper extra announc[ing] that war had been declared on China, [re]sulted in Sidney M. Nutt, owner of th[e] local movie theatres, and Charles H[e]ley, his press agent, being held to aw[ait] the action of the grand jury by M[u]nicipal Judge V. S. Ledgerwood, Tu[es]day on respective charges of committ[ing] a fraud on the public and issuing fra[u]dulent advertising.

The "extra" was intended as a publ[ic]ity stunt for the Lon Chaney film "T[he] It To the Marines" being shown at [one] of Mr. Nutt's theatres. "Extra" w[as] printed twice in huge letters across [the] top of the page. Under this was a t[hree] line streamer saying "War Declared [on] China," and beneath this was anoth[er] streamer in smaller letters stating "20,[000] Marines on Way to China." A ser[ies] of drop heads followed over stor[ies] which revealed the real nature of t[he] "extra."

A small army of newsboys carryi[ng] large numbers of the papers descend[ed] upon the business district during t[he] rush hours of Saturday night. Crow[ds] thronging the streets were thrown into [a] frency of excitement until the hoax h[ad] came known. Pedestrians snatched [at] the papers and persons were running [in] of hotel and theatre lobbies and shops [to] get them. Mayor Leo P. McLaugh[lin] said he received twenty or more co[m]plaints from persons who had purchas[ed] the papers, while it was stated pol[ice] headquarters had received 80 or mo[re] telephone calls regarding the hoax.

Chief of Police Joe Wakelin stopp[ed] the sale of the papers and placed Hefl[ey] under arrest as soon as the nature of t[he] stunt became known. Local newspap[er] offices, none of which had anything to [do] with the printing of the "extra," we[re] bombarded with telephone inquiries a[nd] complaints.

Admitting that he instructed the new[s] boys to charge for the papers, Hefl[ey] explained "that the stunt would not ha[ve] gone over if the boys had given t[he] papers away as circulars." He claim[ed] he had used the same exploitation plan [in] a number of larger cities. Hefley sa[id] Mr. Nutt knew nothing of the details [of] the publicity stunt until the "extra" [s] were were on the streets.

Mr. Nutt declared that there had be[en] no intention on the part of the theat[re] management to take a cent from t[he] public without giving full value for t[he] amount received or returning the mone[y] He said the distribution of the pape[r] was only the beginning of the exploit[a]tion plan and that full explanations we[re] to have followed. He offered to refu[nd] money to those who bought papers.

PLANNING OKMULGEE DAILY

The *Okmulgee* (Okla.) *Daily New[s]* to be launched about Oct. 1, is bein[g] planned by a group which includes J. [E.] Maroney, former editor of the *Okmulg[ee] Democrat;* Mark Maroney, M. C. Frenc[h] Joe T. King and W. T. Wood, oil pr[o]ducers. Jock O'Connor, formerly [of] Youngstown, O., will be editor and ma[n]ager.

INDIANA PAPER SOLD

The *Bloomfield* (Ind.) *Democrat* ha[s] been sold by Peter E. Tierney to Court[ney] land M. Chambers, of Bloomfield, th[e] deal being closed last tweek. Mr. Cham[-] bers was deputy clerk of the Green[e] county Circuit Court.

ISSUES TRAVEL GUIDE

The *Baltimore Sun* recently issued it[s] annual Travel Guide. It contained 5[2] pages in magazine size with color cover

NEW YORK GRAPHIC WAS "WITHIN THE LAW"

ırt Dismisses Case Brought Against Tabloid by Vice Crusader—Leaves Decision to "Judgment of City" and Other Newspaper Men—Paper's Attorney Admits Contravention of Good Taste

(LDING that the *New York Evening Graphic* had not violated the law, urt of special sessions in New York ly 1, dismissed the case brought by S. Sumner, vice crusader, and left bloid "to the good judgment of this and their fellows in the newspaper ." Mr. Sumner, as secretary of the y for the Suppression of Vice, had ed the Graphic had published stories st, bloodshed and crime" in violation ction 1141 of the Penal Code. These es were based on "composite" pic- and accompanying stories printed ernarr Macfadden's tabloid during Browning separation trial and in a story the Graphic broke.

tices Ellsworth J. Healy, Albert Voorhees and James J. McInerney the case and Justice Healy wrote inion.

nmenting on the decision, Joseph tz, attorney for the Macfadden Pubons, told Mr. Sumner to take the nd leave such matters to the public. vice crusader retaliated by saying 0 per cent. of public sentiment was ed to such publications and threat- to take action against future pubons of a similar nature.

tice Healy's opinion follows:

his case of the Macfadden Publica- Inc., is on for decision today. The in the matter were not disputed. It practically submitted to the Court on acts. We read the briefs of both and Justices Voorhees, McInerney myself decided the matter and have to the conclusion that it would be sible under the facts and conditions d the defendant guilty.

he question of publishing accounts of er, &c., as set forth in the complaint, ven to us in five editions of this . We feel that it would be going ar on our part to convict a news- of that crime under those condi- the editions of practically five of apers.

s far as the other question was con- d, we might find that the pictures, erhaps the printed matter, might be, e opinion of some, disgusting and ps not what we believe should be d in a paper in the City of New or other place. But still, it does ome under the law, in our opinion, therefore on all the grounds, the adden Publications, Inc., will be ac- d and discharged.

regard to Emile H. Gauvreau, the facts and conditions exist and, fore, the same disposition of the will stand. The defendant in that will be acquitted and discharged.

e leave that publication to the good ent of this City of New York and fellows in the newspaper world. question, as far as this Court is rned, is not a violation of the law, r opinion, and that is the reason ur opinion is given and the decision is today."

Schultz said:

its decision the Court stated that nent upon a newspaper should be l only by the public.' Mr. Sumner take a hint from that and leave om it properly belongs the right ss upon the merits or demerits of they read."

en his attention was called to Mr. tz's statement, Mr. Sumner said: l Mr. Schultz has to do is to read ewspaper editorials that were pub- at the time this action was started, d out what the public sentiment is it. There is no question but that ntiment of 90 per cent. of the peo- New York, and of the Crime Com- n and of other public officials, is st such publications."

ed whether he intended to take any r action, Mr. Sumner replied:

e people, of course, have no right peal, so we will do nothing further unless another publication of a similar nature occurs. There is a law, of course, even though the Court decided that in this case the law was not violated."

On Feb. 4, summonses were obtained by Mr. Sumner against Bernarr Macfadden, publisher; Mr. Gauvreau, Otis A. Scattergood, circulation manager, and "Jane Doe" of the circulation department. Charges were dismissed on April 25 against all but Mr. Gauvreau and the Macfadden Publications, Inc.

When he argued the case, Mr. Schultz contended that the Graphic was following the rule that "newspapers must be a mirror to the society of their times."

"The press has at all times concerned itself with the doings of the race," he said. "The readers of the press have had only a momentary interest in the catastrophes of nature apart from their effect on man. Newspapers and their readers have been and should be primarily concerned with human lives and only secondarily with nature and that only to the extent of its relationship with man."

A generation ago, Mr. Schultz maintained, the "spectacle" afforded by the Browning case in the American courts might have been unusual and it was questionable whether or not it would have aroused the "storm of interest and public fancy."

"It is nevertheless true," he continued, "that in the light of the times the matter became one of great public interest. The press of the city and of the country as well, featured this trial, the testimony and the participants, and this story became the most prominent news item for at least that period of time which the modern generation accords 'the latest sensation.'

"That this was no new manifestation of the public mind is apparent from the fact that this case followed closely upon the heels of a number of similar matrimonial actions, the lurid testimony in which was literally devoured by the public."

Mr. Schultz admitted that in covering the Browning trial the Graphic "might have contravened good taste," but insisted that copies of the tabloid on exhibit were not, according to the statute, "newspapers devoted to the publication and principally made up of criminal news, police reports or accounts of criminal deeds, or pictures, or stories of deeds of bloodshed, lust or crime."

"It cannot be seriously argued," he declared, "that this statute was intended to apply to a newspaper which included in its columns some accounts or pictures of crimes, or some reports of the happenings at the police court.

"Such news has always been a recognized and accepted part of every newspaper. As long as crimes are committed the press will report them. The more shocking the circumstances, the more prominence will be given to their story."

Mr. Schultz, taking up the various composite Browning pictures and stories Mr. Sumner and the prosecution complained of, sought to show that the Graphic's coverage of the trial was not within the prohibition of being criminal news or a police report or an account of criminal deeds or a story of bloodshed, lust or crime.

"On the contrary," he said, "the report of this trial and the pictures used in depicting scenes or episodes in the testimony seemed more in the nature of a burlesque, a Punch and Judy show. It became indeed a Grand Comedy—a comedy tinctured perhaps by some regret for a young girl and an old man who disported themselves in the manner described, entertained each other with queer animals and weird noises, a more or less fitting climax to a marriage solemnized in the presence of chauffeurs, gardeners and caretakers and fused in the warmth of early morn by a garage keeper at Cold Springs, a picture saddened still more by the grim figure of a mother-in-law hovering in the background, watching her youthful daughter and newly acquired, not-so-youthful son-in-law."

Referring to the composite picture that caused most of the discussion at the time of its publication, Mr. Schultz said:

"The composite picture on the cover of Exhibit 1 (Jan. 26) pretends to portray the aged Lothario—suitably garbed—his arms aloft and issuing from his lips the words 'Woof, woof, don't be a goof.' The youthful bride is similarly displayed—suitably garbed—in an attitude of 'anger' and 'disdain.' In the background sits a bed or couch, gorgeously covered and precariously perched upon it is the figure of a gander—a species of fowl which figured prominently in this rather extraordinary union. The bird has also been gifted with speech and his refrain is 'Honk, honk, It's the bonk!' The caption under this photograph states that 'Peaches' became highly indignant when 'Daddy' asked that she parade nude before him and that even the gander became temperamental.

"Although the practice is not to be commended, had the lady acceded to her husband's request it could hardly be said that a crime had been committed. As a matter of fact, women are nightly parading the boards of several theatres in this city, nude or semi-nude, before the eyes of thousands of men, who cannot even claim the sanctity of the marriage chamber as an excuse.

"In the composite picture which 'adorns' the front page of People's Exhibit 2 (Jan. 28) we again have the same Browning—again suitably though rather oddly garbed—the everlasting gander, the always present mother and the unfortunate bride. The scene shows Mr. Browning holding aloft a doll and telling his wife that she will have to be satisfied therewith. The caption under the picture is again in a humorous vein and describes the episode as 'Mad as a scene from The House of Usher.'

"The issue of Jan. 31 (Exhibit 3) pretends to depict 'Flaming Youth' and shows Mrs. Browning, again with her mother and two men and two ladies playing a game described as 'a strip poker party.' It is apparent from the photograph that the losses had, as yet, been very slight.

"Exhibit 4 (Feb. 1) is entitled 'A Smooth-Working Sheik.' Mr. Browning fully dressed, boots, turban and mantle, is seated on a chair, sandpapering his shoe-trees. Mrs. Browning is seated on a high-stool. The gander—wearing a hat—is perched nearby. The scene is apparently laid in a living-room. The caption is in keeping with the mental plane of the picture.

"Are any of these composite pictures pictures of deeds of 'bloodshed, lust or crime?' Do they tend to 'excite to crime?' As well call the mutual assaults of Punch and Judy or the horseplay of Weber and Fields or the custard pies of the movies 'pictures of bloodshed, lust or crime.'

In conclusion, Mr. Schultz said:

"Whether in bad taste or not, whether they can be claimed to be obscene or not is not the issue. Do the exhibits, or any of them, constitute a newspaper devoted to the publication, and principally made up of criminal news, police reports, or accounts of criminal deeds, or pictures or stories of deeds of bloodshed, lust or crime is the issue.

"Even were the reports of the Browning trial, as the same appear in the exhibits, within the description of the statute, they comprise but a minute portion of defendants' newspaper, and the publication of such paper cannot be considered a violation of the law.

"In closing it might not be amiss to paraphrase the famous remark of Voltaire—'Though I thoroughly disapprove of what you do, I will defend to the death your *right* to do it.'"

LOSES BET—PLAYS GOLF WITH BASKETBALL



"Uncle Reg" Regan, sports editor of the *Brockton* (Mass.) *Times*, lost a bet that he could break 100 playing 18 holes of golf with a regular golfball. Losing his bet, he had to play the 18 holes over again, this time with a basketball. He made 130 with the basketball over the 18 holes, which is a record smasher of freak link events. Photo shows Regan teeing off at the Brockton links

SCREEN SERVICE YEAR OLD

The Chicago Daily News Screen Service began its second year of activity on July 5. Since its establishment last summer, it has furnished 70 of Chicago's leading theaters with 1,000 feet of films weekly. Thomas C. Montgomery is manager of the service.

STRONG SUGGESTS I.A.A. PUBLISH NEW ADVERTISING TEXT BOOK

Proposal by Chicago Daily News Publisher Made at Commission Meet in Denver—Is Part of $25,000 Research Plan

PREPARATION of a new advertising text book by the International Advertising Association was proposed last week in Denver by Walter A. Strong, publisher of the *Chicago Daily News,* and chairman of the committee on advertising economics of the advertising commission.

In a report by Mr. Strong read before the commission it was suggested that the text book should contain "the conclusions of your committee on the standards and economic value in advertising as they exist today."

Text of the report follows:

"The Committee on the Economics of Advertising appointed by the International Advertising Commission has considered the character of the work contemplated for it as stated in the memorandum presented to the Baltimore meeting and is willing to undertake a careful analysis of the problem and the responsibility for the development of a program which will be submitted in detail to the meeting of the International Commission at Boston in October. For the purpose of this meeting the Committee desires to make the following statements and recommendations for your adoption.

1. "The Committee proposes to divide its work into three distinct phases, the adoption of an organization plan, adoption of analytical research plan and adoption of a promotion plan by which the information and standards adopted can be sold to the advertisers and to the public.

"*Organization Plan.* It is the opinion of your Committee that it should be authorized to engage a paid executive secretary immediately. It is proposed that the International Advertising Commission establish a tentative budget of not less than $25,000.00 for the work of this Committee during the succeeding six months on the theory that your Committee does not want to be handicapped by insufficient funds to do the work adequately.

"Your Committee desires to have it understood that they will not make themselves responsible for the raising of funds but that any request coming from this Committee for a budget in an amount in excess of the above will be based upon the importance of the work and evidence of the effectiveness of its plan to justify the expenditure requested.

"*Analytical Research.*

"No definite conclusions have been reached in regard to the method of procedure under this head but it is the opinion of your Committee that the recommendation of Mr. Clark's Committee should be adopted by the Committee on the Economics of Advertising and the work contemplated in research taken over. It is recommended that the work of the proposed universities and colleges departmental be joined with the work of the Committee on the Economics of Advertising and an attempt be made to have advertising taught as an economic subject. This department could be made extraordinarily valuable in research work. It is proposed that the Committee's first effort be directed, after a very careful survey of the information from all departmentals now available and such further study as can be made, to the preparation of a text book which shall contain the conclusions of your Committee on the standards and economic value in advertising as they exist today as agreed unanimously by your Committee. From that point on the conclusions of your Committee as they affect different departmentals should proceed along most cautious lines in order that the acceptance of the conclusions of the Committee shall be 100%. The text book and the periodical publication can be made the basis for the promotion program which should be indefinitely postponed until the fundamentals have been well established and accepted by the Commission.

"*Promotion Plan.* Under the heading of promotion your Committee does not feel competent at this time to make any announcement of its purpose inasmuch as the plan as it may finally develop will have to be adjusted to the basis determined in the work proceeding. It is thought possible, however. that your Committee, if the proper evidence of the value of its work is shown, may call upon all of the media represented in the Commission to join in a presentation of the subject to the public. It is thought possible that given the means to do it with the advertising profession the subject of the economics of advertising can be made worthy of the most careful consideration of the public in associations of commerce, commercial clubs, women's clubs, schools and governmental departments. In the end we must answer the question, 'Can advertising justify its existence as an economic factor serving the best interest of the public and the permanent and successful development of the resources of the nation?' 'Can the advertising industry control its own activities in such a manner as to eliminate waste and to improve the effectiveness of advertising as it may be adjusted to the demands of the advertiser and the public, and can it take a permanent place in the selling and distribution problems in the economic organization of the industries of the United States?' 'Can advertising sell better goods at lower costs?' 'Does advertising standardize merchandising values and contribute to the raising of a standard of living on economic lines?'

"Your Committee feels that it cannot exaggerate the importance and necessity of its work and is willing to face the issue squarely and undertake to determine if possible by the process outlined above the relative importance of all of the factors that enter into the effective use of advertising. Your Committee does not intend to enter into the question of the relative value of one advertising medium against another but the work of the Committee if carried on successfully will show advertising specifically as its value is gauged by its usefulness to the advertiser and to the public."

JOURNALISM STUDENTS START ON NEWS TOUR

Group of Eight from University of Missouri Visiting Lower Mississippi Area on Writing Trip—Prof. Martin in Charge

What in reality constitutes a "roving assignment" on the Mississippi and Tennessee Rivers was undertaken June 27 by eight members of the University of Missouri School of Journalism under the direction of Professor Frank L. Martin on the fifth annual field trip.

Each year a class from the University is given an assignment to "cover a part of the Middle West or Southern states. Three years ago a party from the University visited the Black Hills. Nine members of the 1925 trip went through Texas into Old Mexico, visiting more than a week in Mexico City. Last year members of the field trip visited in the states of Missouri and Kansas.

Each member of the party is given an assignment to furnish newspaper stories to different papers in the Middle West. Besides their regular assignments members of the class will gather special feature stories for magazine and Sunday newspapers.

On Monday the class visited the daily newspaper offices in St. Louis.

The trip down the Mississippi and Tennessee Rivers will take three weeks. Stops will be made at Cairo, Ill., Cape Girardeau, Mo., Paducah, Ky., Johnsville, Tenn., Nashville, Tenn., Pittsburg Landing, Tenn., with Florence, Ala., the ultimate goal of the trip. While in Florence the class will visit the Wilson Dam and the Muscle Shoals project.

Members of the party besides Professor Martin are: Isak le Grange, Paarl, South Africa; John Whitaker, Falls City, Neb.; Raymond Miller, Chillicothe, Mo.; Tom Kiene, Topeka, Kan.; Gale Curtright, Columbia, Mo.; Merrill Compton, Seattle, Wash.; E. L. McFarland, Ames, Iowa; and James Keithley, Des Moines, Iowa.

ELECTRIC SIGN BANNED

As a result of adverse action on the renewal of a permit for a large electric sign on Beacon Hill, Boston, Mass., advertising the Chevrolet motor car, open warfare is expected in Boston against any and all signs. The State Department of Public Works recently decided not to renew the permit, following strenuous opposition to the sign. Commissioner William F. Williams, of the State Department, has refused to give the reasons for the refusal to renew the permit. The sign cost approximately $35,000.

EL CONTINENTAL NOT BARRED

In the issue of June 25, EDITOR & PUBLISHER printed a list of pubilcations barred from Mexico containing the name of *El Continental,* El Paso. El Continental in August, 1926, was barred for three weeks, but since that time has gone uncensored into Mexico, its publishers state.

NEWMAN BANKRUPT

New York Publisher and Former Man in Financial Difficulti

Judge William Bondy in Feder of New York this week signed a declaring Harry M. Newman, u cently signing himself as publisher *Fourth Estate,* a bankrupt. Total according to Henry L. Caplan, a for the creditors, approximated $

The three petitioning creditor W. S. Phillips, claiming $1,500; Dunne & Co., for $774.72, and Brosius, for more than $10,000.

The petition was filed last Sep At the time, according to Mr. Mr. Newman denied he was ow the Fourth Estate. Mr. Capla week declared he was investigati ownership of that journal, and e to offer for sale the bankrupt's i in it, if the interest existed.

One of the largest creditors, acc to Mr. Caplan, is R. H. Perry c cago, claiming $122,000.

Mr. Newman could not be reac the office of Fourth Estate by Ed PUBLISHER. His attorney, John T lon, said: "This is a personal bank and is in no way connected wi Fourth Estate."

HELD FOR MANSLAUGHT

George Birks, of Mount Pulas was held to the grand jury under bond for the fatal automobile acci which H. T. Coy, assistant mec superintendent of the *Chicago and Examiner,* was killed last The charge was manslaughter.



Outlets for Your Produ
—and Income to Buy It

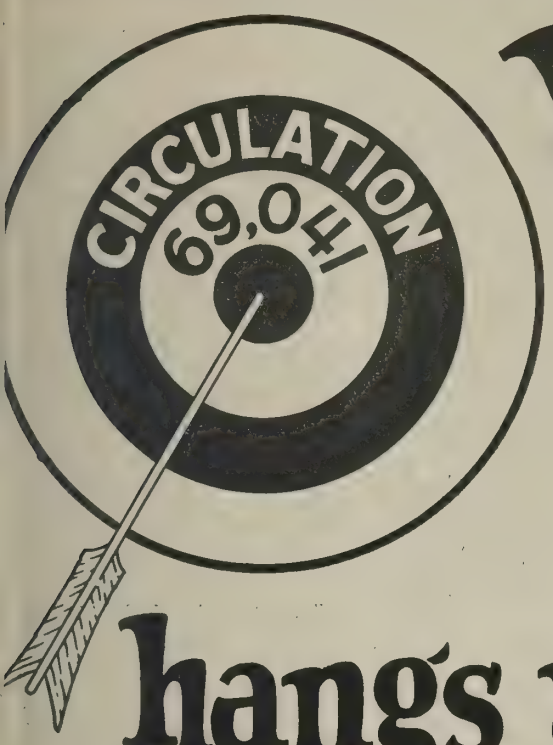
JACKSONVILLE'S distribution system is complete and well organized. All together there are 200 wholesalers and jobbers in the city and about 2100 retail stores of all kinds.

These retail stores, moreover, are busy and prosperous. For Jacksonville has money to spend for the things it needs and wants.

Among other sources of income this city has 453 manufacturing plants producing commodities with a total an value of more than $ 0,0 000 and with a payroll exc ing $20,000,000.

Income to buy what it w Outlets for distribution. the desired connection can made by advertising consiste in Jacksonville's leading n paper, the largest newspape Florida—

The Florida Times-Unio
JACKSONVILLE, FLA.



Virginia's Greatest Newspaper hangs up a new record

The Richmond News Leader's average daily circulation during the month of May was

69,041

This is the largest circulation ever attained by any Virginia newspaper

There are only three newspapers in the United States with as intensive coverage of their market as The Richmond News Leader—and The News Leader keeps on growing.

Richmond has 550,000 people in its trading area—and these people can be better reached through the Richmond News Leader than through any other medium.

The News Leader carries more advertising than any other Virginia paper. In 1926 it gained 581,826 lines of advertising, while the other Richmond paper lost. This proves that local and national advertisers recognize The News Leader's supremacy.

Advertise in Virginia's Greatest Newspaper—the paper whose circulation is steadily increasing.

National Representatives

KELLY-SMITH COMPANY

Graybar Bldg., New York City | Waterman Bldg., Boston, Mass. | Atlantic Bldg., Philadelphia, Pa. | Tribune Tower, Chicago, Ill.

J. B. KEOUGH, ATLANTA, GA.

Advertise to Richmond and Its Trading Area Through Virginia's Greatest Newspaper

The Richmond NEWS LEADER

"On News Leader Square"

Covers Richmond Like a Roof

PRICES IN ADS MERELY OFFERS, NOT CONTRACTS TO SELL, DAILIES TOLD

Publisher Is Liable Only for Cost of Space Not Losses on Merchandise When an Error Occurs, Chicago Tribune Attorneys Inform Inland Members

AN opinion on the liability of a newspaper publisher for errors in advertising has been prepared for the Inland Daily Press Association by Kirkland, Patterson and Fleming, attorneys for the *Chicago Tribune,* and printed in the Association's current bulletin.

The opinion, which was asked following an inconclusive discussion of the subject at the Inland May meeting, follows:

"The answer to this question seems to turn upon two propositions.

"1. Would the advertiser whose price had been erroneously quoted by the publisher be legally bound to sell to a member of the public at the erroneous price, i.e., is the advertisement an offer or is it a mere solicitation for offers?

"2. Even if the advertiser would not be legally bound to sell to a member of the public at the erroneous price quoted, could the advertiser recover the difference between the price quoted and the price intended to be quoted, on the theory that he had been compelled to sell at the erroneous price in order to protect his good will which had been endangered by the publisher's mistake?

"These two propositions will now be discussed in the above order.

"1. It seems to be well settled that under ordinary circumstances an advertisement in a newspaper to the effect that an advertiser has certain goods to sell at a certain price is not an offer but is a mere solicitation for offers. If the advertisement were to be considered as an offer a binding contract would be entered into as soon as a member of the public came to the advertiser's place of business and announced himself ready to purchase a certain amount of the goods so advertised.

"For example, suppose that dates were advertised by a grocery concern to be sold at 20 cents a pound. If this mere advertisement is to be considered as an offer, a contract would be entered into as soon as a member of the public tendered 20 cents and demanded a pound of dates. However, if this advertisement is merely to be considered as a solicitation for offers, or a statement of a willingness to bargain, the tender by the member of the public of 20 cents would itself be the offer which might or might not be accepted by the advertiser at the latter's option. It seems to be well settled that business advertisements published in newspapers and circulars sent out by mail or distributed by hand, stating that the advertiser has a certain quantity or quality of goods which he wants to dispose of at certain prices, are not offers which become contracts as soon as any person signifies his acceptance by notifying the other that he will take a certain quantity of the goods. They are simply invitations to all persons who may read them that the advertiser is ready to receive offers for the goods at the prices stated.

"The construction is rather favored that such an advertisement is a mere invitation to enter into a bargain rather than an offer. Of course, it must be borne in mind that the question in all such cases is one of intention and that whether or not advertisements are to be construed as offers rather than as mere solicitations for offers, depends on the intention of the parties as collected from the language used and the nature of the transaction.

"Although we have no specific advertisements to serve as a guide in this opinion it is probably safe to say that under the above authorities the average advertisement inserted by a merchant quoting prices on goods in a newspaper today would be construed as a mere solicitation for offers rather than as an offer.

"Now, since the advertiser is not legally bound to sell at the erroneously quoted price, he cannot sell at such price and charge the publisher with the difference, because the damage (the difference between the erroneously quoted price and the price intended to be quoted) would be the result of the advertiser's own act and not the proximate result of the publisher's breach of contract. Consequently, in an action brought against the publisher by the advertiser for such erroneous quotation of price, the advertiser could not claim, as a measure of the damages, the difference between the price intended to be quoted and the erroneous price.

"2. Even if the advertiser would not be legally bound to sell to a member of the public at the erroneous price quoted, could the advertiser recover the difference between the price quoted and the price intended to be quoted, on the theory that he had been compelled to sell at the erroneous price in order to protect his good will which had been endangered by the publisher's mistake?

"This situation can perhaps be made clearer by the use of a hypothetical case. Suppose that the advertiser paid ten dollars for an advertisement and that in the copy submitted to the publisher the advertiser stated that he had a quantity of dates for sale which were quoted at 20 cents a pound. Suppose that the publisher erroneously stated in the advertisement that the price of dates was 10 cents a pound. Suppose, further, that numerous members of the public, scenting a bargain, presented themselves at the place of business of the advertiser and offered to purchase dates at 10 cents a pound. The advertiser, in order to protect his good will and to prevent dissatisfaction among his buyers, sells one thousand pounds of dates at 10 cents a pound, although, as pointed out above, he was not legally bound to do so. The advertiser has thus lost one hundred dollars and thereupon brings suit against the publisher. What is his measure of damages? Is it ten dollars, the price of the advertisement, or is it the one hundred dollars which the advertiser lost by reason of the sales? It seems to be well settled that the maximum measure of damage is the price of the advertising contract.

"This situation seems to have arisen in only one case that of Georgian Company vs. Bloom, which was decided in the Court of Appeals of Georgia in October, 1921. In that case a Georgian Company sued Jennie Bloom on an open account for a certain advertisement printed in a newspaper published by the plaintiff. This indebtedness was admitted by the defendant who, however, filed a counter-claim alleging that she conducted a retail ladies' wear shop and that on June 9, 1920, she contracted with plaintiff to run an advertisement on that date as follows: 'Special in furs. Large animal scarfs, taupe, brown and black, satin lined into brush. For three days only. Special price $15.00.' The defendant in her counter claim further alleged that the plaintiff breached this advertising contract and in place of it inserted the advertisement as follows: 'Special in furs. Large animal scarfs, taupe, brown and black, satin lined into long brush. For three days only. Special price $5.00.' The defendant stated that because of this wrongful advertisement she was compelled to sell forty-eight scarfs at a loss of ten dollars each, that is, to sell them at $5.00 instead of $15.00 to customers who accepted her offer as made in said advertisement. Defendant further alleged that the plaintiff well knew that the purpose of the advertisement was to sell the scarfs at $15.00. The trial court struck this counter-claim as invalid. This ruling was affirmed.

"Any other damages would be special damages which could not be recovered unless before such breach such damages were called to the attention of the party breaching. Neither could the advertiser recover any prospective profit which he might have made had the price been quoted, for it is uniformly held that the loss of profit following a breach of contract to publish an advertisement is incapable of being ascertained.

"It would seem the true measure of damages in such a case as the one under discussion could not, in ordinary circumstances, exceed the price paid for the advertising.

"None of the above questions could arise between the Tribune Company and an advertiser under the Tribune Company's contract for general display advertising because of the provision contained in Clause 6 which is as follows:

"'The Company will not be liable for any error in any advertisement published hereinunder unless a proof of such advertisement is requested in writing by the Advertiser and returned to the Company's office with such error or correction plainly noted in writing thereon, and in that case, if any error so noted is not corrected by the Company, its liability shall not exceed such a proposition of the entire cost of such advertisement as the space occupied by the noted error bears to the whole space occupied by such advertisement.'

"This is true for the reason that even if the advertiser would have a cause of action against the publisher for a mistake in publishing the advertisement, no reason is perceived why such claim could not be abrogated by contract, which is the result effected by the above quoted clause. The only occasion on which the principles discussed in 1 and 2, supra, could be applied would be one in which a contract for advertising was er into without the insertion of such a as Clause 6.

"Kirkland, Paterson and Flemi

"(Signed) By D. P. G

ILLINOIS DAILY SOLD

Lincoln Star Acquired by Carl Se and J. L. Skewes

Carl Sexauer, former Lincoln, Ill., dent, and James J. Skewes, Mer Miss., have purchased the *Lincoln Star,* acquiring all stock of the Star lishing Company from N. L. Gordo

Mr. Sexauer was formerly assoc with his father, the late Emil Sex in publishing the *Popular Review* of coln, which was merged with the four years ago, and for the last two has been associated with the *Lit* (Ill.) *Daily-News Herald.*

Mr. Skewes is publisher of the *ridian Daily Star* and the *Laurel* (M *Daily Leader* and the *Perry* (O *Daily Journal.* He formerly owne *Danville* (Ill.) *Morning Press.*

ONTARIO DAILY CHANGES N

With the publication of a 92-page mond Jubilee edition July 1, the *Os* (Ont.) *Reformer* dropped its old and announced that it would here be known as the *Oshawa Daily T* The dropping of the old name thought wise in view of the fact tha Reformer has been independent in tics since 1917 and is now alone i field.

What Space Buyers Think of Lineage Comparisons

In printed and spoken opinions they indicate that such advertisements are divided into two classes:

Worthless Information—where a newspaper seeks to reflect favorably on itself by printing incomplete and qualified figures.

Valuable Information—where a newspaper tells the whole story about itself and its colleagues.

Complete Advertising Record

of all Los Angeles newspapers for the first five months of 1927; stated in agate lines:

National Advertising

Los Angeles Times.....1,913,898

2nd morning paper	1,818,558
1st evening paper	1,275,960
2nd evening paper	922,222
3rd evening paper	309,008
3rd morning paper	122,094

Local Display Advertising

Los Angeles Times.....5,465,222

1st evening paper	4,434,220
2nd morning paper	4,330,578
2nd evening paper	2,638,692
3rd evening paper	1,666,294
3rd morning paper	887,124

Want Ad Advertising

Los Angeles Times.....3,733,716

2nd morning paper	3,131,842
1st evening paper	1,422,484
2nd evening paper	414,896
3rd evening paper	350,322
3rd morning paper	181,230

Advertising in the Los Angeles Times is delivered to more homes than if it appeared in any other Los Angeles newspaper, morning or evening.

Los Angeles Times

Eastern Representative
WILLIAMS, LAWRENCE & CRESMER CO.
360 N. Michigan Blvd., Chicago 285 Madison Ave., New York

Note from WILLIAM ALLEN WHITE:

THE EMPORIA GAZETTE

W. A. WHITE, EDITOR AND OWNER
W. E. HUGHES, MANAGER

EMPORIA, KANSAS

May 17, 192 RECEIVED

MAY 19 [illegible]

ANSWERED

Dear Mr. Katz:

Mr. Hughes, our Business Manager, called my attention today to the fact that our first contract with you was about to expire, and I have signed the document which binds us together for another term.

I want to tell you how keenly I appreciate the intelligent interest you have taken in the Gazette. You have increased our business, have given us the kind of business we like--that is to say, clean high class advertising which our local subscribers and advertisers demand, and you have made it possible for us to maintain our standard and make more money on foreign advertising than we ever made in any other similar period since I bought the Gazette thirty-two years ago. You have outrun all expectations. You have overkept every promise. You have made good.

Yours gratefully,

W. A. White

Mr. G. R. Katz,
Katz Advertising Agency,
58 West 40th St.,
New York City.

WAW:TT

KEY TO CONSUMER BUYING ABILITY

Statistical Rating of New York Counties and Cities for Products of General Appeal, Graded in S Major Classes of Quality and Cost—An Original Simplified and Tested Formula from Basic Data

By NELSON H. SEUBERT

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TEN million people, uncounted and almost countable millions of dollars, and desires which are given a freer rein here than anywhere else in the world make New York State a magnet whose lines of force have an irresistible pull for those who sell goods of general public appeal. It is this market which is described in word, tabulation and graphic line on this and the next pages in the eighth article in the current EDITOR & PUBISHER series on the "Key to Consumer Buying Ability."

The figures for New York State tell a distinctive story. With slightly less than 10 per cent of the population of the United States living within its boundaries, the figures indicate that this tenth has the ability to purchase almost a quarter of the high-priced luxuries that are sold in the United States. The index figure of this purchasing power appears in the first line of the accompanying table in the sixth column, headed Class VI. The figure is 223514, which, as will be explained below, indicates that this community has the power of absorbing 22.3514 per cent of the commodities in this class for sale in the entire United States market.

In the tabulation and on the graphic chart, we see that its middle class is approximately 61 per cent above the average for the entire country in its buying ability and that its moneyed folks have a purchasing ability 127 per cent above the national average. Taking all the cities in the state having 10,000 or more population as a unit, it is seen that they show a progressively increasing per capita ability to buy in all of the six merchandising classes, reaching a peak in the fancy-priced luxury (Class VI) group, where their ability is 163 per cent above the average. The cities of less than 10,000 population and the rural communities taken as a unit show a slightly lower than average middle group, but above the average in the classes covering the highest-priced merchandise and service. Undoubtedly this reflects prevalence of suburban and rural estates of the many well-to-do urban residents.

Close inspection of the index numbers for the separate cities listed shows that only one city of the 64 listed which does not reflect buying ability better than the average for the country and this exception is so slightly off the line that it can be regarded as normal for all practical purposes. It is a consistent picture, indeed, of well distributed prosperity and purchasing ability that appears from the statistics of New York.

It goes without saying that the focus of interest for most manufacturers and their sales and advertising managers in this week's survey is the section covering New York City. The figures show that while slightly more than 5 per cent of the nation's population resides in the metropolis, the residents of its five boroughs have the ability to purchase 16 per cent of the total volume for the country of high-priced luxuries (Class VI).

A manufacturer whose product lies within this class obviously is doing neither his product nor his prospective market justice if his purchase of advertising space and other sales efforts are based upon a per capita count. His is a high-priced economic unit, facing the sales resistance inherent in its price as well as the competitive obstacles met by commodities of lower price and more general utility. This price-resistance is one of the main blockades to be passed by his advertising, the mission of which it is to convince the consumer in advance that the article, despite its cost, will give the purchaser co-ordinate, or extraordinary value. It is a kind of advertising that fails when it is haphazardly or insufficiently exploited. It is advertising that cannot be placed upon a per capita basis, in direct and unequal competition with the space announcements of products which do not demand quality and price exposition. It is advertising which should be purchased and placed in direct relation to the ability of the selected market to consume a given proportion of the particular advertised product. The company making and selling an article which can be placed in Class VI of this segregation should appropriate for advertising in New York City thrice the amount that is indicated by a per capita count.

Here arises the other old question: Does a national advertising campaign carried exclusively in a group of general magazines give the proper emphasis to New York City? The answer is definitely negative.

Let us consider a hypothetical case. A manufacturer of a nationally distributed product is spending all of his appropriation in magazines, including the following: *Saturday Evening Post, Ladies Home Journal, Pictorial Review, Woman's Home Companion, The American Magazine, Colliers, Good Housekeeping, Delineator, McCalls, Literary Digest, Red Book, Cosmopolitan, and Liberty.*

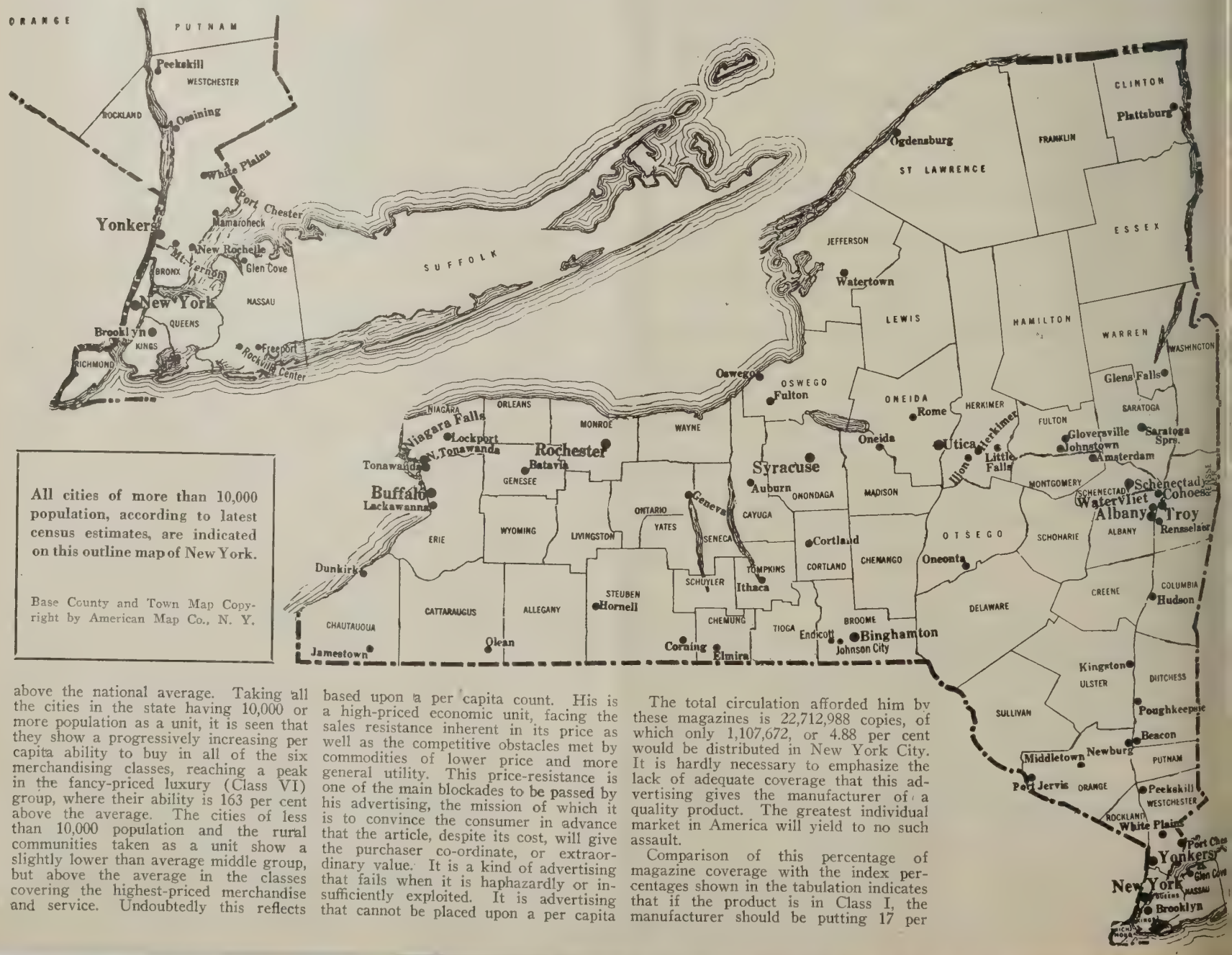
The total circulation afforded him by these magazines is 22,712,988 copies, of which only 1,107,672, or 4.88 per cent would be distributed in New York City. It is hardly necessary to emphasize the lack of adequate coverage that this advertising gives the manufacturer of a quality product. The greatest individual market in America will yield to no such assault.

Comparison of this percentage of magazine coverage with the index percentages shown in the tabulation indicates that if the product is in Class I, the manufacturer should be putting 17 per cent more of his advertising effort [illegible] the New York market; If it is in C II, 41 per cent more effort; Class III, [illegible] per cent more effort; Class IV, 87 [illegible] cent more effort; Class V, 110 per c[illegible] more effort, and Class VI, 223 per c[illegible] more effort.

Again, if you increase the list of m[illegible] azines to 30 by including the followi[illegible] *Needlecraft, Household, Woman's Wo[illegible] People's Home Journal, Modern Pris[illegible] la, Country Gentleman, Farm Jour[illegible] Farm Life, Farm & Fireside, Success Farming, and Capper's Farmer,* the [illegible] deremphasis upon New York City cov[illegible] age would be even more marked. [illegible] combined total U. S. circulation of th[illegible] 30 magazines is 33,302,568 copies [illegible] issue, of which only 1,169,801 cop[illegible] enter New York City. This is o[illegible] 3.51 per cent of the total circulation.

A national campaign in these magazi[illegible] would, it is apparent, be wholly ina[illegible] quate for making a dominating app[illegible] to the New York market. Nor wo[illegible] additional magazine circulation, with [illegible] small New York City quota reinforci[illegible] the coverage just cited, be sufficient. T[illegible] inhabitants of the city present such [illegible] tremendous potential market that eve[illegible] avenue of approach should be used. T[illegible] English-language daily newspapers w[illegible] a total circulation in excess of 4,000,0[illegible] daily are essential to the introducti[illegible] to and maintenance of a product in t[illegible]

(Continued on page 18)



158,000 families ~ 640,000 consumers

...in the heart of New York State read Gannett newspapers

OVER a section of 30,510 square miles in the very heart of the richest state in the Union, Gannett newspapers influence the buying energy of these thousands of prosperous homes.

More than 72% of all Gannett families *own* their homes; 62% of all heads of Gannett families are in the more highly paid occupational groups . . . Merchants, executives, professional men, manufacturers, skilled tradesmen.

Gannett families are well able to enjoy the better things of life ...and they do. And in each of their homes a Gannett newspaper receives a friendly welcome every day.

Rochester

Trading center for 600,000 people. Here 60% of all families read the Times-Union regularly.

Times-Union

Utica

Trading center for 300,000 people. More than four-fifths of all Utica families read the—

Observer-Dispatch

Newburgh

Trading center for 80,000 people. Here one newspaper—The Newburgh News—reaches *every* reading home.

News

Beacon

Population 12,000 — situated across the Hudson from Newburgh. Its *only* Newspaper is the—

News

Ithaca

Trading center for 35,000 people. The Journal-News is read regularly by *all* Ithaca families.

Journal-News

-- and --

Plainfield, N. J.

Somewhat removed from the other members of the Gannett group but a trading center for more than 50,000 people. Its *only* newspaper is the

Courier-News

Elmira

Trading center for 300,000 people. A single newspaper—the Star-Gazette - Advertiser—covers this great market.

Star-Gazette Advertiser

THE GANNETT NEWSPAPERS

J. P. McKINNEY & SON, *National Representatives*

NEW YORK ~ CHICAGO ~ SAN FRANCISCO

New York market. The dailies, in English and foreign languages, reach every stratum of the city's life and, if selected carefully after analysis of their circulation, distribution and the purchasing power of the group which they serve, their ability to create a favorable atmosphere for a commodity of demonstrable value can easily be proven.

In a market the size of New York, the analysis should be carried down to smaller units than the five boroughs, which is the limit of the present survey. The same formula that has been used in computing these index figures cannot be applied so easily to these smaller and less definite units since the income tax figures are not yet made available in such form. It is, I believe, practical and quite possible to substitute for the number of income tax returns the factor of average rentals for the given locality. This information is easily obtained and in my opinion should be more often used in getting a picture of the dim and frequently unseen corners of the New York City territory.

One New York City newspaper has made surveys of localities, with factors somewhat similar to these as a basis and, in addition, has advertised in its promotion literature a comparison of the buying power index with its circulation in the analysed area. The idea is capable of minor modification to fit peculiar community conditions and its employment by newspapers would doubtless give many advertising managers and salesmen a new viewpoint on the community whose purchasing power is their reason for existence. It is certain to produce material that will be welcome to the space-buyer, whose appetite now appears insatiable for definite information on the purchasing power of a territory and the distribution of newspaper circulation in the same area.

It was in consideration of this desire of the advertising buyers and sales managers for definite information on consumer buying ability that that this service was initiated by EDITOR & PUBLISHER in its issue of May 21. To date, surveys have been published for the States of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, and New Jersey. Only one criticism has so far been received and that will be stated and answered in a few words below.

When a manufacturer has checked off every element that seems likely to affect the sale of his product in a given territory, his salesmen can usually name half a dozen or more elements that have not even been considered. The vexing problem is usually not solved by the use of one or more of the general indices of buying power. The manufacturer of kitchenware finds that the index he is using to determine a city or state's buying power is also being used by his neighbor as a guide to the same community's buying power for expensive period furniture. Both cannot be right and both may be appallingly wrong.

Reduced to their lowest terms, the elements which enter into an index of buying power are two—population and income. A study of these two elements properly related will give a close approximation of the potential ability of a community to absorb products of mass appeal. Certain products common to the needs or desires of practically all people and within reach of the poorest flow evenly over the country, practically paralleling the distribution of population. Other products, much desired by all, would have a similar flow provided everyone enjoyed an equal meed of prosperity. Unfortunately, prosperity is not so evenly spread. In some communities, densely populated, lack of education, inadequate transportation, unfavorable climate, etc., may prevent the gainful employment of a large section of the population. A low income level would prevail and while such a community might consume its proportion of low-priced necessities it might not be a promising market for a medium-priced or expensive specialty or luxury.

This condition, frequently overlooked or minimized in studies of buying power, is delineated in this survey to a degree never before attempted. An arbitrary weighting which checks fairly accurately with known facts is given to various classes, as follows:

In Class I, the class for cheap necessities and bulk staples, percentage distribution of population counts 90 per cent and percentage distribution of income 10 per cent. No matter how much of a necessity an article may be, the money available for its purchase has some influence and should be considered with the population figures. In the same way, high-priced luxuries and non-staples of mass appeal should fall under Group V, which is given a weighting of 10 per cent for population and 90 per cent for income. Class VI is devoted to fancy-priced luxuries of high unit value and the weighting is the same as for Class V, except that incomes of $10,000 and more are substituted for the statistics of incomes of all classes. Following are a description of the six classes and the weightings according to each factor in each class:

Class I Cheap necessities and bulk staples. Population 90 per cent. Number of incomes 10 per cent.

Class II Moderate priced necessities and packaged staples. Population 70 per cent. Number of incomes 30 per cent.

Class III Quality priced necessities and staples. Cheap luxuries and low priced non-staples. Population 50 per cent. Number of incomes 50 per cent.

Class IV Fancy priced necessities and staples. Moderate priced luxuries and non-staples. Population 30 per cent. Number of incomes 70 per cent.

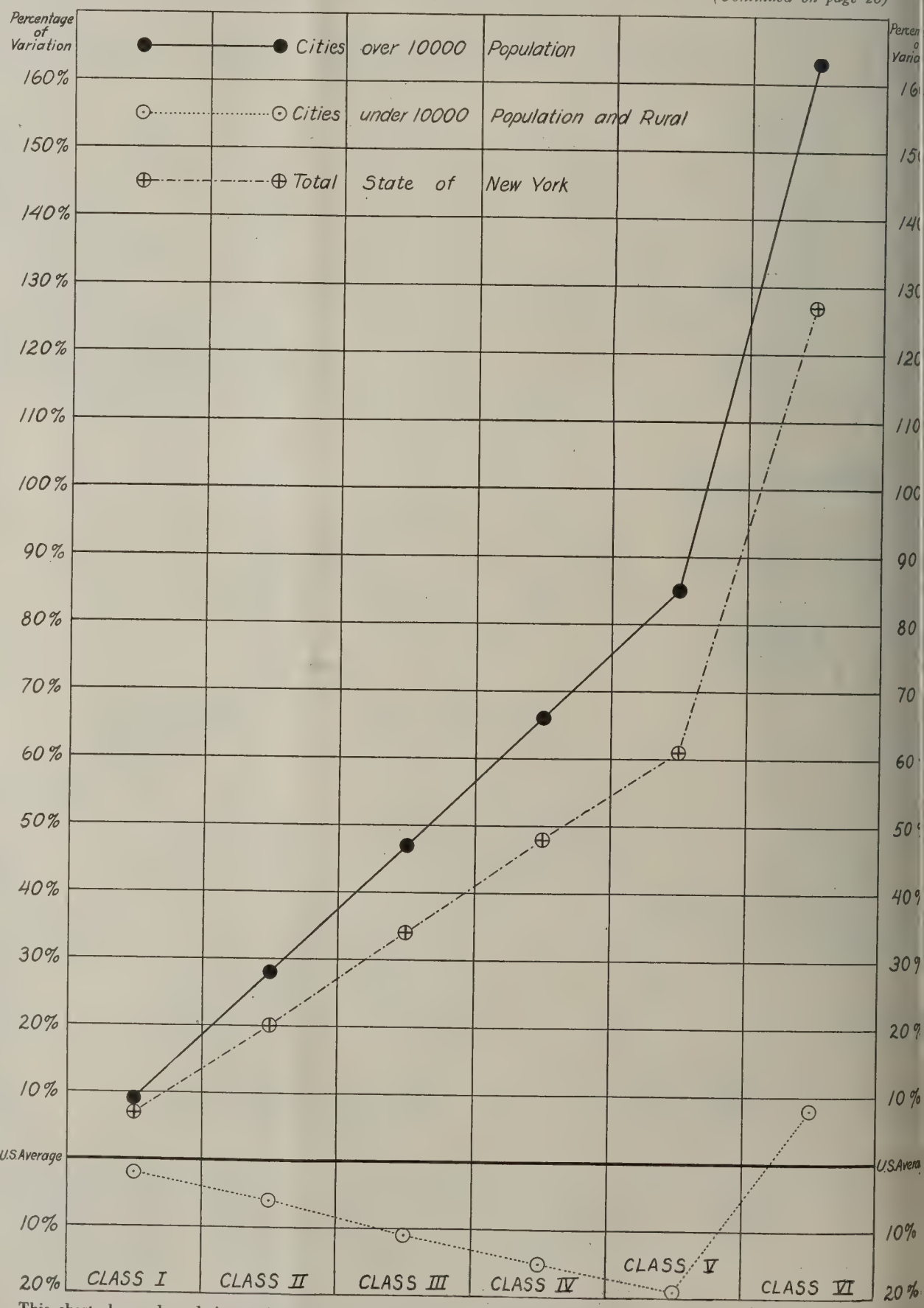
Class V Quality priced luxuries and non-staples. Population 10 per cent. Number of incomes 90 per cent.

Class VI Fancy priced exclusive uries of high unit v Population 10 per cent. N ber of incomes over $10,00 per cent.

The computation of the Index num was done in the following manner:

The population of the United Stat represented as 100 per cent (1925 mates) the percentage of populatio each State, County and City over 1(population was figured and carried four places beyond the decimal poin order to have a figure for the sma communities. The same process was lowed with the "number of all income returns" (1924 returns) the total for United States was represented as 100 cent, or, carried out four places be the decimal point 100.0000 per cent.

(Continued on page 20)



This chart shows the relative variation for the State of New York above or below the United States average for cities of 10,000 or more population, cities of less than 10,000 and rural population and the entire State of each merchandising class.

FILL IN COUPON BELOW FOR COPY OF SURVEY OF NIAGARA FALLS TERRITORY

FASTEST GROWING CITY IN NEW YORK STATE—POWER CITY OF THE WORLD

THE WEATHER
Western New York—Cloudy, probably showers this tonight and Wednesday; cooler Wednesday; fresh winds.

NIAGARA FALLS GAZETTE

Home Edition

VOL. XXXV—NO. 53 TWENTY-SIX PAGES NIAGARA FALLS, N. Y., TUESDAY, MAY 17, 1927 TWENTY-SIX PAGES PRICE TWO CENTS

NIAGARA FALLS IS CITY OF 77,042 POPULATION

What's Back of Niagara Falls!

INTREPID ITALIAN IS WINGING HIS WAY TO BIG CANADIAN CITY

Francesco De Pinedo Is en Route from Illinois Metropolis to Montreal.

SPEEDS TOWARD BORDER

Ace Is Reported Sighted from Several Places in Ohio on Long Flight.

CLEVELAND, O., May 17. (AP)—An airplane identified as that of Francesco De Pinedo, Italian flier, passed over Bryan, Ohio, at 10:34 a. m., according to reports received over company telegraph wired by the New York Central railroad.

Bryan is the first regular landing field of the air mail route west of Cleveland. Officials at the air mail field here had no report from Bryan of De Pinedo's being sighted there, but said that where his original course were taken he probably would [illegible] mail route [illegible] of Cleveland.

Later reports [illegible] Central mail [illegible] 11:03 [illegible] The flier [illegible] 11:26 a. [illegible] miles west [illegible]

CHICAGO [illegible] Francesco De [illegible] president [illegible] at 6:18 a. m. [illegible] morning time. [illegible] Chicago. His [illegible] 11 weeks to [illegible] ocean attempt [illegible] been halted [illegible] Unless the [illegible] ready has [illegible] ing in the A[illegible] Fokker to [illegible] this side of [illegible] had made his [illegible] Pinedo. His [illegible] continuous [illegible] with arrival [illegible] which the [illegible]

A stop at [illegible] If weather [illegible] Many Cleve[illegible] of the River [illegible] lake at the [illegible] Hundreds of [illegible] evening, met [illegible] ahead to be [illegible] east of the [illegible] toad the depo[illegible] An attempt [illegible] was abandoned [illegible] over the [illegible] ting one of [illegible] commission.

REENACTS SCENE I[illegible] WAS K[illegible]

Walter Gob[illegible] Emotion [illegible] Fa[illegible]

NEW YORK [illegible] much appreci[illegible] being greeted [illegible] fans of his [illegible] widows stand[illegible] his reunion of [illegible]

As soon as [illegible] in Gotham's [illegible] first degree [illegible] stand in his [illegible] cell asked him[illegible] Anna Hanna[illegible]

Rising from [illegible] busy demonstration [illegible] he said he ha[illegible] where the g[illegible] around her [illegible] tempted to [illegible]

As they wer[illegible] glass of the [illegible] charged and [illegible] admitted, he [illegible]

Bandsm[illegible] Fam[illegible]

Shredded W[illegible] Farewell Da[illegible]

The Shredd[illegible] a testimonial [illegible] rector, Edwa[illegible] Wednesday, [illegible] The Niagara [illegible] family leave [illegible] European tour[illegible] is the natura[illegible] tenance of the [illegible] ship and good [illegible] happy voyage.

It is expected [illegible] tend the fare[illegible] cent to officers [illegible] company. May[illegible] and members of [illegible] City Manager [illegible] and other city [illegible] citizens.

Mr. D'Anna h[illegible] rector of the fa[illegible] tion since its [illegible] ago. It is large[illegible] efficiency and [illegible] that the band has reached its present position as one of the recognized musical units of this country and Canada.

CARPENTERS ATTENTION
Special called meeting Tuesday evening, May 17th, Odd Fellows hall, Fourth and Niagara streets at 7:30 p. m. Business consideration of letter from Local 82 and consideration of [illegible] labor temple.
H. J. TIFFT, Pres.
W. M. WOODALL, Rec. Secy.

EXPORT RECORDS OF BREWERY [illegible] COMPLETE CUSTOMS PROBE [illegible] AR[illegible] TO [illegible]

[illegible] to Taylor and Bate Brewery by Exporters; Most Daring Smuggling is Done by Women.

[illegible] of the books of the Taylor Brewery, St. Catharines, that a quantity of strong beer listed as malt but no record of its production.

Call for Goods

The export sales of the brewery, the report disclosed, amounted to approximately two-thirds of the entire sales. Most of this was consigned to purchasers' trucks which called at the brewery for the goods, the report states.

[illegible]

EYES EXAMINED
Dr. Louis Ostfish, optometrist, to at the Hotel Imperial every Wednesday from 1 p. m. to 8:30 p. m. Office, Ladies' parlor. Consult him for headache or eye strain.

DE MARY'S HOTEL & RESTAURANT
Now open, cor. First and Niagara sts. Dinner daily $1.50, 5:30 to 8 p. m. Dining and dancing, 8 p. m. to 2 a. m.

SUCCESSFUL TEST IN WEIGHT CARRYING FOR [illegible] PLANE [illegible]

The big three-motored Fokker monoplane, "America," was given a weight lifting test today that was deemed by the Curtiss as "most satisfactory." The America flew off with Fred Acosta and Lieutenants Noville and Balachon, carrying [illegible] pounds of water and sand.

"Acted Fine"

[illegible] Byrd's Ship "Acts Fine" in Roosevelt Field Tests, Pilot Declares.

[illegible] WEATHER STILL IS BAD

[illegible] The big three-motored Fokker monoplane, "America," was given a weight lifting test today that was deemed by the Curtiss as "most satisfactory." The America flew off with Fred Acosta and Lieutenants Noville and Balachon, carrying [illegible] pounds of water and sand.

"Acted Fine"

[illegible] Byrd's Ship "Acts Fine" in Roosevelt Field Tests, Pilot Declares.

[illegible] WEATHER STILL IS BAD

Pilot's Mother



EVERYTHING IN TOWN [illegible] ACTUALLY DESTROYED [illegible] WHEN LEVEE BREAKS

[illegible] Lots of Loose Guards, Residents Flee Their Homes.

HOUSES ARE SWEPT AWAY

Water Rushes Through Break with Mighty Roar, Sweeping Through Town.

GREATER CITY TO HAVE ASSESSED VALUATION OF HUNDRED FIFTY MILLION

Thousands of Acres of Most Desirable Residential Property in Western New York Within Boundaries of Power City; More Than 500 Teachers and 21 Modern Buildings in School System; Increase Police and Fire Departments

NIAGARA FALLS, through the [illegible] which officially becomes a part of the city [illegible] a population of 77,042, according to the most careful [illegible]

This estimate of the number [illegible] greater city is obtained by computing the population [illegible] same bases which gave Niagara Falls a [illegible] when the state census was rejected by representa[illegible] and local agencies and the larger number arrived at.

The [illegible] will [illegible] 500 [illegible] a five co[illegible] public school [illegible] of [illegible] miles of [illegible] [illegible] [illegible]

same process was also followed with the "number of income tax returns over $10,000" (1924 returns).

The proportion of increase or decrease in these index numbers from Class I to Class VI will give a fairly accurate picture of how far above or below average the county or city is in middle or upper classes.

If the index number in class I is the largest number of the six classes the city can be roughly classed as a lower class city or county.

If Class V is the highest number the city or county can be classed as middle class.

But if the largest number is in Class VI then it should be classed as an upper class locality.

The criticism of this system, referred to above, was voiced by a Vermont publisher and since it is likely to arise again, though not in New York State, the writer begs the privilege of stating both the criticism and his argument in rebuttal. Both were printed in the issue of June 18, in substance as follows:

An interesting and not unexpected, criticism, was expressed against the use of income tax returns as a factor to reflect the buying ability of the rural dairy farmer of Vermont. It was objected that due to a 10-20 per cent exemption for depreciation of machinery, 20 per cent for depreciation of live-stock, 5-10 per cent for house rent, milk, butter, eggs, meats, vegetables, etc., the cash income of a Vermont farmer should be increased by amounts ranging from $500 to $1,700 to approximate his real annual income.

There is no doubt that this is true regarding Vermont, a predominantly rural state, and that it prevails also in most rural farming regions. The question as to whether this condition tends toward underestimating the buying ability of the farmer in comparison with that of the city or suburban resident is not new—it has been under discussion for many years in political and economic circles and it probably never will be settled to the complete satisfaction of both sides.

However, since these index numbers are primarily designed for the use of manufacturers and sales organizations selling consumer merchandise of mass appeal, and not farm specialties, it seems reasonable to urge that the following points be kept in mind.

1. The $500 or $1,700 which the critic of this theory proposed should be added to the cash income of Vermont farmers is a book value, set aside to take care of depreciation, of machinery, live-stock, farm building, fences, etc., and hence it is not available for the purchase of consumer merchandise.

2. That the farmer's cost of doing business is balanced and offset in the city by similar stuations in the cost of doing business paid by the retail grocer, the retail druggist, the lawyer and the doctor who maintain their own offices and also by thousands of other small shops and retail stores in the cities.

3. That tax exempt securities, which are largely held in the cities and their suburbs, also help to balance this apparent statistical injustice against the farmer.

4. The big factor of social and business competition in the cities keeps this buying ability active and increases the probability of selling merchandise. For instance, the writer knows of a very wealthy man who maintains a luxurious apartment on Park avenue, New York City, where he lives four or five months a year. The rest of the time he spends on his 3,000-acre farm in the Middle West. It is stated that it costs him more than twice as much to live in New York and keep up his apartment during four or five months as it does to live on and maintain the farm for the rest of the year.

The exemptions that the city man makes in his income returns are not so emphasized as are those of the farmer, but they exist and with the growing preponderance of urban over rural population, it is possible that they offset in the balance the farmer's well known and justified privileges.

(*See Page 22 for Tabulation*).

Jamestown, (N. Y.)

is the center of the rich trading area comprised by Chautauqua, Cattaraugus and Allegany Counties of New York and Warren County of Pennsylvania. These Counties comprise one of the leading dairy sections of the United States. Jamestown is the natural trading center of this rich region. Steam and electric railways make shopping in Jamestown easy, and the farming people of this territory together with the employees of the 263 manufacturing establishments in Jamestown present an ideal clientele for any advertiser.

The Jamestown Post

has about 25% more circulation than any other Jamestown newspaper

11,705

(A. B. C. March 31, 1927)

Of course the POST carries more advertising than any other Jamestown newspaper and most national advertisers use it exclusively.

The Heart of the Finger Lakes

Is a Market by itself Covered adequately only by the

GENEVA DAILY TIMES

Here is a proving ground worthy of the attention of every national advertiser, a rich agricultural territory and progressive urban communities, looking to the Geneva Daily Times as the connecting link between manufacturer, retailer and consumer.

Investigate This Market

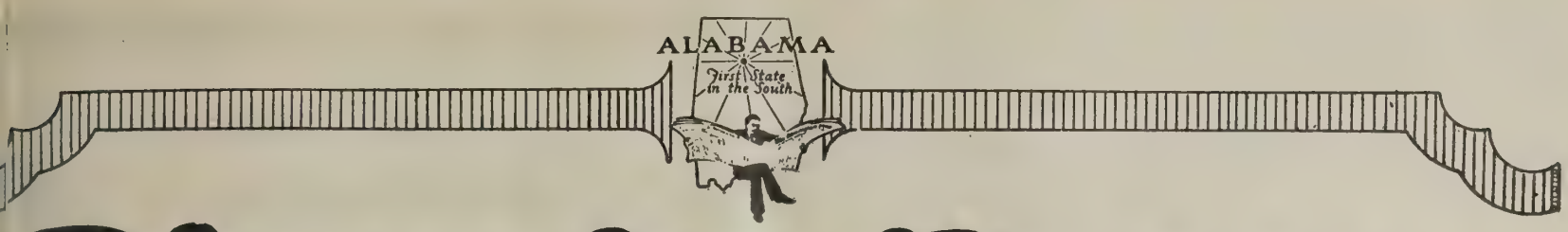
The Geneva Daily Times has recently prepared a thorough and comprehensive market survey of this territory. Send for your copy of "Geneva in a New Light."

GENEVA DAILY TIMES

GENEVA, N. Y.

RALPH R. MULLIGAN
New York Representative

A. R. KEATOR
Chicago Representative



Birmingham

The South's Greatest Industrial Center!

PICTURE, if you will, a city embodying 52 square miles of territory. Now let your imaginative vision sweep a bit further—and there comes into view over 750 factories, furnaces, mills and various kinds of industries. That—is industrial Birmingham.

Within this city there are 247,548 people. Their bank resources total $110,546,888. They have $94,304,928 on deposit. During 1926 their bank clearings amounted to $1,447,643. The 60% assessed value of their property is $193,004,518. In 1926 their building permits totaled $22,263,116. They own over 39,000 automobiles. They have 49,000 children in school.

It takes 36,000 telephones to serve this busy, thriving city. Over 48,000 water connections indicate the number of homes. This is a busy city and many of the industries run night and day — and produced during 1926—1,600,000 tons of steel; 2,881,000 tons of iron; 20,400,000 tons of coal and 4,700,000 tons of coke.

Nine trunk railway lines give adequate receiving and shipping facilities in every direction. The street railways carried 70,775,375 passengers in 1926. And remember if you please—that the land upon which this expansive and tremendously busy city is now situated, was virgin soil and wooded land *just 56 years ago.*

Today Birmingham is the South's greatest industrial city—and is the largest city for its age in the world. It is also known as one of the most responsive markets in the United States.

The Birmingham News

Morning **Evening** **Sunday**

The South's Greatest Newspaper

NATIONAL REPRESENTATIVES
KELLY SMITH CO., New York, Chicago, Boston, Philadelphia—J. C. HARRIS, Jr., Atlanta

BUYING POWER ANALYZED BY PRODUCT CLASSES FOR NEW YORK STATE

Note: Figures below represent percentages of U. S. total carried out to four places: To use, mark off four places and insert decimal point.

Counties in bold face capitals—Cities in capitals and lower case

	CL No. 1	CL No. 2	CL No. 3	CL No. 4	CL No. 5	CL No. 6
NEW YORK	104877	118263	131648	145034	158420	223514
ALBANY	1855	2098	2340	2583	2826	2400
Albany	1115	1272	1430	1587	1744	1480
Cohoes	207	210	214	218	221	190
Watervliet	148	159	170	181	192	163
ALLEGANY	310	281	253	225	196	135
BROOME	1263	1412	1561	1712	1861	1107
Binghamton	672	753	834	915	996	589
Endicott	147	168	189	210	231	137
Johnson City	105	120	134	148	163	98
CATTARAUGUS	646	641	636	631	626	449
Olean	201	226	251	276	301	213
CAYUGA	564	541	520	497	474	562
Auburn	322	338	354	370	386	462
CHAUTAUQUA	1138	1160	1182	1203	1225	935
Dunkirk	177	181	185	189	193	148
Jamestown	419	492	566	640	713	552
CHEMUNG	659	706	752	798	845	653
Elmira	463	539	615	690	766	590
CHENANGO	302	279	256	233	210	215
CLINTON	386	345	305	264	223	252
Plattsburg	105	112	118	124	131	151
COLUMBIA	371	361	351	341	331	334
Hudson	110	122	134	145	157	159
CORTLAND	267	255	243	230	218	260
Cortland	126	135	144	152	161	196
DELAWARE	359	313	267	220	174	151
DUTCHESS	871	870	869	868	867	1167
Beacon	104	107	111	114	117	159
Poughkeepsie	330	363	396	429	462	628
ERIE	6465	7195	7923	8653	9382	8404
Buffalo	5102	5841	6581	7320	8059	7213
Lackawanna	179	180	181	182	183	166
Tonawanda	106	121	136	151	166	148
ESSEX	270	245	220	195	170	243
FRANKLIN	391	365	339	312	286	374
FULTON	404	403	401	399	398	401
Gloversville	198	205	213	221	228	227
Johnstown	97	104	111	117	124	210
GENESEE	378	370	363	355	347	233
Batavia	142	151	161	170	179	120
GREENE	237	215	193	170	148	124
HAMILTON	35	30	25	20	15	25
HERKIMER	586	584	582	579	577	437
Herkimer	98	101	105	109	112	83
Ilion	98	109	121	133	144	108
Little Falls	114	122	130	138	146	110
JEFFERSON	746	731	715	699	684	711
Watertown	304	334	364	393	423	442
LEWIS	205	182	158	134	111	103
LIVINGSTON	337	320	304	288	271	187
MADISON	357	354	350	346	343	294
Oneida	100	113	126	138	151	129
MONROE	3720	4259	4797	5337	5876	5835
Rochester	3045	3564	4082	4600	5119	5077
MONTGOMERY	546	559	572	584	597	481
Amsterdam	323	349	375	400	426	342
NASSAU	1866	1946	2025	2106	2186	6181
Freeport	128	139	150	161	172	488
Glen cove	95	96	96	96	97	271
Rockville Centre	96	107	118	128	139	397
BRONX	7533	7256	6981	6705	6428	4165
KINGS (BROOKLYN)	20411	22476	24541	26607	28672	25826
NEW YORK (MANHATTAN)	21887	31444	41001	50559	60116	118174
QUEENS	6276	6257	6239	6221	6202	8380
RICHMOND	1191	1142	1092	1044	995	1080
New York City	57302	68579	79857	91135	102412	157631
NIAGARA	1214	1295	1375	1456	1537	1155
Lockport	206	235	265	294	323	293
Niagara Falls	593	664	735	806	877	656
N. Tonawanda	160	175	190	204	219	164
ONEIDA	1741	1765	1790	1816	1841	1881
Rome	267	266	266	266	265	271
Utica	930	1002	1075	1147	1219	1187
ONONDAGA	2517	2853	3188	3524	3860	3173
Syracuse	1710	1928	2146	2363	2581	2130
ONTARIO	485	483	481	478	476	356
Geneva	149	166	183	200	217	159
ORANGE	1145	1224	1303	1384	1463	1325
Middletown	186	198	211	223	235	212
Newburgh	280	303	327	351	374	337
Port Jervis	97	107	118	128	138	125
ORLEANS	261	244	227	210	193	225
OSWEGO	609	570	532	493	454	355
Fulton	113	118	122	126	131	99
Oswego	198	201	204	207	210	161
OTSEGO	407	388	368	348	329	374
Oneonta	115	132	149	166	183	208
PUTNAM	109	107	106	104	102	191

(*Continued on page 24*)

In Every
Worthwhile Home In The
Buffalo Area

A. B. C. Daily Circulation
110,686

A. B. C. Sunday Circulation
161,164

Buffalo's only morning and leading Sunday Newspaper

Courier-Express

Lorenzen & Thompson, Incorporated
Publishers Direct Representatives
Chicago New York San Francisco Seattle

The Progressive Spirit of JAMESTOWN, N. Y.

the 45,000 population metropolis and market center of the Chautauqua section in Western New York is shown in its remarkably artistic and successful

Centennial Celebration in June

which attracted thousands of visitors and further sold its own citizens on the wonderful cooperative spirit, diversified industries and material attractions of the City.

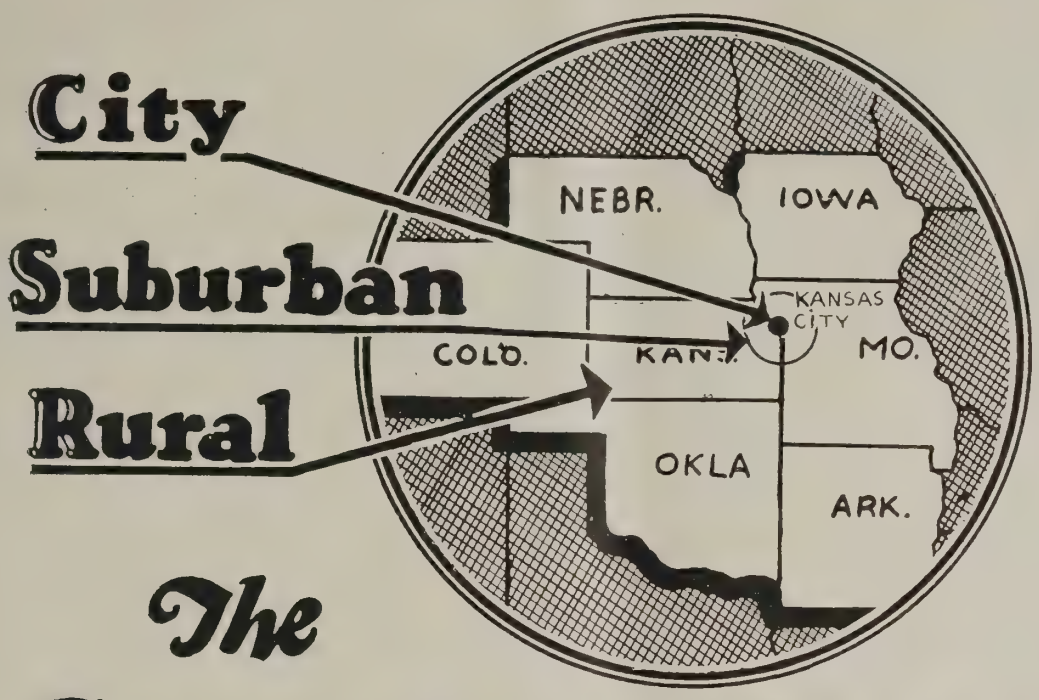
Note, too, the steadily rising indices in the various classes of Jamestown consumer buying ability, in Mr. Seubert's review of the New York State market, as result of over 12% of the population being Federal income taxpayers.

No waste in coverage of this city by use of

The Jamestown Evening Journal

over 12% more city circulation than its competitor by A. B. C. report of April, 1927, and with lower national rate.

Represented by
C. L. HOUSER CO.
New York Chicago



The Complete Market Is Covered by

THE KANSAS CITY STAR.
The Weekly Kansas City Star. *Combination!*

Daily-Weekly Combination	1,000,000
	$1.35 a Line
Sunday-Weekly Combination	800,000
	$1.17 a Line

By using the combined circulation of The Kansas City Star and The Weekly Kansas City Star, advertisers are enabled to cover adequately the complete market of the Southwest at a low daily newspaper advertising rate. The Kansas City Star covers Kansas City and immediate suburbs with practically one hundred percent thoroughness, while The Weekly Kansas City Star provides an additional circulation exceeding 500,000 throughout the seven surrounding states.

The Daily-Weekly Combination affords more than 1,000,000 circulation at a rate scaling down from $1.53¾ to $1.35 a line. The Sunday-Weekly Combination affords more than 800,000 circulation at a rate scaling down from $1.35¾ to $1.17 a line.

THE KANSAS CITY STAR

New York Office
15 East 40th St.
Vanderbilt 10172

The Weekly Kansas City Star

Chicago Office
1418 Century Bldg.
Wabash 1067

BUYING POWER ANALYZED BY PRODUCT CLASSES FOR NEW YORK STATE

(Continued from page 22)

RENSSELAER	1054	1078	1101	1126	1150	1247
Rennsselaer	108	123	139	154	169	183
Troy	655	694	734	774	813	883
ROCKLAND	498	500	502	504	506	660
ST. LAURENCE ..	773	702	631	560	489	388
Ogdensburg	148	144	140	135	131	103
SARATOGA	568	550	532	514	496	393
Saratoga Springs...	125	132	139	145	152	118
SCHENECTADY .	1103	1257	1410	1565	1718	1176
Schenectady	900	1069	1237	1405	1574	1070
SCHOHARIE	179	156	134	111	88	51
SCHUYLER	111	98	84	70	57	58
SENECA	213	194	174	154	135	103
STEUBEN	709	680	652	624	595	440
Corning	145	158	172	185	198	144
Hornell	145	157	170	182	194	141
SUFFOLK	1231	1172	1113	1054	995	2579
SULLIVAN	335	296	258	220	181	127
TIOGA	220	201	181	161	142	90
TOMPKINS	350	355	360	364	369	331
Ithaca	181	210	238	266	295	263
ULSTER	705	654	602	550	499	571
Kingston	249	252	255	258	261	300
WARREN	299	296	294	292	289	408
Glens Falls	166	184	202	220	238	341
WASHINGTON ...	398	373	349	325	300	168
WAYNE	437	400	364	326	289	275
WESTCHESTER ..	3967	4410	4854	5297	5740	15060
Mamaroneck	91	95	100	104	108	281
Mount Vernon ...	480	553	627	701	774	2041
New Rochelle	420	483	546	609	672	1771
Ossining	119	133	147	160	174	456
Peekskill	163	173	183	193	203	528
Portchester	179	197	215	233	251	660
White Plains.....	267	319	372	424	476	1259
Yonkers	1048	1143	1239	1334	1429	3738
WYOMING	259	234	209	184	159	115
YATES	148	133	118	103	88	61
CITIES OVER 10M.	82812	97166	111520	125873	140227	199206
UNDER 10M. AND RURAL	22065	21097	20128	19161	18193	24308

HUGE INCREASE IN SALMON SALES FOLLOWS YEAR'S NEWSPAPER DRIVE

1,150,000 More Cases Sold by Northwest Packers Last Year During $200,000 Campaign—Industry Pleased and Planning to Increase Budget

SALMON sales aided by national advertising and improved marketing methods will show an increase over the preceding year of 1,150,000 cases, according to a report issued this week by Strang & Prosser, Seattle advertising agency handling the advertising program of the industry.

The salmon year ended June 30, and reports of salmon shipments indicated that the industry had on hand 800,000 cases of all grades. This is 150,000 cases more than on that date last year, when advertising was first started, but is considered remarkable since the 1926 pack was 1,800,000 cases more than the pack for 1925, and 2,000,000 cases more than the average for the previous four years.

Incidentally the agency estimated that publishers of newspapers and magazines presented the packers with a quarter of a million dollars worth of free publicity while the $200,000 campaign was being run.

The report follows in part:

"The salmon industry, by adopting these modern sales methods indicates increased sales of from $7,000,000 to $8,000,000 over 1925, and this in the face of declines in the foreign demand. Domestic consumption has been increased steadily to offset not only the great increase in pack, but as well the slump in foreign shipments. Figures compiled by the Association of Pacific Fisheries indicate that the per capita consumption of salmon in the United States has been brought up steadily from 1.13 pounds in 1921 to 2.61 pounds in 1925, the great increase being coincident with advertising.

"On July 1, last year, the visible supply of salmon, all grades, in first hands was 650,000 cases. With one month to go, on June 1 of this year, the Association of Pacific Fisheries' statement showed 1,142,301 cases unsold. Assuming that June's sales this year equal the 4-year average they would be 350,000 cases.

"This should bring the new pack in upon a healthy market—self-evidently a market that can easily be sustained by the same methods of orderly marketing and advertising.

"Shipments of salmon from Pacific Coast ports from January 1 to June 1 this year have been 35% greater than in the same period last year and 40% better than the four-year average.

"National advertising has not only well justified itself in the salmon industry, but it has paid substantial profits. At first the industry was skeptical and had to be shown the benefits. Today there is a better spirit of co-operation, there is more unity than before, and those who were lagging behind while others took the initiative are feeling more willing to do their share and support the common cause.

"These latter feel they are decidedly indebted to the advertising leaders and are expressing a desire in all fairness to co-operate for the benefit of themselves and for the industry.

The advertising committee of the Associated Salmon Packers has worked hard and earnestly to make the advertising program a great success. More and more are their efforts being recognized.

"If advertising had done nothing else—had not sold an additional can of salmon—had not had the effect of stabilizing the market—it has more than paid for itself in its benefits to the industry in many other direct and indirect ways. For the salmon industry has come to have more respect for itself, for its own members, and certainly has gained infinitely more respect from the banking and business world.

"Advertising was launched in March, 1926, with a $200,000 drive covering a 90-day period just before the new pack came in. Because of the success of that campaign it has been maintained consistently ever since, though more money would have made it much wider in scope and more effective.

"With new and adequate funds available from the great majority of the packers—on a lower basis of assessment per case—large advertisements can soon again be stimulating salmon sales throughout the entire country. Getting the 1927 pack quickly into consumption means many times the cost of the advertising in lowered carrying charges, insurance, warehousing, interest on the investment and general grief."

Free salmon publicity totaling a quarter of a million dollars was obtained during the year from newspapers and magazines, the report stated.

This "generous" attitude is described as follows:

"Newspapers, magazines and other avenues of publicity have contribut fully a quarter of a million dollars m in generous use of their pages for f salmon publicity—tens of thousands salmon recipes have been printed throu organized publicity plans worked out this office; beautiful colored pictures salmon dishes, and countless articles a illustrations of the industry have a peared far and wide, and all without c to the Associated Salmon Packers.

"Half a page in one chain of ne papers represented a cash value of $7,5 if the space had been bought. The l issue of one magazine contained $1,2 worth of space featuring salmon dish and another current magazine has a 2 page article on salmon, the equivale space being worth $10,000.

"Other advertisers have helped featuring salmon dishes in their own a vertisements—for instance, Mazola. S mon recipes so featured represent a go $5,000 in one Mazola ad alone."

People who *read* the best *buy* the best

Consolidated Press dispatches

"go where money is"

FAILS TO BREAK RECORD

Mrs. William J. Conners, Sr., wife the Buffalo publisher, failed to break t Albany-New York speedboat reco Tuesday when she raced her speedbo "Miss Okeechobee," down the Hud River at a rate well ahead of the reco made by Richard D. Hoyt's speedbo "Teaser," until an oil pipe broke wh she was off West Point.

WISCONSIN GETS NEW PAPER

The *Lake Geneva* (Wis.) *News-T bune* started publication as a daily t week. Publishers are the Home Ne Publishing Company of Chicago, wi John Millar, president. W. R. Meyer editor of the new daily.

COAST PRESS CLUB ACTIVE

The San Francisco Press Club on Ju 12 will observe Newspaper Men's Nig at the Lurie Theatre. The club plans golf tournament for the coming mon and will hold a summer circus at the cl July 17. E. C. Behrens is president.

OUR POLICY

ONE SIZE
all mats 20″ x 24″

ONE QUALITY
only the best we can make

ONE PRICE
15c
on standing order

Certified Stereotyping is Simplified Stereotyping

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue New York, N.Y.

For wet mat printing with DRY MAT facility — use CERTIFIEDS MADE IN U.S.A.

MADE IN CERTIFIED DRY MATS THE U.S.A.



IN fourteen publications, that reach executives interested in advertising, merchandising and sales, Rotogravure is advertised—as it is here—in its own inimitable medium. This campaign, supplemented by the service of the Rotogravure Development Department of Kimberly-Clark Company, has brought increased Rotogravure lineage to many publishers. Are the Rotogravure representatives of your staff awake to the larger possibilities being created by such advertisements as are reproduced on the second and third pages of this insert?

ROTOGRAVURE

Prints *Perfect* Pictures - the Universal Language

ROTOGRAVURE sections are published every week in fifty-two cities of North America by these eighty-one newspapers:

*Albany Knickerbocker Press
*Atlanta Constitution
*Atlanta Journal
*Baltimore Sun
*Birmingham News
*Boston Herald
*Boston Traveler
*Buffalo Courier Express
*Buffalo Sunday Times
Chicago Daily News
*Chicago Sunday Tribune
*Cincinnati Enquirer
*Cleveland News
*Cleveland Plain Dealer
*Denver Rocky Mountain News
*Des Moines Sunday Register
*Detroit Free Press
*Detroit News
*Fort Wayne News-Sentinel
*Fresno Bee
*Habana, Cuba, Diario De La Marina
*Hartford Courant
*Houston Chronicle
*Houston Post-Dispatch
*Indianapolis Sunday Star
*Kansas City Journal Post
*Kansas City Star
*Long Beach, Calif., Press Telegram
*Los Angeles Sunday Times
*Louisville Courier Journal
*Louisville Sunday Herald Post
*Memphis Commercial Appeal
Mexico City, El Excelsior
*Mexico City, El Universal
*Miami Daily News
*Milwaukee Journal
*Minneapolis Journal
*Minneapolis Tribune
*Montreal La Patrie
Montreal La Presse
*Montreal Standard
*Nashville Banner
*Newark Sunday Call
*New Bedford Sunday Standard
*New Orleans Times Picayune
New York Bollettino Della Sera
*New York Corriere D'America
*New York Evening Graphic
*New York Jewish Daily Forward
*New York Morning Telegraph
New York Il Progresso Italo Americano
*New York Evening Post
New York Herald Tribune
*New York Times
*New York Sunday News
*New York World
*Omaha Sunday Bee
*Peoria Journal Transcript
*Philadelphia L'Opinione
*Philadelphia Inquirer
*Philadelphia Public Ledger & North American
*Providence Sunday Journal
*Richmond, Va., Times-Dispatch
*Rochester Democrat Chronicle
*St. Louis Globe-Democrat
*St. Louis Post Dispatch
*St. Paul Daily News
*St. Paul Sunday Pioneer Pres
*San Francisco Chronicle
*Seattle Daily Times
*South Bend News Times
*Springfield, Mass., Union-Republican
*Syracuse Herald
*Syracuse Post Standard
*Toledo Sunday Times
*Toronto Star Weekly
*Washington Post
*Washington Sunday Star
*Waterbury Sunday Republican
*Wichita Sunday Eagle
*Youngstown, O., Vindicator

Reg. U. S. ROTOPLATE Pat. Off.

the perfect paper for rotogravure printing, is supplied by Kimberly-Clark Company to above papers marked with a star

Kimberly-Clark Company
Established 1872
Neenah, Wis.

NEW YORK, *51 Chambers Street* · CHICAGO, *208 S. La Salle Street* · LOS ANGELES, *716 Sun Finance Building*

ORGE M. BAILEY, NOTED HOUSTON POST-DISPATCH EDITOR, DIES AT 63

ical Writings and Brilliant Paragraphs Spread His Fame —Started Career on Danville (Va.) News—Served Houston Paper Twenty-three Years

GEORGE M. BAILEY, editor the *Houston Post-Dispatch* and known journalist, died at his home iston, July 4, of cancer. He had l for many months. He was 63 ld.

death ended a remarkably varied per career and wrote the last chap- he development of a rare personal- olonel Bailey attained national rec- n by the force and clarity of his al writings, the rare humor and satire of his epigrams and the ering flame of his patriotism and n to the public good.

was born in Wiscasset, Me., on 28, 1864. Upon the death of his in the following year, he moved is mother to North Carolina. In after a number of years spent in he entered an apprenticeship in *nville* (Va.) *News*. During the w years he worked on newspapers ham and Raleigh, N. C., and Co- s, Ga. He moved to Texas in 1883 nt to work on the *Dallas Herald*. later he became co-founder of the *do Graphic*, a small weekly in a cattle region of West Texas.

sold this paper in 1887 and re- to Dallas, working on the *Times* ter serving as manager of the Dal- reau of the *Fort Worth Gazette*. 90 he became associated with the *News* and held various important ns, city editor, political writer at exas capital and, for five years, nt correspondent in Washington,

m 1904 until 1924 he was chief edi- writer of the *Houston Post*, from o 1925 editor of the *Houston Dis-* which has been purchased by R. S. g and associates, and from 1925 his death, editor of the *Post-Dis-* under Mr. Sterling's ownership. 1911 this noted journalist and para- grapher was chosen to the military staff of Governor Ben V. Hooper of Tennessee. This honorary position, carrying the rank of colonel, he held until 1915. He held the same rank on the staff of General Julian S. Carr when the latter was commander-in-chief of the United Confederate Veterans.

A few months ago Col. Bailey was selected as one of 30 outstanding editors to make a two months' tour of Europe for the purpose of studying political and economic conditions. The tour is sponsored by the Carnegie Foundation for the Advancement of Peace. Admirers of Col. Bailey seized this occasion to give him a testimonial dinner. More than a thousand leaders of Texas life were present, and a wonderful tribute was paid to the honor guest.

Col. Bailey's work combined a pleasing style and a wide range of expression with a lofty sense of ethics and a patriot's zeal for service. His Early Morning Observations, a daily feature of the Houston Post and the Post-Dispatch for more than two decades were quoted more frequently perhaps than the remarks of any other newspaper writer. His personality found free expression through this medium. His editorials were lucid, faultless from the standpoint of master craftsmanship and at times remarkably eloquent. Critics say some of them deserve to rank with the choicest essays of the English language. His tribute to Abraham Lincoln, reprinted on the first page of the Congressional Record and included in all Lincoln anthologies of recent date, is called the finest brief eulogy ever written about the emancipator.

Col. Bailey's influence in journalism and in public life was always on the side of cleanliness, fairness and tolerance. He hated sham and fraud and he was an unrelenting foe of corruption. Personally he was modest and unassuming to a fault.

LTER HOWIE BUYS ADE PAPER GROUP

er Hearst Executive Is President Company Controlling Six Publications—Bond Issue Planned by New Owners

lter Howie, who met success in street and retired from daily news- work two years ago when he was ging editor of the *New York Daily r*, has now entered the trade paper as president of a new corporation Trade Publications, Inc.

company is the result of a con- tion of several large trade publica- negotiated by Jack Major of Har- & Cannon. Included in the merger *he American Architect*, established 76; *Music Trades*, established 1890; *al America*, established 1898; *y Culture*, established in 1919; *rs' Journal*, and *Perfumers' Jour-*

sociated with Mr. Howie in the en- se is Verne Porter, former editor *ed Book, Green Book* and *Blue* magazines and associate editor of Hearst group of magazines. Mr. r is vice-president and secretary of orporation. E. J. Rosencranz, presi- of the American Architect, and pub- of trade papers for many years, is urer.

mbers of the board are Joseph Ur- architect; Murray Hulbert, lawyer; Schluter, banker; Mr. Howie, Mr. er, Mr. Rosencranz and another to amed.

r. Howie said that the last six hs he has been engaged in negotia- which have culminated in the pres- consolidation. Prior to that, since ng the Mirror, he was reported in ust, 1925, as planning a tabloid for Chicago, a plan he later abandoned. His present plans in the trade field are ambitious.

"We hope to be the biggest trade group in the field," he stated. "I am calling this new work constructive journalism. It certainly is more refreshing work than to dash out and get the picture of the flashly woman who is suing her husband for divorce."

In connection with the consolidation, Shields & Co., who recently handled the financing in connection with the merger of the *New York Journal of Commerce* and the *New York Commercial*, will soon make a public offering of ten-year 6½ per cent gold bonds of Trade Publications, Inc., which will carry warrants for the purchase of common stock.

"Our little issue was sold immediately," Mr. Howie declared, "and we are now looking for a resale. We only placed one advertisement to comply with the law.

"It may interest newspaper men thus to know that the American public is beginning to look upon investments in publications with favor as the public abroad, particularly in Great Britain, has for many years."

Mr. Howie was for many years in the Hearst service. At various times he was city editor of the *Chicago Tribune*, editor of the *Chicago Herald & Examiner*, and city editor of the *Boston American*.

GULLAHORN PROMOTED

William C. Gullahorn, for the past two years a member of the advertising staff, has been made national manager of the *Birmingham News and Age-Herald*.

PLANNING SHOPPING NEWS

Merchants of Winston-Salem, N. C., are planning to publish a *Shopping News*. No details of the plan have been released.

Convincing Evidence

of the

Prosperity and Responsiveness

of

SPRINGFIELD

and the

Western Mass. Market

With national advertisers, during the month of April, using decreased space in 81 out of 86 American cities of over 100,000 population there has been in the Springfield (Massachusetts) newspapers

DURING THE PAST FIVE MONTHS

A Steady Gain

Every Month

In National Advertising

1926	1927	Gain
1,149,260 Lines	1,250,326 Lines	101,066 Lines

During the Same Period Local Advertising Gained 123,942 Lines

Figures from the Daily and Sunday Republican, measurement unit of the Springfield Newspapers

An Ideal Try-Out Territory

Thoroughly Covered by the

Springfield Newspapers

UNION — REPUBLICAN — DAILY NEWS

Net Paid Circulation as of May 31, 1927

DAILY	SUNDAY
132,647	68,871

EDITORIAL

A CHALLENGE

WHY should any advertising agency traffic in free publicity?

Dozens of them are engaged in the practice, or are operating with press agents and the public relations advisory ilk. They are up to all the tricks to graft space in news columns and in such magazines as dare thus to deceive their readers. Why is this? Can it be justified on the ground of economics? Can it be defended as ethical? Is it even efficient or justifying the expense involved? Is it fair either to the client or to the publisher? Above all things, is it honest to publicly represent advertising as a part of the editorial content of a publication?

EDITOR & PUBLISHER's views on free publicity are well known. We believe most of the agency men agree with us regarding press agentry, not only as uneconomic and unethical, but as an unmitigated nuisance. They continue to practice it because they feel tied to the bull's tail. However, there may be some sincere defenders of the free publicity system among the agency men. If so, we should like to have their point of view. Nothing would please us more than full discussion of this matter from the angle of the advertising agent. If free publicity has a defender, will he kindly step forward and present his argument? EDITOR & PUBLISHER will gladly give a page to any recognized agency man for an exposition of views contrary to ours. If desirable, we may even undertake to arrange a forum for a joint debate, publishing a stenographic report of the proceedings. Is there an agency man in New York who will take either side of this issue, in written or spoken debate? It is a big question. It is a question that must be solved. Discussion of it is a contribution of great value both to advertising and publishing.

Our hat is off again to Thomas H. Adams, fighting editor of Indiana, and his newspaper associates, who are gradually loosening the lid from what appears to be the vilest political pot in this country.

HEADLINESE

AN overwhelming majority of the discriminating readers of the *United States Daily*, published at Washington, recently answered a questionnaire expressing satisfaction that that newspaper had adopted a policy prohibiting the use of "headlinese," especially in its grosser forms.

Franklin P. Adams, pioneer headline reformer, this week quoted from *New York Evening Post* the headline "Spurns Dayton Reception" and demonstrated to our satisfaction that all that Mr. Lindbergh had done to merit this spurning reputation was to fail to attend a reception at Dayton that he did not know about.

The evidence against headlinese continues to accumulate and the day may come when editors in general will give it the boot. But there is something to be said for it, when intelligently done. Long words do not make good headlines, even if they fit the space. The swift-moving, attractive line is composed of a half dozen short words. Certainly no one objects to short words, even if coined, when they make good sense, tell the story and do not jar on the language nerve. Do you dislike "pact" for compact, "tilt" for quarrel, "flu" for influenza, "slain" for murdered? You do object to "grab" for acquire when the act is passive, but not when it is violent. "Spurn" is a badly misused word, no doubt, but has its proper place. On another page of this issue of EDITOR & PUBLISHER will be found a story that cites horrible examples of headlines with double-meaning, always most obnoxious. In general, we think it is not the use but the abuse of headlinese that is under criticism. Perfect headline writing in short and snappy English is, of course, a large order in literature.

How often are newspaper stories satisfactory to you when you happen to know from personal experience what the exact facts are? Making the story good is one of the great evils of our writing men.



Instead of the thorn shall come up the fir tree and instead of the brier shall come up the myrtle tree; and it shall be to the Lord for a name, for an everlasting sign that shall not be cut off.—Isaiah, LV; 13.

CLEAN UP!

THERE is smoke enough to indicate a lively blaze in the sporting department and if there is bribery of sports writers the scandal should be cleaned up from within, not from without. The situation is in the hands of the managing editors of the newspapers and the heads of the press services and syndicates. Today it is but a rumor; tomorrow it may be a subject of conversation among the readers of sports columns across this country.

Journalism is sufficiently well organized to tackle a proposition of this sort. There are organized bodies which have been created in large measure for the purpose of defending the press in such matters. It seems to EDITOR & PUBLISHER that forehanded action is called for and without delay.

It is our own opinion that there are some scurvy panhandlers hanging to the fringes of sport pages. We do not believe that sports writers who have public followings are grafting but we must say that they appear very indifferent to the dirty stories that are floating about regarding their trade. That there are sporting interests that would pass money to newspaper men we do not doubt. Sport stuff, by and large, is not notable for its regard of the cardinal rules of good journalism but is, on the other hand, editorial, assertive and often more in the nature of a tip-sheet than an independent observer and reporter of the news. It is, of course, this laxity that permits the skate who would take money from a sport promoter to get in his dangerous lick. Are the managing editors of the country going to permit this smoldering fire to blaze up into the face of journalism? What is the matter with a clean-up? For a starter consider the ballyhoo nature of the stuff now running from prize fight training camps.

The way to be run out of the newspaper business is to run out of ideas.

SIR THOMAS' "PRESS"

SIR THOMAS LIPTON is known as a jolly type of Englishman. Thrice in 20 years we have seen him smile through his tears as his Shamrock cup challengers were beaten by superior American yachts. As a good sport and a fine fellow American hands have always been outstretched to greet him.

But on Sunday we saw Sir Thomas in an unbecoming pose. Opening the gravure section of our newspaper we came on a three-column picture of the tea merchant standing by the grave of David Kennison, the last survivor of the Boston Tea Party. Sir Thomas obviously had permitted a press agent to lure him to New England, place a dinky wreath on a tomb that had been lovingly erected by the Sons and Daughters of the American Revolution and there frame up a "news photograph" for publicity purposes. This was its impertinent caption: "No wonder he smiles! Sir Thomas Lipton, one of the world's greatest tea merchants, has just placed a wreath on the grave of the last survivor of the Boston Tea Party."

Yes, he is smiling—or is it a smirk on his salty countenance? A three-column tea advertisement in free news space! Triumph of thrift and advertising ingenuity! A little sport, in the name of "business," at the grave of David Kennison.

Perhaps our sense of humor needs honing, but the picture was not funny to us. It may be good advertising, but a young lady of our acquaintance blazed up patriotically: "I think that picture is an insult and I wouldn't drink his old tea."

THE CRITICAL FUNCTION

THAT the people of many cities are loc the newspaper for improved critical on plays, motion pictures, radio and b the confident belief of EDITOR & PUBLISHE public needs the information and the theatre, exhibitor, broadcaster and book-publishing need the stimulus of independent thought thus expressed. The critical phase of journalism i cities has been all but stamped out by short box-office folk and newspaper men who, to advertising coming easily, are willing to sacri critical function of the newspaper. It is a r

For a large percentage of subscribers ther better reading than soundly constructive an descriptive columns of criticism of public en ments or books. The press agent material many editors are using cannot possibly inte in any real way serve the reading public. It i a vile imposition. We know of nothing t discredits a newspaper as gushing bestowal of on a poor public performance. Good and ba formances, so far as the newspaper is con fall to a mean level and columns that should b with lively interest become boresome and are ignored.

Oh, yes, there is grief in it—but it is worth of trouble and any other necessary sacrifice able to advise your public on the matter of tainment. Criticism need not be very troub if sensible and capable writers are entrusted wi work.

Wonderful newspapers these days—stories adventure that pale the wildest flights of tion!

GOOD BUSINESS

THE triumph of advertising in the salmo dustry is even greater than we had been believe. A few years ago we recall the di that plagued the great packing business which offering a wonderful food product in large qua to a public that did not understand or apprecia value. According to an official report for the year ending June 30 the per capita consumpti salmon in the United States has in five years incr from 1.13 pounds to 2.61 pounds. Last year's increased some eight million dollars over those of and the report says this was "coincident with a tising."

It was more than that, gentlemen. It was and effect in operation. It was an application o old, but ever young, policy of telling the public meritorious article and then supplying the public' mand. What has happened in the salmon ind can happen in other neglected industries when operation is perfected.

Journalism grieves at the loss of Col. Georg M. Bailey, editor of Houston Post-Dispatc editor to his finger tips, humorous paragraphe of rare skill, leader of men and good citize His like is uncommon in this world.

SIGNS OF A BREAK

JEALOUSY among Mussolini's aides leading ugly charges, duels and demands that the dict support faction against faction leads the co spondent of *New York Herald Tribune* to the b that the brutal rule of Fascism is breaking up. heavy jaw of the dictator is commencing to wabbl

It seems that the Castor Oil Brigade and the Yo Intellectuals have fallen out. The former believe "treating 'em rough"; the latter are for more refi methods in promoting a state which wipes out rights of the individual and puts all power into hands of the governing party. These rival facti are represented by two Roman newspapers and wide has the breach become that these organs are regarding the iron censorship. They even air scand in high places. Mussolini to succeed needs both f tions and shrinks into the background when cal upon for a decision.

This may not be the time, but the day is surely co ing when Fascism will break up. The scandal of will shock the world.

PERSONAL

C. MEIGS, publisher of the *Chicago Herald and Examiner,* was to a party of Chicago business men ntly in a flight over Chicago in a t air cruiser, Stanolind, the plane of Standard Oil Company.

Warren Knaus, for 40 years editor of *McPherson* (Kan.) *Democrat-Opin-* was honored during June by being n the degree of doctor of science by colleges. His alma mater, Kansas e Agricultural College, Manhattan, McPherson College, conferred the rees.

Samuel E. Shannahan, publisher of the *ton* (Md.) *Star-Democrat,* has been ted chairman of the Maryland Board State Aid and Charities, succeeding Philip Briscoe, who died May 4. Mr. nnahan has been a member of the rd since 1924.

Frank F. Collins, Arcola, Ill., publisher the *Arcola Record-Herald* and the *omcorn News,* has been elected secre- of the National Association of om Manufacturers. His Broomcorn ws was a development of a column he maintained in his paper for years and is recognized as an authority in the le.

. E. Hanway, publisher of the *Laredo* ex.) *Daily Times,* left this week for a ee months' stay in Casper, Wyo., ere he publishes the *Casper Herald Tribune.* The Casper papers are ler the management of Earl Hanway, of J. E.

C. B. Blethen, publisher of the *Seattle* Wash.) *Times* has contributed the sum $1,000 towards the purse of $25,000 lected from the business interests of city for the flyer making a non-stop ns-Pacific flight from Seattle to kio.

Glenn H. Langworthy, editor of the *ring Valley* (Minn.) *Mercury,* is in a ious condition following an injury fered when the automobile in which was riding overturned.

IN THE BUSINESS OFFICE

LOUIS A. BISHOP, for many years identified with newspapers in Duque and other Iowa cities, has been med advertising director of the *Racine* (Wis.) *Times-Call.*

Francis H. Doane of Westfield, N. J., rmerly with the *Elizabeth Journal,* and *Daily Courier* of the Oranges and aplewood, is now on the display adverting staff of the *Easton* (Pa.) *Daily Express.*

W. O. Jones of Peabody, Kan., has ined the staff of the *Wewoka* (Okla.) *ily Times* as advertising manager. He as formerly with the *Salina* (Kan.) *urnal.*

Larmar Marshall has been made manger of the *Bunceton* (Mo.) *Eagle.* Jack F. Dennan, owner, will retain his terest in the paper.

J. E. Hazel, advertising manager of the *Biloxi* (Miss.) *News,* a weekly Sunday tabloid, is now with the advertising staff of the *Gulfport & Biloxi* (Miss.) *Daily Herald.* Prior to going to Biloxi, Mr. Hazel was advertising manager of the *La Salle* (Ill.) *Tribune* and later with the advertising department of the *Post-Tribune,* consolidated newspaper.

IN THE EDITORIAL ROOMS

HENRY SUYDAM, Washington correspondent of the *Brooklyn Eagle,* temporarily attached to the editorial staff of that paper, in the absence of Arthur M. Howe, who is taking his annual vacation. Mr. Howe is enjoying his favorite sport of salmon fishing in Nova Scotia.

John W. Dienhart has been promoted to political editor of the *Herald and Examiner,* taking the place of Charles N. Wheeler, who resigned to become assistant to the president of the Illinois Power and Light Company.

Frank O'Neil, night telegraph editor, *Minneapolis* (Minn.) *Tribune* has returned after a two weeks' vacation.

Frederick T. Turner, day city editor of the *Buffalo Courier-Express,* and Buffalo newspaper man of 17 years' experience, has resigned to become special representative of the Exchange Mutual Insurance Company for Western New York. He has been succeeded by Edward J. Lebherz who formerly was city editor of the Buffalo Express.

Maj. Grover F. Sexton, who organized the Soldiers' Friend department in the *Chicago Herald and Examiner,* has returned to the paper after three years spent in handling the Studebaker corporation's national publicity.

Jose Rojas, editor of the *Laredo Times'* Spanish section, has been named city editor of the Times. The change took place following the discontinuance of the Spanish section of the paper June 23.

Robert Phillips of the city staff, *Worcester* (Mass.) *Telegram,* and Mrs. Phillips, are parents of a daughter born recently.

Phil Parrish, assistant city editor of the *Portland Oregon Journal,* has resigned to become associated with the department of industrial journalism at Oregon Agricultural College. He will teach and edit the alumni magazine.

William D. Chandler has been appointed city editor of the *Seattle Post-Intelligencer* to succeed Tod R. Moss who has gone to California. Oliver Morriss has been named to fill Chandler's position of night city editor.

Keith Preston, literary editor of the *Chicago Daily News* and conductor of the column "Hit or Miss," was one of three judges who awarded the John Billings Fiske prize in poetry, in the eighth annual competition at the University of Chicago.

Ray Olsen, reporter for the *Worcester* (Mass.) *Post,* has returned from his vacation on the North Shore.

John M. Mallon, Jr., political reporter of the *New London* (Conn.) *Day* was appointed clerk of the police court of the town to succeed Samuel T. Adams, publisher of the *New London* (Conn.) *Daily Globe* who has served as clerk for the past 24 years.

James H. Guilfoyle, night city editor for the *Worcester* (Mass.) *Telegram,* is on an automobile tour of New England for his annual vacation.

Joseph G. Mahar, rewrite man, and William A. Allen, state editor, of the *Albany* (N. Y.) *Times-Union,* are on vacation.

Robert B. Sibley, police reporter, *Worcester* (Mass.) *Post,* is spending his annual vacation at Burncoat Beach, Mass.

James L. Holton, of the *Brooklyn Eagle's* news staff has resigned to become real estate editor of the *New York Telegram.*

FOLKS WORTH KNOWING

ON July 3, 1887, F. A. Miller joined the staff of the *South Bend* (Ind.) *Tribune* as a reporter. Previously he had served as a newsboy for the Tribune and also as a compositor in the old hand-set days.



F. A. MILLER

Now he is the president and editor of the paper he joined 40 years ago. He has probably been continuously connected with one newspaper longer than any other Indiana newspaper man.

Mr. Miller is the son of Alfred B. Miller, one of the founders of the Tribune, who died Dec. 10, 1892. Since his death the son has been the directing force of this Indiana newspaper.

Martin J. Kunkel, staff photographer of the *Brooklyn Eagle,* is a patient at the Samaritan Hospital in that borough, where he is recovering from an operation for appendicitis.

Phillip Hindley, copy reader on the staff of the *Seattle Post-Intelligencer* has been seriously ill for several months with heart trouble. He is able to be up now and is slowly convalescing.

Warren Irvin, of the reportorial staff of the *New York Times,* has been given a year's leave of absence and will make a world tour.

John Pratt Whitman, for the past five years associate secretary of the Boston Federation of Churches, on Sept. 1 will join the staff of the *Boston American* to establish a church page.

The Misses Anna G. and Katherine S. Hennessey, daughters of Michael E. Hennessey, political writer on the *Boston Globe,* sailed from Boston, July 3, on the liner Cameronia for a tour of Ireland, England, Belgium and other countries.

Edward Harold Crosby, dramatic editor of the *Boston Post,* and Mrs. Crosby sailed July 8 from Boston on the liner Martha Washington for Lisbon.

Oscar L. Stevens, managing editor of the *Quincy* (Mass.) *Patriot-Ledger,* and Mrs. Stevens have returned from a vacation spent at Monhegan Island, Me.

Ernest T. Jenkins, of the *Boston Traveler,* has been in New York the past two weeks in connection with a contest conducted by the paper.

Harry B. Turner, of the *Nantucket* (Mass.) *Enquirer,* was one of three passengers who made the initial flight from

(*Continued on page 32*)

Powerful Summer Reading

PIRATES AHOY!

by Charles B. Driscoll

A weekly series of remarkable pirate tales.
Thrills without smut—Three-column art.

Order now and provide your readers with summer reading that holds attention despite the heat!

The McNaught Syndicate, Inc.

V. V. McNITT, President — Times Bldg. New York City — CHARLES V. McADAM, Vice President



Orders Now Being Taken for Immediate Release of

"The Serial Sensation of the Year"

TWO FLIGHTS UP

by

MARY ROBERTS RINEHART

"America's Most Popular Woman Writer"

Love
Mystery
Action

Twenty-six Dramatic Chapters

First Fifteen Chapters Illustrated by

J. Norman Lynd

Metropolitan Newspaper Service,

Maximilian Elser, Jr., General Manager — Earl J. Hadley, Associate

150 Nassau St., New York City

(*Continued from page* 31)

Boston to Nantucket on the plane "Miss Nantucket," July 2, marking the official opening of a regular aerial route between the Hub and that island.

Ruel Colby, formerly of the *Concord* (N. H.) *Daily Monitor-Patriot,* is back on the staff for the summer months.

HOLDING NEW POSTS

RICHARD P. OVERMYER, from copy desk to state editor, *Indianapolis Star.*

Edward E. Liechty, from editor of the *Berne* (Ind.) *Witness,* to editor of the *Berne Review,* semi-weekly.

Goodrich Gates, from telegraph editor, *Elizabeth* (N. J.) *Times,* to desk, *Yonkers* (N. Y.) *Statesman,* handling telegraph and county news.

Hilton P. Hornady, from reportorial staff, *Minneapolis* (Minn.) *Tribune* to staff, *Buffalo* (N. Y.) *News.*

Edward T. Fairchild from copy desk, *Springfield* (Mass.) *Union* to assistant news editor, *Providence Bulletin.*

PRESS ASSOCIATION NOTES

DE WITT McKENZIE, now in the New York office of the Associated Press, will return to London in September as the A. P.'s London correspondent, succeeding Charles S. Smith, promoted to chief European correspondent.

L. E. Claypoole, Associated Press correspondent in Manila, has been ordered home by his doctors following a serious attack of bronchial pneumonia. Mr. Claypoole worked for the Associated Press on the Chinese story, having been assigned from Manila to Shanghai when American Marines were first sent there several months ago.

William S. White, with the Associated Press since 1904, has resigned as traffic department representative of the Virginia district, with headquarters in Richmond, Va., effective July 1, on which date he joined Bryan, Kemp and Company, Richmond brokers.

Dennie J. Mason, Jacksonville, Fla., reporter, recently joined the Raleigh N. C., bureau of the Associated Press as mail editor.

Edward Powell, who recently resigned as correspondent for the Associated Press in Manila, has arrived in Portland, Ore., to make his home. He was with the A. P. for 39 years in New York, Chicago, San Francisco, Portland and Manila.

M. M. Oppegard, Northwest correspondent of the Associated Press with headquarters at St. Paul, Minn., recently addressed the members of the Zonta club of St. Paul on the development of international news gathering.

Edward Q. Anderson, Olympia, Wash., correspondent for the Associated Press, has been transferred to Seattle to spend two months at the A. P. bureau of that city. His duties at Olympia will be taken over during his absence by C. A. Hayes, former correspondent.

MARRIED

JAMES E. KELLER, of the display advertising staff of the *Easton* (Pa.) *Daily Express,* to Miss Meredith Hiers, on Saturday, July 2. Mr. Keller was formerly on the classified staff of the *Cleveland Plain Dealer.*

Willis C. Reddick, advertising manager of the *Clinton* (Ill.) *Journal-Public* to Miss Lucille Boyer, in Carmi, Ill., June 30.

Gordon Seagrove of New York, formerly of the staff of the *Chicago Tribune,* to Mrs. Minona Fields Lovell of Chicago, June 28.

Walter C. Harvey, of the reportorial staff, *Christian Science Monitor,* to Miss Helen M. Winchester, of Lynn, Mass., and secretary on the staff of the Monitor, June 27.

Miss Grace Irma Elwell of Dover, Mass., art critic of the *Boston* (Mass.) *Post,* to Archie Collamore Burnett, Jr., of Waban, in New York, recently.

Henry W. Kendall, managing editor, *Rocky Mount* (N. C.) *Evening Telegram,* to Miss Mary Leslie Moss, Spartanburg, S. C., June 30.

George Phillips Hollingbery of the local display advertising staff of the *Chicago Herald and Examiner,* to Miss Elizabeth Sifers of Iola, Kan.

S. Rulley Ennis of the local display advertising staff, *Chicago Herald and Examiner,* to Miss Marcile Throckmorton recently.

Miss Fern Stevens, society editor of the *Chehalis* (Wash.) *Bee-Nugget* to Chester F. Nye, linotype operator for the *Chehalis Lewis County Advocate.*

Miss Helen Dorothy Woody, daughter of O. H. Woody, publisher of the *Okanogan* (Wash.) *Independent,* to Leo Raymond Lee of Seattle, June 30.

Errentz William Maxson of the *New London* (Conn.) *Day* to Miss Marjorie Adele Palmer of New London, Saturday, July 2.

James Edwin Anderson of the advertising staff of the *Chicago Tribune,* to Miss Florence Gertrude Sweeney of Chicago, July 2.

Albert J. Bromley, a regular contributor to the *Chicago Sunday Tribune* and author of "Bed Time Stories for Grown Up Guys" and "The Return of Snowshoe Al," to Miss Gertrude Malvina Abel of Chicago, June 25.

CHANGES OF OWNERSHIP

VANDERGRIFT (Pa.) News and Citizen have been sold to Robert E. Slough, recently advertising manager of the *Beaver* (Pa.) *Times* and secretary of the company. The sale was handled by J. B. Shale, newspaper broker, New York.

Sacred Heart (Minn.) *News* together with the plant has been sold to Cecil Clay by Tom Olson.

The *Vilas County News* and *Eagle River Review,* published at Eagle River, Wis., have been consolidated. The combined publication will be known as the *Eagle River News-Review.* Walter Gander, Jr., is editor and manager of the paper.

J. H. Swindler and J. H. Gray of Newport, have purchased the *Conway* (Ark.) *Times* and plant from the owner, L. S. Dunaway.

James B. Muse, owner and editor of the *Tionesta* (Pa.) *Vindicator* has disposed of the paper to J. Reed Aucker, formerly with the *Rimersburg* (Pa.) *Record.* Mr. Muse was connected with the Vindicator for about 40 years. At one time he was part owner of the *Franklin* (Pa.) *Evening News.*

Ben A. Siebert of Rushville, N. Y. has sold his interest in the Ontario Yates Publishing Company to Albert Middaugh, and will return to Rochester, his former home. Mr. Midaugh has engaged Frank A. Tabor of Syracuse, who will take charge of the newspaper, which is known as the *Tri-Town Times* and is issued weekly.

George Crellin, publisher of the *Brunswick* (Neb.) *Independent,* and Carl Wills, Plainview, have purchased the *Plainview* (Neb.) *Tribune* from O. F. Wills, who established the paper three months ago. The new owners will move the Brunswick equipment to Plainview.

Belmond (Ia.) *Independent,* R. A. Rabkins, publisher, has acquired the *Belmond Herald-Press,* published by the Belmond Printing and Publishing company of which W. C. Ramsay is editor, and this week consolidated the two weeklies.

J. Russell Hertman and Arthur M. Morgan, graduates of the University of Missouri school of journalism, this spring, have taken over the *Rantoul* (Ill.) *Press,* a weekly, from C. A. Lawrence and this week assumed possession.

Control of the *Mott* (N. D.) *Pioneer Press* has been acquired by business men of the city and F. G. Orr has been named editor and manager. He succeeds L. H. McCoy who has sold his interests. At the annual stockholders' meeting R. E. Tronsdale, W. J. Glenny, Frank Fietsam, Otto Kibbel and F. G. Orr were elected to the board of directors.

L. W. Kenny, formerly of the *Morris* (Minn.) *Tribune* has purchased the *Tomah* (Wis.) *Monitor-Tribune.*

SPECIAL EDITIONS

ERIE (Pa.) *Dispatch-Herald,* 132-page Shrine Hospital Dedication edition, June 25.

Windsor (Ont.) *Border Cities Star,* 62-page Jubilee edition, June 30.

Owen Sound (Ont.) *Daily Sun-Times,* special Old Home Week edition, July 1.

Vancouver (B. C.) *Evening Sun,* Confederation edition, June 30.

Worcester (Mass.) *Evening Post,* financial and industrial edition, June 29.

Edmonton (Alta.) *Bulletin,* 48-page Confederation edition, June 30.

Albany (N. Y.) *Knickerbocker Press,* 24-page tabloid (electrical section), Sunday, July 3.

Gloversville (N. Y.) *Leader-Republican,* 12-page section on opening of new Johnstown Garage, June 29.

Worcester (Mass.) *Telegram-Gazette,* business and financial editions, June 29.

Bellaire (O.) *Daily Leader,* 72-page Interstate Bridge Number, June 30.

Montreal Daily Star, 76-page Jubilee edition, June 29.

Concord (N. H.) *Daily Monitor-Patriot,* 16-page special supplement edition, Saturday, July 2, in connection with the city's 200th anniversary celebration.

SCHOOLS

APPOINTMENT of David Gustafson, of Chicago, as United Typothetæ of America, professor of printing, and of John C. Martin, as United Typothetæ head instructor in craftsmanship has been announced at Carnegie Institute of Technology, Pittsburgh, Pa. Both appointments are subsequent to the recent establishment by the United Typothetæ of America of a fund of $225,000 to support a professorship in printing and a head instructor in printing crafts ship.

The Citizen, the weekly comm newspaper for Berea, Ky., edited published by the Berea College P was awarded first place, with priz a silver loving cup, for the best sin edition entry; second place, with of $25 in cash, for the best four tions, and third place in editorials, newspaper exhibit under the auspice the Kentucky Press Association, field, Ky., June 23.

George Snodgrass, of Barberton, has been made editor of the *Lantern,* Ohio State University daily newspape Columbus. Henry S. Walker, of Col bus. is business manager.

Mark Lowery has been made edito the *Locust,* student publication of East Texas State Teachers' College Commerce, Texas.

FLASHES

The oldest bank president is retir after fifty-four years of service. A n who has been saying "No" that l ought to give his voice a rest.—*Da News.*

The government will lighten our b dens by making paper money smaller *Florence* (Ala.) *Herald.*

The problem of what Colonel Lin bergh will do after the shouting a cheering have subsided has been solv He will be opening his personal mail the rest of his life.—*Seattle Times.*

Trouble with present-day marria crops is that they are too divorcified *Wall Street Journal.*

We gather from the remarks of Sec tary Wilbur that our aviators have c ated so much international good-w amity, tolerance, and brotherhood th we must all arm to the teeth.—*The Ne Yorker.*

ADVERTISERS KNOW THE VALUE OF

THE ALTOONA MIRROR

AS AN ADVERTISING MEDIUM

They know their message is read daily by over thirty thousand families. That's why the Mirror published 31,724 more lines in June 1927 than it did in 1926.

172,088 lines

of national advertising were published during the month of June.

And the daily net paid circulation reached the high water mark of

30,591

THE ALTOONA MIRROR

Business Direct Fred G. Pearce, Manager of Advertising

Now Set in TRADE LINOTYPE MARK Ionic No. 5

Complete Dispatches of United Press, International News Service and Universal Service

THE ST. LOUIS

FINAL SPOI EDITION ☆☆☆☆☆

24 PAGES. PRICE TWO

on't say "Paper" Say "STAR"

OF HICI

HOAX RUMC FAI

Two Dentists V amine Teeth itive in Saying Is That of Lawyer.

AUTOPSY SH NO POIS

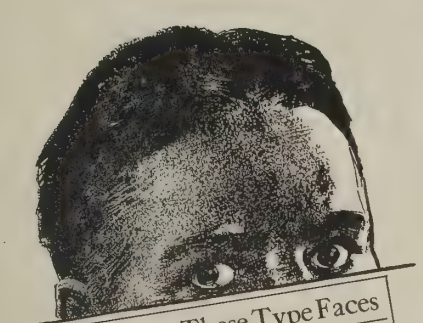
Woman Who T Body Might of Husband and Declares Not.

Photographic Reduction of Page Ad in St. Louis Star

THE ST. LOUIS STAR

FIRST IN ST. LOUIS *with the NEW* EYE-SAVING TYPE

Another Service to Newspaper Readers That Directly Benefits Newspaper Advertisers



For several years typographical experts, in collaboration with psychologists and oculists, have been experimenting with small type faces, to develop a design which would be artistic, more easy to read and less tiring to the eye. As a result of careful study, the 7-point Ionic No. 5 on an 8-point slug, was developed.

The St. Louis Star watched these research activities with a great deal of interest and as soon as the new type was available, took steps to discard the old type used for many years, junked thousands of dollars worth of old equipment and at a great cost, substituted the new. On Monday, April 18th, The Star made its first appearance in its new costume—instituting a great service to St. Louis newspaper readers which undoubtedly will be adopted later by other St. Louis newspapers.

What does this mean to the advertiser? It means briefly that readers of The St. Louis Star will suffer little or no fatigue from the "fine print" of their favorite newspaper. They will, therefore, be more inclined to peruse this newspaper at greater length. In short, they will have a keener desire and more time to read ADVERTISEMENTS.

To appreciate fully the significance of this innovation, get a copy of The Star today, read it and note the legibility and eye-soothing style of The St. Louis Star's new body type.

A newspaper that has reached an enviable position for great news achievements and for editorial attitude that protects and benefits the people of this city; the attainment of the greatest sustained average daily circulation in its history; and now, from a physical standpoint, a more "humane" newspaper—those are a few of the things that are making a more productive advertising medium of - - - -

THE ST. LOUIS STAR

"Nothing Counts but RESULTS"

Compare These Type Faces

OUR OLD TYPE

You are reading this in the size of type used by The Star for many years, but which was discarded with Saturday's issue to give way to the newly designed and far superior type face in the adjoining column.

The average reader of The Star has grown accustomed to the type you are now reading, and for that reason presentation is made in this manner of the two type faces, side by side, to emphasize the improvement made by The Star's investment in the new equipment to print a better paper.

As in all progress, the old gives way to the new and better. With these few words the type that has been known in the printing world as 7-point No. 2 on an 8-point slug bids you farewell.

OUR NEW TYPE

Here is the new type The Star has bought to make your daily issue of this newspaper easier to read, as well as worth reading.

In this face of type you have placed before you the last word in the art of newspaper research on type subjects. By comparing this new type with the old in the left-hand column, it readily will be seen that the improvement is little short of marvelous.

This new type face you are now reading is known as 7-point Ionic No. 5 on an 8-point slug. Old persons will find it a delight to read, and anyone troubled with visional defects or handicaps will welcome this innovation as a boon.

It is hoped that if you are pleased with the new type you will tell your friends and neighbors.

A Few Comments on the New Type Face From Readers of THE ST. LOUIS STAR:

The new type, known technically as 7-point Ionic No. 5, on an 8-point slug, created a great deal of interest Monday, April 18, at the convention of the Missouri Optometric Association at Hotel Statler. The delegates, who come in daily contact with newspaper readers and their eye complaints, hailed the change in The Star's appearance as a distinct improvement over other type faces.

Dr. Lawrence S. Geiger of Sedalia, president of the association, lauded The Star for making the change.

"Printing as clear and distinct as that presented by The Star's new type face should not result in any eyestrain at all," he said. "The new type is clearer, bolder and therefore much easier to read than other styles of print."

Louis P. Aloe, president of A. S. Aloe & Co., opticians: "The Star should be complimented on the change in type faces. The new type is much easier to read. It is clear and distinct. I notice The Star's sp[illegible] carefully the results of the new print type in The Star on the eyes of our patients.

L. A. Safford, vice president Mo-Quay-Norris Manufacturing Company: The finest type I have ever seen in a newspaper. My eyes are [illegible] but I can read it without [illegible]

Mergenthaler Linotype Company

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

COOLIDGE WON'T TALK OF 1912 THIRD TERM STAND

Visits Her in San Francisco.

Edgar G. Brown, Negro editor of the Standard News, a weekly newspaper, was arrested today by federal

Dodd of St. Louis C

BUILDING NEWSPAPER CIRCULATION

O'Rourke Obtains Figures Showing Relationship Between Circualtion Revenue and Expense—Method of Preventing Carrier Turn-Over —Brooklyn Times Tour Contest

OF 33 newspapers circularized by Clem D. O'Rourke, circulation manager of the *Indianapolis Times,* only one stated that their circulation department did not show any net earnings. The average net earnings of the 33 dailies when circulation expense included maintenance, promotion, mailing room, and transportation, was 45 per cent, with their expenditures listed as 34 per cent for maintenance, 18 per cent for promotion, 16 per cent for mailing room, and 32 per cent for transportation.

Mr. O'Rourke supplied these figures to members of the International Circulation Managers Association at the recent convention held at Atlanta, Ga.

"I have made," he explained "five territorial divisions, placing seven of the 33 papers who furnished me figures in the east, seventeen in the central west, five in the south, two on the Pacific coast, and two in Canada.

"An average of eastern papers show 46 per cent net earnings with their expenses divided as 39 per cent for circulation maintenance, 19 per cent for circulation promotion, 12 per cent for mailing room, and 30 per cent for transportation.

"The central west papers showed an average net earning of 45 per cent, with expenses divided as 31½ per cent for maintenance, 19 per cent for promotion, 17½ per cent for mailing room and 32 per cent for transportation. Five papers reporting from the south showed a net earning of 40 per cent, with circulation maintenance costing 31 per cent, promotion, 22 per cent, mailing room 13½ per cent and transportation 33½ per cent. The Pacific coast papers showed 47½ per cent net earnings, while spending 31½ for maintenance, 26½ for promotion, 21½ for mailing room and 20½ for transportation. The two Canadian papers showed an average of 55½ per cent earnings while their expenses were divided as 45 per cent for maintenance, 17 per cent for promotion, 17 per cent for mailing room, and 21 per cent for transportation."

Carrier turnover was analyzed this week for EDITOR & PUBLISHER by H. Fenton general circulation manager of the *Rochester* (N. Y.) *Times-Union,* in an effort to discover causes and a possible cure for this continual circulation department worry.

"One of the chief causes of this turnover," he decided, "is the fact that carrier boys do not make as much money as the number of papers they carry entitles them to. This is chiefly due to two things: first, the boys do not collect regularly; secondly, they do not keep books.

"We remedied the bookkeeping situation by requiring each boy to turn in his collection book each week to be audited by the district manager. This is a simple system of bookkeeping and has worked well on our paper.

"To remedy the main trouble, irregular collections, W. C. Worcester, our city circulation manager, now requires each carrier without exception to pay his bill each Saturday. The people know when to expect him and have his money ready.

"For the last three months there has not been a Saturday when our carrier collections were not in to the cashier 100 per cent, because of this rule. The carriers are making more money, and turnover has virtually ended among Rochester Times-Union carriers."

Sixty carriers of the *Brooklyn* (N. Y.) *Daily Times* who receive the highest number of votes during the 10 weeks period between May 31 and Aug. 8 inclusive will be taken on a trip to Niagara Falls, Aug. 30 to Sept. 2, by E. S. Dobson, circulation manager. Mr. Dobson explained this week how he conducted this tour contest.

"The contest is divided into three periods," he said, "with a distribution of nearly $700 in cash prizes at the end of the fourth, seventh and tenth weeks. Each carrier is being credited with 34 votes on each new subscriber, obtained during the first period, 25 votes during the second period, and 20 votes during the third period.

"In the spring of 1925 and 1926, we ran similar contests through which the same number of boys and men were taken on a three-day trip to Washington, and last summer 40 boys were taken to the Sesquicentennial at Philadelphia and to Valley Forge. We have found that these contests have a big appeal to the boys. Their school teachers and parents also approve of them and we have had no difficulty in getting a boy excused from school to go on these trips."

John H. J. Kuntz, circulation manager of the *Lancaster* (Pa.) *Intelligencer and News Journal,* was married June 30, to Miss Lillie Mae Moore, Mr. and Mrs. Kuntz will leave July 20 on a honeymoon trip to Chicago, the Great Lakes, Niagara Falls and Canada. Mr. Kuntz is secretary and treasurer of the Interstate Circulation Managers Association. He was formerly circulation manager of the *Altoona* (Pa.) *Tribune.*

George Kernek has been made circulation manager of the *Shawnee Morning News* at Holdenville, Okla., for that territory. Kernek was formerly a carrier at Holdenville.

Dr. E. L. Karnes has closed his office in Carlinville, Ill., to join the circulation staff of the *Springfield* (Ill.) *State Register,* and succeeds K. W. Moody in charge of the Carlinville circulation. Mr. Moody becomes district circulation manager in two counties.

Approximately 200 newsboys were the guests of the *Newburgh* (N. Y.) *News* at a recent outing at Orange Lake Park, in which the boys of the recently combined *Beacon* (N. Y.) *Journal-Herald* participated. The Beacon carriers were under the care of Joseph Lynch, circulation manager. The News' force was led by Prestley McLaughlin, circulation manager, assisted by Irving Knox, Joseph Smith and Harold Rehrey.

ASSOCIATIONS

LISBON (N. D.) ADVERTISING CLUB has elected W. S. Parker as president succeeding E. S. Farringer.

At a recent meeting of the ADVERTISING ASSOCIATION of HOUSTON, Tex., H. Wirt Steele, advertising manager of the Duncan Coffee Company was elected president, A. M. Cohen, advertising manager of the *Houston Post-Dispatch* was elected vice-president.

Annual summer meeting and outing of the NOBLES COUNTY (Minn.) EDITORIAL ASSOCIATION which was scheduled to be held in July at Adrian, has been postponed until August.

About 75 members of the BENEFIT SOCIETY of the *Worcester* (Mass.) *Evening Post* held their first annual outing and dinner dance June 29, at Chauncey Inn. Michael J. Ahearne was chairman of the committee.

CROSSCUP-PISHON POST, American Legion, of Boston, Mass., composed chiefly of advertising men; recently awarded posthumous medals to Capt. Charles M. Nungesser and Capt. Francois Coli, the missing French airmen who attempted to cross the Atlantic May 9.

Norman S. Gale, president of the NORTHWESTERN TYPOGRAPHICAL CONFERENCE, was reelected at a meeting of the conference in Aberdeen, Wash., June 29. Other officers elected are: John W. Wray, Spokane, secretary; Charles Alexander, Portland, vice-president; and Parm Pettipiece, Vancouver, B. C., and Frank J. Finnegan, Anaconda, Mont.; executive board members.

One hundred and fifty-four members of the GREATER BUFFALO ADVERTISING CLUB have returned to Buffalo from the annual three-day cruise, which this year took them to the Royal Muskoka hotel at Lake Rousseau, Ont. Fred W. Kendal, Jr., former president of the club and chairman of the cruise, was in charge.

ADVERTISING CLUB of WORCESTER, Mass., will hold its annual outing Jul 20. Creighton P. Morton has bee named chairman of the committee.

J. L. Matthiesen has been elected presi dent of SPOKANE ADVERTISING CLUB, suc ceeding L. J. Harger.

CENTRAL MISSOURI PRESS ASSOCIATIO is holding its summer meeting in War saw, Mo., July 8 and 9. E. E. Pipe *Tipton Times,* is president and Mr Pauline Taubert, *Warrensburg Standard Herald,* is secretary.

NEW ENGLAND NEWSPAPER ADVERTISING

BELOW are printed May linage figures of newspapers in important New England cities, providing a cross-section of advertising in that section of the country. The figures were furnished EDITOR & PUBLISHER by Frank E. Phi lips, manager of the New England Dai Newspaper Association, Worcester.

CROSS-SECTION OF NEW ENGLAND ADVERTISING

	May, 1926	May, 1927	Loss or Ga
Brockton	861,812	849,268	12,544
Hartford	2,506,481	2,446,757	59,724
Lowell	945,830	810,018	135,312
Lynn	1,307,068	1,197,966	109,102
Manchester, N. H.	1,253,735	1,249,419	4,316
New Bedford	1,172,038	1,051,848	120,190
New London	441,182	444,038	2,856
Pawtucket	909,529	884,607	24,922
Pittsfield	791,252	775,348	15,904
Providence	3,191,207	3,032,602	158,605
Springfield	2,938,334	2,860,340	77,994
Waterbury	2,369,055	2,139,570	229,485
Worcester	2,442,621	2,284,942	157,679
	5 mos.1926	5 mos. 1927	Loss or Gai
Brockton	3,844,484	3,947,874	103,390
Hartford	11,248,201	11,274,061	25,860
Lowell	4,280,610	4,012,301	268,309
Lynn	5,587,358	5,612,964	25,606
Manchester	5,459,622	5,491,634	32,012
New Bedford	5,017,670	4,681,369	336,301
New London	2,088,786	2,191,672	102,886
Pawtucket	4,243,317	4,260,604	17,387
Pittsfield	3,758,932	3,531,766	227,166
Providence	14,248,309	13,754,694	493,615
Springfield	12,582,744	12,905,032	322,288
Waterbury	10,243,071	10,242,692	379
Worcester	10,694,759	10,372,597	322,162

Improves Appearance of Owosso Argus-Press

Mr. J. E. Campbell, Managing Editor of the Owosso (Mich.) Argus-Press, says: "Since the installation of our Ludlow we have made great improvements in the typographic appearance of our paper and we receive frequent favorable comments from readers and advertisers to that effect.

"The Ludlow has also put us almost entirely upon a non-distribution basis. This eliminates the constant annoyance of a tie-up in type. And the Elrod gives us a fresh supply of leads, slugs, and strip material daily.

"We are very well pleased with the purchase and feel that the installation of both the Ludlow and Elrod has afforded us a material saving in time and money."

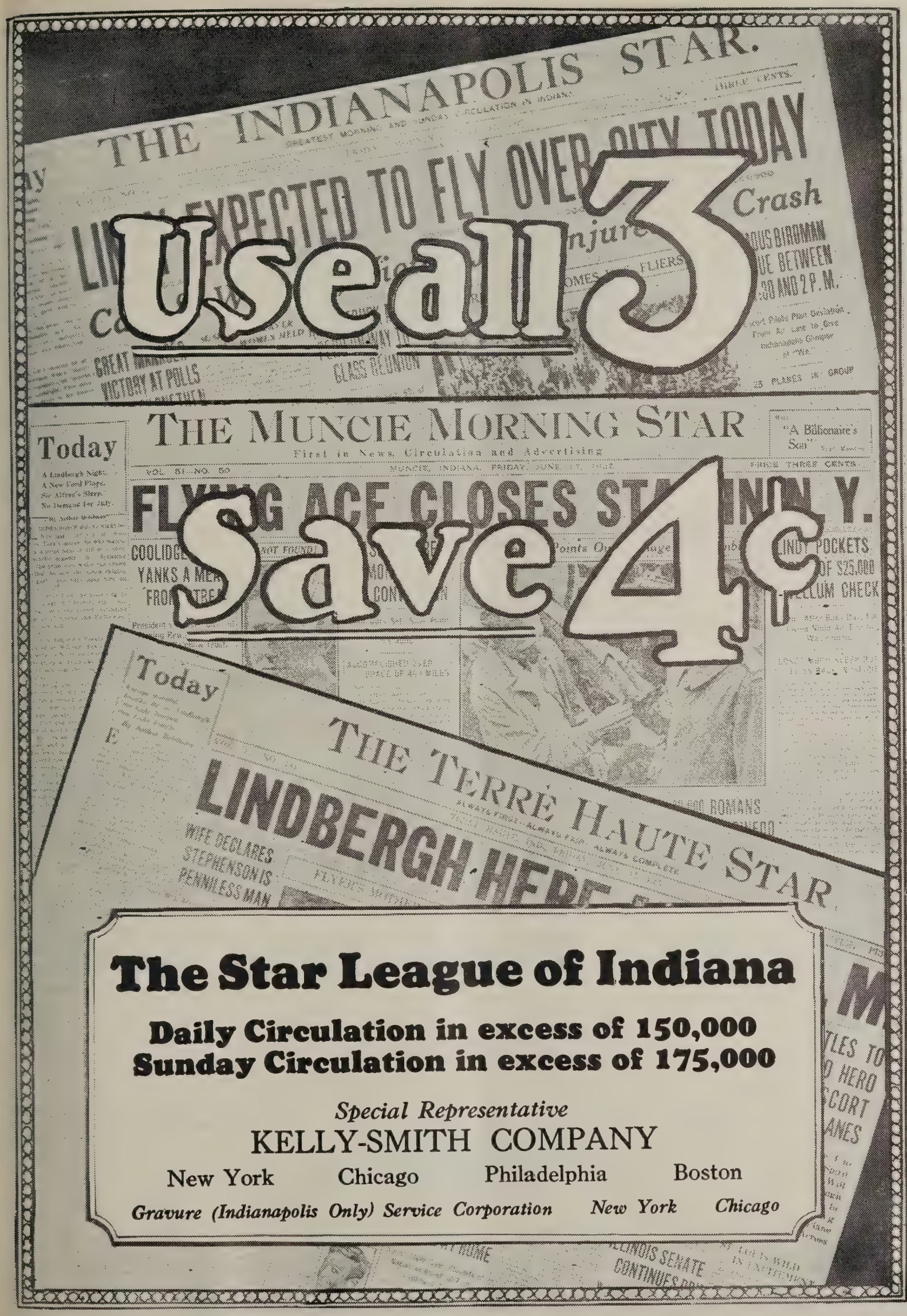


Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago

Boston: 470 Atlantic Avenue — Atlanta: 41 Marietta Street
New York: 63 Park Row — San Francisco: 5 Third Street

LUDLOW QUALITY SLUG COMPOSITION



Use all 3
Save 4 c

The Star League of Indiana

Daily Circulation in excess of 150,000
Sunday Circulation in excess of 175,000

Special Representative
KELLY-SMITH COMPANY
New York Chicago Philadelphia Boston

Gravure (Indianapolis Only) Service Corporation *New York* *Chicago*

ADVERTISING AGENCY AFFAIRS

Benson & Gamble and Johnson, Read & Co. Merge in Chicago—World Wide Buys Finch Agency—Former M. E. Starts Buffalo Advertising Firm

CONSOLIDATION of Benson & Gamble and Johnson, Read & Co., both Chicago advertising agencies, was announced this week. The merged firm will be known as Benson, Gamble, Johnson & Read. Headquarters are at 222 West Adams street, Chicago. Partners are John Benson, Thomas S. Gamble, Carl P. Johnson and George H. Read.

Mr. Benson is past president of the American Association of Advertising Agencies and chairman of its finance committee. Mr. Johnson is the Chicago advertising agency representative in Rotary International. Arthur T. Lewis, head of the plan and copy department, served in that capacity for ten years with Johnson, Read & Co. and conducted the course in advertising copy at Northwestern University.

Clients of the newly consolidated agency include the Book House for Children, Conover Dishwashing Machine, Finnell System, Inc.; Halsey-Stuart & Co., Harper & Kirschten Shoe Company, Herrick Refrigerator Company, Jenny Wren Company, Little Corporal Company, National Association of Ice Industries, Northern Trust Company, Peck & Hills Furniture Company, Pfanstiehl Radio Company, W. F. Quarrie & Co., John Rudin & Co. and John Sexton & Co.

World Wide Advertising Corporation, New York, has absorbed the L. J. Finch Agency, also of New York. Mr. Finch has joined the World Wide staff in an executive capacity.

C. R. De Bevoise, formerly of the Charles R. De Bevoise Company, has joined the staff of the Paul Cornell Company, Inc., New York.

David S. Taylor, who resigned as managing editor of the *Buffalo Courier* after having been with the Conners' publications for 25 years, is one of the organizers of the new Taylor-Preston Advertising Corporation, which will do a general publishing, research and advertising business, with principal offices at Buffalo. Associates of Mr. Taylor are Albert G. Preston and Vincent H. Riordan. Temporary offices are at 519 White building, Buffalo.

H. Paul Warwick, for the past 15 years associated with the American Lithographic Company, has resigned as sales manager and director of that company to become an active partner in the advertising agency business of Cecil, Warwick & Cecil, which prior to July 1, was known as Cecil, Barreto & Cecil, Richmond, New York, and Baltimore.

Thomas McDougall, of Thomas McDougall, Ltd., London advertising agency, has been appointed publicity adviser to the Compagnie Fermiere de Publicite des Grands Reseaux de Chemins de Fer Francais, who are the sole concessionaires for advertising on the French railways.

The Kenyon Company, national advertising agency, opened its new offices in Boston, Mass., in the Metropolitan building, 260 Tremont street, June 22, with a "sky-line luncheon" to New England advertisers.

WRITES SISTER'S LOVE STORY

Cornelius Vanderbilt, Jr., writing in the *New York Daily Mirror*, of which he is associate editor, this week told the "inside" story of his sister Grace's elopement with Henry G. Davis.

AD TIPS

Aitkin-Kynett Company, 1516 Chestnut street, Philadelphia. Reported to have secured account of the Dubilier Condenser Company, New York.

George Batten Company, 383 Madison avenue, New York. Placing orders with some Western newspapers for Colgate & Company, face powder, Jersey City, N. J.

Brandt Advertising Company, 431 North Michigan avenue, Chicago. Is issuing schedules on Cheese Products Company.

Cecil, Warbuck & Cecil, Richmond, Va. Reported to have secured account of Handley & Kinsella Coffee & Spice Company, St. Louis.

Chambers Agency, Inc., 1233 Starks Building, Louisville, Ky. Placing account for Hillerich & Bradsby Company, Louisville, manufacturers of baseball bats and golf clubs.

Nelson Chesman & Co., Inc., 1127 Pine street, St. Louis. Has secured account of the Arzen Laboratories, Inc., Clinton, Iowa, manufacturers of "Arzen."

Harrison J. Cowan, Heckscher Building, New York City. Has secured account of the E. N. Products Corporation, New York, manufacturerss of automotive equipment.

J. H. Cross Company, 1700 Walnut street, Philadelphia. Placing orders with some Pennsylvania newspapers for Louis F. Neuweiler & Sons, beverages, Allentown, Pa.

Gale & Pietsch, Inc., 6 North Michigan avenue, Chicago. Reported to be placing orders with some Pennsylvania newspapers for the Minnesota Valley Canning Company, Le Sueur, Minn.

Glen Buck Company, 39 South La Salle street, Chicago. Issuing schedules for July, August and September on Sheaffer Pen Company, Fort Madison, Iowa.

Green, Fulton & Cunningham, 360 North Michigan avenue, Chicago. Are to issue schedules shortly advertising the new model of the Nash Motor Car Company, Kenosha, Wis.

Gundlach Advertising Company, 400 North Michigan avenue, Chicago. Placing account for the D. D. D. Company, Batavia, Illinois, manufacturers of skin lotion and soap.

Foster-Hamilton Company, Tulsa, Okla. Now handling the account of the Mid-Continent Petroleum Corp., Tulsa.

Huber Hoge, Inc., 415 Lexington avenue, New York. Placing orders with newspapers in various sections for Bell & Company, Bell-Ans Tablets, Orangeburg, N. Y.

Charles W. Hoyt Company, 11 East 36th street, New York. Placing orders with some Pacific Coast newspapers for the Russell Mfg. Company, Middletown, Conn.

H. W. Kastor & Sons Company, 14 East Jackson boulevard, Chicago. Issuing schedules to a list of newspapers in the central west on B. Heller Company (Insecticide), Chicago.

John S. King Company, Inc., 1220 Huron Road, Cleveland, Ohio. Placing account for the White Sewing Machine Company, Cleveland.

Lamport-MacDonald Company, 525 J... Building, South Bend, Ind. Has secu... following accounts: Stewart Battery C... Chicago, Ill.; South Bend Lathe Works... Bend, Ind.; Indiana Truck Corporati... rion, Ind.

H. K. McCann Company, 80 East ... Boulevard, Chicago. Issuing copy orde... list of Metropolitan papers on the ... House, Chicago, on a cash basis.

Porter-Eastman-Byrne Company, 2... Monroe street, Chicago. Issuing a fe... papers in the middle west for the adv... of the Falstaff Brewing Company, St. ... Missouri.

William H. Rankin Company, 247 Pa... nue, New York. Placing six-time orde... newspapers in various sections for Th... Lipton, teas, New York.

E. P. Remington Agency, 1280 Main ... Buffalo, N. Y. Again making contrac... newspapers for the Foster-Milburn C... "Doan's Pills," Buffalo, N. Y.

Fred Robbins Company, 360 North M... avenue, Chicago. Issuing schedules on ... Institute, Dwight, Ill.

Roberts & MacAvinche, 30 No. D... street, Chicago. Will continue to ha... newspaper advertising of Cluett, Peabody ... Inc., Troy, N. Y.

Ruthrauff & Ryan, 136 West 31st stre... York. Again making contracts with new ... for the Guaranteed Products Company ... tised Products Company), New York.

Steuerman Service, 15 East 26th stree... York. Making contracts with some ... Coast and Ohio newspapers for the ... Yeast Company, Atlanta, Ga.

C. C. Stockford Company, 136 Huron ... Toledo. Placing account of W. B. & ... Boice Company, Toledo, manufacturers ... working bench machines.

Street & Finney, 40 West 40th stree... York. Again placing orders with new ... in selected sections for the Mello-Glo Co... face powder, Boston.

Turner-Wagener Company, 400 North ... gan avenue, Chicago. Again placing ... with some Western newspapers for the ... Company, Beverages, Chicago.

Western Advertising Company, P... Oregon. Using Pacific Coast newspap... Bakerite Bakeries, Portland, Oregon.

OHIO GROUP TO MEET

The summer meeting of the B... Press Association will be held at B... Lake, O., Friday, July 22. The pr... plan to employ a full-time field sec... in Ohio, supported by weeklies ... dailies, will be discussed. R. B. H... general manager of the *London ... Madison Press* and *Madison ... Democrat,* is president.

The Dallas Morning News
THE DALLAS JOURNAL
The Semi-Weekly Farm News

ANNOUNCE THE APPOINTMENT OF

THE JOHN BUDD COMPANY

NATIONAL ADVERTISING REPRESENTATIVES

Effective August First, 1927



Why Intertype Ideal News Face Stereotypes Better

[1] Because the hairlines and serifs have been thickened. Less chance of breaking down and smudging.

[2] Because the side walls of the matrices are of normal strength—not weakened by too-close spacing between the letters.

[3] Because certain letters have been opened up as compared with older news faces.

The Intertype Ideal News Series will give you better stereotyping, greater legibility, and larger word count. Made with wide combination teeth, which make all matrices hang straight in the transfers and in the distributor, thus insuring better distribution, longer wear.

Send for illustrated broadside containing full-size newspaper specimens of the Intertype Ideal News Series.

Intertype matrices will run in other slug-casting machines

Standardized INTERTYPE TRADE MARK

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 So. Main St.; *Boston* 80 Federal St.; *London; Berlin*

WHAT'S WHAT IN THE FEATURE FIELD

Dempsey and Mencke Merge and New Feature Results—Ullman Issues Review on U. S. Road Construction—Cartoonist Smith Leaves NEA Service, Inc.

DORMAN H. SMITH, for the last six and a half years cartoonist for NEA Service, Inc., is now a cartoonist for the *New York American.*



DORMAN H. SMITH

When his contract with NEA expired June 20, he severed his connections with that organization, assuming his new duties on the American immediately.

On NEA he has been succeeded by Don Wooton. Mr. Smith joined the artists' staff of NEA after experience on the old *Des Moines News.*

His cartoons have been widely reproduced in American and foreign reviews.

Frank Mencke, widely known sports writer, is at Saratoga Springs, N. Y., "ghosting" for William Harrison Dempsey, the ex-heavyweight champion who this week was knocking out unknown middleweights for the benefit of enthusiastic sports correspondents visiting his training camp. Daily articles by Mencke, under the by-line of Dempsey, are being offered by King Features Syndicate, Inc., New York.

A review of the road construction program under way for the National Parks of the United States has been written by William Ullman, editor of the Ullman Feature Service, Washington, D. C.

On the theory that men need a "big brother" just as Dorothy Dix is the "big sister" of troubled and perplexed women, Addington Bruce has been chosen by the Ledger Syndicate, Philadelphia, to conduct a daily question box feature.

Arthur J. Palmer, former associate of Thomas A. Edison, is writing the inventor's authorized life story for King Features Syndicate, Inc., New York. Frank Kuchenmeister is drawing the illustrations.

Herman E. Mootz is author of "Pawnee Bill," a frontier days' story being offered by the Graphic Syndicate, New York.

J. V. Connolly of the King Features Syndicate board of management, has returned to work after several weeks illness.

Leslie Fulenwider, president, and W. L. Wardell, vice-president in charge of sales for Famous Features Syndicate, New York, sailed on the *Mauretania* Wednesday for a business trip to London and Paris.

V. V. McNitt, president of the McNaught Syndicate and the Central Press Association, was in Cleveland this week taking over control of Editors' Feature Service and Johnson Features, Inc., the syndicates he acquired recently.

King Features Syndicate has purchased the serial rights to "Where's Emily," by Carolyn Wells.

Rube Goldberg, celebrated his 44th birthday in Paris with a party on July 4. His syndicate, McNaught, cabled him congratulations.

WITH THE GENERAL ADVERTISERS

Frank Harwood Made Director of American Tobacco Company—Germany Taking Up American Advertising Methods—One Advertiser Cannot Keep Another Out of a Medium, Court Rules

FRANK HARWOOD, for the last six years advertising director of the American Tobacco Company, was this week appointed a member of the board of directors of that firm.



FRANK HARWOOD

Mr. Harwood is widely known in advertising circles. He is a member of the board of the Audit Bureau of Circulations and only recently resigned after several years' service as vice-president of the Advertising Club of New York. Before becoming associated with the American Tobacco Company, Mr. Harwood was for 12 years with the General Cigar Company, starting work for this concern and working up to the position of advertising manager.

The American Tobacco Company is one of the country's biggest users of newspaper space. Campaigns for many of its brands appear in the dailies. The biggest campaign now under way is that of Lucky Strike, copy in which is appearing in a list of some 700 papers.

American advertising methods are being used in Germany with notable success, particularly in the newer industries, according to Wilhelm Ohlhaver, advertising manager for the Revalo wheat-coffee factories of Hamburg, who is in Chicago studying merchandising and publicity.

"We are using American methods and have demonstrated our product in northern Germany," Mr. Ohlhaver declared, "and have tripled our output in a year.

"We increased our capacity from 70,000 pounds of wheat-coffee to 300,000 pounds. Now we find that by adopting American factory methods we can manufacture a million pounds a day with the same number of employes we now have, because of greater efficiency."

Mr. Ohlhaver is negotiating for the sale of the American manufacturing rights to an American firm, since it is difficult to export the German product, which is made of American wheat.

One advertiser cannot order another advertiser out of the same medium, it was ruled in a New York court this week, when Supreme Court Justice Ingraham granted the application of the Sanka Coffee Corporation for an injunction restraining the Broadway Subway Advertising Company from removing its advertising cards from subway cars.

The court said the defendant gave no reason why it alleged the Sanka cards were objectionable, except that another advertiser "protested against the continued display of plaintiff's cards." The court directed the redisplay of the cards already removed.

The Sanka Company is also suing for $1,000,000 damages, alleging that the defendant removed its cards and broke the contract with the plaintiff because of the influence of another advertiser.

S. E. Conybeare, president of the Association of National Advertisers, and Arthur H. Ogle, secertary-treasurer, will address the annual convention of the American Photo-Engravers' Association in Washington July 14-16.

Norman E. Olds, advertising ma of the Perfection Stove Company been appointed a director of the As tion of National Advertisers, succe P. B. Zimmerman of the General E Company, resigned.

WOMEN IN ADVERTISING AND JOURNALISM

Jane Eads Writes Story Flying from Chicago to San Francisco—Edith Abbott Elected Theta Sigma Phi Secretary—Change on Albany Times-Union

MISS JANE EADS, a *Chicago Herald and Examiner* reporter, was the first passenger to undertake the flight in the first plane in the Chicago-San Francisco passenger and air-mail line, a contract service operated by the Boeing Air Transport Company. In making her hop, Miss Eads transferred three times. She wrote the hour-by-hour narrative of her journey for the Herald and Examiner while lounging in the passenger cabin en route.

Miss Edith Abbott, a member of the editorial staff of the *Northwest Farm Trio* newspapers published at Spokane, Wash., was elected national secretary of Theta Sigma Phi, women's national journalism fraternity, at its national convention which was held recently in Minneapolis.

Miss Thelma Brezee, formerly college news reporter, has been given a regular position on the staff of the *Albany* (N. Y.) *Times-Union.* Miss Margaret Steele succeeds her on the State C "beat."

Miss Evelyn McElhinney has work as society editor of the *M* (Wis.) *Capital Times,* succeeding Alfred Willoughby (Betty Cass) signed. Miss McElhinney was a s at the University of Wisconsin at son last year.

Leola Allard is back on the ed staff of the *Chicago Herald and E iner,* having traveled for three mon special assignment.

Juanita Hooper of Asher, Okla joined the staff of the *Shawnee* (*Morning News* as a reporter.

Marjorie Lawrence, formerly tician for the Illinois State Depa of Labor, has joined the Business vey of the *Chicago Tribune* as as to R. D. Cahn, editor of the "C Tribune Survey."

CHICAGO GROUP ON FLIGHT

Staff Members of Herald and Examiner Go by Air to Madison, Wis.

Several members of the staff of the *Chicago Herald and Examiner* were included in a party which this week flew from Chicago to Madison, Wis., and back in the giant air cruiser Stanolind, owned by the Standard Oil Company. The party took off from the airport at Lansing, Ill., on the outskirts of Chicago, and flew to Madison, 175 miles away, in 85 minutes. They were greeted by several hundred persons, including A. M. Brayton, publisher of the *Wisconsin State Journal,* and were guests at luncheon, after which they started back to Chicago.

Those in the party were: James W. Irwin, day city editor, Herald and Examiner; David Mann, photographer; E. N. Quinn, president of the Madison Airways, Inc.; Paul F. Irwin, of Madison, father of James W. Irwin; Earl Avkroid, Herald and Examiner reporter; Mrs. Paul F. Irwin, of Madison; Mrs. G. A. DeWitt, wife of the Herald and Examiner night editor; Jane Eads, Herald and Examiner reporter; Perry Hutton, pilot of the Stanolind; Mrs. James W. Irwin, daughter of W. H. Bridgman, owner of the *Stanley Republican;* J. P. Porter, aviation manager of the Standard Oil Company, and James Phelps, mechanician of the Stanolind.

DANA HOME BEING RAZE

Workmen on June 30 started d tion of the homestead at Glen Cove of Charles A. Dana, famous editor *New York Sun,* who died in 1897. Morgan is building a summer ho the site, having acquired the pr from Paul A. Dana, the editor's s 1920.

Our Customers Write Our

RED BANK, N. J., REGISTER SAYS—

"We made the change from Flat Bed to the Dup TUBULAR press without necessity of increasing our fo and without loss of operation our plant."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press C
BATTLE CREEK, MICH.

PAWNEE BILL
by
HERMAN EDWIN MOOTZ

GRIPPING TALE of INDIAN LIFE

Thrilling 60,000 word story of the ONLY LIVING SCOUT.

LOVE ROMANCE of FRONTIER DAYS

The Last Real Story of the Red Man in 32 instalments.
Released August 1.

Illustrated by exclusive photos never before published from the collection of Major Gordon W. Lillie (Pawnee Bill).

33 Cities Closed.
Yours may not be.
Wire your order.

GRAPHIC SYNDICATE, Inc.
25 City Hall Place, New York, N. Y.

The Mornin Telegraph

the leading newspaper in Th atricals, Turf, Finance and M tion Pictures, prints all of t day's worth while general new with exclusive features cover by a great staff of special write

It has the largest professio circulation of any newspaper the United States.

Who said New England was losing out?



Diminish the thought that New England is slipping. These facts and figures tell the true story of New Engand's continued growth and expansion.

The latest available census figures disclose an increase of $4,759,627,465 or 286% for the last quarter century. Actual increase reduced to value of the dollar at beginning of comparative period is 155%.

Increase in annual wages, $1,105,315,000 or 301%; reduced to original value of the dollar, 165%.

Increase in number of industrial employees—47%.

These facts should convince even the most skeptical that this territory will not only continue to hold its own in industrial leadership, but will always rank among the first as a highly profitable market for nationally advertised products.

Remember, you have a small compact area, densely populated by a class of people whose earning power has increased 165% during the past decade. Where then can you concentrate your advertising effort on a more desirable and more profitable market?

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	5,786	.03	.03
**Boston Globe .....(M&E)	286,361	.50	.50
**Boston Globe .....(S)	333,452	.55	.55
††Boston Transcript .....(E)	38,245	.20	.20
**Boston Post .....(M)	394,851	.60	.60
**Boston Post .....(S)	350,627	.55	.55
**Fitchburg Sentinel .....(E)	12,069	.06	.045
**Haverhill Gazette .....(E)	16,415	.065	.05
**Lynn Item .....(E)	17,004	.065	.05
††Lowell Courier-Citizen and Evening Leader ...(M&E)	20,621	.07	.07
**New Bedford Standard Mercury .....(M&E)	32,607	.10	.10
**New Bedford Sunday Standard (S)	29,262	.10	.10
**North Adams Transcript.(E)	10,427	.05	.04
**Pittsfield Eagle .....(E)	18,264	.05	.05
**Salem News .....(E)	21,495	.09	.07
**Taunton Gazette .....(E)	9,414	.045	.035
**Worcester Telegram-Gazette (M&E)	99,207	.28	.25
**Worcester Sunday Telegram (S)	52,740	.21	.18

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
**Bridgeport Post-Telegram (E&M)	44,370	.15	.15
**Bridgeport Post .....(S)	23,171	.10	.10
**Hartford Courant .....(M)	33,017	.09	.09
**Hartford Courant .....(S)	58,674	.13	.13
††Hartford Times .....(E)	56,077	.13	.13
**Middletown Press .....(E)	8,560	.05	.03
††New Haven Register..(E&S)	48,507	.145	.135
**New London Day.....(E)	12,293	.06	.045
††Norwich Bulletin .....(M)	12,842	.07	.05
**Norwalk Hour .....(E)	6,429	.04	.04
††South Norwalk Sentinel.(E)	5,320	.04	.03
**Stamford Advocate .....(E)	10,937	.05	.04
**Waterbury Republican-American (M&E)	25,234	.08	.08
**Waterbury Republican...(S)	15,903	.08	.08

MAINE—Population, 768,014

**Portland Press-Herald Express, Sun & Telegram...(M&E)	59,356	.20	.16

NEW HAMPSHIRE—Population, 443,683

**Concord Monitor-Patriot.(E)	5,773	.0375	.025
††Keene Sentinel .....(E)	3,980	.036	.023
**Manchester Union Leader (M&E)	32,585	.15	.12

RHODE ISLAND—Population, 604,397

	Circulation	2,500 lines	10,000 lines
††Newport Daily News....(E)	6,249	.0336	.0293
**Pawtucket Times .....(E)	28,449	.08	.08
**Providence Bulletin ....(E)	71,443	.20	(B).27
**Providence Journal ....(M)	38,599	.12	(B).27
**Providence Journal .....(S)	74,009	.20	.20
**Providence News .....(E)	28,021	.08	.08
**Providence Tribune .....(E)	21,162	.10	.09
**Westerly Sun .....(E&S)	5,273	.03	.03
**Woonsocket Call .....(E)	14,880	.05	.05

VERMONT—Population, 352,428

**Barre Times .....(E)	7,282	.03	.025
††Brattleboro Reformer ...(E)	3,520	.035	.02
**Burlington Free Press..(M)	14,265	.05	.05
**Rutland Herald .....(M)	11,816	.05	.05
††St. Johnsbury Caledonian-Record .....(E)	4,061	.03	.02

** A. B. C. Publisher's Statement, March 31, 1927.
†† Government Statement, March 31, 1927.
(B) Combination rate Daily Journal and Eve. Bulletin.

ROTOGRAVURE ASSOCIATION IS FORMED AT DENVER I. A. A. CONVENTION

Walton Holmes, Jr., Named to Head Group of Forty Which Plans National Organization—Would Serve as Clearing House for Ideas

PRELIMINARY steps looking towards the forming of a national association of rotogravure men were taken at a breakfast at the Cosmopolitan Hotel, Denver, June 28, during the annual convention of the International Advertising Association.

Forty men and women, delegates to the I. A. A. interested in rotogravure, attended the breakfast as guests of the *Denver Rocky Mountain News.* The gathering had been arranged through the efforts of Walton Holmes, Jr., rotogravure manager, and J. Howard Alexander, promotion manager, of the Rocky Mountain News.

After preliminaries consisting of a true western breakfast of cantaloupe, oatmeal, scrambled eggs, bacon and coffee, the delegates "got down to brass tacks" with a discussion of roto problems that proved interesting and beneficial.

Will Haskell, of the *New York Herald Tribune,* described a new process in the preparation of the brass cylinders used on roto presses, which he predicted would at some future date make roto as easily handled as black and white.

E. M. Claypool of the Kimberly-Clark Rotogravure Company, gave an interesting resumé of the roto situation, which, with the figures he quoted, was a very optimistic forecast for the future of this feature of Sunday newspapers.

Walton Holmes welcomed the visitors in behalf of the Rocky Mountain News and outlined the purpose of the meeting. He emphasized the need of an organization of roto men and women; an organization which would serve as a clearing house for ideas and information of benefit to the men and women who are selling roto space, preparing copy and printing rotogravure sections.

His plan for an organization of this sort was indorsed by several speakers, including Leland Wooters of the *Des Moines Register;* Will Haskell, New York Herald Tribune; L. M. Barton, *Chicago Daily News;* George M. Burbach, *St. Louis Post-Dispatch,* and O. F. Wiley of the *Cincinnati Enquirer.*

It was felt that the best thing to do at this stage was to form a temporary organization which would work out plans which delegates hoped would develop an association that could seek affiliation with the I. A. A. This thought was put in the form of a motion and unanimously that the nominations be declared closed. His motion carried, Will Haskell and George M. Burbach were nominated as secretary-treasurer in turn, but both declined, pleading extended trips away from their offices during the ensuing year. L. B. Barton of the Chicago Daily News then nominated J. H. Alexander, and the election was ended.

The meeting closed with an understanding that a second meeting would be called early in January in some centrally located city, probably Chicago or St. Louis.

Those who attended the breakfast were: Leland Wooters, Des Moines Register; E. M. Claypool, Kimberly-Clark Rotogravure Company; Will Haskell, new York Herald Tribune; John F. McConnell, *Indianapolis Star;* L. B. Barton, Chicago Daily News; George M. Burbach, St. Louis Post-Dispatch; O. S. Wespe, *Louisville Courier Journal and Times;* O. F. Wiley, Cincinnati Enquirer; Paul Gasser, *Phoenix Republican;* L. M. Hughes, New York Evening *Post;* P. M. Hughes, *Minneapolis Tribune.*

A. E. Vincent, *Minneapolis Journal;* O. B. Myers, *Waterbury* (Conn.) *Republican;* Henry J. Moehlman, *Baltimore Sun;* Frank L. Tate, *Toronto Daily Star, Toronto Star Weekly;* Hildegarde Glover, *Milwaukee Journal;* F. P. Clatworthy, Estes Park; John H. Clyne, *New Haven Journal-Courier;* Earl M. Dempsey, *St. Paul Dispatch;* Early H. Maloney, *Peoria Journal-Transcript;* J. T. Barrons, *Kansas City Star;* J. S. and J. Richards, *St. Louis Globe-Democrat;* J. C. Gamble, St. Louis Globe-Democrat; Alma Reise Joseph, *New York Morning Telegraph;* Kenneth Gayce, *Nashville Banner;* Martin Clark, *Nashville Banner;* F. L. Galle, *Wichita Eagle;* Walton Holmes, Jr., John C. Ross, Lowell L. Leake and J. H. Alexander, Denver Rocky Mountain News.



Newspaper men and women who formed rotogravure association at Denver last week photographed at organization breakfast tendered by *Denver Rocky Mountain News*

COAST DAILY CHANGES HANDS

Luther E. Gibson and Capt. Leonard M. Cox, U. S. N., retired, have purchased the *Vallejo* (Cal.) *Chronicle,* an afternoon daily, from R. D. Pennycook. Mr. Gibson is also owner of the *Vallejo* (Cal.) *Times Herald,* a morning paper.

GRAPHIC ARTS EXHIBIT

Publishers, printers and advertisers are now submitting entries for the fourth annual Educational Graphic Arts Exposition, which will be held in the Grand Central Palace, Sept. 5 to 17. The entries must reach the committee in charge at 461 Eighth ave., New York, by Aug. 1. Work to be shown will include advertising typography, books and bookbinding, commercial printing, design and illustration, process and color work offset, lithographic printing, and rotogravure.

LEE SUCCEEDS MAUGER

Named National Manager of Des Moines Register and Tribune-Capital

Hugh B. Lee, for the past four years assistant national advertising manager of the *Des Moines* (Ia.) *Register and Tribune-Capital,* has been named national advertising manager, to succeed Martin M. Mauger, who has resigned to join the *Minneapolis Tribune* Aug. 1, as head of the national department.



HUGH B. LEE

Mr. Mauger had been with the Des Moines dailies for several years, working with manufacturers' representatives and advertising agencies in promoting sales campaigns in the city. Mr. Lee came to Des Moines from the *Fort Dodge Messenger,* where he served as advertising manager.

Don Whitmer succeeds Lee as assistant national manager. He has been with the Register and Tribune-Capital national advertising staff for several years.

The promotions were announced by Harry T. Watts, business manager, this week.

NEWS MAN IS KILLED IN PLANE CRASH

Capt. Curtis Wheeler of N. Y. Herald Tribune Served in War and Received Several Medals for Bravery—Companion Also Killed

Capt. Curtis Wheeler, 36, associate editor of the *New York Herald Tribune* Sunday section, was killed instantly Wednesday when the Curtis NJ-4 plane in which he and Lieut. Carl J. Sack, chemical engineer for the Pennsylvania Railroad, were flying crashed on Pine Plains during an observation flight. Lieut. Sack was also killed. Both were in summer training as members of the New York National Guard.

Engine failure or jammed controls are believed responsible for the accident, as the machine was so completely wrecked that inspection of broken parts revealed little. No one saw the plane fall.

Capt. Wheeler was graduated from Yale in the class of 1912. His father, Dr. Edward J. Wheeler, was formerly editor of *World's Work* and founded *Literary Digest.* Capt. Wheeler served in the field artillery on the Mexican border in 1915 and was transferred to the aviation service in 1917. He served with the Air Corps in France, brought down five German planes and won the Distinguished Service Cross, the Croix de Guerre and the Belgian Order of Leopold.

Capt. Wheeler joined the Sunday section of the Herald Tribune last October. Previous to that he was assistant editor of *Everybody's Magazine,* and had been at one time associate editor of the Literary Digest. He was the author of "Letters from an American Soldier to His Father," published after the war. He had spent four years in Chicago as Western manager for *Current Opinion,* returning to New York in 1916 to take the position of assistant general manager of the Current Literature Publishing Company.

Capt. Wheeler was born at Staten Island in 1891. He was not married.

Several members of the Herald Tribune staff served as honorary pall bearers in the funeral services held Friday morning at 7:30 at Pine Camp. He will be buried with full military honors.

NEW LONG ISLAND DAILY

The *Lynbrook* (L. I.) *Daily Pilot* will start publication about Aug. 1, according to present plans of the Huntover Press, publishers of several Long Island weeklies, including the *Lynbrook New Era.* The New Era will be continued as a weekly. Owners of the Huntover Press are E. J. Smith and Lloyd C. Grisco.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, RICHMOND, ATLANTA, BUFFALO, PITTSBURGH, CLEVELAND, DETROIT, CHICAGO, CINCINNATI, ST. LOUIS, MILWAUKEE, MINNEAPOLIS, KANS. CITY, DES MOINES, DENVER, LOS ANGELES, SAN FRANCISCO, PORTLAND, SPOKANE, WINNIPEG

EDITOR & PUBLISHER

has a specially organized Service for its Subscribers during the Vacation Season

No matter where you go—no matter how often your address is changed—we will see to it that EDITOR & PUBLISHER follows you, week by week, and is placed in your hands as promptly as Uncle Sam, the Trans-Atlantic or the Trans-Pacific Mail Service can get it to you.

YOU MUST HAVE THE NEWS!

and if you don't see EDITOR & PUBLISHER
every week, you'll miss a whale of a lot of it!

If convenient, you may send us your itinerary for the summer—we'll do the rest.

Or, if you don't know just where you will be at this, that or the other time, you will find EDITOR & PUBLISHER on sale at the following first-class, centrally located newsstands:

ALABAMA

BIRMINGHAM
Webster Harris, 119 N. 20th.
MONTGOMERY
Green's News Agency.
Montgomery Hat Co., 2 Dexter Ave.

ARKANSAS

LITTLE ROCK
Bankers' Trust Bldg.

CALIFORNIA

SAN FRANCISCO
The Golden Gate, 8 Third St.
LOS ANGELES
W. W. Martindale & Son.
PASADENA
C. H. Pease, 39 E. Colorado St.

CONNECTICUT

WATERBURY
Bauby's, Exchange Place
BRIDGEPORT
Simone's News Room.

DELAWARE

WILMINGTON
Convery, 5th and Market.

DISTRICT OF COLUMBIA

WASHINGTON
City Cigar & News Co., 1404 G. St., N. W.

FLORIDA

JACKSONVILLE
World News Co.
TAMPA
Florida News Co., 506 Franklin St.

GEORGIA

SAVANNAH
Lamas Bros., 30 Broughton St., East.

HAWAII

HONOLULU
Fisher's News Agency.

ILLINOIS

CHICAGO
Charles Levy, 35 N. Market St.
I. B. Ury & Co., 84 W. Madison.

INDIANA

INDIANAPOLIS
C. J. Lindsay's Newsstand
SOUTH BEND
R. E. Gardner, Main St. & Jefferson Blvd.
Oliver Hotel Newsstand.
VINCENNES
City News Agency, 420 Main St.

IOWA

DES MOINES
Hyman's, 407 Sixth Ave.
DAVENPORT
Hickey Bros.
COUNCIL BLUFFS
Booth's Pearl and Broadway.

KANSAS

TOPEKA
The Parrish Book Shop, 116 E. 8th.
WICHITA
Wichita Theatre Confectionery, 310 E. Douglas Ave.

KENTUCKY

LOUISVILLE
Goodman's News Stores.

LOUISIANA

NEW ORLEANS
Wallace, 105 Royal, near Canal.
SHREVEPORT
Atlas News Stores, 508 Texas St.

MAINE

LEWISTON
Victor News Co.
PORTLAND
Louie's News Shop, Clapp Memorial Bldg.

MASSACHUSETTS

NEW BEDFORD
New Bedford News Co., 967 Purchase St.
SPRINGFIELD
A. R. & C. H. Marshman, Bowles Bldg.
WORCESTER
Jones-Mannix, Park Bldg.

MICHIGAN

DETROIT
Triangle Newsstand, Griswold and Michigan.
Family Theatre Newsstand, Monroe and Cadillac.

MINNESOTA

ST. PAUL
St. Marie Cigar & News Co., 96 E. 5th.

MISSOURI

ST. LOUIS
Foster Book Co., 410 Washington Ave.

NEBRASKA

OMAHA
Meyer Coren, 1411 Farnam St.
LINCOLN
J. C. Orcutt & Co., 1725 O St.

NEVADA

RENO
Reno News Agency, West 2nd St.

NEW JERSEY

ATLANTIC CITY
All the main hotels, under supervision of Mr. Samuel F. Brown, of the *Press-Union*.

NEW YORK

NIAGARA FALLS
Niagara News Agency, 2124 Main St.
BINGHAMTON
Wright's Smoke Shop, 65 Chenango St.
ELMIRA
Rubin Bros., 302 E. Water St.
ROCHESTER
I. B. Lazarus, Powers Arcade.

NORTH CAROLINA

CHARLOTTE
World News Co.

OHIO

CLEVELAND
Schroeders News Store, Superior, opp. Post Office.
DAYTON
Wilke News Co., 125 S. Ludlow.
TOLEDO
The Blade Newsstand.
EAST LIVERPOOL
H. L. Smith Co.
COLUMBUS
Neil House Cigar Stand.
CINCINNATI
Fountain News Co., 426 Walnut St.
YOUNGSTOWN
Conway's Erie Terminal Bldg.
FOSTORIA
W. R. Stump News Co.
FINDLAY
P. L. Reese, 501 S. Main.
CANTON
News Exchange Co.

OKLAHOMA

OKLAHOMA CITY
Atlas News Stores, 128 W. Main.
Stevenson's News Agency.
TULSA
World Bldg Cigar Stand.

OREGON

PORTLAND
Journal Bldg Cigar Store.
Ed. Goldsmith, Oregonian Bldg. Lobby.

PENNSYLVANIA

PHILADELPHIA
David Yoblick, 1502 N. Franklin.
PITTSBURGH
Jones Book Shop, 437 Wood St.
JOHNSTOWN
Johnstown News Co., 115 Market St.
YORK
Floyd J. Keech, 30 N. George St.
WILLIAMSPORT
Keller's Cigar Stand, Lycoming Hotel.
SCRANTON
A. J. Albert's Newsstands

RHODE ISLAND

NEWPORT
Wm. P. Clarke Co., 264 Thames St.

SOUTH CAROLINA

COLUMBIA
State Company Book Store.

TENNESSEE

CHATTANOOGA
World News Co.
KNOXVILLE
Standard News Co.
MEMPHIS
World News Co., 110 Monroe St.

TEXAS

SAN ANTONIO
Atlas News Stores, 220 E. Houston St.
GALVESTON
World News Co.
FORT WORTH
Hyman Miller, Jennings Ave. and 10th St.

VERMONT

RUTLAND
H. E. Ingalls, 42 Merchants' Row.

VIRGINIA

NORFOLK
Standard News Co.
ROANOKE
Greene Bros. Cigar Co.

WASHINGTON

BELLINGHAM
Bellingham News Aegncy, 1309 Railroad Ave.
TACOMA
Coale & Coale, 901 Pacific Ave.

WEST VIRGINIA

HUNTINGTON
Cox & Campbell, Inc., 418 Ninth St.

WISCONSIN

RACINE
Christensen Bros., 1502 Washington Ave.

CANADA

CALGARY
Boston Hat Works & News Co., 109 8th Ave., W.
MONTREAL
Metropolitan News Co., 158 Peel St.
ST. JOHN, N. B.
F. B. Fitzgerald, Union St.

NEW YORK

NEW YORK CITY
Waterman—Outside World Bldg.
Levine—Inside World Bldg.
Abie (Tribune Bldg.)—154 Nassau St.
Lowe & Farley—Times Bldg.
Brentano's—27th St. Fifth Ave.
Brentano's—47th St. & Fifth Ave.
Shatberg—Columbus Circle—59th St.
Wolfson—42nd St. & 6th Ave., N. W.
Meadow—42nd St. & 6th Ave., S. W.
Lieberman—42nd St. & 6th Ave., N. E.
Levitt—42nd St. & 6th Ave., S. E.
Rones—Fitzgerald Bldg.
Topperov—1400 Broadway
Goldberg—38th St. & 6th Ave.
Sanders—Fulton St., Between Broadway & Church St.
Hotaling, Woolworth Bldg.
Rotary Cigar Co., Evening Post Bldg.

Preserve this List—You never know how handy it may come in sometime

MIDWEST GROUP VISITS WINNIPEG



Newspaper men from the Middle West meet Canadian journalists at Winnipeg. Upper row (left to right) A. L. Sloan, *Chicago American*; Jeff Jones, *Minneapolis Journal*; Fred Logan, *Chicago Journal*; J. H. Todd, *Minneapolis Tribune*; E. C. Norlander, *Chicago News*; M. Turnbull, *Minneapolis Star*; S. A. Buchanan, *Duluth News Tribune*. Lower row (left to right) C. S. Harrington, *St. Paul Dispatch*; James Dorsay, *Duluth Herald*; W. H. Neal, *St. Paul News*; R. B. Liggett, *St. Paul Pioneer Press*.

A PRESS meeting of an informal character took place at Winnipeg last week when a number of newspaper men from Chicago, St. Paul, Minneapolis, and Duluth met with working newspaper men from several Canadian cities. A contingent from Ontario cities met the Americans at Winnipeg and traveled with them to Minaki, a summer resort in Western Ontario, for a two-day visit. While in Canada the U. S. writers and editors were the guests of Sir Henry Thornton, president of the Canadian National Railways.

The American contingent traveled in a special car from Duluth to Winnipeg. There they were the guests of the Winnipeg Press club at luncheon and later were taken for a drive around the city. At the luncheon brief addresses were made by representatives of the American and Canadian parties.

Members of the party included Fred Logan, city editor, *Chicago Journal;* A. L. Sloan, *Chicago American*; E. C. Norlander, *Chicago News;* Melvin Turnbull managing editor, *Minneapolis Star;* J. H. Todd, assistant editor, *Minneapolis Tribune;* Jeff Jones, *Minneapolis Journal;* W. H. Neal, business manager, *St. Paul News;* C. S. Harrington, *St. Paul Dispatch;* R. B. Liggett, *St. Paul Pioneer Press;* S. A. Buchanan, *Duluth News-Tribune;* J. Dorsay, *Duluth Herald;* J. P. Miller, *London* (Ont.) *Advertiser;* S. P. Dawson, publisher, *Belleville Intelligencer;* A. Muir, *Hamilton Spectator;* Percy Armstrong, *London Free Press;* C. George, *Toronto Mail and Empire;* A. R. McCleneghan, *Windsor Border Cities Star;* N. J. Walsh, *Hamilton Herald;* Major H. B. Burgoyne, publisher, *St. Catharines Standard;* W. A. Wallis, associate editor, *Torton Mail and Empire;* W. S. Thompson, director of the Canadian National press department; F. E. D. McDowell, Toronto; Ben Deacon, A. H. Davis, agent at St. Paul; and Charles Higgins, Winnipeg advertising representative.

CLASSIFIED ADVERTISING

Big Men Needed in Classified, Says Harry Gwaltney, Milwaukee Journal —Fenner Joins Des Moines Register and Tribune— Harrison with 'Frisco Chronicle

"WHAT Classified Advertising Needs Most," declared Harry Gwaltney, of the *Milwaukee Journal* in a talk last week before the Denver convention of the Association of Newspaper Classified Advertising Managers, "is a realization of its possibilities."

"The utility of classified is limited only by the utility of man. The limit of its possible service is measured only by the dependence of men upon their fellowmen. Its usefulness is as broad as the varying needs of our people. As a business proposition, we have no idea of its bigness, and its proper development is a direct challenge, not to the classified worker alone, but to the best advertising brains of the nation.

"Classified, however, has not attracted the brilliant minds. It needs big men. It needs some Woolworth's men who can see fortunes in five and ten cent sales. It needs architects—men who can build great structures out of small brick. It needs men who can conceive the needs of the millions and who realize that whatever 'one man wants another man has, and what one man has another man wants,' and who can sell the idea that classified is the medium through which to deliver the message to Garcia.

"National advertisers can reach more people per dollar through classified advertising than in any other way in the world. That is not a supposition or a theorem! It is a fact that for a dollar 'Crisco' can be placed before the eyes of more women who will fry eggs for breakfast tomorrow morning, through classified than in any other way."

H. D. Fenner has joined the credit department of the *Des Moines* (Ia.) *Register and Tribune* as classified credit manager.

For the last two years Mr. Fenner has been assistant credit manager of the Standard Oil company. Prior to locating in Des Moines he was cashier of the bank at Union, Ia., for six years.

H. J. Harrison who has for the past seven months been with the *Sacramento Union* classified department, has been named classified manager of the *San Francisco Chronicle*, it was announced this week.

WHAT OUR READERS SAY

PLAYFUL MR. MENCKEN

To EDITOR & PUBLISHER:—I have been reading my copy of the current EDITOR & PUBLISHER today and, when I progressed to the editorial page, read each editorial in the order of its presentation on the page. Every one was for me a distinct pleasure. On the spur of the moment I determined to tell you how fine I found that editorial page this week. I always find things of interest there, but this one seems exceptionally fine.

As I started to write this note I recalled Mr. Mencken's syndicated article of a week ago which perhaps you did not see. I enclose it for your amusement in case it has not been called to your attention. Very apparently Mr. Mencken does not have the pleasure of being a subscriber to EDITOR & PUBLISHER.

EDITOR & PUBLISHER has been of inestimable value to the journalism of the United States. Particularly in the last few years it has been a forceful critic and intelligent adviser. By its publication of honest criticism from within and without the profession, by wise editorial comment and original research, it has been a constant force for higher standards, better papers, and the discouragement of unsound business procedure.

If you have read Mencken's rollicking diatribes at all regularly you know that they cannot be taken too seriously.

His style of writing requires a playful sacrifice of the judicial qualities of mind and the ignoring of any facts which interfere with freedom of denunciation in ringing generalities. So do not lose heart. A humorist of the Mencken school cannot be bothered with facts.

GEORGE B. ARMSTEAD,
Managing Editor, *Hartford Courant.*

OUR "GOOEY" FLAVOR

To EDITOR & PUBLISHER:—Mencken's allusion to the disgusting regularity of newspaper journals, in his Hiring a Hall column last Sunday, strikes a responsive chord in the soul of every intelligent newspaper man who knows the gooey flavor of your publication. I suppose that while E. & P. continues, first, as a medium for the numerical blahs of publishers, readers may look for little from it in the way of critical truth or the character it needs to tell it. Those whose mental stomachs can't stand your diet of glucose and saccharine do not, in the end, have to take it. You're sitting pretty enough. As the opulently flowered button-hole makers now ensconced in Hollywood say, "Those who go to the movies don't criticize; those who criticize don't go." Your story on the Miami disaster, a few numbers after the hurricane, was an especially sad piece of Brass Checking. With a few other observers in the newspaper business, I shall watch your progress along the trail of the gentlemen from Zenith with interest. Speculation upon your attitude, when the point of de tion to which that befezed path mus is reached, makes a fair thought.

BARTHOLOMEW O'SHAUGNES
Philadelphia, Pa.

CHINESE SUBS

To EDITOR & PUBLISHER:—Wha worth to advertisers are the major subscribers obtained through con was the question that arose in my when the other day I overheard a g a "salesmanship contest" for a Vi weekly tell the campaign manager she hoped to land a Chinese for subscriptions. "Do it and you wil tainly win the bonus prize for this w he exclaimed, and then added to stander: "I can't imagine what he do with the papers. He cannot read lish, but his three subscriptions wil tainly help her in the contest."

Personal, immediate monetary gai pears to be the manager's and the man's" deepest interest. Financial o tion placed on the publisher to furnis paper for a given number of year the non-benefit to an advertiser of u cated non-reading subscribers recei consideration. What's your though

TRAVELING M

WHO KNOWS?

To EDITOR & PUBLISHER: Som thusiastic newspaper just recently g a circular in which they state that 8 cent of the world's news happens be the hours of 2 p. m. and 2 a. m.

It seems to the writer that this is much exaggerated. It would mean ning papers are publishing a large centage of stale news. Can you giv writer figures which would show news breaks for the two papers be the hours mentioned above?

HOYT F. BOYL

now
195,000 Daily
425,000 Sunda
and The largest home-delivered circulation of any paper in its territory
Los Angeles Examiner

BRIGGS FEATURE PAGES
—can make new local lineage records for you. Our plan converts firms that have resisted every effort of your solicitors into regular advertisers in your paper.
Accounts developed under our plan involve absolutely no expense on your part.
THOS W. BRIGGS CO.
Columbian Mutual Tower
MEMPHIS, TENN

NEA Service newspictures are always on top of the news— *or ahead of it.*
NEA Service, Inc.
1200 West Third Street
CLEVELAND, OHIO

Obituary

ALLEN RANDALL, 48 formerly managing editor of the *Brockton* (Mass.) *Times* and prior to that city editor of the same paper died at his home in Brockton recently from heart disease. At the time of his death he was advertising agent for a firm in Chicago, and just before taking that position he was managing editor of the *Fall River* (Mass.) *Herald*.

OREN HUCKABY, 23, a member of the stereotyping force of the *Fort Worth* (Tex.) *Star-Telegram*, died suddenly last Tuesday after he had hit a home run in baseball game. As he started to sit down, he fell and was dead before a physician could be called.

LFRED H. COLLINS, founder of the Macedonia (N. Y.) *Advertiser*, died July at his home in that village after a long illness. Mr. Collins founded the Advertiser in 1878, continuing its publication under that name until 1920 when the newspaper was merged with the *Herald* of the same village under the name *Advertiser-Era*, Mr. Collins and R. A. Fee becoming the editors and publishers. They disposed of their interests to Gordon L. King in 1926 when Mr. Collins retired.

UGH A. SUTHERLAND, 74, the oldest printer in Beaver county, died at his home in Rochester, Pa., on June 26 after a long illness. In early life he learned the printing trade and was connected both as reporter and printer in the *Beaver Argus* and the *Beaver Valley News* at New Brighton. Later he started a printing shop which he operated until 7 years ago when he retired.

JACOB SHALLENBERGER, 78, a veteran newspaper man died at his home at Youngstown, O., on June 24. He was employed by the *Pittsburgh Gazette-Times* for 21 years and by the *Youngstown Telegram* for six years, retiring 7 years ago.

WILLIAM F. DOYLE, for a number of years employed in the composing room of the *Brooklyn Standard Union*, and a member of the Big Six Typographical Union, died Tuesday in the Printers' home at Colorado Springs.

C H. FROST ESTATE $1,263,000

Plainfield (N. J.) Courier-News Publisher Leaves Half to Widow

An inventory filed at Elizabeth, N. J., today, of the personal estate of the late Charles Hamilton Frost, for many years publisher of the *Plainfield Courier-News*, places the total value at $1,263,213. Shares of the newspaper, numbering 3,900, which since his death were sold to the Sennett Newspapers, are valued at $1,-950,015. Other securities are valued at $313,000.

The estate is placed in trust by the will, one-half of the income being payable to the widow, Mrs. Charles W. Frost, and the other half divided equally between his daughters, Mrs. Marian L. Williard and Mrs. Frances D. Dods.

JOHN MARKEY

Widely Known Canadian Editor Dies Following Operation

John Markey, 61, editor-in-chief of the *Woodstock* (Ont.) *Sentinel-Review* and one of Canada's outstanding editorial writers, died Wednesday, June 27, in a Battle Creek hospital, following an operation performed Tuesday.

In 1886 he came to Woodstock to join the staff of the Sentinel-Review and had served that paper almost continuously since. For a brief period he was with the *Detroit News* and the *Toronto World*. He was editor-in-chief of the Sentinel-Review for more than 20 years.

LAVES $130,000 TO CHARITY

John S. Jones, owner of the *Granville* (O.) *Times*, who died recently, left more than $130,000 to various hospitals and religious and philanthropic organizations.

JOHN VICTOR RILEY

Part Owner of Rockford (Ill.) Morning Star Dies at 59

John Victor Riley, 59, for 31 years one of the owners of the *Rockford* (Ill.) *Morning Star*, its advertising manager 20 years and since 1915 its managing editor, died July 2 at his home. Death came suddenly after a week's illness and at a time when it seemed Mr. Riley was waging a winning fight against an attack of pneumonia, which he contracted at his fishing camp near Hayward, Wis.

Mr. Riley was born Nov. 1, 1867, in Henry, Marshall county, Ill. When a young man he entered the mercantile business as a traveling salesman. He acquired an interest in the Rockford Star Publishing Company, Jan. 1, 1895. His first work was as advertising manager. Upon the death of Col. J. S. Browne, editor of the paper in 1915, he became managing editor.

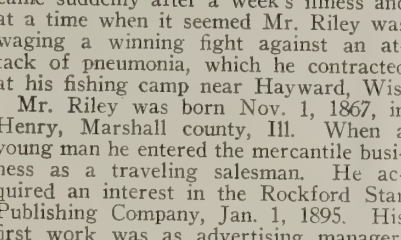
CURTIS STOCK OFFERED

14,000 Shares of Cumulative $7 Preferred on Market

J. A. Sisto & Co. and the Old Colony Corporation this week offered 14,000 shares of cumulative dividend preferred stock, no par value, of the Curtis Publishing Company, publishers of the *Saturday Evening Post*, the *Ladies' Home Journal* and the *Country Gentleman*.

The offering price is $114 a share, carrying dividend from July 1, 1927, to yield about 6.14 per cent. The shares were purchased privately and do not represent new financing.

The capitalization of the Curtis Publishing Company consists of 900,000 shares of $7 cumulative dividend preferred stock of no par value and 900,000 shares of common stock without par value. The company has no funded or other debt except current monthly accounts. Among its assets at the close of 1926 were $27,000,000 in cash, United States Government bonds and other investments.



Bridgeport

A Market
well worth cultivating
in Connecticut

236,000 consumers of advertised products live within a 13 mile trading radius. Diversified industry insures steady incomes. Many own their homes. Living conditions better than the average factory town. Per capita wealth $1710.95. Savings deposits $89,486,583.

Post - Telegram

Circulation completely covers the the field and enjoys unsurpassed reader confidence.

National Representatives
GILMAN, NICOLL & RUTHMAN
New York, Boston, Chicago, San Francisco.



Knoxville Also Makes It Imperial!

WHETHER it's the Governor's latest speech, recent news of "Lindy" or any other item of current interest, citizens of Knoxville know they'll find the story well handled in the News-Sentinel and the Journal. These two up-to-the-minute papers are excellently adapted to a beautiful and progressive southern city.

While the News-Sentinel and the Journal are serving the capital city, Imperial, in its turn, is serving the publishers with reliable type metal, cared for by the economical Plus Plan. It's safe to say these shops will be using the same good supply of metal, years from now. Adding years of working life is the advantage of the Plus Plan. It's one reason Imperial service is used by thousands of other leading newspapers.

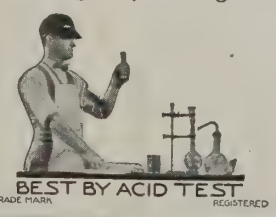
Find out how the Plus Plan will improve your paper at lower cost.

IMPERIAL TYPE METAL COMPANY

Manufacturing the following metals:

LINOTYPE
ELROD
INTERTYPE
LINOGRAPH

MONOTYPE
LUDLOW
STEREOTYPE
THOMPSON



Philadelphia
Cleveland

New York
Chicago

RICH REWARDS IN HOLDING PUBLIC FAITH

(*Continued from page 3*)

functions perfectly as a single unit, any kind of advertising can only scratch the surface of possibilities.

"In our own operations, we do not attempt to compete with other stores in the size of our advertisements. We are content to lead them, if we can, in the kind of values we talk about in each newspaper column inch we use.

"Stores holding sales all the time need to advertise daily, for with them each day brings a new price appeal. Generally speaking, we advertise twice a week, as we regard one comparatively small advertisement appearing in a given newspaper on the same days of the week, in every week of the year, worth more in cumulative value than a large, hit-or-miss advertisement run now and then in the hope of getting some 'extra business.'

"It is not logical to expect readers of newspapers to hunt for a merchant's advertisement, as of course they must if there is no schedule of specific insertion days. We endeavor to educate the reader that our advertisements can always be found in the newspaper on a certain specific day, or days, and not on other days. This avoids disappointment and builds confidence in our selling program.

"While systematic insertions are extremely important, they are not more so than making each advertisement convey a timely and readable news message of seasonal, wanted merchandise, a message that rings true, carries conviction, builds confidence and creates desire and action.

"The appearance or typographical display used by our 885 stores in their newspaper advertisements has become as much of a national trademark with us as our name-cut or the sign over our door. We regard the standardization of the mechanics of advertising by any individual store, as necessary to doing a good job. It identifies the merchant's message the moment the reader turns the page. If the message itself is invariably snappy, newsy, fresh, truthful and timely—and no merchant can afford to have his message other than that—it helps to get it across.

"We endeavor to teach our managers the fundamentals of advertising layout so that they can at least do a job that the printer will understand, and so that they will get the best results out of the space used. It may interest you to realize that this teaching is not as simple as it sounds. Our managers are scattered over 885 cities and towns, from Maine to California. I meet them once a year, in convention, and in the brief space of two or three days such counsel, advice and instruction as I have to give them, must be conveyed. In addition, we have prepared for our stores, advertising instruction: a series of lessons which every male employe is expected to work out and by which he becomes more or less familiar with the simpler fundamentals of copy-writing and layouts.

"Each store has an advertising allotment which guides the manager in planning his local campaign. Advertising expenditures, as shown by his monthly trial balance sheet, are checked against the store's allotment and further expenditures adjusted to it if deemed advisable.

"You will appreciate that we keep close tabs on our advertising, leaving as little as possible to 'guess.'

"The best advertising work of our organization dates from Jan. 1, 1926. More thought, planning and better execution is being put into the job and the results have been extremely gratifying. While the percentage cost of our advertising to our gross sales has varied but a small fraction from year to year, our sales in 1926 increased 27 per cent. From Jan. 1 to June 1 of this year, we made a sales gain of nearly 31 per cent. This year's gain we regard as rather remarkable, considering weather conditions and a tendency on the part of many people to find that times are not as good as they were.

"A point that every publisher would do well to emphasize to the retail merchant is the importance to the merchant's selling program of a definite tie-up with nationally advertised merchandise. Of course, he must be posted in advance by the national advertiser on publications and insertion dates, so that he can plan ahead for his local advertising and displays.

"This brings me to a point upon which I should like to ask your co-operation. Strange as it may seem, some publishers often make it difficult for a merchant to use his space profitably. Of course, this reacts unfavorably against both. I refer to the fixed space contract. We regard it as a serious handicap to a good merchandising and selling job, for the reason that the news importance of a given advertisement must depend on several things: weather conditions, seasons, holidays, arrival of new stock and the general preparedness of the store to support the advertisement.

"All these things call for a variation in the amount of space used and, unless compelled to do so by the rate card, we never use the same size of advertisement week after week. Instead we use the number of column inches, whether 12 inches double column or a full page, as required attractively to convey the particular merchandise message we desire to send to the public.

"When a merchant cannot buy newspaper space just as he buys merchandise, so that he can handle it at a profit, he is unable to do a good job, either for himself or for the publisher. We heartily endorse a flat rate for large and small advertisers, come and go at will. But in order that the publisher may determine his labor requirements, the advertiser should furnish a schedule of his insertion days and a tentative average of lines or column inches, month by month.

"We tell the people through our advertisements that they do not need to respond today, tomorrow or any particular day to our message, but that they can come at any time. Our merchandise and our prices will be the same next week, or next month as today.

"Neither price, quality, style nor service is the outstanding feature of our storekeeping, but all these factors sold collectively and inventoried as 'good-will reserve.' Good will and confidence in our operations are to us what comparative prices are to other stores, the basis by which we wish people to judge our values. We use thousands of columns of space for institutional or good-will advertising with very satisfactory results."

"IT'S BUNK," SAYS F. P. A. OF "GOOD OLD DAYS"

Acid Test Is to Look Over Papers of Quarter Century Ago, Says N. Y. World Columnist Answering Mencken's "Holler"

When the gag is pulled about the "good old reporters in the good old days" just classify it as bunk was the advice this week of Franklin P. Adams, who, from his perch on "The Conning Tower," column in the *New York World,* frequently criticizes newspapers and newspaper men.

The latest man to wag his hoary head and mourn the dear departed past was H. L. Mencken, the Baltimore politician and former newspaper man, and F.P.A. was answering Henry when he said to EDITOR & PUBLISHER:

"I know the good old days as well as he does, and I know that there is better stuff being written in newspapers today than there ever was.

"One trouble with Mr. Mencken is that you can't hear him some of the time, he yells so loud."

On the fingers of one hand the Aged Bard recalled a few of the "good old reporters of the good old days." There was Samuel Hopkins Adams; Will Irwin, who, said F.P.A., "wrote news stories like a breeze"; Irvin S. Cobb, Ed Hill; and the columnist's own boss, Herbert Bayard Swope, executive editor of the World, who "got to know everybody and got the news and also gave ideas to the city editor."

"If you talk to any of these fellows they will tell you that they really were not super-reporters," F.P.A. continued, stroking his black mustache. "They will say that the really good reporters are still on the job pounding out really good news stories. Such a man, they will say, as Lindsey Denison, a reporter on the *New York Evening World.*

"The real test of the good old days is to go to the morgue of any new and read over the stale, embalme of yesterday's reporters."

Mr. Adams was asked to critici ent day newspapers practices, an paper practices, but declines the j "I write my criticisms in my c said he.

GAVIT JOINS THE SURV

John Palmer Gavit, for man correspondent of the Associated Albany, Washington and Chica joined the staff of the *Survey M* in New York, in charge of the service department and as secret member of the board of directors vey Associates, Inc. For the la years Mr. Gavit has been a fr writer in Geneva, Switzerland. H ed his newspaper work with the o *ford Post.* In 1902 he became correspondent for the A. P., a was chief of the Washington o superintendent of the central div

The value of our Co plete Checking Pr Service can easily ascertained from any all of our 412 ne paper subscribers . . or any Agency or A vertiser (trial test of on request).

The Advertising Che Bureau, Inc.

NEW YORK—79 Madison A

CHICAGO — 538 S. Clark

Largest Circulation and Largest Volume of Advertising of any Daily west of the Missouri river

LOS ANGELES EVENING HERALD

REPRESENTATIVES
Chicago, JOHN H. LEDERER, 910 Hearst Bldg.
San Francisco, A. J. NORRIS HILL, 640 Hearst Bldg.
New York, HERBERT W. MOLONEY, 604 Times Bldg.

Thorough Coverage in One of the World's Richest Buying Centers— Coupled with the Ability to Produce Results

Pittsburgh Gazette Times
(Morning and Sunday)
AND
PITTSBURGH CHRONICLE TELEGRAPH
(Evening except Sunday)

These newspapers in News and Advertising have the confidence of their readers. Their readers have the power to purchase.

Sold Singly or Combined

URBAN E. DICE, Nat'l Advg. Mgr.
Gazette Square, Pittsburgh, Pa.
E. M. BURKE, Inc.,
1457 Broadway, New York.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL COMPANY,
742 Market Street, San Francisco, Cal.
Times Bldg., Los Angeles, Cal.
White-Henry-Stuart Bldg., Seattle, Wash.

Detroit
Fourth Largest City
For most complete and economical coverage concentrate in one paper—
The Detroit News.
Offers advertisers unusual opportunities

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

The Place to Push Sales

Kansas—made unusually prosper this year by excellent crop yield offers an attractive market to sistent advertisers.

The Topeka Daily Capital

thoroughly covers Topeka and big trading radius. The only ne paper with a circulation throug the State.

Included in primary distribu campaigns by leading national vertisers.

40,000 Guaranteed Circulat

Published by Arthur Cap Topeka, Kansas

After All

It's not so much ho many read your story a how many put credenc in it.

THE PHILADELPH RECORD

Goes not only into th homes but also into th hearts of 150,000 sub stantial families daily.

Second Largest Morning in Philadelphia

Always Reliable

J. S. NEWSPAPER GROUP SAILS FOR NORWAY

welve American Editors Leave July 7 to Be Guests of Overseas League—Will Return Aug. 19

To gain an insight into conditions in orway, 12 American newspaper men d Thursday sailed from New York on e S.S. Bergensfjord for Norway as the ests of the Norwegian Overseas ague, the Norwegian Press Associa-n and the Press Bureau of the Norwe-an Ministry for Foreign Affairs.

A two-months tour to many cities, wns and hamlets in Norway will be cluded in the itinerary of the trip.

Scheduled to arrive at Bergen, Nor-y, July 16, the party will continue ly 17 on board the S.S. Stavangerfjord, hich will move to the North Cape, here it will arrive July 23. From the orth Cape, the vessel will move south t the fjords, arriving at Merok in Sund-or, July 26.

Here the party will leave the ship, to l taken in automobiles over the moun-ins to the eastern portion of Norway nd to the capital city, Oslo. The party ill leave Oslo August 9, and will arrive New York Aug. 19.

Newspaper men making the trip are: arl W. Jones, *Minneapolis Journal;* dward Kahn, *St. Paul Daily News;* erman Roe, president of the National itorial Association, *Northfield News;* istian Prestgard, *Decorah* (Ia.) *Pos-t;* H. E. Armstrong, *New York imes;* Leroy Vernon, *Chicago Daily ews;* Donald Day, *Chicago Tribune,* ho will join the party at Bergen; Royal ougham, *Seattle Post-Intelligencer;* hn Anderson, *Skandinaven,* Chicago; N. Rygg, *Nordisk Tidende,* Brooklyn, Y.; Gunnar Lund, *Washington Post-e,* Seattle, and H. Sundby Hansen, the *ew York Herald Tribune.*

Hosts of the newspaper men will be presented by C. J. Hambro, president of t: Norwegian Storting and president of t: Norwegian Overseas League; Thorall yser, editor and president of the Nor-vgian Press Association, and J. Visnes, ef of the Press Bureau of the Norwe-n Ministry for Foreign Affairs.

BROADCASTS 42 HOURS

ston Herald-Traveler Radioed Byrd Bulletins Every Half Hour

Broadcast of half-hour bulletins over NAC, Boston, by members of the *Bos-n Herald and Traveler* news staff for 4 hours during the flight of Commander rd and his companions last week tablished a record for continuous broad-sting in Boston and probably New Eng-nd.

The first bulletin to go on the air was gen at 10:45 a. m., June 29, followed b half-hour bulletins throughout the ht, the next day and the next night, cluding the following morning, when word of the fliers' landing at Ver-Sur-Mer, France, was received.

John Shepard, 3d, of the Shepard Stores, Boston, owner of the station, made the broadcast possible.

Among those who received news of the progress of the flight was Mrs. Byrd, wife of the commander, who sat through most of the continual broadcast of the flight before her radio in her Boston home.

COOPERATIVE GROCERY DRIVE IN SEATTLE

200 Stores Fighting Chain Competition with $30,000 Budget for Institutional Copy Exclusively in Newspapers

To ward off further invasion by the chain stores, two hundred Seattle grocers have formed a cooperative group and will spend $30,000 this year in advertising in the dailies of the city.

The grocers have chosen the slogan, "All Over Seattle, All for Seattle," and have adopted an identifying emblem containing a Greek triangle symbolizing grocery virtues: "Quality, Economy, Service."

The idea of neighborliness, friendliness of personal and delivery service is stressed in the campaign, which has been turned over by the Seattle Retail Grocers' Association to the Western Agency, Inc., and which is said to be the largest single food campaign in the city, as well as the large cooperative movement of independent grocers in the United States.

The campaign is strictly institutional. One-half page is the smallest amount of newspaper space being used, and newspaper space is the only medium that has been chosen for this campaign. The movement is financially backed and assisted by a large number of the wholesalers and food jobbers of Seattle, as well as the food manufacturers themselves.

BENNETT HOME SOLD

The historic Brooklyn home of the late George C. Bennett, founder of the *Brooklyn Times,* was auctioned off on Thursday, June 30, for $650,000. Bennett de Beixedon, grandson of the original owner, was the highest bidder.

CO-OPERATIVE PAGES IN UTICA

Stores Take Paid Space to Tell Saturday Closing Hours

Stores in Utica, N. Y., which will remain open on Saturday afternoons all summer recently took a co-operative page in the Utica *Observer-Dispatch* and the *Press* to tell that fact to the public.

The Observer-Dispatch had a full-page signed by 33 merchants, while the Press ran a double truck containing 64 boxes, each box carrying the name, address and line of business of the advertiser. Then the merchants who were going to close Saturday afternoons demanded some recognition. The Press carried a page for these firms signed by 25 firms and the Obeserver-Dispatch had six full columns signed by 21 firms.

CLINE ELECTRIC MFG. CO. CHICAGO — QUALITY, ECONOMY, SERVICE — CLINE WESTINGHOUSE — CLINE SYSTEM

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Detroit Free Press
Detroit, Mich.

Ask them about it

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

Buffalo, The Wonder City of America

Buffalo—a profitable Market for Advertisers

Sales in Buffalo are splendid for advertising goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

EDWARD H. BUTLER
Editor and Publisher
KELLY-SMITH COMPANY
Representatives

Graybar Bldg. New York, N. Y.
Atlantic Bldg. Philadelphia
Tribune Tower Chicago, Ill.
Waterman Bldg. Boston

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday news papers *combined.*

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

The largest evening paper circulation in Baltimore

151,059
May, *net paid*

May, 1927, sets a new circulation record for daily papers in Baltimore.

The NEWS, with its May net paid circulation of 151,059, enjoys a margin of 24,141 copies over that of the Evening Sun, its nearest competitor.

You reach more of Baltimore through the

BALTIMORE NEWS

Largest circulation of any daily paper in the South

ADVERTISERS who understand the Iowa situation know from experience that the consumers' market there cannot be properly sold without the use of newspapers in these twenty-one key cities.

IOWA DAILY PRESS ASS'N
DAVENPORT, IOWA.

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat & Leader
Davenport Times
Dubuque Telegraph-Herald
Fort Dodge Messenger & Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times-Republican
Mason City Globe-Gazette & Times
Muscatine Journal & News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Courier
Waterloo Tribune

From the Linotype Mailbag

"A Notable Example of Service"

"While to you this is an old story, we cannot refrain from expressing our appreciation of the particularly efficient service which you maintain for the users of your machines.

"A notable example of this service has recently come to our attention. On Thursday afternoon of this week we discovered that we needed at once a 7 point right hand liner. At 2.30 that afternoon we sent to the factory a telegram ordering the liner, and on Friday night at 5:30, in almost 24 hours, that liner was in town! How could service between New York City and Central Maine be any better than that?

"And what should not be overlooked in this connection is this fact: We were not the "Boston Herald," perchance, placing a large emergency order and by our prestige and the volume of business done with your company commanding respect and attention; we were simply a country newspaper up in Maine, sending in a very small order, but one, nevertheless, peculiarly important to us at that time, and receiving exactly the same attention as would the largest newspaper in the country."

THE OBSERVER PUBLISHING COMPANY
Dover-Foxcroft, Me.





Over 260,000 Homes in Michigan served by Booth Newspapers

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN
50 East 42nd Street
New York City

J. E. LUTZ
6 N. Michigan Ave.
Chicago, Ill.

Sell COLUMBUS and the G·C·O·M

During 1926 The Columbus Dispatch carried more agate lines of paid advertising than any other Ohio newspaper.

Advertisers who use The Daily Columbus Dispatch are guaranteed a total net paid circulation of 113,678. . . . . Many, many thousands more than any other Columbus newspaper.

Dispatch
OHIO'S GREATEST HOME DAILY



By MARLEN PEW

IN his syndicated newspaper column H. L. Mencken turns his attention to journalism's need of alert and competent criticism, saying that whereas lawyers and doctors have trade journals that are always sharply critical of professional practices journalism has only trade papers, EDITOR & PUBLISHER being one, which are "filled with mushy and feeble stuff, most of them indistinguishable from the bilge emitted by Rotary and Kiwanis." Some time ago, says Mr. Mencken, he stopped reading journalism trade papers. This was probably years ago. He is therefore prepared to discuss without encumbrances those that are now being published, and he does it with his usual rush of epithets and generalities.

* * *

WE shall not quarrel with Mr. Mencken on the proposition that journalism in America requires, for its health and development, intelligent criticism. For our part in the scheme, criticism is nothing that we shrink from. If our stuff is feeble and mushy we would lack good sense to resent being informed of the fact, as we have normal ambition to get on. We shall now spruce up a bit and get onto the job. Of course, we would prefer to have the criticism come from someone who reads our paper and would find specific rather than general fault. But even Mr. Mencken's thrust in the dark is not unwelcome. Mr. Mencken's often expressed view of American journalism is that it is dead, body and soul, because the spirit has been whipped out of the old-time reporter. Speed and greed are all that is left. The newspapers did a rotten job in reporting the Miami hurricane, proprietors take orders from Wall Street and the stuff that was cabled to America from Paris on the Lindbergh flight was "puerile slush." The news from China and Russia is all faked. Washington correspondents are all imbeciles. There is nothing left for an honest and capable newspaper man to do except go into the press agent business. So says Mr. Mencken, naively adding that when he was in the newspaper business, prior to his career in the magazine trade, journalism in America was quite all right, reporters and editors knew something and were honest to the last penny. The man rattles on, making copy by the yard and newspapers print it and pay more for it in a single week, no doubt, than *The American Mercury* earns in a year. Mr. Mencken, to be fair, might at least admit that his syndicated newspaper column is good stuff, honest, decent and intelligent. Surely the newspapers that print it are not wholly in "decay."

* * *

A FAIR proposition, we think, would be to look into American Mercury for the secret of Mr. Mencken's ideal journalism. He is the editor of it and has a rich and care-free book publisher to back him up. What does he do with the tools of the trade in the way of expressing great truths which shall set us free? Will he thank us for a little candid criticism of his own brand of stuff? We *have* read the contents of his Paris-green covers, and however feeble-minded he may think us nevertheless we have an opinion based on evidence. Mr. Mencken plays a very safe game in his journalism. He is the cagiest editor of the horn-blowing type the country has seen since Elbert Hubbard. His specialty is in attacking groups that cannot, or will not, fight back. His shield is the festive generality. He bawls for "freedom," but persecutes those who do not subscribe to his views. He is the least tolerant of any American writer. For simple faults he boils in oil the objects of his scorn, but carefully selects these objects. For instance, he is unwilling that in free America the Holy Rollers should roll, or the Methodists should shout, or the Baptists baptize, but he is extremely careful about ridiculing Catholics for their faith, since Catholics notoriously do not stand that sort of treatment without a kick-back. Religious freedom in this country is something that Mr. Mencken will not permit, but he was right there to demand freedom of the press when the police seized his books on Boston news-stands because they contained a story about an old prostitute that, in our opinion, was the cheapest bid any publication has made to the prurient-minded in this country in a generation.

* * *

ONE looks in vain in American Mercury for anything that is really vital even when you would think the subject was on Mr. Mencken's beat. There is no end of slurs on American customs and habits. The simple enjoyments of the plain people and the boasts of the pretentious, all very right in their way and place, are described by Mr. Mencken in about the same terms and tone that one hears at the snobbish Mrs. Frothingame's Sunday night soirees in Greenwich Village. "Those people are so damned, rotten vulgar, you know, m'dear." But if you are looking for a piece of good, red literary meat, such as a Professor Ripley expose of the latest stock-swindling device in Wall Street, or the low-down on the talk about the Pope and Al Smith, you do not find satisfaction in Mr. Mencken's magazine. Indeed, you learn to look there for nothing that required any research or investigation. It is, in the main, an elbow grease and gall product. We do not say that the American Mercury has not printed some good stuff. Some contributors have written well, when not venting their personal spite. Mr. Mencken has art, but his understanding has its limits and his product often seems shy on points that most folks call honor. By and large, his muck-raking has been cowardly, only half true and rarely directed at the great evils. He is in his element as a sharp-tongued gossip. The editor, of course, has to get a half dollar for a copy and naturally thinks he must put some "dynamite" into the publication to get that high price. But his bombs are more noisy than dangerous.

* * *

SO much fishy dope has appeared in American Mercury in recent months that some of Mr. Mencken's admirers have wondered if he had not lost his punch. The editing has been atrocious in spots, with such thin and ignorant stories in lead positions as that silly yarn concerning the A. P. which started everywhere and ended nowhere. The A. P. is always an easy mark for any able muck-raker. Mr. Mencken may possibly need one of the modern journalistic imbeciles to hold things together while he grinds his grist of words, words, words.

* * *

AMERICAN MERCURY as a radical magazine has throughout its existence been of the lightest pastel shade of pink and its editor no regular devil, at least compared with such masters of invective and such penetrating political economists and sociologists as "Bill" Reedy, Frank Harris, Gaylord Wilshire, Max Eastman, Upton Sinclair, Haldeman-Julius, Brand of Iconoclast fame and dozens of other able publicists in the field of advanced thought. To our knowledge nothing that Mencken has ever done has involved any personal sacrifice. He has never been fired, arrested, egged, framed-up in a hotel, spat upon, stoned in the street, booed, shot, kicked in the stomach, ostracized or had his notes called at the bank. Life has been both sweet and easy. If he will, for just one issue, cut out generalities and deal with the facts of life as newspaper men must face them, together with the consequences, he may come to a realization of what the journalism that he scorns means to men like Carl Magee and Don Mellett and scores more who bleed and die for causes which mean something to the people of their communities.

* * *

IN a recent number Mr. Mencken printed something which, in our opinion, is a tip-off on his journalistic integrity. It was his lead story and concerned J. Pierpont Morgan. As the practices of the House of Morgan have for 30 years been our particular antipathy we opened to this article with some excitement. The writer, we presently found, had about as much understanding of the menace in the trade of Morgan, and his father before him, as has a moron of higher mathematics. He had nothing to spill but surface small-talk and took a couple of thousand words to prove it. But he wound up his afternoon's typewriter exercise by uttering one of the most impudent libels that has ever come to our notice, in newspaper or magazine. By direct inference this writer gave the reader to understand that the insane man who shot Morgan a few years ago was deliberately done to death in a prison cell after his arrest because of Morgan's power.

* * *

WE quote from the article: "Mr. Morgan was severly injured but his usual vitality, and the high-pressure prayers of the Episcopal clergy in the New York diocese, pulled him through. Holt (the assailant) never lived to stand trial amid the hysteria of patriotic indignation following his attack on a man suddenly grown popular. He was confined in a Long Island jail and 'fell or jumped' to his death from an upper tier of cells a few days later. At any rate, he was found with a crushed skull one morning sprawled in a wide pool of blood on the concrete floor. In such fashion end the lives, oftener economic than physical, of those who dare flout a Bourbon."

* * *

OF all the weasel-worded scurrilities that we have ever seen, this takes the blue ribbon. The inference is as plain as a pikestaff that Holt did not commit suicide. The quotes do the trick. In such fashion die those who flout a Bourbon. Of course Morgan could not, or would not, sue. It was safe enough!

This writer is prepared to tell Mr. Mencken something he might have learned for himself by stirring the foot for only ten minutes. Coroner W. R. Jones' verdict was that Holt "died of a compound fracture of the skull and cerebral hemorrhage caused by leaping headlong from the cell grating to the cement floor of the jail." If the Mercury writer had evidence to the contrary he would have printed it. He was merely content to throw the acid of his hatred on a chance that the infamy would not be called.

* * *

BUT, let's have plenty of criticism in our profession, and all in good humor. It is balm for the soul and makes for better ways. Mr. Mencken thinks we are dead from the heels up and we thank him for the spur. We think that in some respects his journalism is cowardly, cheap, blatant, crooked and horribly wordy and that he is steeped in egotism and suffers from a complaint of hateful language that continues both in summer and in winter. Some day somebody with guts may shut his mouth, or at least an eye, if he fails to heed our gentle advice and reform the practice of printing any old thing that comes into his mind, whether true or false, fair or foul. That would be too bad, and we would not want to see it happen. Mr. Mencken owes us nothing for this sincere criticism and we, in turn, thank him for his draft of oxygen.

NORTH CAROLINA PRE PROGRAM READY

Selection of Banquet Speaker for nual Convention at Morehead C July 20-22 Yet to Be Announced

The tentative program for the an meeting of the North Carolina Press sociation, which will be held in Villa tel, Morehead City, July 20 to 22, i sive, has been arranged at a meetin the officers and executive committee in Charlotte. The program is com except for the selection of the spe for the annual banquet, which wil held Thursday night, July 21.

Present at the Charlotte meeting A. C. Huneycutt, president; Miss trice Cobb, secretary-treasurer; J. Atkins, W. C. Dowd, Jr., and Le Weathers, members of the exceutive mittee, and B. Arp Lowrance, field retary.

The Associated Press of North C lina will have its meeting at 1 p Thursday, at a luncheon.

The Press Association program lows:

WEDNESDAY AFTERNOON, JULY 2
3:00—Meeting executive committee
8:00—Convention called to order president.
8:10—Eastern North Carolina G You—Giles Mebane, *Bea News.*
A response—Don Elias, *Ashe Times.*
Report of executive committ
8:45—Address by Robert Lathan, *A ville Citizen.*
Appointments and announcem
THURSDAY MORNING, JULY 21
9:30—President's address.
Discussion on news—Sant Martin and Roy Parker, ers.
10:40—Report of field secretary.
Discussion.
Newspaper Circulation—W. Corbin, *Greensboro News,* H. P. Deaton, *Mooresville terprise.*
Announcements.
THURSDAY EVENING
7:30—Banquet—A. C. Huneycutt siding.
Address—Speaker not select
FRIDAY MORNING, JULY 22
9:30—Meeting called to order by p dent.
Address—Josephus Daniels, *eigh News and Observer.*
Discussion—State Legislation Newspapers—B. Arp rance.
Discussion—Advertising—J. Hurley, *Salisbury Post,* a S. London, *Rockingham Dispatch,* leaders.
11:30—Election of officers.
Report of committees.
Awarding of prizes.
Other business.
Discussion.
FRIDAY EVENING
Social and roundtable discussion.

BROWN HEADS COLLEGE GR

Association of College News Bur Meets in Kansas

The American Association of Co News Bureaus which will gather in cinnati for its 1928 convention, men voted at the annual meeting at Ma tan, Kan., June 23-25.

Officers for 1927-28, chosen at the hattan convention, follow: Presi Maynard W. Brown, Kansas State ricultural College, Manhattan; vice-p dent, R. S. Clark, Carnegie Institut Technology, Pittsburgh, Pa.; secret treasurer, Miss Marie Dickore, Co of Music of Cincinnati.

TURF WRITER MARRIES

Peter Burnaugh, turf writer for *New York Sun,* was married this to Miss Betty Stanley, daughter of and Mrs. C. C. Stanley, of Wichita,

)B DAVIS RODE INTO JOURNALISM ASTRIDE BUCKING NEVADA BRONCHO

ed Munsey Editor Carried Papers for Brother in Carson City, He Writes in Column—Lured from Home by Drummer's Flattery

SWERING a correspondent, Robert Davis, noted *Munsey Magazine* edi- ow writing his memoirs in a column e *New York Sun,* this week recalled he happened to leave home and newspaper work.

hen I was 15 years old," he wrote, gotiated a deal with my brother owned the *Morning Appeal* in Car- ity, Nev., to carry the paper six a week to its 300 subscribers.

he route was about eight standard That seemed to be considerable g for $5 a week, so I went to Doc n, who owned a livery stable, and him a proposition to break a ng once a week if he would sup- e horseflesh upon which to deliver ily news to the people's doors. Doc me up and produced a string of bronchos.

e program was for me to climb resh horse every Monday morning 'clock in Doc's stable. My papers strapped under my arm. One of stlers would hold the mustang until into the saddle and planted my n the stirrups. The bridle was with martingales so as to keep the l's head down and guarantee rea- e control. 'Are you ready?' To I responded, 'Let her go!' Then ostler slapped the cayuse on the with his hat and 'we,' to use Lindy's te word, bolted into the gray dawn p the main street. After bucking l several blocks and sunfishing the wooden sidewalks Mr. Horse down and began to behave. The hree days of each week we had a time with each other, but Thurs- Fridays and Saturdays the com- ship ripened into cordial relations. ring my broncho busting career I throned but once, and under morti- circumstances. It occurred one vinter morning, when I was near- e end of my route and had ridden rse up to a watering trough upon half an inch of ice had formed. the horse might drink I jabbed l through the ice sheet. Eagerly he his gullet until the lowered water the ice to sag and finally crack loud report. Startled by the noise, ustang set his feet and did a vol- Out of the saddle, over his head to a large plate glass window that nted the front of Cap Avery's rode the first aviator. I struck little substance with my back first in the barroom on all fours, but t a scratch. That was my first e into a ginmill and the following on my brother was called upon to up to the tune of $65 for the d grandeur. He replied that while rier had taken panes to come in d to stay out.

rtly thereafter I became a com- on the paper and took up local ng. One day a drummer from la, Cal., dropped into the office and ted that I was too good a man to yself in a small town.

ll give you a letter to a prosper- wspaper owner in Alameda,' said he, 'who is always on the lookout for bright young men. If he takes a fancy to you your fortune is made. Don't waste any time here.'

"Fired with enthusiasm I reported the matter to my father, who mistook the romance for a 'call' to his youngest son. My mother, ever confident that the Lord moved in mysterious ways, packed my frugal wardrobe in an ancient grip and with her blessing bade me a tender farewell.

" 'Write often and tell us of your success,' said she, 'and remember that evil communications corrupt good manners.' My brother gave it as his unqalified opinion that I was 'a chump' for taking any stock in an Alameda drummer. But the die was cast. With high heart I set out to conquer the world in my eighteenth year.

"The newspaper proprietor in California didn't take a fancy to me at all, nor had he the slightest recollection of the said drummer. He would, however, show me the way to the depot, where I could catch a fast train out of town. 'Try Los Angeles,' he advised. By easy stages I worked my way to the City of the Angels and got along fairly well as a compositor and job pressman. Nevertheless I wished many a time that I was on the quarter deck of a bucking broncho plunging into the crisp, fresh mountain air of the old home town."

STILL WORKING AT 80

Rockford (O.) Press Editor Has Spent 62 Years on Newspapers

DeWitt Clinton Kinder is nearing 80, but is on the job every day as editor of the *Rockford Press,* Rockford, O., a small town near Celina.

He is perhaps the oldest newspaper man in active service in northwestern Ohio. He has a record of 62 years in the printing and publishing business.

He was born in Franklin, O., October 9, 1847, and began his long newspaper career in Hamilton, O., January 1, 1866, in the office of the *Hamilton True-Telegraph.*

Kinder's independent venture was at Ladoga, Ind., where he owned and published the *Ladoga Ledger.* He sold this paper in June, 1883, and went to Shanes Crossing, O., and established the *Free Press,* which, in later years, became the Rockford Press.

RETIRED PUBLISHER BURNED

John E. Hopley, 77, retired owner and editor of the *Bucyrus* (O.) *Telegraph,* was severely burned a few days ago when his bed clothing caught fire from a pipe which he was smoking in bed.

SHAFFER PRIZES AWARDED

Winners of prize awards offered by John C. Shaffer, publisher of the *Chicago Evening Post,* to foreign students at Northwestern University, Evanston, Ill., for thesis to encourage the study of American life and ideals, have been announced. Richard M. Sia, of Pao Shu Yuan, Foo Chow, China, and George M. Chavarri, of Peru, were this year's winners. They divided the $50 second price, no thesis submitted being deemed worthy of the $100 first award.

PLAN $100,000 AD FUND FOR NORTHERN N. Y.

Development Association Being Organized with $100,000 Fund as Goal to Advertise Industrial Advantages

Thousands of dollars will be spent for newspaper space annually to advertise the pleasure and commercial resources of the Adirondack mountain region under a program tentatively adopted by the newly organized New York Development Association, Inc.

Several publishers in northern New York have already allied themselves with the association and virtually 100 per cent newspaper representation is expected. Among the charter members of the association are: Byron G. Seamans, editor of the *Pulaski* (N. Y.) *Democrat;* Douglas H. Callander, of the *Malone Evening Telegram;* Ernest C. Gould, of the Gould Publishing Company of Watertown; Edwin W. Waterbury, business manager of the *Oswego Palladium-Times,* and F. Dudley Corse, of the *Sandy Creek News.*

Formal organization of the New York Development Association was effected at a meeting at Ogdensburg last week, attended by more than 100 business leaders of northern New York. The large water power and paper mill interests are in the majority among the organizers, one of the prime movers of the association being John N. Carlisle, of the Northern Utilities Corporation and St. Regis Paper Company.

The association will create a fund of $100,000 from voluntary contributions. The major portion of this sum will be spent in advertising, principally in newspapers. The "copy" will make a special appeal to industries to locate plants in the Adirondack territory to avail themselves of the vast water-power facilities at cheap rates.

$50 PRIZE FOR EDITORS

The *Lincoln* (Neb.) *State Journal* has offered a $50 prize to the member of the National Editorial Association who writes the best story concerning Lincoln. The city was visited recently by a party of N. E. A. members following their annual convention in Omaha.

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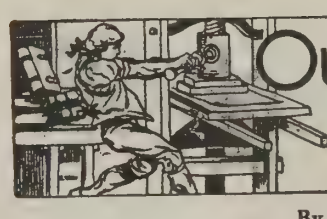
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Our Own World of Letters

By JAMES MELVIN LEE

CRADLE DAYS of the newspaper press have frequently received attention, both in books and also inmagazine articles. EDITOR & PUBLISHER has, as a matter of fact, published two articles on this topic.

The cradle days of the periodical press, however, have been overlooked, though strangely enough one would have thought that this field, which so long has lain fallow, would have been one of the first to be tilled by research students in English universities. Walter Graham, Associate Professor of English at Western Reserve University, has made a detailed study of periodical literature from 1665-1715 and has published his results in "The Beginnings of English Literary Periodicals" (The Oxford University Press).

This volume, dealing, as it does, with ephemeral and peripatetic periodicals, can best be mentioned in "Our Own World of Letters" by picking out sentences which might be suggestions for headlines in individual stories about these precursors of the modern magazine. Professor Graham divides these early periodicals into two groups—those of a learned nature and those published only for the entertainment of the reader.

The first literary periodical—and, the terms "first" and "literary" are used in a very limited sense only—to be published in England was *The Mercurius Librarius* which appeared in 1668. The title was unquestionably borrowed from that so frequently given to the news books, MERCURIUS. The earliest English news book, or news pamphlet, to have that word in its title was *Mercurius Britannicus* of which Thomas Archer was the editor. *Mercurius Librarius* was really a trade journal or a house organ for some twenty odd London booksellers whose productions were described under such headings as "Physick," "Divinity," "Histories," "Players," etc. Its chief interest today lies in the fact that it was the great-grandfather of the present literary periodicals of Great Britain.

In January, 1682, appeared *The Weekly Memorials for the Ingenious,* a small quarto of eight pages, which in modern terminology might be called a near magazine. Its contents consisted of abstracts from foreign books, translations from foreign journals and a few original articles. It soon had a competitor with the same title with the result that there was cut-throat competition in which the conductor of each weekly warned his innocent readers to beware of the counterfeit of the other publisher.

The father of the literary periodical in England may safely be said to be John Dunton, who began his *Athenian Gazette* on March 17, 1691. Its contents consisted chiefly of questions and answers. Associated with Dunton was Richard Sault, a teacher of mathematics, and a little later Samuel Wesley, a famous British divine better known as the father of John and Charles Wesley, who in turn were the founders of Methodism. This editorial trio met weekly for consultation over the questions to be answered in the periodical. Much of the contents consisted of answers to serious questions, but the editorial council did not lack a sense of humor as the following quotation will show:

> Question. When had angels their first existence? Answer. Who but an angel knows?
> Question. Whether a public or private courtship is better? Answer. The private is more safe and pleasant.

Other questions were:

> Where is the likeliest place to get a husband in? Whether virtue does not consist in intention? Whether Adam was a giant? Whether negroes shall rise at the last day? Where extinguished fire goes? Whither went the ten tribes?

Dunton soon changed the title, however, from The Athenian Gazette to *The Athenian Mercury.*

Professor Graham brings out this important point, that the newspapers borrowed their entertainment features from the periodical press. As a matter of fact, so he points out, the first really good example of a newspaper with features was one put out by this same John Dunton, *Pegasus, with news, an Observator, and a Jacobite Courant*—a long name for the newsboys to shout if the paper were marketed that way.

Of the periodicals designed purely to amuse and to entertain the most important was *The Gentleman's Journal,* the first number of which appeared in January, 1692—a sort of *Town Topics* of London. Considerable space is devoted to Defoe's *Weekly Review,* "the most celebrated periodical before *The Tatler* of Addison and Steele."

Professor Graham does not overlook the periodicals that featured sex stuff. These will be found in Part III. The first to be mentioned is Dunton's *Night Walker,* or *Evening Rambles in Search after Lewd Women,* "with conferences held with them." Professor Graham admits that the title is a trifle intriguing but informs the reader looking for questionable entertainment that disappointment may be found in these rambles for the said conferences had as their object the reformation of the women. He then adds:

> Dunton's declaration of war on the "chief prostitutes in England, from the pensionary miss down to the common strumpet," and his expressed purpose "to expose vice monthly in lively colors and describe the dismal consequences, so as to frighten and shame women out of that life," whether dictated by religious or mercenary motives, added another impulse to the wave of reform.

Part IV of the volume limits itself to the Addisonian trio—The Tatler, *The Spectator,* and *The Guardian.* For the students of English literature possibly this chapter is the most important in the volume, but for the newspaper man the earlier chapters have the chief interest because they show the connection between the pamphlet of news and the pamphlet of entertainment. News about the precursors of the periodical press is of course more interesting to newspaper people than news about Steele, Addison, Swift, Defoe, etc.

* * *

IN "A Near Century of Public Service" Hugh Mercer Blain, formerly Director of the School of Journalism at Louisiana State University and Secretary of the American Association of Teachers of Journalism, has produced a well written and interesting book which shows the value of newspaper files for research purposes. This volume, telling the story of the origins and progress of the gas, street railway and electric service of New Orleans, reflects credit upon the newspapers of that city for the way in which they covered the history in the making. Proper credit, of course, is given by Mr. Blain to the newspapers for the help he has received. The volume has some interesting sketches that are almost worth special stories in the Sunday supplement as evidently New Orleans was the tryout point for such innovations as the "walking car" and the "fireless engine."

* * *

THE Unknown Soldier produced an editorial that won a Pulitzer prize. "The Unsung Reporter," an editorial in *The Bookman* for July, is also worth a Pulitzer prize for the praise it gives to "the anonymous souls who give us our daily news." It goes on to say that the time was of course when the newspapers were written poorly enough to create the impression that they were written impersonally, but the time has changed. To quote direct:

> One cannot read a newspaper today without the feeling that the thing has been done by some fellow who ought to be rewarded, who deserves more of an ovation than he probably gets from a thousand widely distributed readers each moment for two hours after the paper is out.

The explanation given is that newspapers today "are being written by men and women of unmistakable ability." By strange coincidence the next editorial deals with the Pulitzer prizes.

* * *

WILLARD E. Yager, who used to be connected with the *Oneonta* (N. Y.) *Herald,* has of late been devoting more than his leisure moments to the natural history of the Indian tribes in America. His latest volume is "Non-Combatants" and is a comparison of Christian custom and that of the Red World. The volume, the result of careful research work and painstaking study, sheds new light on Indian practices in war times. It deserves a place in the newspaper library for the chapters in early American history that previously had been unrecorded. It comes from the press of the *Oneonta Daily Star.*

* * *

ISABEL M. PATERSON, who writes "Turns With a Bookworm" for the Book Section of the Sunday *New York Herald Tribune,* calls attention to the fact that the author of the forthcoming novel, "Not For Publication," (The Century Company), Clara Sharp Hough, is a graduate of the Pulitzer School of Journalism—as are her husband and her brother-in-law. In commenting on the fact that this novel is a story of newspaper people, Miss Paterson says, "There has never yet been a good story of newspaper people. But maybe this will be."

Can it be possible that Miss Paterson has never read "Deadlines" by Henry Justin Smith of the *Chicago Daily News?*

* * *

DOUBLEDAY, PAGE & CO., recently had a garden party out at its home in Garden City. To many it seemed like a gathering of ex-newspaper people, from ex-managing editors down to ex-columnists. One of the chief topics of conversation at this party was the prize which *The Nomad Magazine* is offering newspaper men and women for the best "story of a story." Such a story must be an authentic adventure in journalism while covering an assignment.

Details about the prize contest may be obtained from Albert Steven Crockett at 50 Lafayette Street, New York City. Mr. Crockett, it will be remembered, is the author of "When James Gordon Bennett Was Caliph of Bagdad." (Funk & Wagnalls).

* * *

WHAT is success? H. V. Kaltenborn, associate editor of the *Brooklyn Eagle,* gives his answer to this question in the May issue of *The Brooklyn Central,* the house organ of the Central Branch of the Young Men's Christian Association of Brooklyn.

Mr. Kaltenborn says success is easiest where one is in work that he likes. Laziness and cowardice have a hard time defeating the man who is interested in his work.

The general trend of this editorial which is headed "As I See It" cated by the following quotation:

> When I read the life stories of "successful" men, or read the advertise those who pretend to help others to s sometimes wonder whether our Americ of worshipping material success is n more harm than good. There is a di content which drives men on to great ments, and there is another kind of d which drives men on to failure. If w more from a man than he can possibly persuade him to undertake a task for is not fitted, we doom him to disapp dissatisfaction and failure.

The concluding thought is tha are "many successful men on th rungs of fame's ladder."

* * *

WHO reads the tabloids? T *Republic* answered this in its issue for May 25. Louis business manager of the *New Times,* corrects the reply in t Republic for July 6. Mr. Wiley that a truer statement than tha by the New Republic is that the have made none of their gains at pense of better or the best jour He insists that the standard si York newspapers which have i their news service and have app intelligent readers "have steadi forward."

Another correction listed by M follows:

> A correct statement of the situatio mit, is that modern journalism has pl ends against the middle. The better n have grown better and stronger in the tion of their public; the other kind hav grown worse, reached down and ta sources of newspaper purchasers in t had hitherto bought none.

Mr. Wiley then takes up the of the New Republic of the ad significance of the large mass tion of the tabloids and conclu the following:

> The better newspapers, far fr "alarmed by their (the tabloids') growth," are in a stronger position in circulation and advertising. The o papers to be alarmed are those w offered their readers almost the sam journalism. They alone will feel the c of the newscomers which do their way which we will not term better, energetic.



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IERE'S A MISCHIEVOUS IMP LYING IN WAIT FOR COPY READERS

Puts Double Meanings into Headlines for Amusement of Public and Dismay of Managing Editors— Some Examples Cited

By ROBERT S. MANN

ERICAN newspapers are sometimes cused of trying for sensational head- How about the sensational head- they don't try for? For instance:

MURDERED MAN ACCUSES WIFE

this one:

JUDGE SAVES REAL BEER IN ST. LOUIS

this:

E-THROW LOVING CONTEST S WON BY KAPPA ALPHA

ese are all real headlines that got rint in American newspapers. Let's and diagram them before we get id our depth. The murdered man only a wounded man when he ac- his wife. The judge was not stor- eer in his cellar, but had made a ical ruling on one phase of a pro- ion law. The contest was for a lov- up not just for loving.

ies are supposed to be a bulwark spectability, but according to one ine:

JURY GIVES NURSE $20,000 FOR A KISS

the jurymen fail us, we may hope to correct conduct among the school- ers of the country. But a St. Louis aper tells us:

EAST ST. LOUIS GIRLS BEATEN BY FACULTY

s something of a relief to find that ast headline refers to a basketball between women teachers and high

twas a small-town newspaper which id, just after the World War came end:

U. S. TO FEED HUNS ON CONDITIONS

it was a large-city newspaper on Pacific Coast that had announced a earlier:

NUT-HOUSE CHIEF HEADS PIT DRIVE

t one takes another diagram. The house chief" was the president of a ny which sold nuts. The head was merely trying to announce this man had been appointed to take e of a campaign to gather fruit pits utshells for use in gas masks.

be it from the writer of this article er at the writers of the nation's nes. It is no easy task to tell im- nt and perhaps involved facts in to fit a pattern which cannot vary than a few letters in each line. If riter takes refuge in generalities mmonplaces, there is a rebuke from itors that the paper looks dull and resting. On the other hand, if the he writer strains a point to get in nal facts, he is sending in a hurry r the imp whose particular business slip in double meanings where they belong.

casionally a clever copy reader can this imp and make deliberate use ible meanings to brighten a page. is a specimen:

SOAP PLOT SCENTED

fficers of Local Company Cited For Contempt

ther one:

UNS TO BEAT THE BAND

man Captures Saxophones and Cornets, but Drummers Beat It

may even suspect this one of having eliberately done:

HARRIS SUMMONS DR. PEASE IN MILK

Asks Visit by Head of Laboratory Cited by Mills in Adulteration Charges

Proper names like that of Dr. Pease gives lots of trouble, by the way. "Work to Succeed Fall" said one headline. If that puzzles you, remember that it was only a few years ago when the President's Cabinet included men named Work and Fall. "King Under Fire" wrote another copy reader, but the king was a home-town boy named King. Even such a headline as "Wide Eyes Two-Mile Mark" is confusing at first, because we think more naturally of "Wide eyes" than of a Swedish runner named Wide.

Perhaps the reader of this article thinks that almost anyone ought to be able to write good headlines without making blunders in print. Pardon us if we doubt it. One editor used to say, when complaint was made about what had been printed in his paper, "Well, you ought to see what doesn't get in." Copy readers and editors wage a war of extermination against the ludicrous blunder, and kill a score for every one that they miss. But so long as men are fallible we shall see occasionally such heads as:

MANY DISABLED IN SCHOOL

(over an item about the education of crippled children).

Or even:

AMERICAN SPORTS ENTER PALESTINE

WALLACE ESTATE $159,598

The estate of Henry C. Wallace, Secretary of Agriculture under President Harding and editor of *Wallace's Farmer*, Des Moines, Ia., has been appraised at $159,598,90, inheritance tax reports indicated this week. The bulk of the estate is personal property, $59,000 in real estate and $100,598.90 in stocks.

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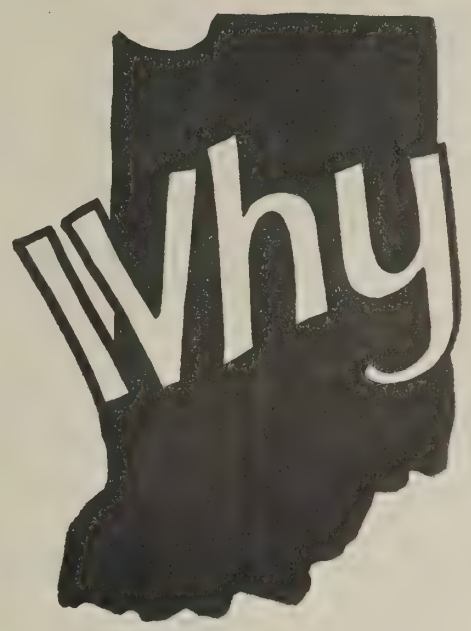
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**Fort Wayne Journal-Gazette (S)	30,255	.08
**Fort Wayne News-Sentinel (E)	44,217	.10
†Frankfort Times (M&S)	8,231	.04
**Gary Evening Post-Tribune (E)	17,002	.06
**Huntington Press (M&S)	5,058	.03
**Indianapolis News (E)	130,079	.25
**Lafayette Journal & Courier (M) 7,931 (E) 13,813	21,744	.06
††La Porte Herald-Argus (E)	6,839	.04
**Marion Leader Tribune (M&S)	9,898	.04
††Shelbyville Democrat (E)	4,063	.25
**South Bend News-Times (M) 9,858 (E) 18,288	28,146	.07
**South Bend News-Times (S)	26,421	.07
**South Bend Tribune (S) 23,482 (E)	24,351	.07
**Terre Haute Tribune (E&S)	22,973	.06

**A. B. C. Publisher's Statement, March 31, 1927.
†Government Statement, October 1, 1926.
††Government Statement, March 31, 1927.

RECEIVERSHIP RULING REVERSED

Ohio Court Finds for R. C. Hoiles in Mansfield Journal Case

The Supreme Court of Ohio has reversed the judgment of the lower courts of Richland county in the case of R. C. Hoiles against William E. Watkins involving the control of the *Mansfield* (O.) *Journal.*

Hoiles, a stockholder in the *Mansfield Daily News,* purchased a majority interest in Journal last August. A week later, Watkins and others, claiming interest as minority stockholders, caused a receiver to be appointed for the Journal and Holles enjoined from interfering.

The court of appeals affirmed the action but the supreme court found for Hoiles thus disqualifying the receiver.

U. P. OHIO CLIENTS MEET

Ohio clients of the United Press held a meeting last Saturday at Cambridge, O., which was addressed by Robert Bender, general news manager, and Tom Gerber, promotion manager, both of the New York headquarters office. Among those attending were: G. H. Leggett, *bula* (O.) *Star-Beacon;* H. W. *Cambridge Jeffersonian;* Dwight *Dayton Herald;* David Gibson, (O.) *Journal;* Sen. J. E. Hurs *Philadelphia Times;* Henry E. and C. H. Wittenberg, *Por Times;* J. C. George, *Elyria Ch Telegram,* and C. B. McCabe an Beaman of the Columbus U. P.

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Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

IMPORTANT SAVINGS IN GOOD USED EQUIPMENT

1—Model A Intertype, with font of 7 pt. Mats, and Alternating Current Motor.
2—Model 5 Linotypes, with Alternating Current Motors.
1—Monotype Sort Caster with Lead and Rule attachment, molds, mats and steel sort Cabinets.

Will offer at reasonable prices to move quickly

Write or wire
Thomas W. Hall Company
575 Washington St. New York

The Shortest Road

Manufacturers of Equipment and Supplies find that the most direct route to the Buyer is through the advertising pages of

EDITOR & PUBLISHER.

Kept on file in the offices of busy executives this publication is an ever-present salesman.

Keep your message before your clients and prospects. The EDITOR & PUBLISHER is your ever-present salesman.

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work, also Goss Sextuple.

HOE Pony Quadruple, Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Metropolitan Quadruple stereotype presses—print up to 32 pages.

Available for Early Delivery

WALTER SCOTT & COMPANY
Main Office & Factory.....Plainfield, N. J.
New York Office..Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Block

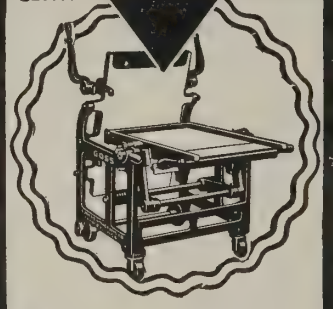
SUPREME METAL FURNACE
For Remelting and Refining Metals
IMPROVED SIMPLEX METAL FEEDER
For Composing Machines
ALFRED W. CHANNING, Inc.
Manufacturers and Distributors of Equipment for Printers
27 Thames St., N. Y.

Drive and Control for Newspaper Presses

A representative installation in central New York is that of a 100-h.p. alternating-current drive at the Utica Press.

GENERAL ELECTRIC

GOSS STEREOTYPING MACHINERY *Carried in Stock*



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO



INVISIBLE EXPENSE

When your blankets are old and worn out, they cause pc printing and many delays, due to the sheets breaking.
Complaints from readers on late delivery and loss of sal
Rebates to advertisers for poor printing.
Excessive waste paper and extra expense for power a light.
The saving in these items of Invisible Expense for o week will buy a new set of blankets.
You cannot afford to lower your efficiency by fa economy.

New England Newspaper Supply C
Worcester, Mass., U. S. A.
Cable Address NENSCO, Worcester.

Hoe Quick-Lock-Up Flat Casting Mould

The throwing of a single Lever locks this Hoe Flat Casting Mould which is carefully designed and constructed for perfect Balance as well as Quality and Durability.

Made in three sizes—five, seven and eight columns.

If It's a Hoe, It's the Best.



R. HOE & CO., INC. 504-520 Grand Street, New York
7 South Dearborn Street CHICAGO, ILL.
Pere Marquette Bldg. NEW ORLEANS, LA.
7 Water St BOSTON,

Employment—Equipment—Services

EDITOR & PUBLISHER
Classified Advertising Information
RATES

SITUATIONS (Cash with Order)
1 Time — .50 per line
3 Times — .40 per line
ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .75 per line
4 Times — .60 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Minimum Contract space, three lines. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

ADVERTISING

General Promotion

If You Want More Local Advertising put us to work for you selling our "Worthwhile" features. Write F. G. Hogan Syndicate, Lemcke Bldg., Indianapolis, Ind., or Kane, Pa.

Supplies

Shading Sheets for Art work and Benday effects. Bourges Service, Inc., 144 West 32nd St., New York.

BUSINESS OPPORTUNITIES

Brokers

Very Desirable Evening Paper, exclusive field, Middlewest; good real estate; fine equipment; over 6,000 circulation; net profit eleven percent on price asked; initial payment $40,000. J. B. Shale, Times Bldg., New York.

Offering Near Southwest Daily, only paper in city of 12,000; nets owner $20,000 annually for time and investment. Valuable real estate included. Price only $85,000. Unusual opportunity. Prop. 1390x. The H. F. Henrichs Agency, Litchfield, Ill.

Trade Journal, established, in good condition, capable of expansion. Gross about $20,000. Asking price, $17,500 cash. Harris-Dibble Co., 345 Madison Avenue, New York City.

Newspapers Wanted

Weekly or Small Daily in growing community. Will consider controlling interest on second paper anywhere. C-920, Editor & Publisher.

Service

To Out of Town Concerns. You can secure all the advantages of a New York address, including the services of established, fully furnished and equipped offices, where your interests, enquiries, callers, literature, mail, or samples will be intelligently and properly handled, for a nominal annual charge. Address (by letter only) Suite 1004, at 1841 Broadway (Columbus Circle), New York City.

EDITORIAL

Syndicate Features

Pawnee Bill—Real story of love and adventure of the only living scout—released August 1—Illustrations from Pawnee Bill's private collection. Ordered this week by News-Press, St. Joseph, Mo., and Times, Bedford, Ind. Graphic Syndicate, Inc., 25 City Hall Place, New York.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Cedar ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Ask the Man Who's Had One! In over 20 years of nation-wide experience, we have proved ourselves always able to produce greater results per dollar expended. Our circulation building campaigns, large or small, have all expert management and attention. Address us now, care of the World-Herald, Omaha, Nebr., or at any time at Box 288, Waterloo, Iowa. Myers' Circulation Organization.

Superior Circulation Builders—The W. S. Kenyon Company, 104 North Bailey Ave., Louisville, Kentucky. The circulation-building organization that has set the standard for aggressive, successful circulation campaigns for nearly twenty years.

The World's Largest Circulation Building Organization—The only circulation-building service in Newspaperdom furnishing publishers' affidavits of the exact results of its every campaign. The Charles Partlowe Company, Occidental Building, Indianapolis.

CIRCULATION

Promotion

Mr. Publisher—Large, small, Daily or Weekly—let us build your circulation by experienced Circulation Builders. Carolina Contest Co., Durham, N. C.

EMPLOYMENT

Help Wanted

Advertising Manager wanted who can develop advertising in weekly paper year old; territory, 11,000 population, rapidly increasing; close to Philadelphia; established business centers; opportunity for man who can invest $1,000 to $1,500 for part interest; paper one of group of three. Reply, stating qualifications, age, experience, references, photograph if possible. C-780, Editor & Publisher.

Contest Manager—Experienced, wanted immediately. Write, giving complete record and five references. State proposition expected. C-780, Editor & Publisher.

Managing Editor and Business Manager to take control of incorporated organization of three weekly newspapers near Philadelphia; man of ideas who can plan, write and sell advertising; direct efficiently activities of staff of six; develop circulation; an opportunity for experienced, energetic man to take group of young papers, and develop them in fastest growing communities in Delaware County, outside of Philadelphia; man who desires permanent connection. As rapidly as these papers are established, new papers will be added to chain. Man wanted who recognizes that successful newspapers must take leadership in thought and service in their communities; one who can invest $3,500 to $5,000 for part interest in corporation or finance himself for period of time, will be given marked preference. If qualified, tell us why, fully covering experience, age, references. Photograph if possible. C-781, Editor & Publisher.

Manager—Experienced party to take charge of advertising and business management of Western daily on good paying basis. Must take at least $5,000 stock in concern; also man to take charge editorial and news under same conditions. C-812, Editor & Publisher.

Special Edition Salesmen can make quick connection and handsome profits on strictly commission basis. New York City publication (not daily newspaper), 45 years old, with good background and housed in its own million dollar building, is preparing to put on a special edition and wants high calibre special edition men who are willing to work on a straight commission basis without drawings or advances until ability is proven. The rates are low, commissions are liberal and the field is large right in New York. C-816, Editor & Publisher.

Situations Wanted

Advertising Manager with excellent record, experienced directing selling and copy staffs, wants change to publisher requiring services of assistant. Trained on nationally known Eastern dailies. 33, married. C-784, Editor & Publisher.

Advertising Solicitor and copy writer of proven ability seeks position with newspaper desiring increased linage. Service and production results. Best references. At liberty Aug. 1st. C-815, Editor & Publisher.

Advertising Manager—Salesman, age 31 years, married, desires to make permanent connection with daily paper about September first. Interviews last week of July. Ten years' experience in newspaper work as manager, salesman and copywriter. Successful record. In present position four years. Not obliged to change. Will consider any part of country. Now located in Middle West. Write C-810, Editor & Publisher.

Bookkeeper—Thoroughly experienced in newspaper work. I don't know it all, but can tell what your advertising costs are. Can handle income tax reports. Box C-793, Editor & Publisher.

Business Manager, at present employed in that capacity, one who can keep your overhead down and show at least twenty per cent net gain in revenue. Can furnish the best of references. If interested address C-802, Editor & Publisher.

Business Manager or Assistant to Publisher, Auditor, Accountant, College education. Experienced in Advertising, Circulation, Office Management, Costs, Purchasing, Credits and General Promotion. Prefer location near Philadelphia or New York. Salary commensurate with position. Available on notice. C-819, Editor & Publisher.

Circulation—Young married man with successful record on four publications, who has made intensive study of circulation system, promotion and finance, and who has successful record in sub-executive positions on three publications in different parts of the country, and an excellent record in two years' circulation management on New England newspaper under most adverse conditions, is seeking a location with a paper that will afford him a definite opportunity for personal progress and performance. Changes made in positions have been for purposes of advancement, and has never left a position except of his own accord. For a connection with the right publication, is willing to make some salary sacrifice at the outset. In position to assume new connection at once and willing to pay one half of expense in going for interview. Correspondence invited from publishers in cities of 150,000 or less, and assurance is given that letters will be held strictly confidential. C-809, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation Manager—20 years' experience, large and small city dailies; excellent record of accomplishment on second and third papers; familiar with A. B. C. records, promotion and every detail; reliable and earnest worker. References. C-807, Editor & Publisher.

Circulation Manager—Eighteen years' experience. Now employed. Absolutely qualified. Age 38. Married. Excellent reference. C-821, Editor & Publisher.

Classified Manager, age 25, married, 5 years' experience, morning and evening. Now employed on combination paper in city 250,000 population. All experience in organizing departments. Can handle and train street and phone staffs, collections and promotion. Pulled one paper from second to first in 1 year. Can keep overhead down and produce results. Dependable, aggressive. Enjoys keen competition. Best references. Salary now $4,500. Seeking position with full responsibility in larger field. C-814, Editor & Publisher.

Composing Room Foreman—Resourceful, economical executive, getting maximum production at minimum cost; expert makeup, ad man, operator; locate anywhere. C-818, Editor & Publisher.

Desk or Street job wanted anywhere at whatever salary it pays; 14 years' experience in mid-west; been managing editor city 60,000; age 36; married; wire G. E. Denio, 2019 Farragut Ave., Apt. 1, Chicago.

Editor—Sports—Damon Runyon says, "If a sports writer can't deliver circulation he isn't worth a dime." Here's one who stood acid test on eight large dailies from coast to coast. Write or wire C-817, Editor & Publisher.

Editor and Writer—Honor university graduate and lawyer, twenty years' experience, including metropolitan trade journals. Family man and teetotaler. Held desk on large daily and is competent make-up man. C-805, Editor & Publisher.

Editorial—Are you in need of an efficient Managing editor? If so, here is your opportunity to obtain the services of one with a record of twenty years' progress from cub reporter to managing editor of one of the biggest metropolitan newspapers in the country. Also built up newspaper in city of 500,000. Can furnish references from bankers, lawyers, newspaper publishers and editors. Is man of family, middle aged and reliable. Address C-797, Editor & Publisher.

Executive - Office Manager—Experience covers a wide range as Office Manager, Auditor, Credit and Collection Manager, and Purchasing agent in the publishing business. At present employed as assistant by audit company. Have proven executive ability, and fully competent to assume responsibility and take entire charge of office and personel. American, Protestant, married, pleasing personality, excellent banking connections, and best of references. C-785, Editor & Publisher.

Executive, 38, eleven years' newspaper experience, last five business manager, desires to make change by September 1st. Has record that is strong recommendation to publisher desiring to build linage and circulation. Last 12 months has given 34 per cent circulation increase under his supervision. Married, good health, 32nd degree Mason, character will stand test. C-806, Editor & Publisher.

Reporter, reliable, wants position. Experience. References. College graduate. C-804, Editor & Publisher.

Salesman, 5 years' experience on National Merchandising publication as circulation manager and advertising salesman, wants new connection as Business Manager. If your newspaper or Magazine is now profitable, let me work with you to outgrow an increasing competition. C-811, Editor & Publisher.

MECHANICAL

Equipment for Sale

For Sale: Goss Comet Press with Chases and full equipment. Machine now in operation. Available Oct. 1. Reason for selling, purchase of larger press. Price $3500, down payment $1000, terms on balance. Chief Printing Company, Perry, Iowa.

For Sale—One complete photo-engraving plant. Miles Machinery Co., 64 West 23d St., New York.

Always An Opportunity!

The problem is to locate it. A man can go from door to door looking for it or he can invest a small amount of money in a Classified Ad in Editor & Publisher. This publication has a record as a result-producer.

MECHANICAL

Equipment for Sale

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffman Type & Engraving Co., 114 E. 13th St., N. Y. City.

Printers and Bookbinders:—Two Revolution Presses, Drum Cylinder Presses, Power Paper Cutters, Lever Paper Cutters, Colts and Universal Presses, Chandler & Price Presses, Golding Jobbers, New Style Gordon Presses, C. & P. Presses with Miller Feeder, Multi Color Presses, Folders, Punches, Perforators, Wire Stitchers, Numbering Machines, Standing Presses, Embossers, Shears, Proof Presses, at greatly reduced prices and upon most liberal terms. American Type Founders Co., 96 Beekman St., New York City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

SUPPLIES

Metal

Standard Linotype, Stereotype and Monotype metal at substantial discounts when purchased in ton lots or over. Let us quote you. American Alloys Company, 1939 East Sergeant St., Philadelphia.

LEGAL

INTERNATIONAL PAPER COMPANY

New York, N. Y., May 25th, 1927.

The Board of Directors have declared a regular quarterly dividend of one and three-quarters per cent (1¾%) on the Cumulative 7% Preferred Stock of this Company, and a regular quarterly dividend of one and one-half per cent (1½%) on the Cumulative 6% Preferred Stock of this Company, for the current quarter, payable July 15th, 1927, to holders of record at the close of business July 1st, 1927. Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD,
Vice-President and Treasurer.

WE CONNECT THE WIRES

OFFICE MANAGER AND ACCOUNTANT wants job because of sale. Experience in display and classified advertising promotion, also charge of circulation personnel and distribution. "Exceptionally able accountant; young man of fine business tact and ability." Age 29, not married, business college background. Ready at $45. Our No. 9454.

FERNALD'S EXCHANGE, INC.
SECURITY BLDG. SPRINGFIELD, MASS.

Newspaper Properties Bought, Sold and Appraised

All negotiations confidential

PALMER, DEWITT & PALMER

Business Established in 1899
350 Madison Ave. New York
Pacific Coast Representative:
M. C. Moore, 515 N. Canon Drive, Beverly Hills, Calif.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

DOLLAR $ $ $ $ PULLERS

One Dollar will be paid for each idea published. Send clipping for payment.

THE *Los Angeles* (Cal.) *News* runs a half-page "Saving Stamp Directory" listing the local stores and those in nearby towns and cities which give trading stamps with cash purchases.—Frank H. Williams.

To stimulate interest in the classified columns during the warm weather the *Boston American* prints each day among the classified advertisements 100 names and addresses of persons picked at random from the city and telephone directories. Persons finding their names in print are presented a free round trip ticket for a steamboat ride to nearby beaches, upon properly identifying themselves at the Boston American business office. This could be worked in inland cities by substituting street car rides for those of the steamboat.—Clarence L. Moody, Quincy, Mass.

Now is the ideal time to spring a "Buy Your Coal Now" page. More prompt deliveries are assured and with troubles in the various fields, the consumer avoids the possibility of higher prices in the fall. A page built up on this thought should sell itself to a group of your dealers.—B. A. T.

The Citizen Publishing Company of La Grange, Ill., publishers of nine weekly newspapers in the Chicago suburban field, doesn't wait for legal notices to come in as many papers do. They go get 'em. At every meeting of the various town boards, a representative of the organization is present to cover the news and also to see that the legals find their way to the "proper" place.—D. O. V.

Summer is the favorite season of the camera enthusiast. Camera advertising comes in fairly brisk during this season. It can be greatly increased by adding to your pages a section of advertising that specializes in camera accessories not the camera itself. Thousands of people own cameras and many know little or nothing about the fun they could have and the increase in better photos that would result if various accessories were used. Get the dealer to advertise, the tripod, the developing, printing and enlarging outfits, the color filters, the self-timer and the many other accessories. This idea will appeal to them.—C. E. Pellissier, Boston.

A full page of ads can be obtained from each of the many groups of stores located at junctions of street car lines, at prominent outlying corners, and other points, usually named "Five Corners," "Spicertown" or some such term by nearby residents. Every city has a group of these, each containing a drug store, a tailor shop, a clothing store, a recreational center, several garages and filling stations, etc. Use a writeup of the district in the center and arrange the ads around it.—U. S. V.

"News About Foods" is the title of a column advertisement a Milwaukee wholesale grocer company publishes in the Milwaukee newspapers daily. Each day a new, well known food article is described in the column.—R.L., Milwaukee, Wis.

A Lawrence, Mass., paper recently ran a two-page section headed "Baby's Needs." Subject matter about little tots is always interesting reading—especially to women. The paper carried instructive matter about caring for babies and the whole was flanked about with advertisements of photographers, furniture dealers, milk concerns and many others who supply baby needs.—F.S., Salem, Mass.

BISHOP EDITS DAILY

Coast Clergyman Picks Newsy Front Page for Sacramento Union

Rt. Rev. William H. Moreland, bishop of the northern California diocese of the Episcopal Church, tried his hand at publishing a newspaper by acting as managing editor and editorial writer of the *Sacramento* (Cal.) *Union* on June 23.

For the front page, the bishop chose "Sacramento Boy Drowns" for an 8-column head over the mast, and for another full-width streamer had "Suicide Data Questioned by Cress"—in which the city health officer refuted national statistics that Sacramento led the nation in suicide rates.

In one-column drops were the following: "Wind, Fog and Rain Hit Byrd Hop to Paris," "Coolidge to Study Islands' Problems," and "Escaped Convicts Retaken."

The bishop had a full page of editorial comment, hitting soundly at the fellow Episcopal bishop who is alleged to have advocated companionate marriages, discussing the veracity of newspaper headline writers, "flaying" the practice of "playing up" such crime stories as the Snyder case and boosting Sacramento's civic art gallery.

HUNCHES

One Dollar will be paid for each idea published. Send clipping for payment.

THE *Worcester* (Mass.) *Evening Post* makes it a habit to interview vaudeville stars visiting the city and in this manner obtains good stories of more than ordinary human interest. In addition to the human interest angle, some of the stories are on particularly timely topics such as a recent interview with Gertrude Ederle, whose advice was "Get the money, glory fades quickly."—D. P., Fall River, Mass.

A few minutes at the phone will bring from your grocer all the fruits, butter, bread, cream and other items which not so many years ago were evidence of the frugality of the housewife. Canned goods and central distribution have supplanted this evidence of home thrift. The *Galesburg* (Ill.) *Register-Mail* developed a good story out of the passing of the home preserve, the town milch herd and the home chicken-yard. It makes the grocers feel good, too.—J. S. L.

There is something about waiting on the telephone or talking over this instrument conducive to drawing various figures or designs on pads or pieces of paper. This habit is even a peculiarity of prominent men. "What Do You Draw When You Phone?" was the heading of a long article with pictures in the *Seattle* (Wash.) *Star* recently, which showed the peculiar and sometimes amusing little figure drawings of prominent local men. A woman reporter talking with the secretaries to some of the big men of your town may help to mirror in an amusing fashion this little known foible of theirs.—C. M. L., Seattle, Wash.

Just how much money does your community owe? The *Peekskill* (N. Y.) *Highland Democrat* ran an interesting story recently to the effect that every one of the 18,000 people in that villa would be obliged to pay $98 to pay the indebtedness. And the same s would pay for the cost of the local f department for 75 years, or of the pol department for half a century. Th is a good story locally.—G. Harris Da berger.

"What do I weigh?" is a popu thought. How are the public scales your city? Are they all accura Spending twelve cents, a reporter of *Saratoga Springs* (N. Y.) *Saratog* obtained material for a two-column f ture. Not one of the twelve scales tested agreed with any other.—C-V Albany, N. Y.

The *Huntington* (W. Va.) *Herald* using a half-column weather comic un the caption, "The Weather Hound." F persons each day predict or guess "tomorrow's" weather menu. Each d the weather hound wise-cracks ab yesterday's predictions, and a good ti is had by all, especially the circulati manager.—E. M.

If Quality

of circulation is your first consideration.

The Evening Sta

With Sunday Morning Editions

Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll

Chicago Office—Tower Building
J. E. Lutz

What Do You KNOW ?

A Great Questions and Answers Feature

New Questions Daily

King Features Syndicate, Inc.
New York City

We Supply
WEEKLY ILLUSTRATED
FICTION

Daily One-Column Mat Features

Weekly Special Articles

Serials

Ask Us for Samples

The O'Dell Newspaper Service
55 Fifth Ave., New York City

IT WILL PAY YOU TO HIRE TRAINED MEN

Ambitious young men, schooled in every branch of the newspaper or magazine field, may be secured to fill that opening on your publication by simply making your wants known to the Personnel Bureau of Sigma Delta Chi, professional journalistic fraternity.

No Charge To Employers

Avail yourself of this free service to replenish your staff whenever the occasion requires. Write or wire John G. Earhart, 836 Exchange Ave., Chicago, Ill., and he will put you in touch with the right man.

Sparkling Accurate Reporting and Complete World Coverage of Telegraph News

INTERNATIONAL NEWS SERVICE

63 Park Row, New York City

TENNIS HELEN WILLS

WOMEN'S SINGLES TENNIS CHAMPION

Weekly art layout with article.

August 1st and through National Tournament at Forest Hills, Miss Wills will produce weekly article on tennis players and matches, illustrated with single column sketches by herself.

Wire for Reservation

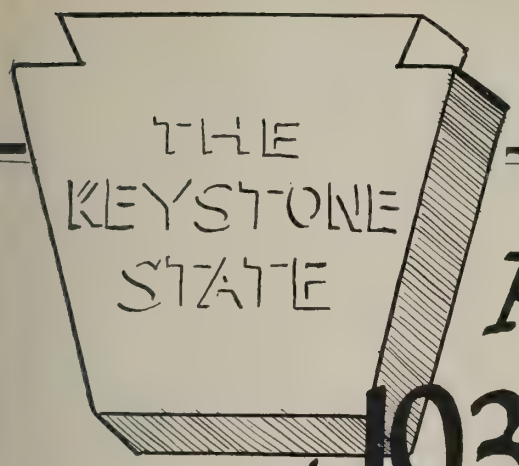
United Feature Syndicate
World Building, New York

GIVE YOUR READERS "DAILY HEALTH TALKS"
by Dr Frank McCoy
"The Mayo of Health Writers"

A health service that is different—home treatments without medicine or costly apparatus, based on a knowledge of food chemistry and the mechanics of the body

WIRE OR WRITE

McCoy Health Service
Brack Shops Building, Los Angeles, Cal.



Pennsylvania Collects $193,140,788.73!

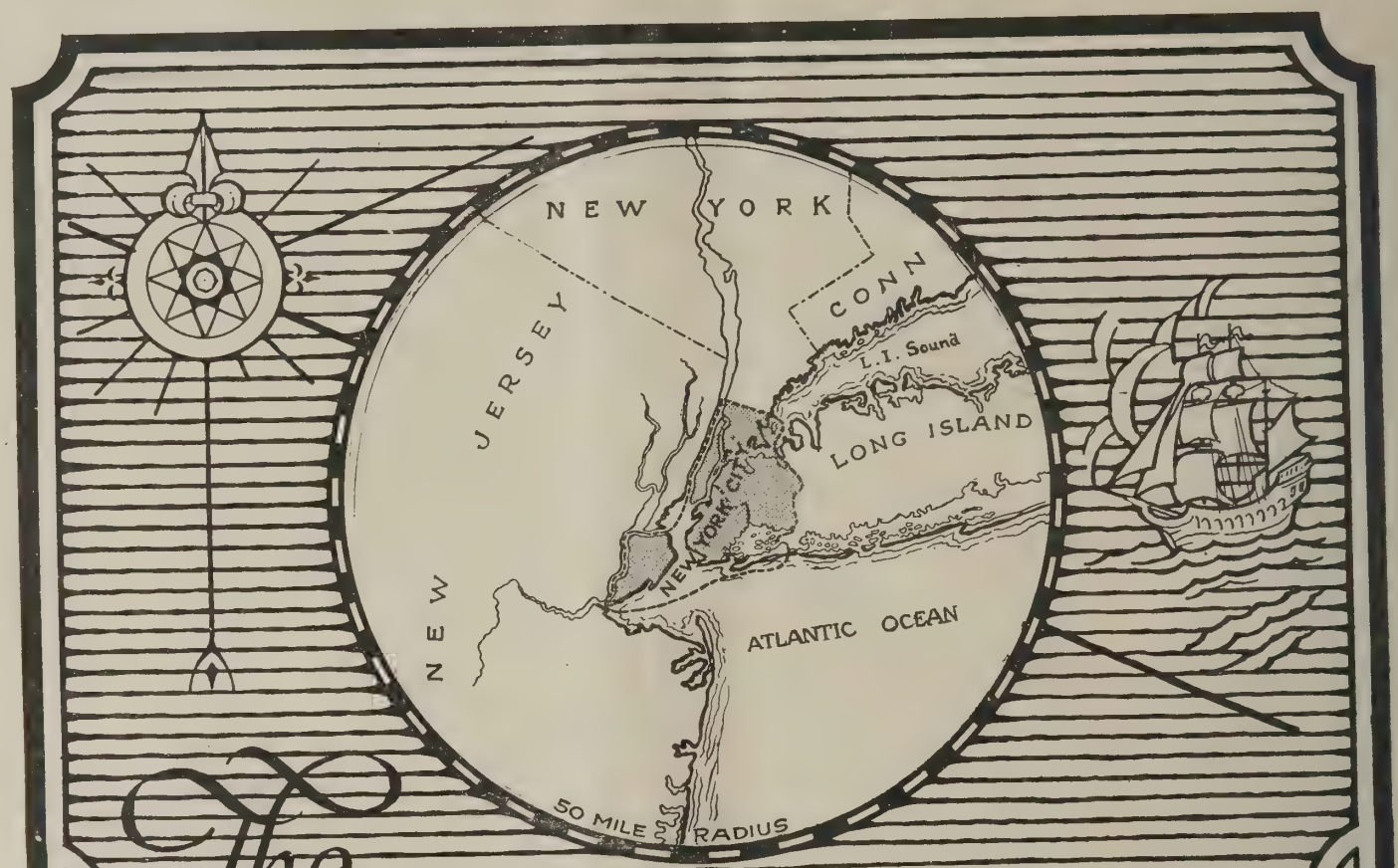
During the first nine months of the fiscal year of 1927, the Keystone State's Internal Revenue collection from all sources—income as well as miscellaneous taxes, amounted to $193,140,788.73. For the same period of 1926—the collections amounted to $189,613,669.59. Pennsylvania contributed the second highest amount in taxes paid to the government and the figures plainly indicate that the State is in a very healthy and prosperous condition, with its industries going full blast, with its people enjoying high incomes and with plenty of money to spend for the good things that make life comfortable and enjoyable.

This is a good time of the year for National Advertisers to share Pennsylvania's prosperous condition. A carefully planned campaign in the local papers listed below will reach the people living in the thickly settled communities, who are enjoying this unusual earning power,—and who are ready to buy every worth while product they can use in their homes.

	Circulation	2,500 lines	10,000 lines
**Allentown Call.....(M)	33,300	.11	.11
**Allentown Call.....(S)	23,638	.11	.11
††Beaver Falls Tribune.....(E)	7,141	.03	.03
††Bethlehem Globe Times....(E)	14,147	.06	.06
††Brownsville Telegraph.....(E)	7,818	.04	.04
**Chester Times.....(E)	19,742	.09	.07
††Coatesville Record.....(E)	6,866	.035	.03
**Connellsville Courier.....(E)	6,012	.02	.02
**Easton Express.....(E)	34,476	.10	.10
**Erie Times.....(E)	30,594	.08	.08
††Greensburg Tribune Review (EM)	14,800	.05	.05
††Hazleton Plain-Speaker....(E))	20,582	.08	.07
††Hazleton Standard-Sentinel... (			
**Mount Carmel Item.....(E)	4,340	.0285	.0285
**Oil City Derrick.....(M)	6,903	.04	.04

	Circulation	2,500 lines	10,000 lines
**Pottsville Republican and Morning Paper.....(EM)	15,887	.08	.07
**Scranton Times.....(E)	43,000	.13	.12
**Sharon Herald.....(E)	7,656	.0357	.0357
**Sunbury Item.....(E)	5,922	.035	.035
**Warren Mirror-Times.....(ME)	9,685	.043	.043
**Washington Observer and Reporter .....(M&E)	18,130	.06	.06
††West Chester Local News...(E)	11,941	.04	.04
**Wilkes-Barre Times-Leader..(E)	26,442	.08	.06
††Williamsport Sun and Gazette & Bulletin.....(ME)	29,931	.09	.09
††York Dispatch.....(E)	20,131	.05	.05

**A. B. C. Statement, March 31, 1927.
††Government Statement, March 31, 1927.



The New York Market

HERE in the New York market containing nine and a half million people—offering advertisers far greater sales opportunities than any other market in the world—The Sun is recognized as a selling force of unusual power.

To sell their products in this fertile territory—both national and local advertisers use more space in The Sun than in any other evening newspaper. They have found that advertising in The Sun creates sales, brings customers, increases business.

The Sun has a larger home circulation among the active, prosperous people of the New York market than any other weekday newspaper. It reaches all members of the family six days a week. And 97 per cent of its readers live in the city and suburban territory.

The Sun

280 Broadway, New York

BOSTON
Old South Building

WASHINGTON, D. C.
Munsey Building

CHICAGO
208 So. La Salle St.

LOS ANGELES
Van Nuys Building

SAN FRANCISCO
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THIS ISSUE: SEMI-ANNUAL CIRCULATION AND RATE SURVEY

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1927

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.C.

MEMBER A.B.P.

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CHICAGO TRIBUNE
NEWSPAPER SYNDICATE

features

COMICS

Ching Chow .....daily
Deer Family .....daily
Gasoline Alley .....D&S
Gumps .....D&S
Moon Mullins .....D&S
Orphan Annie .....D&S
Harold Teen .....D&S
Texas Slim .....Sunday
Winnie Winkle .....D&S
The Squire of Smithville....daily
"About Broadway" .....daily

CARTOONS

W. E. Hill .....Sunday
McCutcheon .....D&S
Carey Orr .....D&S
Gaar Williams .....D&S

FICTION

Blue Ribbon Daily Serial
Blue Ribbon Sunday Serial
Blue Ribbon Short Stories
Daily True Life Stories

MISCELLANEOUS FEATURES

Daily—Sunday

Doris Blake Chats
Cook Book by Jane Eddington
Antoinette Donnelley—On Beauty
Dr. Evans' Health Articles
Farm & Garden
A Line O' Type Or Two
Men's Fashions
What's Wrong Here
Women's Fashions
Margaret Orr's "Stories of Girls"
Sentence Sermons by Roy L. Smith

WEEKLY

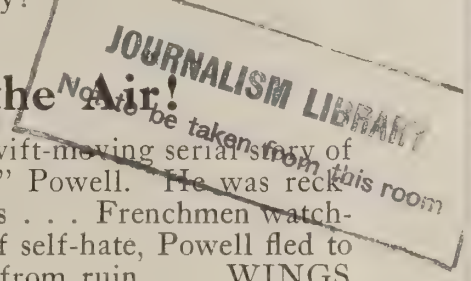
Westbrook Pegler
Donald Ogden Stewart
"Sam 'N' Henry"
Duke Bakrak
Snowshoe Al
"About Broadway" by Hellinger
Book Reviews
Cartoon Fillers
Confessions of Authors
Club Ethics
Etiquette
Fashions (Paris)
Justice Series
Maiden Meditations
Sport Page
Women's Pages
E. W. Kemble's Children's Stories
H. L. Mencken Literary Articles
Burns Mantle Theatre Letter
Weekly Hollywood Letter
New York Society Letter
Builders Page

and now—A NEW DAILY *and* SUNDAY FEATURE ESPECIALLY FOR PARENTS!

A NEW Tribune Syndicate feature is finding a special welcome with parents . . . YOU AND YOUR CHILDREN, by Mrs. Gladys Huntington Bevans . . . a daily article of sane advice and helpful suggestions for perplexed mothers and fathers.

Mrs. Bevans writes with the authority of years of child study, on such problems as child discipline, child character training, and the ideal relationship between parents and their children.

YOU AND YOUR CHILDREN is meeting the famous "laboratory test" of daily use in The Chicago Tribune and the New York News, and is fast becoming a best seller on the Tribune Syndicate List . . . Different from any other feature on the market . . . Wire for rates and proofs today!



—Announcing also—

Two Sensational Stories of the Air!

WINGS by John Monk Saunders. A thrilling, swift-moving serial story of a daredevil American flying ace, "Speed" Powell. He was reckoned a madman by his comrades of the American air forces . . . Frenchmen watching his flying marvelled at his daring . . . But in an hour of self-hate, Powell fled to Paris. Only the arrival of "the girl from home" saved him from ruin . . . WINGS promises to be one of the fiction sensations of the season. *Don't pass it up!*

Then—**THE RED KNIGHT OF GERMANY.** ***by Floyd Gibbons.***

The German side this time . . . And perhaps the greatest story of individual exploit that the War has produced . . . The first authentic and complete story of BARON VON RICHTHOFEN, the Kaiser's deadliest flying ace.

For months, Richthofen led his famous "Flying Circus" on nightly raids over the Allied lines . . . Always he drew blood! The gallant young Prussian noble had the amazing record of 80 victories to his credit when he was sent down in flames by the heroic young Canadian, Roy Brown.

To get Richthofen's story, Floyd Gibbons spent months hunting up friends, fellow-fighters, and former adversaries of the German and poring through British and German archives . . . THE RED KNIGHT OF GERMANY is now running serially in LIBERTY WEEKLY and creating a literary sensation . . . The Chicago Tribune Newsappers Syndicate has arranged for exclusive *newspaper* rights to this brilliant story . . . Wire at once for rates and publication dates!

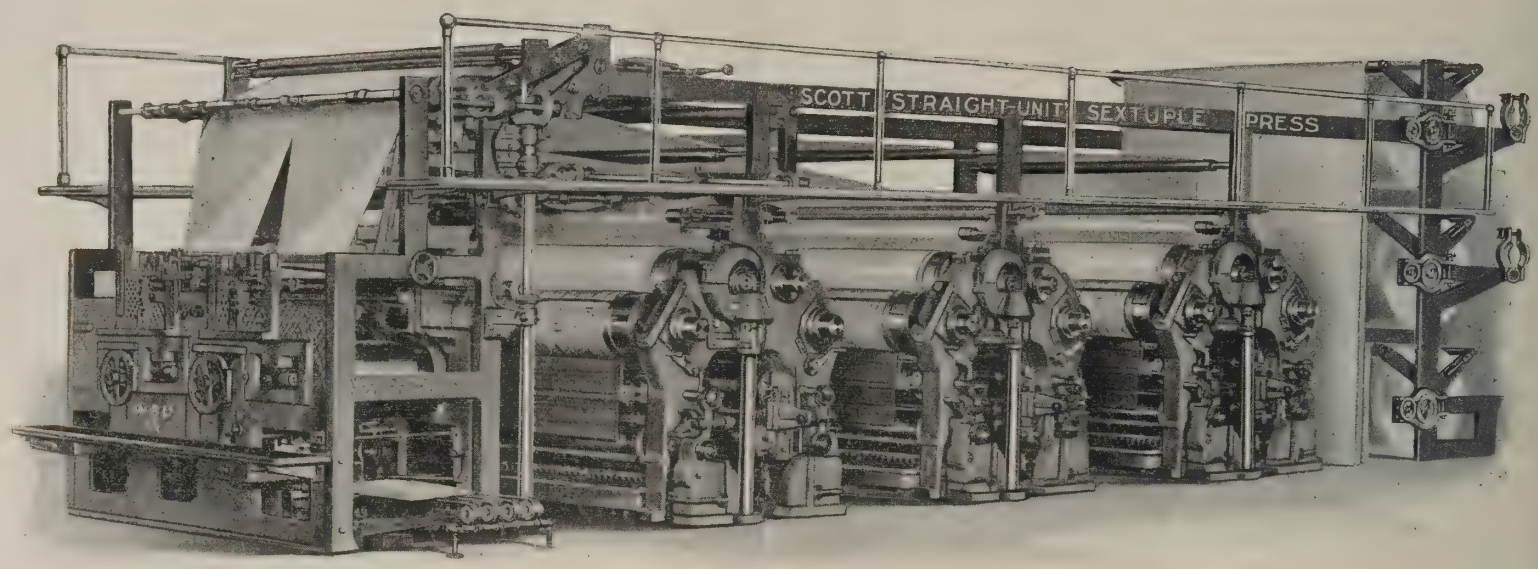
In the meantime—

MOON MULLINS, by Frank Willard, continues to hold place as one of the best liked comic strips in America . . . There's sound reason behind the phenomenal popularity of this highly original funny man . . . Willard's mischievous imagination never lags . . . There's always at least one good hearty laugh in every Moon Mullins strip—frequently one in every panel! . . . One of the great comic strip family devoloped by Chicago Tribune Newspapers Syndicate.

CHICAGO TRIBUNE Newspapers Syndicate

Tribune Square - - - - - Chicago

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They are regularly rated at 400 R. P. M. yet when you drive them at this speed or even faster there is neither sacrifice in quality of printing nor tie-ups due to breakdowns in the press room. Scott quality means maximum reliability.

For "On-Time Schedules install

Scott

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New York Office - - - - - - - - - - - - 1457 Broadway
Chicago Office - - - - - - - - - - - - 1330 Monadnock Block

Cable Address: WALTSCOTT NEW YORK

RECORDS *in* GAINS

During the first half of 1927, the New York Herald Tribune gained 12,876 lines of advertising—the *only* gain among standard size morning newspapers.

In National Advertising for the same period the Herald Tribune *led* all standard size morning newspapers in gains, with a gain of 37,831.

During the first six months, the Herald Tribune was *first* among morning newspapers in the amount of food, tobacco, and European advertising—three key classifications proving women's appeal, men's appeal, and the constantly growing reputation of the Herald Tribune—even abroad—as the New York newspaper everyone is talking about.

NEW YORK
Herald Tribune

EVERY SECTION TO EVERY READER EVERYWHERE



Ask me another—

Through which Philadelphia newspaper can you reach "nearly everybody" in Philadelphia, Camden, and their suburbs at one cost?

3,005,090 people live and buy
in the Philadelphia retail area.
One newspaper sells 546,527 copies daily

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J. W. Brown, Publisher; Marion E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway,
New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau
of Circulations. Member Associated Business Papers Inc.

Vol. 60 NEW YORK, JULY 16, 1927 No. 8

Semi-Annual Survey Shows Fewer Papers With Higher Circulations and Rates

Exclusive Editor & Publisher Tabulation of Circulations and Rates of English Language Dailies of U. S. and Canada—Situation Interpreted

By ARTHUR ROBB

(Copyright by Editor & Publisher Co., 1927)

THOUGH the American declaration of war is 10 years in the background, ie forces it brought into play in Amer-an journalism have not been weakened r the passage of the decade. Not since ie perilous days of 1918 and 1919 have iey been more evident than during the ist six months, which saw the number daily newspapers of general circulation ıblished in the English language in the nited States drop from 2,001 to 1,952—ie largest decrease recorded during the ne years in which Editor & Publisher as published this semi-annual record.

This decimation in the newspaper ranks as not been caused by outright suspen-ons, which were the rule in the war ays. Such cessation of publication has en rare in recent years and less than dozen are on record for the past six onths. The familiar process of this era consolidation—"cleaning up the field," ving the public service through one edium which neither of its two prede-ssors could afford to furnish from its wn division of the field's revenue.

The unexampled activity of this kind uring the past six months has arisen om several obvious causes. The most ident is that the newspaper business as apparently reached and passed the id of the most prosperous phase of the ost-war period. Business generally is f smaller volume than that of the rec-d year 1926. Publishers as a general ile permitted their operating expenses keep pace with revenue, or even to ıtpace it by reducing the proportion kept themselves as profit. The immediate sult of the slight curtailment of revenue hich began last autumn and has con-nued through the first half of 1927 was cut the percentage of profit still further ıtil the vanishing point was dangerously ose for some newspapers.

With red ink balances blocking the path ead, publishers sought a detour. aliant efforts have been made by owners id executives all over the country to duce expenses speedily, but the princi-l result of these efforts to date has en to check the rise, which in the past n years has been steady and almost ntinuously vertical. Few publishers see their monthly balances of 1927 any gn that its profits will equal those of the ars immediately past.

That state of mind prevailing in many ties makes them fertile fields for merg-s. One newspaper can prosper in ghtening times when two or more would arve. The newspaper owner who finds s confidence declining in his publica-on as a means of livehood can take his ofits of the past five years plus the oceeds of the sale to his competitor and ok for a new and safe repository for s capital. Likewise the man who has ent his life in the newspaper business d now wants leisure to travel, play golf, even to rest, finds the present turn of e market auspicious for a sale and his position quite willing to purchase his parture. Or two newspapers which ve clubbed and clawed each other for ars so that even the prosperity of 1924 and 1925 made only faint marks on their ledgers learn that the 1927 register is likely to be red unless they mend their ways decide that the place is too big for both of them. They arrange a "buy or sell" agreement, obtain appraisals, and after sometimes protracted argument, the merger is completed.

All of these processes and others have been intensely operative since last fall. Sometimes newspapers have lost the favor and friendship of the public by editorial or business policies or by private acts of their owners. Rarely, incompetent editorship or management has produced a newspaper that the public simply rejected. Frequently, advertisers have exerted pressure to bring about mergers in order to reduce the cost of their space, believing that their messages could be carried to the public under one newspaper heading as efficiently as under two. The principal reason for the mergers, however, is that the seller's market of the last three years continues, that capital which has hitherto ignored the newspaper business as a vehicle for its operations is now attracted to it and is willing to pay the sometimes astounding prices demanded by experienced newspaper owners.

Whatever the reasons, the results are that the number of morning newspapers now published in the U. S. A. in English has been reduced since January 1, 1927, from 425 to 419; the number of evening papers has dropped from 1,576 to 1,533 and the number of Sunday newspapers from 545 to 531. These are new low totals for the present century, it is believed, although complete and reliable figures are available only since 1918.

Circulations, notwithstanding the diminution of newspapers, continue to rise and advertising rates rise with them.

Morning newspapers now record a total net paid daily circulation of 13,607,486 copies. This is a gain of 271,690 copies, or 2 per cent, the comparison being between the totals for the six months ending March 31, 1927 and those for the six months ending Sept. 30, 1926. The gain over the period ending March 31, 1926, is 815,521 copies, or 6.3 per cent.

Evening newspapers as of March 31, 1927, have a total net paid daily circulation of 23,422,792 copies, a gain of 756,785 copies, or 3.3 per cent, over the Sept. 30, 1926, totals, and of 1,660,817 copies, or 7.6 per cent over the March 31, 1926, totals.

Total daily (morning and evening combined) circulation as of March 31, 1927, shows a net paid daily average sale of 37,030,278 copies, a gain of 1,028,475 copies, or 2.8 per cent, over the Sept. 30, 1926, figures, and of 2,476,338 copies, or 7.1 per cent over the March 31, 1926, figures.

These averages indicate practically 100 per cent coverage of the United States, even with a generous allowance for duplicated circulation, assuming that the average family consists of about four persons. This saturation of the United States by its daily newspapers is nothing new. The daily newspaper during the war became a necessity in thousands of homes where it had not been even a desired luxury and it has held the ground it won in the face of the radio, the movies, and the now ubiquitous automobile. The growth for the most part since then in the majority of cities and states has kept pace with population increases, and the large part of the increased circulation in excess of the amount needed to serve new newspaper readers, has been gained by the tabloids and other metropolitan newspapers which are pushing their spheres to the limit of modern speed devices in pressrooms and on the concrete roads. This is true especially of the morning papers, the great gains being recorded in the large cities and thereby the limited number of newspapers with circulations above the half-million mark.

In the evening field, the influence of the tabloids is not so marked. No evening paper has yet attained a million circulation and only three have amassed more than half a million daily average and maintained it long enough to record it in an A. B. C. report. The evening paper is by its time of publication deprived of the long reach for out-of-town circulation that its morning competitor enjoys, but the concrete road and the fast truck have made it possible for the evening paper to reach out into regions hitherto regarded as morning paper territory and to serve these regions with comparatively late afternoon editions. This enterprise is responsible for no small part of the 1,600,000 gain in daily copies registered during the past year by evening papers.

Sunday newspapers as of March 31, 1927, showed a total net paid average circulation of 25,463,052 copies, a gain of 1,027,860 copies, or 4.2 per cent, over the totals of Sept. 30, 1926, and practically the same gain over the totals of March 31, 1926. The number of Sunday newspapers has decreased by 20 during the recorded year.

Advertising rates have increased, of course. One of the first remedies to be applied by publishers when income begins to fall behind the pace of expense is to increase the unit of income. Rate increases have been general and continuous for several years and the present shows no slackening of this tide. None the less, the rate increases have hardly kept pace with the circulation gains, and the rate per line per million circulation, the index by which advertisers may judge the worth of their space purchases, is lower now than it was four years ago.

As presented in brief in the box on this page, the rate per agate line per million circulation of morning newspapers is $2.67, which is 10 cents higher than it was six months ago, but three cents less than it was four years ago. The unusual rise during the past six months undoubtedly reflects adjustment processes incident to consolidations. It also reflects the beginnings of a movement among morning newspaper publishers outside of the great cities to bring their rate cards from the wretchedly low schedule that has prevailed on some of them for years approximately on a par with that of evening papers which render similar service. This is no concerted effort, apparently, but the result of the economic forces mentioned above.

Evening newspapers show a rate per line per million of $3.29, which continues the steady decrease of the past four years. The rate per line per million as of Dec. 31, 1923, was $3.33.

Sunday newspapers have a milline rate

(*Continued on page* 38)

BASIC FACTS FOR THE BUYERS AND SELLERS OF NEWSPAPER ADVERTISING SPACE

MORNING PAPERS

Period	Number of Papers	Total Net Paid Circulations	Total Agate Line Rate	Rate per Line per Million Circulation	Difference in Rate per Line per Million Circulation as of June 15, 1927		
6/15/27	419	13,607,486	$36.460	$2.67	.....	....	.....
12/31/26	425	13,335,796	34.311	2.57	Increase	$0.10	3.89%
12/31/25	427	12,440,387	33.195	2.66	Increase	0.01	0.37%
12/31/24	429	12,365,215	33.581	2.71	Decrease	0.04	1.47%
12/31/23	426	11,475,071	30.651	2.70	Decrease	0.03	1.11%

EVENING PAPERS

6/15/27	1,533	23,422,792	$77.205	$3.29	.....	....	.....
12/31/26	1,576	22,666,007	75.950	3.35	Decrease	$0.06	1.59%
12/31/25	1.581	21,298,982	72.373	3.39	Decrease	0.10	2.94%
12/31/24	1,585	20,634,222	68.496	3.32	Decrease	0.03	0.90%
12/31/23	1,610	19,978,632	66.667	3.33	Decrease	0.04	1.20%

SUNDAY PAPERS

6/15/27	531	25,463,052	$57,934	$2.27	.....	....	.....
12/31/26	545	24,435,192	56.965	2.33	Decrease	$0.06	2.59%
12/31/25	548	23,354,622	54.243	2.32	Decrease	0.05	2.15%
12/31/24	539	22,219,646	51.098	2.29	Decrease	0.02	0.87%
12/31/23	547	21,463,289	48.672	2.27	.....	....	.....

(See Editor & Publisher Ready Reckoner on page 4)

A QUICK ESTIMATE CAN BE MADE OF A CAMPAIGN'S COST IN NEWSPAPERS OF U. S. AND CANADA

Circulations and Rates of 419 Morning, 1533 Evening and 531 U. S. Sunday Newspapers Given in Detail on Following Pages, Are Summarized by States and Nationally—Similar Data Given By Provinces for Canadian Newspapers

State	ESTIMATED POPULATION 1920 Census Revised	Number of English Language Daily Newspapers			Total Net Paid Daily Circulation			Joint Minimum Advertising Rates			NUMBER SUNDAY NEWS-PAPERS	TOTAL SUNDAY CIR'N	JOINT SUNDAY ADV. RATE
		MORN.	EVE.	TOTAL	MORNING	EVENING	TOTAL	MORN.	EVENING	TOTAL			
Alabama	2,526,001	3	18	21	82,362	213,609	295,971	.230	.880	1.110	9	234,771	$ .70
Arizona	444,708	6	10	16	40,186	32,224	72,410	.242	.365	.607	8	47,762	.31
Arkansas	1,903,048	5	27	32	71,476	65,303	136,779	.265	.655	.920	7	127,123	.47
California	4,316,459	38	101	139	918,843	1,227,710	2,146,553	3.008	4.990	7.998	37	1,519,426	3.83
Colorado	1,058,722	8	24	32	51,205	261,461	312,666	.280	1.006	1.286	11	368,213	.89
Connecticut	1,506,491	7	25	32	103,394	303,065	406,459	.400	1.147	1.547	5	188,218	.51
Delaware	240,274	1	2	3	8,332	40,943	49,275	.050	.130	.180	1	13,337	.06
District of Columbia	527,880	3	3	6	135,338	228,719	364,057	.700	.610	1.310	3	321,425	.73
Florida	1,317,160	17	29	46	195,364	192,349	387,713	.874	1.294	2.168	24	317,103	1.51
Georgia	3,138,962	5	20	25	138,276	229,771	368,047	.385	.887	1.272	15	506,946	1.11
Idaho	522,175	6	7	13	30,756	27,155	57,911	.230	.217	.447	8	39,472	.21
Illinois	7,202,983	13	92	105	1,303,611	1,730,373	3,033,984	2.379	4.909	7.288	20	2,663,396	3.59
Indiana	3,124,499	24	93	117	322,998	679,296	1,002,294	1.065	2.881	3.946	18	391,694	1.10
Iowa	2,422,915	5	39	44	183,054	504,418	687,472	.425	1.800	2.225	9	337,334	1.02
Kansas	1,820,896	8	48	56	128,469	222,314	350,783	.428	1.369	1.797	11	218,561	.75
Kentucky	2,524,210	8	21	29	124,946	176,900	301,846	.349	.929	1.278	12	230,703	.78
Louisiana	1,918,591	5	10	15	156,727	169,585	326,312	.457	.576	1.033	5	350,191	.71
Maine	790,053	5	5	10	99,454	163,035	262,489	.285	.228	.513	1	35,608	.12
Maryland	1,580,268	5	10	15	198,560	395,730	594,290	.457	.868	1.325	4	389,276	.85
Massachusetts	4,197,288	11	54	65	937,143	1,392,701	2,329,844	1.965	3.968	5.933	13	1,533,988	3.05
Michigan	4,395,651	6	53	59	262,679	1,145,815	1,408,494	.700	2.938	3.638	13	1,143,487	2.25
Minnesota	2,651,306	5	29	34	183,079	566,198	749,277	.408	1.568	1.976	8	588,862	1.18
Mississippi	1,790,618	3	11	14	12,338	59,875	72,213	.085	.395	.481	6	46,460	.26
Missouri	3,498,143	9	50	59	707,955	974,390	1,682,345	1.267	2.547	3.814	13	1,164,630	2.16
Montana	694,695	9	8	17	63,380	31,141	94,521	.326	.231	.557	11	90,291	.48
Nebraska	1,384,703	6	17	23	170,044	215,049	385,093	.345	.823	1.168	8	321,562	.74
Nevada	77,407	3	6	9	6,716	8,399	15,115	.059	.144	.203	3	6,716	.05
New Hampshire	453,608	1	8	9	16,829	41,197	58,026	.065	.252	.317	..	.....	.....
New Jersey	3,680,482	7	30	37	106,614	627,877	734,491	.433	1.864	2.297	7	163,818	.72
New Mexico	384,146	1	6	7	8,808	24,775	33,583	.035	.192	.227	1	9,692	.06
New York	11,303,296	31	97	128	3,261,070	3,505,510	6,766,580	8.000	9.726	17.726	26	5,391,800	9.35
North Carolina	2,857,846	10	28	38	167,207	140,141	307,348	.575	.921	1.496	16	226,999	.90
North Dakota	641,192	2	8	10	21,226	46,603	67,829	.075	.275	.350	2	28,310	.15
Ohio	6,600,146	15	112	127	555,005	2,127,574	2,682,579	1.196	5.613	6.809	27	1,257,277	3.02
Oklahoma	2,342,474	12	37	49	192,658	264,008	456,666	.604	1.403	2.007	26	310,243	1.49
Oregon	877,477	8	20	28	126,598	255,115	381,713	.430	1.020	1.450	10	303,363	.70
Pennsylvania	9,613,570	34	123	157	1,194,636	2,271,833	3,466,469	3.113	6.393	9.506	17	1,971,052	3.55
Rhode Island	692,794	2	8	10	42,082	178,598	220,680	.147	.592	.739	3	87,473	.32
South Carolina	1,826,021	6	9	15	73,036	58,353	131,389	.264	.329	.593	8	99,114	.39
South Dakota	689,346	3	12	15	22,277	73,231	95,508	.120	.427	.547	3	28,042	.15
Tennessee	2,467,679	5	15	20	211,770	308,413	520,183	.375	.907	1.282	9	346,075	.86
Texas	5,312,661	23	83	106	366,643	763,586	1,130,229	1.351	3.239	4.590	49	762,158	3.04
Utah	513,711	1	5	6	43,958	73,368	117,326	.090	.275	.365	4	113,174	.32
Vermont	352,428	2	8	10	26,081	32,500	58,581	.100	.188	.288	..	.....	.....
Virginia	2,518,589	9	19	28	148,041	200,915	348,956	.435	.826	1.261	11	181,799	.65
Washington	1,538,228	10	24	34	188,823	413,982	602,805	.695	1.483	2.178	10	396,415	1.09
West Virginia	1,669,324	10	22	32	116,590	133,025	249,615	.458	.674	1.132	11	171,207	.63
Wisconsin	2,884,734	2	42	44	77,419	609,050	686,469	.205	2.084	2.289	5	399,289	.84
Wyoming	235,689	1	5	6	3,430	15,610	19,040	.030	.167	.197	3	19,197	.15
Total U. S. English Language Daily Newspapers	117,135,817	419	1,533	1,952	13,607,486	23,422,792	37,030,278	36.460	$77.205	$113.665	531	25,463,052	$57.93
Territory of Hawaii	255,912	1	2	3	11,488	18,027	29,515	$ .07	$ .105	$ .175	2	18,931	$ .11
For Comparative Purposes													
Newspapers as of Oct. 1, 1926		425	1,576	2,001	13,335,796	22,666,007	36,001,803	$34.311	$75.940	$110.251	545	24,435,192	$56.96
Newspapers as of April 1, 1926		430	1,560	1,990	12,791,965	21,761,975	34,553,940	$37.744	$74.546	$112.290	551	24,455,822	$56.37
Newspapers as of Oct. 1, 1925		427	1,581	2,008	12,440,387	21,298,982	33,739,369	$33.195	$72.373	$105.568	548	23,354,622	$54.24
Newspapers as of Oct. 1, 1924		429	1,585	2,014	12,365,215	20,634,222	32,999,437	$33.581	$68.496	$102.077	539	22,219,646	$51.09
Newspapers as of Oct. 1, 1923		426	1,610	2,036	11,475,051	19,978,632	31,453,683	$30.651	$66.667	$97.318	547	21,463,289	$48.67
Newspapers as of Oct. 1, 1922		426	1,607	2,033	10,806,055	18,874,273	29,780,328	$27.540	$63.105	$90.645	546	19,712,874	$45.82

READY RECKONER FOR DAILY NEWSPAPERS OF THE DOMINION OF CANADA

Province	ESTIMATED POPULATION 1921 Census Revised	Number of English Language Daily Newspapers			Total Net Paid Circulation			Joint Minimum Advertising Rates			NUMBER SUNDAY NEWS-PAPERS	TOTAL SUNDAY CIR'N	JOINT SUNDAY ADV. RATE
		MORN.	EVE.	TOTAL	MORNING	EVENING	TOTAL	MORN.	EVENING	TOTAL			
Alberta	588,454	1	5	6	14,473	76,473	90,946	$ .055	$ .285	$ .340	..	.....	.....
British Columbia	524,582	4	8	12	29,410	143,094	172,504	.170	.434	.604	3	93,609	$ .225
Manitoba	610,110	1	4	5	23,186	88,634	111,820	.075	.217	.292	..	.....	.....
New Brunswick	387,876	2	4	6	15,777	22,988	38,765	.080	.134	.214	..	.....	.....
Nova Scotia	523,837	3	8	11	33,434	38,735	72,169	.128	.190	.318	..	.....	.....
Ontario	2,933,622	6	34	40	261,061	558,423	819,484	.565	1.491	2.056	1	193,800	.280
Prince Edward Island	88,615	1	1	2	5,073	3,784	8,857	.035	.020	.055	..	.....	.....
Quebec	2,361,199	3	12	15	61,250	413,409	474,659	.220	1.005	1.225	..	.....	.....
Saskatchewan	757,510	3	4	7	28,694	36,792	65,486	.110	.130	.240	..	.....	.....
Total Canadian Dailies	8,775,853	24	80	104	472,358	1,382,332	1,854,690	$1.438	$3.906	$5.344	4	287,409	$ .505
Canadian Dailies as of Oct. 1, 1926		24	79	103	475,104	1,369,219	1,844,323	$1.391	$3.782	$5.173	4	276,683	$ .548
Canadian Dailies as of Oct. 1, 1925		24	81	105	471,838	1,325,478	1,797,316	$1.385	$3.536	$4.921	5	301,191	$ .593
Canadian Dailies as of Oct. 1, 1924		26	80	106	479,077	1,284,904	1,763,981	$1.436	$3.436	$4.869	5	214,187	$ .473

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FORD ADVERTISING MEANS BATTLE OF GIANTS

eat Industrial Struggle Between General Motors and Detroit Man Foreseen with Newspaper Space Figuring Prominently—Retraction Considered First Move by Theorists

By PHILIP SCHUYLER

BILLIONAIRE battling a billion dollar corporation for sales supremacy was the picture drawn this week advertising theorists and prognosti-rs in the light of Henry Ford's ogy to the Jews published in all news-irs Friday, July 8.

r. Ford may have billions to aid him is battle to market his new automo- now being manufactured, but the ral Motors Corporation likewise has ns, and, the theorists point out, has a head start given it by persistent and etent advertising placed in newspa- over a period during which the in-ual automobile manufacturer had ed his advertising program.

wspaper business offices and adver-g men see no slight connection be-n Mr. Ford's apology and his plans mbat General Motors in the present forthcoming automobile war of the s. Some there were who viewed it e opening gun in that battle, which really get under way when N. W. & Son in Philadelphia, complete its tising and merchandising program he new Ford car.

is week while echoes of the retrac-were still reverberating through the , the financial news tickers carried nnouncement under a Detroit date hat the Ford advertising appropria-would be $15,000,000. If true, this represent the largest sum, ever in-d to advertise a single product. The report also stated that advertising d start early in August.

W. Ayer & Son, the agency handling account, questioned by EDITOR & ISHER, claimed they had no knowl-of any Ford appropriation.

etails of the campaign have not yet completed. We do not know how money will be needed for advertis-it was stated.

several offices in New York where lation over Ford's advertising plans active this week considerable im-nce was attached to the fact that ir Brisbane, the noted editor of the *York Evening Journal*, gave out ord apology. Mr. Brisbane, in a nent to EDITOR & PUBLISHER, de-l that he had published all he knew Mr. Ford's apology, which, he said, d received through the manager of ew York Ford agency. "I know g about how or why the statement repared," Mr. Brisbane said.

it is the promised return of Mr. to paid advertising space that in-ed New York advertising men this

y foresaw a lively struggle between ord, the manufacturer, and General s Corporation, with the latter, rep-ing Wall street and therefore Mr. s lifelong enemy, having a slight at present writing.

eral Motors, it was declared, could e price of Chevrolet considerably t feeling any pinch because of as-e received from other fast selling rofitable lines.

eral Motors, likewise, has invested ous sums in advertising, which have a cumulative effect in any t with Ford. The present G. M. C. ising investment has been reported nearly $30,000,000.

addition to the sensational gains by Chevrolet, the most serious e Ford has ever faced, the Oakland Car Company, a division of Gen-Motors Corporation, in the first six s of 1927 produced 97,227 Oakland ontiac sixes, a new record, which per advertising is now helping to The total output for the six months ed that of the same period last y 34,135 or 54 per cent.

eral Motors has no funded debt s cash and security holdings total $150,000,000, the *New York Sun* out in an article this week. Total stock capitalization is carried on the balance sheet at only $570,000,000 but the market value of outstanding securities is close to two billions, the Sun said, continuing:

"Around the 20th of the month the corporation will publish its earning statement and balance sheet for the second quarter. So far as assets are concerned the next balance sheet will no doubt show that General Motors is a billion dollar corporation."

The vastness of Mr. Ford's wealth has been published on other occasions, and the advertising battle between the two selling giants, is expected to run to breath-taking totals.

In many automobile lines, according to the *New York Evening World* this week, sales were reported slow, prospective buyers, influenced by the bare announcement that Ford was planning to present a new car, holding off until the new model can be seen.

The pace that the G. M. C. giant has been setting was shown in the announcement made July 15, by Alfred P. Sloan, president, that retail sales by General Motors' dealers in June were 159,701 cars, an increase of 42,525 cars, or more than 36 per cent, as compared with June, 1926. This also compares with the sale of 75,864 cars in June, 1926, and shows that increased advertising and increased sales have gone hand in hand.

Organized advertising, as represented by two outstanding associations, was represented among the theorists who speculated this week regarding Ford's closely guarded advertising plans.

"Mr. Ford is the greatest manufacturer that the world has ever known and that implies that he is the greatest salesman the world has ever known," James O'Shaughnessy, secretary of the American Association of Advertising Agencies declared.

"Just why he gave up advertising no one has any way of knowing. But he was formerly a large advertiser, one of the largest newspaper advertisers in the early days, and there is reason to believe that his resumption of advertising will be on just as large, if not a larger scale. Market changes occur every day, and, in the last year there has been enough changes in the market to justify his return to the use of paid advertising.

"He has seen his closest competitor accomplish an amazing rise in sales, following the largest investment ever made in advertising a single product in all history. That sum was invested for the promotion of Chevrolet. Last year General Motors spent $7,000,000 advertising this one car. This year, I have heard, the sum has been increased to $10,000,000.

"But it is important to point out that the advertising cost per dollar sale in the case of the Chevrolet is decreasing with the increase of the total appropriation, according to figures I have seen published.

"Mr. Ford's apology to the Jews was the most tremendous act of courage and bravery witnessed in modern times. It is the most beautiful example of moral greatness that many of us have ever seen.

"Ability to acknowledge faults is one of the most important business assets. If it were ever taken out of business, business would go backward faster than it ever went forward.

"Mr. Ford's resolution to resume advertising may be interpreted either as an acknowledgement of a fault or an adjustment to a new condition. I would rather think the latter is the true interpretation.

"Every time a Chevorlet, or, for that matter any other car, is sold the market is changed for Ford by just that much. When much of a change in the market accumulates, the adjustment made to meet that change may be large enough to be noticed generally.

"If Mr. Ford sees fit, he will be a large advertiser. The decision, reputed to him, to resume advertising is in itself the biggest news advertising has heard for years. It represents the highest praise advertising has ever received, and proves that a product so well known and thoroughly proved as a Ford product still needs advertising in order to gain and maintain its proper place in the market. This one fact ought to make every business man in American want to know what advertising means to his business. If Ford's product needs advertising, how about the others, which, in comparison to the Detroit manufacturer's are virtually unknown.

"I believe Mr. Ford's plan to resume advertising will mean more to newspaper publishers than any other single event that has taken place in modern times."

W. A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers Association, likewise foresaw newspapers in the new Ford advertising picture, since they had figured so prominently in the old.

"Everybody knows that newspaper advertising of one kind and another made the Ford car," Mr. Thomson said. "It is to be assumed that if Mr. Ford makes a new car that is constructed according to the new order of things in the automobile field that newspaper advertising can be counted upon to establish that product also.

"To be sure, during the gap in Ford advertising, competitors with ability, good products and large and wisely expended newspaper advertising appropriations have made substantial progress which promises to be more or less permanent. Mr. Ford, however, should also be helped in the selling of his new car by the enormous and cumulative value of his past newspaper advertising investments.

"Another factor that should help him is one that should make his newest car more profitable than his old ever was and that is the increased buying ability of the American public. There seems to be no end to the ability of the American wage earner to absorb products that once were thought to be luxuries and now are being counted as necessities.

"In talking advertising to automobile manufacturers in the not distant past, we heard that the saturation point in automobiles would be reached somewhere around the 10,000,000th car. Now, for every family paying an income tax, we find four or five running a motor car; all of which goes to show that the average city, and that means the newspaper reader, has money to spend and is willing to spend it.

"Our present prosperity doesn't seem to be endangered by this spending habit, but appears to be constantly revived by the willingness of the wage earner to keep his money in circulation.

"Ford will find a willing and spending public interested in buying his new car, if he advertises it in the newspapers."

N. Y. LINAGE TOTALED 14,346,018 IN JUNE

TOTAL newspaper advertising linage in New York for June was 14,346,018 lines as compared with 14,822,812 lines for June, 1926, a net loss of 476,794 lines, according to figures just issued by the Statistical Department of the New York Evening Post.

The tabulation follows:

Pages 1927	Pages 1926		Percentage of Total Space	1927	1926	Gain	Loss
1,228	1,292	American	7.3	1,050,114	1,120,416	.....	70,302
1,590	1,550	Herald Tribune...	10.6	1,527,106	1,564,934	.....	37,828
2,116	1,966	Times	16.9	2,428,394	2,408,058	20,336	.....
1,220	1,386	World	9.3	1,341,806	1,545,308	.....	203,502
884	844	*Mirror (Tab.)...	1.6	220,018	305,282	.....	85,264
1,502	1,336	News (Tab.).....	5.0	720,722	631,026	89,696	.....
984	1,140	*Eve. Graphic	2.0	286,940	325,570	.....	38,630
1,132	1,130	*Eve. Journal.....	8.0	1,148,294	1,189,390	.....	41,096
790	758	*Eve. Post	3.0	433,472	390,536	42,936	.....
774	852	*Eve. World	5.8	824,212	823,862	350	.....
1,060	1,010	*Sun	9.3	1,332,278	1,327,910	4,368	.....
632	616	*Telegram	3.4	487,086	512,490	.....	25,404
1,264	1,270	Brooklyn Eagle...	11.0	1,572,172	1,653,326	.....	81,154
720	678	Brooklyn Times.	3.5	505,982	570,834	.....	64,852
552	460	Standard Union..	3.3	467,422	453,870	13,552	.....
16,448	16,288	Totals		14,346,018	14,822,812	.....	476,794 (Net Loss)

* No Sunday edition.

	1927	1926	1925	1924	1923	1922	1921
American.	1,050,114	1,120,416	1,074,084	1,431,840	1,108,588	927,656	898,572
Herald ...	.....	.....	.....	.....	915,340	923,006	1,024,050
H. T'bune	1,527,106	1,564,934	1,216,848	1,107,478	780,720	713,262	783,232
Times	2,428,394	2,408,058	2,066,062	2,250,188	1,997,960	1,919,208	1,757,786
World ...	1,341,806	1,545,308	1,355,502	1,568,208	1,579,332	1,483,048	1,263,902
Mirror (Tab.).	220,018	305,282	299,288	.....	.....	.....	.....
News (T.)	720,722	631,026	487,706	490,782	361,338	268,212	222,458
E. Graphic	286,940	325,570	182,198	†.....	.....	.....	.....
E. Journal	1,148,294	1,189,390	1,122,438	1,168,160	1,114,000	950,358	917,644
E. Mail...	.....	.....	.....	††.....	539,964	462,180	536,622
E. Post...	433,472	390,536	390,890	382,056	376,262	311,632	508,180
E. World.	824,212	823,862	690,554	612,526	737,608	737,546	722,580
Globe	.....	.....	.....	.....	.....	611,364	642,100
Sun	1,332,278	1,327,910	1,111,870	1,031,870	938,076	849,518	685,674
Telegram.	487,086	512,490	522,928	716,044	625,798	615,708	598,412
B. Eagle..	1,572,172	1,653,326	1,497,294	1,609,698	1,501,916	1,458,688	1,294,728
B. Times.	505,982	570,834	476,174	442,970	358,280	288,748	307,868
S. Union..	467,422	453,870	555,078	606,616	629,060	623,256	565,408
Totals .	14,346,018	14,822,812	13,048,914	13,418,436	13,564,242	13,143,390	12,729,216

† Figures not recorded.

†† Telegram and Mail combined January 28, 1924; name changed to Telegram, May 18, 1925.

‡ Sun and Globe combined June 4, 1923; name changed to Sun March 10, 1924.

TWO EDITORS BEHIND STEPHENSON POLITICAL EXPOSE IN INDIANA

Thomas L. Adams of Vincennes Commercial and Boyd Gurley of Indianapolis Times Finally Receive and Print Convicted Klan Leader's Documents

TWO newspaper editors who didn't know when they were licked and were able to smile in the face of jeers from half of the citizens of their state are responsible for the expose of political corruption that D. C. Stephenson started in serial fashion in the *Indianapolis Times* and *Vincennes* (Ind.) *Commercial* this week.



THOMAS L. ADAMS

The fighting editors are Boyd Gurley, editor of the Times, a Scripps-Howard newspaper, and Thomas L. Adams, editor of the Commercial when he isn't investigating.

Without Adams, the inquiry might not have started; and without Gurley, it would have got nowhere.

As a result of their efforts, Indiana was told Monday of a check for $2,500 with what was purported to be the signature of "Ed Jackson" on the back, that Stephenson, Grand Dragon of the Indiana Ku Klux Klan and a political power before he was sentenced to the Indiana state prison for life, said he gave to Governor Ed. Jackson at the time that Jackson was a candidate in the republican primary.

This check blew off the lid of "the Little Black Box" in which Stephenson once kept his private documents, mostly political. It was startling because Jackson never listed it among his campaign contributions, and if it is authentic, may result in an impeachment session of the Indiana Legislature.

The Times, in printing this story, promised that about 30 other original ducuments from among Stephenson's private papers would be revealed from day to day.

This is one of the rare instances that a newspaper has sewed up a story so completely.

Stephenson, in turning over these papers to the Times through one of his attorneys, made good on a promise to Adams in a letter in December, 1926.



BOYD GURLEY

During the intervening time, all efforts to persuade him to tell the public about his deals failed. The letter in which Stephenson made his promise to turn the state upside down was smuggled out of the Indiana State Prison at Michigan City and delivered to Adams. Adams is chairman of a committee of the Indiana Republican Editorial Association appointed to investigate rumors of corruption in which the Klan and state officials were linked. The letter was printed by the Times and the Commercial.

Two grand jury investigations followed, but both ended in failure. The Times, however, assisted to the limit of its ability and ran down evidence that was important, but could not be followed up at the time. This evidence, relating to documents that Stephenson had photographed while he was in the Noblesville, Ind., jail awaiting sentence for the murder of Madge Oberhaltzer, of which he was convicted, was turned over to the Grand Juries.

The first grand jury failed to indict by one vote. Stephenson had predicted this in advance. The second was discharged after one of its members had told of being approached by an Indianapolis politician who offered him a bribe to vote against returning an indictment.

The inevitable reaction of many was to become skeptical of the charges made by Adams and Gurley, even hostile, but the two editors carried on. It was after many disappointments that they finally struck pay sand.

The events which led up to success began at the Michigan City prison ten days ago when, for the first time since his imprisonment, Stephenson was permitted to receive newspaper men in private. All Indianapolis newspapers were represented, but the conference was arranged only because of the insistence of Gurley that if officials had nothing to hide, he and others of his profession should be permitted to talk to Stephenson alone.

Less than a week later, Lloyd O. Hill, of Indianapolis, attorney for Stephenson, turned over to Gurley, at Stephenson's request, a great sheaf of documents.

It is these that the Times is now publishing, and will publish for a month.

When publication began last Monday, the Times issued an extra at 7 a. m. devoting more than two full pages to the spot story, the background of the case, and photostatic copies of the Stephenson check.

An unusual sidelight was that the *Indianapolis News* and *Indianapolis Star* gave the Times full credit. Two anxious days preceded the extra, Gurley said.

"We feared," he explained, "that a man who is close to some of the officials interested in suppressing the documents had orders to get hold of them. For that reason, a guard was hired and stood over the safe in our business office, where the papers were kept. Everyone entering the building outside of regular business hours had to tell why he or she was there."

Nothing happened to stop publication, however.

Gurley became editor of the Times March 1, 1926. For years prior to then, he was editor of the *South Bend* (Ind.) *News-Times*. Previous newspaper experience was on the *Kansas City Post* and the *Denver Express*.

Adams has been owner and editor of the Vincennes Commercial for many years.

NEWSPAPERS FOR MASS SALES

Oakland Motor Car Advertising Manager Praises Dailies

"No product of mass consumption can today succeed without the liberal use of newspaper space," in the opinion of Waldo E. Fellows, director of advertising of the Oakland Motor Car Company of Pontiac, Mich. He recently expressed this opinion in Seattle while meeting newspaper men and dealers, and studying business conditions and trade trends at first hand, so that he may meet these conditions with properly directed advertising.

While Mr. Fellows found that every type of advertising had its value, the products that were consumed in large quantities by the masses, such even as automobiles, must rely upon newspaper space for their successful marketing.

"In the last analysis," he said "the newspaper is the switch that makes the final contact with the public, the final medium that induces the sale, short of the actual salesman."

INJURIES COST $30,000

Accidents to *Cleveland Plain Dealer* employes cost the management $30,000 during the past year, the paper announced recently. The management is asking the co-operation of his employes to reduce the cost of such accidents. First aid is stressed by the management when employes are injured.

EDITOR ARRESTED

Fall River Youth Charged with Attempted Blackmail

Charged with attempted blackmail of Walter E. O'Hara, treasurer Agawam Mills, Fall River, Mass., brother of Neal O'Hara, newspaper columnist, Louis G. Bernier, aged 21, editor and publisher of the *Call*, four-page tabloid weekly of Fall River, was arrested Tuesday.

According to the police, O'Hara alleges Bernier demanded $300 as the price for suppression of a certain story about O'Hara. The latter arranged appointment with Bernier and notified the police. With two police inspectors secreted in the room, O'Hara gave Bernier a check for $250 and $50 in marked bills after which officers arrested the editor.

According to an agreement which it is alleged was dictated by O'Hara and signed by Bernier, no story derogatory to O'Hara or his friends was to be published until Sept. 1, when another sum of money was to be paid. The Call, which is distributed free, made its first appearance in May.

CLARKSBURG MERGER DETAILS COMPLETED

One Board or Directors and Two Separate Editorial Boards Formed —Telegram Equipment to Be Moved

Organization of the Clarksburg Publishing Company, which is now publishing the *Clarksburg Exponent* and the *Clarksburg Telegram*, and which is to publish the new joint Sunday edition of both newspapers under the Sunday *Exponent-Telegram*, has been completed.

All the details were worked out at meetings of the stockholders and directors of both the Telegram and the Exponent companies during the last several days.

V. L. Highland was elected president; J. Hornor Davis, vice-president and treasurer: W. Guy Tetrick, general manager and W. W. Powell, business manager and assistant treasurer.

As heretofore noted, the editorial management and policy of the two daily newspapers is vested in two separate boards of directors, one for the Exponent and one for the Telegram, each board comprising three directors of the new company, together with an editor-in-chief for each paper.

The exponent directors are J. Honor Davis, W. Guy Tetrick and E. Bryan Templeman. The editor is H. G. Rhawn.

The Telegram directors are V. L. Highland, William L. Geppert and W. W. Powell. The editor is William L. Geppert.

As announced, the Exponent is to continue as a Democratic morning newspaper and the Telegram as a Republican evening newspaper. The Sunday Exponent-Telegram will be under the general direction of the general board of directors of the new publishing company, which comprises the three directors for the Telegram and the three directors for the Exponent. It is to be neutral in politics.

By arrangement with the owner of the publishing building on Hewes avenue, where the Exponent is now printed and where the Telegram will also be published, the directors have changed the name of the structure from the Exponent building to the Exponent-Telegram building.

Arrangements are now under way for moving the Telegram office and plant from its present location to the Exponent-Telegram building, and it is expected the merger of the plants will be completed by August 1.

BONFILS RESIGNS FROM A. S. N. E.

F. G. Bonfils, editor of the *Denver* (Col.) *Post*, has resigned from the American Society of Newspaper Editors.

SOVIET WOMAN CENSOR

Anna Goldfarb, this week was appointed temporary censor at Moscow.

NEW DAILY STARTE IN INDIANAPOLIS

Evening Post Prints First Issue Jul with Don Roberts Assistant Ci Attorney as President and B. F. Pigman Publisher

INDIANAPOLIS, Ind., July 11.—Th *dianapolis Post*, fourth daily news to enter the field in the Hoosier ca appeared on the streets today with editions. After several months of p rations and several postponements of lication date, workmen completed spacious offices in the Century bui last Saturday and the Post began lication with a 24-page paper on day.

The paper is published by the Publishing Company, a new corpor with officers as follows: Don Ro assistant city attorney, president; B min F. Pigman, vice-president and eral manager and publisher, and Wi C. Buser, city controller, treasurer.

Indianapolis newspaper men have a ed publication of the new paper great interest, especially since it has widely rumored that Mayor John L. vall is the leading backer of the e prise. Buser, treasurer of the publis company, is Duvall's brother-in-law constant companion, while Roberts, p dent of the company, is his very friend and one of the pillars of his st administration. The Post will be Re lican in policy.

Arthur R. Kling, formerly with *News*, *Star* and *Times*, will be edit the Post. Charles W. Smith, rec of Dallas, Tex., will be managing e Lloyd Mellett, brother of Don Me slain editor of the *Canton* (O.) *News*, and former city editor of the ton News, will be city editor. Ca Hunter, former managing editor o *Logansport* (Ind.) *Morning Press*, sistant city editor.

William Ritt is sports editor, Kat Swain, of the *St. Petersburg Daily N* society editor Ernest A. Warden, *mingham Age-Herald*, state editor; T. Hawkins, dramatics, music, art books; Todd Reynolds, *Mobile Reg* advertising manager; W. S. Ri classified manager; J. H. Theobald, c lation manager, and Jess Pigman, merly of the *Denver Morning Post*, man of the composing room.

The original name selected for Post, which was the *Indianapolis Tri* was discarded some time ago wh was discovered there was a weekly n paper published here which was the Tribune.

The Post will be six-day evening, three editions, noon, home and a final with sports and markets. Acco to Mr. Smith, managing editor, the no intention of entering the morning day field. The Post will use Internat News Service trunk and state wires complete staff of state correspondents been lined up.

Included in the mechanical equip are ten linotypes and more have ordered. There are three monotypes a twenty-four-page Hoe straightline More press facilities have been ord

The Star is seven-day morning, the News and Times both are six evening.

Among the changes in staffs occasi by organization of the new paper ar following:

Alexander Shaw, from Universit Pittsburgh to staff; Archie A. Me from University of Ilinois to s Robert H. Bull, from *Indianapolis T* to staff; Paul A. King, from *Chi News* to sports staff; Peter Sletter from state fire marshal's office to s Karl Fischer, from Bobbs-Merrill lishing Company to copy desk; B Cottam, from *Chicago Post* to copy Earle C. Jameson, from city e *Terre Haute Post*, to slot; Jack Hev formerly of the *Detroit News*, to desk; Edward Sigl, Jr., formerly *Wayne Journal-Gazette*, to staff; Pa Coppock, from *Richmond Palladiu* staff; E. J. Thomas, from *Winn Free Press-Bulletin* to staff.

MOVE TO KILL POST OFFICE "PROFIT" THEORY

levision of Bookkeeping Demanded to Eliminate Costs of Free Matter Which Cause Annual Deficit—Rep. Kelly and U. S. Chamber Behind Movement

By J. BART CAMPBELL
Washington Correspondent, EDITOR & PUBLISHER

MPHATIC demands from two important sources for sweeping reorganization of the Post Office Department on an up-to-date business basis have just served to direct attention again to the ubiquitous issue of postal rates.

Striking hard, Congressman Clyde Kelly, of Pennsylvania, a member of the House Post Office Committee who has been on the firing line in the battle for a revision downward of postal rates, declared this week the "biggest question facing the postal service today is the need for a fundamental policy."

Predicting the new Congress will be forced to provide a satisfactory solution of the postal problem, Mr. Kelly told EDITOR & PUBLISHER that "we have arrived at a point where there must be a definite decision as to whether *the post office establishment is to be conducted for service or profit.*"

At the same time Mr. Kelly was talking to EDITOR & PUBLISHER, the United States Chamber of Commerce announced that it is making a "systematic effort to bring about a complete overhauling of the Post Office Department bookkeeping and revision of postal rates when the New Congress convenes." A communication on the subject has just been addressed to more than 1,500 members of the National Chamber by its president, Lewis E. Pierson, of New York.

It is asserted on the part of the National Chamber that with a business-like accounting system the Post Office Department, instead of showing an operating deficit of more than $37,000,000, would show a surplus. The apparent deficit, it is explained, is due to the fact that the government charges against the Department all the free and less-than cost services which are a part of governmental policy.

By following the course of attempting to make commercial mail pay not only the cost incurred in handling it but a portion of the deficit incurred in the handling of free and less-than-cost mail, rates on revenue-producing mail have been pushed so high as to become unjustifiably burdensome to the public with which it originates, it is asserted. Following business practice, it is contended, cost-free and policy services should be charged against the general treasury instead of being piled upon mail users.

"Experience has definitely demonstrated," President Pierson says in his communication, "that the present scale of postal rates is not on a reasonable basis and is resulting in considerable harm to various users of the mails and therefore to the public in general. These facts have been brought out at the various hearings before the Post Office Committees of Congress, and the Postal Service Committee of the Chamber has considered a report which shows clearly that a revision of postal rates should be made as soon as possible.

"There has been a more or less generally accepted idea that the receipts from the postal service should fully cover all of the costs of that service. This is contrary to accepted business principles and overlooks the fact that efficiency and adequacy of the service should be the first consideration. It also overlooks the fact that Congress, in its wisdom, has seen fit to use the postal service for carrying out of governmental policies by the granting and extending of free or less-than-cost services.

"In the making of postal rates, applicable to purely commercial business, the following elements should be fully considered: First, the cost to the Post Office Department of the handling of free or less-than-cost matter; second, the rates should be so made as to encourage the further use of the postal service and thus reduce the units of overhead expenses; third, the rates should be made on the different classes with due regard to the character and value of the service and the conditions under which it is performed, in the same manner as rates are determined by the Interstate Commerce Commission for the transportation of freight and express.

"The net cost of these governmental policy services should be charged to the general treasury in the same manner as the cost of services of the other governmental departments, and thus eliminate from one of the biggest businesses in the world the present unfair and discriminatory method of making the users of commercial mail pay for governmental policy services. If such an adjustment of rates had been made and proper accounting rendered for governmental policy services, the last annual report of the Postmaster General would not have shown a deficit.

"The substance of the foregoing declaration can be emphasized by the following facts. The Postmaster General reported an operating deficit of $37,906,118 for the postal service in 1926. The Post Office Department, however, included in its accounting the cost of all government mail carried free and also the cost of various mails carried at less than cost under established public policy. These policy services cost the Post Office Department considerably more than the amount of the reported deficit. An analysis of the facts made by the Chamber's Postal Service Committee reveals convincing reasons why the reported deficit should not be regarded as an argument for retaining the present unfair and uneconomic rates on commercial mail."

"The biggest question facing the United States postal service today," said Congressman Kelly, "is the need of a declaration of a fundamental policy. We have arrived at a point where there must be a definite decision as to whether the post office establishment is to be conducted for service or for profit. Two schools of thought face each other on this proposition. When the salary bill of 1924 was enacted by Congress it was vetoed by the President on the ground that it carried no provision for correspondingly increasing postal revenues. In order to secure the deserved increase in wages for postal employes, Congress enacted a postal rate schedule increasing rates all along the line.

"Now, in the past 69th Congress, at every proposal to obtain improved working conditions the objection came that it would increase the deficit now shown in postal operations. This deficit has become a bugaboo and, in fact, on any common sense method of bookkeeping it is a myth. There has been no real deficit in the Post Office Department for many years. On the contrary, there has been a surplus.

"The difficulty comes in charging against postal revenues many free services which have been adopted as public welfare projects. The franked and penalty provisions of postal law, which permit the sending of Government publications and Congressional mail without charge mean a loss in revenue of $16,000,000 a year. The free in county privilege to newspapers means a loss to revenue of $10,500,000 a year. The special rate given to religious, scientific, and fraternal publications means a loss of $14,000,000 a year in revenue. The increased rate paid to American steamships for carrying foreign mail entails a charge of $2,000,000 a year. Our policy of sending publications for the blind free means $75,000 a year loss.

"If we adopt a straight service policy on the basis I have outlined reductions could be made on other classes of mail matter. To my mind, there is no other basis on which to proceed. The Postal Service is a service institution, not a money-making enterprise. The true policy is to determine the needs of the American people and organize the service so that they may have it.

"The American people have never yet objected to the Postal Service. I am convinced that they do not desire it to be transformed into a profit enterprise. I shall reintroduce in the Seventieth Congress the bill I introduced in the 69th Congress, providing for a declaration of fundamental policy and I believe that it must be enacted before we can systematically deal with the many postal problems confronting us."

Mr. Kelly's postal bill, House Bill 13474, 69th Congress, second sessions, follows in the full text:

Be it enacted, etc., that the Post Office Establishment of the United States is hereby declared to be an agency of the American people for their service and not for profit.

Sec. 2. That compensation of postal employes shall be adequate and just and, together with working conditions, shall be based upon American standards, without regard to postal revenues.

Sec. 3. That postage rates on paid mail matter shall be determined by the cost of the service given such mail matter, exclusive of all free services and public-welfare projects which have been or shall hereafter be adopted in connection with the Postal Service.

Sec. 4. That the amounts expended for the following purposes shall not be computed as a charge against postal revenues, but shall be paid from the Treasury of the United States:

(a) Total cost of conveying franked and penalty mail matter, less rental charge at 5 per centum on valuation of all postal quarters owned by the United States Government.

(b) Free to the blind mail matter.

(c) Free in county second-class mail matter.

(d) Amount of loss due to preferential rate on religious, scientific, and other periodicals.

(e) Amount of loss due to added rate for carriage of foreign mail by vessels of American register.

(f) Amount of loss chargeable to public-welfare purpose of the Rural Free Delivery Service, such loss to be computed by substracting from the total cost of such service, the estimated revenues from postage and special service charges on all mail matter originating on such rural free-delivery routes, added to one-half the estimated revenues from postage and special-service charges on all mail matter delivered on such routes.

Sec. 5. That the Postmaster General is hereby directed, in his annual report, to omit the amounts expended for the free services and public-welfare projects as specified in the section 4 from the expenditures to be charged against postal revenues and to set forth the surplus or deficit from postal operations during the preceding fiscal year without the inclusion of such free services and public-welfare projects."

SIX MONTHS' FIGURES SHOW LOSS IN N. Y.

NEW YORK daily newspapers carried a total of 88,794,175 lines of advertising during the first six months of 1927 as compared with 91,423,760 lines for 1926, according to figures just issued by the Statistical Department of the *New York Evening Post*. The volume represented a net loss of 2,629,585 lines.

Pages 1927	Pages 1926		Percentage of Total Space 1927	1927	1926	Gain	Loss
8,240	8,014	American	7.3	6,443,284	6,851,764	.....	408,480
9,872	9,478	Herald Tribune	10.9	9,655,694	9,642,818	12,876	.....
12,702	11,988	Times	16.8	14,954,094	15,251,876	.....	297,782
7,426	8,370	World	9.0	7,986,028	9,173,772	.....	1,187,744
5,546	5,216	*Mirror (Tab.)	1.9	1,618,945	1,810,890	.....	191,945
9,198	8,172	News (Tab.)	5.0	4,443,347	3,832,860	610,487	.....
6,022	6,784	*Eve. Graphic	2.0	1,788,632	1,847,878	.....	59,246
7,022	6,950	*Eve. Journal	8.2	7,297,046	7,725,458	.....	428,412
5,038	4,708	*Eve. Post	3.2	2,869,752	2,618,302	251,450	.....
4,718	5,056	*Eve. World	5.6	4,999,397	5,165,330	.....	165,933
6,572	6,448	*Sun	9.5	8,465,552	8,402,130	63,422	.....
3,836	3,726	*Telegram	3.4	2,994,071	3,055,086	.....	61,015
7,462	7,534	Brooklyn Eagle	10.2	9,027,445	9,359,124	.....	331,679
4,480	4,380	Brooklyn Times	3.8	3,387,276	3,720,052	.....	332,776
2,880	3,194	Standard Union	3.2	2,863,612	2,966,420	.....	102,808
101,014	100,018	Totals		88,794,175	91,423,760	.....	2,629,585 (Net Loss)

* No Sunday edition.

	1927	1926	1925	1924	1923	1922	1921
American	6,443,284	6,851,764	7,162,104	7,808,098	6,153,872	5,668,330	5,236,928
Herald	.....	.....	.....	2,355,910	5,927,014	5,982,182	6,287,834
H. T'bune	9,655,694	9,642,818	7,794,822	6,206,288	4,996,138	4,737,786	4,841,259
Times	14,954,094	15,251,876	13,587,396	13,293,132	12,582,026	12,079,894	10,930,804
World	7,986,028	9,173,772	8,355,936	8,600,114	9,255,570	8,243,470	7,345,998
Mirror (Tab.)	1,618,945	1,810,890	1,915,106	.....	.....	.....	.....
News (T.)	4,443,347	3,832,860	3,261,376	2,884,664	2,123,898	1,643,000	1,126,112
E. Graphic	1,788,632	1,847,878	942,732	.....	.....	.....	.....
E. Journal	7,297,046	7,725,468	7,751,838	7,475,876	6,794,786	5,970,288	5,383,034
E. Mail	.....	.....	.....	††612,782	3,214,534	3,055,906	3,223,622
E. Post	2,869,752	2,618,302	2,507,736	2,209,886	2,077,672	2,047,812	3,142,521
E. World	4,999,397	5,165,330	4,357,518	3,951,176	4,511,140	4,597,850	4,650,308
E. Globe	.....	.....	.....	.....	‡3,825,302	3,693,968	3,555,150
Sun	8,465,552	8,402,130	7,012,532	6,815,856	5,290,192	4,901,150	4,221,880
Telegram	2,994,071	3,055,086	3,562,044	4,824,988	3,438,312	3,516,492	3,430,878
B. Eagle	9,027,445	9,359,124	8,577,076	8,804,036	8,289,030	7,789,578	6,829,310
B. Times	3,387,276	3,720,052	2,518,888	2,389,888	1,934,896	1,762,750	1,621,564
S. Union	2,863,612	2,966,420	3,436,764	3,811,696	3,944,698	3,873,502	3,447,546
Totals	88,794,175	91,423,770	82,743,868	82,044,390	84,359,080	79,563,958	75,274,748

‡Sun and Globe combined June 4, 1923; name changed to Sun, March 10, 1924.
†† Telegram and Mail combined January 28, 1924; name changed to Telegram May 18, 1925.

WRITERS HAVE BIG MOMENT WHEN COOLIDGE DONS COWBOY GARB

Wait Breathless to See Him Mount Live Horse but He Fails Them—A. P. Man Founder of "Stephenson, S. D." —Diversions of Correspondents

By JAMES L. WRIGHT
Washington Correspondent, Buffalo News

STATE GAME LODGE, Black Hills, S. D., July 12.—Calvin Coolidge has had a mountain named after him since his arrival here; Grace Coolidge has had a creek named after her, but only Francis M. Stephenson of the Associated Press has had a telephone station named after him.

Stephenson is the only one of the score of newspaper correspondents now in President Coolidge's official party, who is stationed at the State Game Lodge night and day. He rented a little cottage half a mile from the President's house, and had a telephone installed on a farmer's line. Now all you have to do to get him is to call "Stephenson, S. D."

The Rapid City operator will then give one long ring and two short, and Stephenson will answer. This is the conversation that takes place many times a day:

"Hello, is that Stephenson?"

"Yes."

"Who's talking at Stephenson?"

"Stephenson."

The business of "covering" the president of the United States in the Black Hills of South Dakota, 1,800 miles from his home in Washington has many complications for the newspaper men and correspondents, and even for the official office staff of the chief executive.

Many times Everett Sanders, the president's secretary, does not know the plans of his chief, as for example when President Coolidge unexpectedly stopped off at the camp established by five troops of the Fourth cavalry on a cross-country ride from Cheyenne, Wyo., to Fort Meade, S. D., one afternoon and arranged to review them before his executive offices in Rapid City on their way through the next day. Mr. Sanders was not told of the arrangements until a few minutes before the troops arrived, too late to notify the photographers.

When the president's birthday party was given at the State Game Lodge on July 4, the movie photographers ground out 3,500 feet of film, and some of them exhausted their reserve supply. At the close of the day the President unexpectedly appeared in full cowboy regalia from ten gallon hat to buckskin chaps, and there was urgent demand for film to record this unusual event. One of the photographers had to grab Mrs. Coolidge's little hand moving picture camera to avoid losing his chance and perhaps his job.

Russell C. Aiken, the only "still" photographer now with the party nearly had heart failure. He had used up every plate he had when President Coolidge was being urged to mount the saddle horse that was given to him as a birthday present. Had the chief executive finally relented, and put his foot in the stirrup Aiken would have missed a picture he has been waiting for ever since Mr. Coolidge has been in the White House.

On the day following the birthday party at the State Game Lodge several hundred additional yards of film were used in recording the colorful spectacle at the Tri-State roundup at Belle Fourche.

Mr. Coolidge keeps every one, who must record his movements either in the papers or in the movies, on the alert all the time. An automobile starts from the Harney hotel in Rapid City at 6:30 each morning, taking to the lodge the afternoon newspaper men, who must wire their newspapers early just what he is doing. As soon as he leaves the lodge for town, that fact is telephoned to other newspaper men, who are waiting for him in town, and they go to the executive offices to be ready for him when he arrives. Newspaper conferences are held here twice a week, just as he holds them when he is at his executive offices in Washington.

Regardless of the difficulties experienced in keeping up with President Coolidge on all his movements, several of the newspaper men have found time to take advantage of the recreations afforded here. Philip Kinsley of the *Chicago Tribune* and George Authier of the *Minneapolis Tribune* have rented a cottage up Rapid River, where they stay when the heat makes their hotel room uncomfortable.

Kinsley is the "provider." He catches the mountain trout, and chief cook, but he makes Authier clean out the coffee pot and do the sweeping. Kinsley is the most expert fisherman of the newspaper party. He watches each new insect that appears on the water's surface, so that he may get a fly like it. On July 8 he discovered a new one, and chased it until he captured the diminutive object. Then he brought it into town to match it up with a fly.

One of Kinsley's neighbors, seeking to be friendly, got up early one morning, and dug a can of fishworms for him. Kinsley was one of those who had been critical of President Coolidge for fishing with worms, and so he turned down the gift.

George E. Durno of the International News, Paul R. Mallon of the United Press, Maurice Judd of the *New York Sun* and either John Lambert of Universal Service or Raymond S. Henle of the Associated Press compose the bridge-playing foursome of the party.

ATLANTIC MONTHLY SUES TWO DAILIES

New York American and Daily News Defendants in Suit for Damages for Alleged Copyright Violation

The *New York American and* the *New York Daily News* were named defendants in a suit begun this week in U. S. District court, New York, by the *Atlantic Monthly*. The suit asks for an injunction, accounting, damages and other relief for alleged violation of copyright, and is based on publication in the News and American last April 15 of portions of Gov. Alfred Smith's reply to Charles Marshall, published in Atlantic Monthly for May.

No special damages are sought. The court is asked to appraise the damage and award such amount as it deems proper. The injunction is requested to restrain the newspapers from distributing copies of the News and American containing copies of the Smith letter.

The magazine alleges that the May number was published on April 8 at the Rumford Press in Concord, N. H. Copies were transferred from there to the plaintiff's office in Boston, and from there sent to Washington to be copyrighted.

The complaint sets forth that Gov. Smith's article was a work of "great artistic and literary merit" by reason of the eminence of its author, the timeliness of the subject matter, as well as the intrinsic merit it possessed."

NEW BOOKS BY A. N. P. A.

Two new books are promised for early publication by the Bureau of Advertising of the American Newspaper Publishers Association. One will be entitled "Community Advertising" and will be followed by a second called "Financial Advertising." The latter was prepared in co-operation with the Financial Advertisers Association.

TORONTO DAILY WINS APPEAL

Will Get New Trial in $6,000 Libel Award to Woodstock Paper

The first divisional Appellate Court of Ontario in a judgment handed down July 4, allowed the appeal of the *Toronto Evening Telegram* from the decision of Mr. Justice Logie, awarding the *Woodstock Sentinel-Review* $6,000 against the Toronto paper.

The Woodstock paper sued the trustees of the Telegram to recover $50,000 dollars damages for alleged libel. At the trial of the action in Woodstock, a jury returned a verdict for $6,000.

The appeal is allowed and the action dismissed with costs, Mr. Justice McGee dissenting.

The action arose from an editorial published by the Toronto Telegram during the Dominion election campaign of 1926, in which comment was made regarding a seizure of liquor on the premises of the publisher of the Sentinel-Review.

AD MEN HAVE AIRPLANE THRILL

Frederick W. Hume, public relations counsel of New York, and Lou E. Holland, Kansas City, former president of the International Advertising Association, this week were telling of their narrow escape from death when, while attending the I. A. A. convention in Denver, they became lost flying in a thunder storm. The two men were in an airplane furnished by Col. Paul Henderson, president of the National Air Transport Company. After climbing to 7,500 feet they rode out the storm, landing safely.

DAILY APOLOGIZES FOR DIVORCE STORY

British Paper Printed Matter Not Permitted Under New Law Its Representative Tells Judge

(*Special to* Editor & Publisher)

London, July 2.—During the hearing of a case in the divorce division of the High Court at London recently, Noel Middleton appeared for the proprietors of the *Newcastle Daily Journal* to correct any misapprehension that might have arisen through the publication in the paper of certain matters in the report of the divorce action.

The publication might possibly be looked upon as a contravention of the Judicial Proceedings (Regulation of Reports) Act, and the newspaper had received a complaint from the solicitors to the husband in the action referred to, with regard to its report, and the proprietors had taken the earliest opportunity of informing the Court that they realized that the report in question did perhaps go a bit beyond the particulars of such cases that a newspaper was entitled under the act to insert.

The report was received from a news agency and was passed by a sub-editor inadvertently. The proprietors decided to tender a humble apology to the court, in view of the very severe penalties that might be inflicted under the act. Sir Patrick Hastings, counsel for the husband, said another paper (the *Northern Echo*) also had a report of the case which gave more grounds for complaint than the one already referred to and, although they had communicated with the editor of that paper, he seemed to think that under the act he was entitled to publish the matter.

The counsel for the wife referred to a further report in the *East Anglian Times* containing similar details. Mr. Justice Hill agreed that it was very desirable that attention should be called to such matters, because now newspaper proprietors and editors would perhaps take the trouble to read the act thoroughly, and take legal advice upon it if they could not understand it.

It was very proper of the proprietors of the Newcastle Daily Journal to tender an apology in court as they had done, and he hoped the other editors would take the same view of their responsibilities.

MERCHANTS GIVE RA INCREASE TO DAILY

30 Per Cent Rise Takes Effect Dodge City Globe After Store Executives Hear Publishing Costs

The much-advertised progressive sp of the West was recently demonstra in an unusual fashion in the little tow Dodge City, Kan., when the leading m chants and advertisers of that unanimously voted the *Dodge City D Globe* an increase in advertising ra The new schedule of charges for sp went into effect July 1 and represents increased revenue to the Globe of appr imately 30 per cent.

For the past 18 months, the circulat of the Daily Globe has been increas rapidly. The old rates were establis when the paper had 2,500 circulati The net paid today is near 4,500. E though advertising volume was mou ing month by month, Publisher J. Denious and Business Manager N. Peterson discovered that the more adv tising the paper carried the less mone made. White paper costs were eat all the profits.

And so the merchants of Dodge C were invited to meet with the publish of the Globe.

"We face a problem of mutual c cern" said J. C. Denious, publish "When existing rates were establish our paper had less than twenty-f hundred circulation.

Today, we run more than 4,500. W cannot continue to offer our advertis this circulation at present rates. We the Globe do not want to assume the sponsibility of deciding which of t courses should be followed. So we ha called you, our frends, here and are as ing your assistance in settling our di culty. We can drop a great share our circulation in the many cities a towns in what we all call 'The Dod City Empire' and bring our run back approximately 2,500 and operate on e isting rates. Or, if you desire, we w continue to expand; we will obtain mo and more subscribers in our logical tra territory and sell our advertising at new schedule of rates which will be a proximately thirty per cent more than present."

N. C. Peterson, business manag opened the circulation books of t paper to the merchants, presented a m of the Dodge City Empire, as it is call and showed Globe circulation in each ci and county in the city's territo Claude C. Skates, president of the Sta Bank of Dodge City, was then chos chairman of the meeting and vario merchants were asked to voice the views. The merchants told the Glo to go ahead and push for more circul tion in outlying territory and to esta lish a schedule of rates which wou provide for its expansion program a pay the owners a good profit. Chairma Scates then called for a vote and, unan mously, the advertisers asked the pu lishers to increase the rates immediate as a guarantee against any tempora necessity for retrenchment.

A representative of Editor & Pu lisher who talked to Dodge City me chants and the publishers of the Glo last week learned that, at the high rate, practically all contracts have a ready been renewed—approximately per cent of the total number calling f a larger amount of space than former used. "Now we can push on to st greater growth," declared J. C. Deniou publisher, with a smile of satisfactio "Our advertisers feel that the progra in effect is one of their own choosing a they are enthusiastically watching ou growth."

WATERTOWN VETERAN RETIRES

Retirement of George I. Baker aft 45 years in newspaper work is announce by the *Watertown* (N. Y.) *Times*, whe Mr. Baker has been telegraph editor f a quarter of a century. He is leavin Watertown July 22 to live with his s in Chicago.

GUSTY GARRULITY MARKS FIGHT BALLYHOO

Sports Writers Spraining Vocabularies in Attempt to Dig News from Barren Dempsey-Sharkey Camps —N. Y. Graphic Plans Protest to Publishers' Association

By PHILIP SCHUYLER

QUOTATIONS from reports of what the sports writers call the current "ink market" would indicate that the lowly art of boxing is being covered this year, as usual, with spinster-like garrulity.

"Goodness," wrote Marshall Hunt in the *New York Daily News* on July 12, in passing on the information that Dempsey was to start a 24-mile swim on Lake George. "Is the guy practicing for love when he meets the terrible Mister Sharkey, July 21 in New York.

"Heavenly days!

"The situation looks very serious."

And the same writer on the same day in the same story discussed "the intelligensia of this ancient and perhaps honorable racket of fisticuffing."

It seems Mr. Hunt was referring to the 100 or more "experts" who are at White Sulphur Springs, N. Y., reporting on Dempsey's training. These intelligent experts, he continued, were "agreed that [William Harrison Dempsey can hit.

"I suspect," wrote Mr. Hunt, "that is a very valuable quality in the boxing game. * * *

"One must hit!

"Yes, one must."

For 10 days of the month's training ballyhoo, the New York newspapers have applied approximately 150,000 words on the two contestants of the Dempsey-Sharkey fight scheduled for July 21. Tex Rickard, king of promoters, has predicted "a million dollar" gate on more than one occasion. The usual 10,000 fans have been reported as coming to New York from Boston. Prices of the tickets for the $27 top has been steadily announced without charge in all the papers. Not a line of paid for advertising has appeared in the newspapers bringing forth an editorial protest from the New York Evening Graphic, which plans to appeal for united action by the publishers association of New York.

Instead of advertisements:

"Ex-pugs and present champions are openly turning literary, and newspaper columns are being filled with by-line copy that looks important and says nothing.

"One or two reporters covering the training camps have admitted there is very little to write about and many of them credit this to be somewhat true by filling their stuff with humor instead of reporting or expert opinion.

"I wonder the boxing writers now seem like old maid school teachers. Apparently the people they associate with have affected that way. Probably the men covering the training camps play slap jack and drink iced tea after they send out their 1,000 yards of copy.

"Robert Edgren, for instance, sat next to Jack O'Brien the other day, watching Sharkey at Madison Square Garden. Edgren, according to Mr. Edgren, said "loudly, as if he didn't care a continental if Mr. Sharkey did hear him." And this, wrote Mr. Edgren, is what Jack said:

"'Beautiful, lovely, marvelous! My God bless me! Did you see that? What a stinging jab that young man uses. I declare, I haven't seen anyone jab like that for a long time.'"

And a little later:

"'Dear, dear. Such delightful footwork! Gracious, he reminds me of me. He is very light and fast for such a powerful big man. Why I do believe his shoulders are bigger than Dempsey's.'"

This mania for clowning seems to be in the air or water or something of White Sulphur Springs. Even William Wallace, of the serious *New York Evening Post* got that way in a story he filed July 8 in the form of a letter beginning "Dear Boss."

"Dempsey was in high glee," he wrote, "he made his 18 holes in 108. He played like a kid out for a holiday on the 5th tee (Honest, Boss, this is not trying out the following paragraph on their friends as the latest "tongue twister." It is Mr. Underwood's description of the "Garrulous Gob," meaning Sharkey.

"The larruping and linguistic Lithuanian has licked everyone tossed in front of him and howled for more guys to lick. Yet at the end of 10 rounds he was whipped by old Mike McTigue, pounds lighter and years older.

"Supposedly lacking a haymaker, he knocked out Jim Maloney, who Jack Delaney nailed on the chin with his celebrated right hand uppercut, without knocking him out of his brogans, and whom Harry Perrson, the slugging Swede, plastered with 19 hard righthand smashes to the jaw without changing his stance from the perpendicular to the horizontal."

An encouraging bit of information was furnished by Harry Cross in the *New York Herald Tribune* on July 9. Before going to great lengths to tell all about Sharkey's superstitions regarding his purple gymnasium suit, and the "new toggery outfit" he always buys before a fight, Mr. Cross used poetic license perhaps to tell his readers:

"He (Sharkey) plays no sonata with the rataplan of blows, but he does smash the leather so hard that it can be heard out in Eighth avenue."

Thousands of words were written about Dempsey's golf game, despite the profound opinion of Wilbur Wood of the *New York Sun*, who telegraphed from White Sulphur Springs on July 8 that "of course, it is impossible to judge Dempsey's physical or fighting shape by peering at his antics with a mashie or a brassie. One might as well attempt to tell what kind of a hitter a baseball rookie is by watching him play poker," he said.

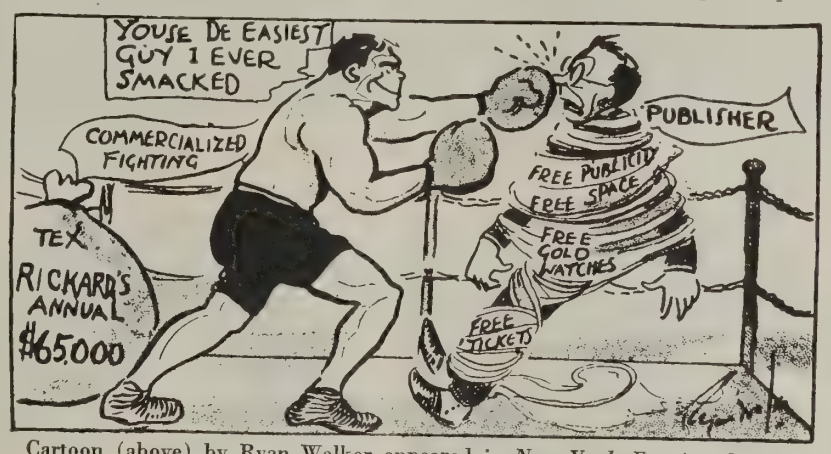
Grantland Rice is as strong on similes as he ever was. On July 9, he cast his "expert orb" on Sharkey and out came this beauty:

"He rolled around like a rubber man with all the sinuosity of a sucuru, which is slang for the big South American water snake."

Finding names for the fighters is one of the first rules of sport page press agentry.

Among the current names for Sharkey are: "Gentleman with the Gimlet Glare;" "Loquacious Lithuanian;" "Garrulous Gob;" "Larruping and Linguistic Lithuanian" and "Big I Man of Boston."

Dempsey, in addition to the old favorites of the "Manassa Mauler" and "Jack the Giant Killer," is now sometimes referred to as the "Hollow Shell" and the "Punching Bag of Philadelphia." Dempsey has started to write "his own story." Jack Delaney, another pug, has turned reporter also, and, with the help of Jack Farrell, is writing first person copy for the New York Daily News; James J. Corbett "Gentleman Jim" is writing his views; and Leo P. Flynn, Dempsey's manager, and Johnny Buckley, Sharkey's manager, have also taken their pens in hand.



Cartoon (above) by Ryan Walker appeared in *New York Evening Graphic* on July 8.

A big free campaign in display space has been placed in the dailies, leading the *New York Evening Graphic* on July 8 to ask in an editorial:

"Why should professional boxing be supported by free publicity?"

This week, E. H. Gauvreau, managing editor, declared the Graphic's representatives were going to call upon the Publishers Association of New York to take united action against this problem at the next meeting.

"Professional sports are in a bad way," the editorial read in part.

"They have become so groggy on prosperity that in many cases money and not the game has become their supreme consideration.

"Fair play is often buried six feet under ground while opinions of sporting writers are, in some cases, it is alleged, bought and paid for.

"There are few branches of sport that are unaffected by this menace of underhand commercialism, but professional boxing seems to be more thoroughly contaminated than any other.

"This newspaper calls upon all editors to take note of the insidious peril that now threatens not only to ruin sports but to wreck confidence in the daily press.

"Let the fact be faced that boxing matches and other sporting events have become huge commercial enterprises.

"They are in precisely the same class as theatre, movie houses and other amusement businesses.

"There is no essential difference between them and the average store.

"Sports promoter and shopkeeper both have something to sell to the public. The store men have not tried to camouflage.

"They have earned the respect of the public and the publishers by honestly telling about their business in the business-like manner—through the medium of paid advertisements in the newspapers.

"Sports promoters have tried to gain their publicity by indirect payment for newspaper space. This for a time deceived the public. It has undoubtedly deceived some publishers. It will be an astounding thing to the latter to discover that paid reporters on their own staffs have been taking money and other gifts of value to sway their opinions.

"The sporting columns in many newspapers have fallen to a degrading level as a result of direct and indirect bribery.

"There is little truth in them.

"The dear public is being stuffed to the gills with paid publicity.

"There is a remedy for this rotten situation, and only one.

"That is for sports promoters to treat their enterprises as business undertakings and *to advertise them at paid rates.*

"That is the honest method pursued in England, where there never has been a whisper of press prostitution.

"The Graphic calls upon promoters and publishers to adopt a similar straightforward way out of the present unspeakably sour mess into which American sports have fallen.

"You can fool all of the people merely *part of the time.*

"And the time has just about arrived when you will no longer be able to deceive the public about professional sports!"

Prices paid for tickets, it was explained to EDITOR & PUBLISHER, was one of the outstanding reasons why the Dempsey-Sharkey contest set for July 21 got four times the space in the New York papers as did the Paulino-Wills fight which was held on Wednesday this week.

"Rickard puts on a big show, when he is the promoter," it was further explained. The card offered by Humbert Fugazy in this instance is second-rate, and tickets can be purchased at popular prices."

ASSOCIATES HONOR HOPEWELL ROGERS

Retiring Vice-President of Chicago Daily News Tendered Dinner —Succeeded by J. L. Houghteling

Hopewell L. Rogers, who recently resigned as vice-president and treasurer of the *Chicago Daily News, Inc.*, was guest of honor at a dinner given by 50 of his associates—officials, department heads and veteran employes of the Daily News, July 7. Mr. Rogers relinquished his office July 9, after 30 years of service to the Daily News.

His plans for the future have not been definitely announced, except that he will take a vacation tour in Europe with Mrs. Rogers.

In 1912 he helped organize the Audit Bureau of Circulations. Then he served as its first secretary. A director of the American Newspaper Publishers' Association from 1912 to 1922, he served for two years as its vice-president and for another two years as its president.

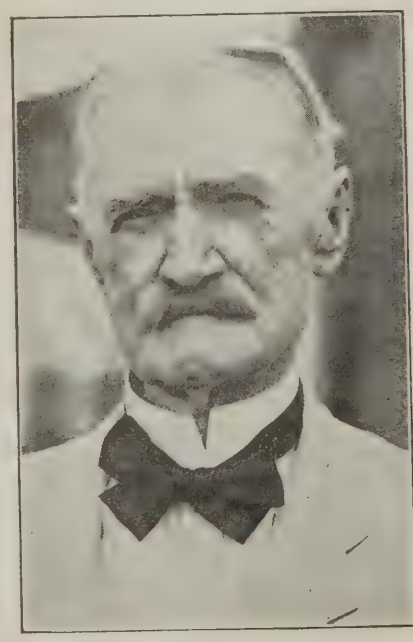
During a sojourn in Switzerland in 1897, Mr. Rogers arranged with the late Victor M. Lawson to join the staff of the Daily News. In 1908 he became business manager; in 1914, vice-president; in 1924, vice-president and secretary. In 1926 he was made vice-president and treasurer.

James L. Houghteling, who has been vice-president and secretary of the Chicago Daily News, Inc., succeeds Mr. Rogers as vice-president and treasurer. James N. Shryock, business manager, has been elected to fill the vacancy on the board of directors caused by Mr. Rogers' retirement and to the office of secretary. He continues as business manager.

Through the Camera Lens At Atlanta Conventic



Shade afforded by trees and sheds was popular at the foot of Stone Mountain, where the S. N. P. A. members and guests "ate barbecue" and attended a ser in honor of their dead of the past year.



J. C. Hemphill, former publisher *Charleston* (S. C.) *News & Courier*, recalled old times.



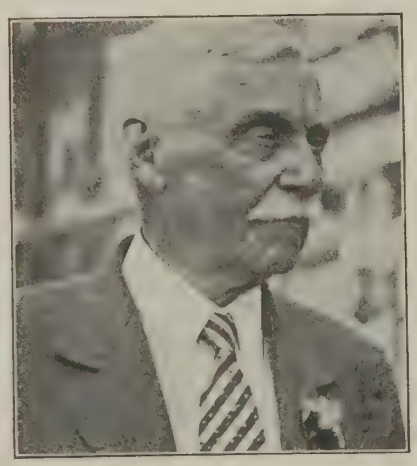
Left to right—Walter C. Johnson, *Chattanooga News;* George M. Kohn, Atlanta Special representative; Earle Wheatley, H. Reeve Angell Company; Arthur G. Newmyer, *New Orleans Item and Tribune;* and B. C. Anderson, Ludlow Typograph Co.



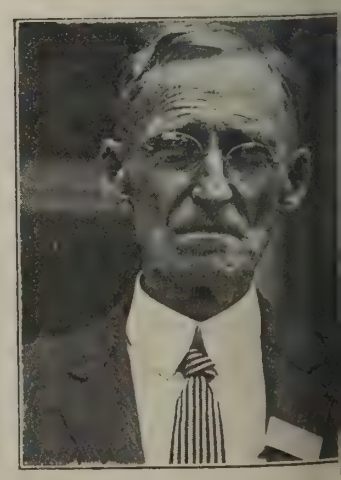
M. Stratton Foster, publisher C *ville* (Tenn.) *Leaf-Chronicl*



President Park won a new straw hat by proving that a year as president hadn't weakened his athletic prowess. Enjoying the performance. Left to right are: Arthur G. Newmyer, *New Orleans Item and Tribune;* W. Anson Elliott, *Jacksonville, Florida, Times-Union* (hidden behind Park's shoulder); A. E. Clarkson, *Houston Post-Dispatch;* Capt. W. E. Gonzales, Columbia State; and Col. Robert Ewing, New Orleans States.

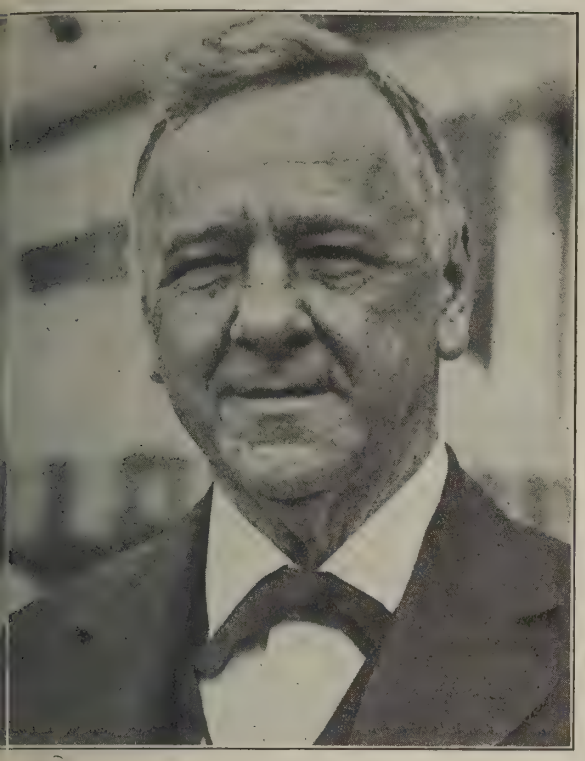


H. H. Cabaniss, formerly publisher *Atlanta Journal* and the first president of the S. N. P. A., was an honored guest at the 25th anniversary meeting.

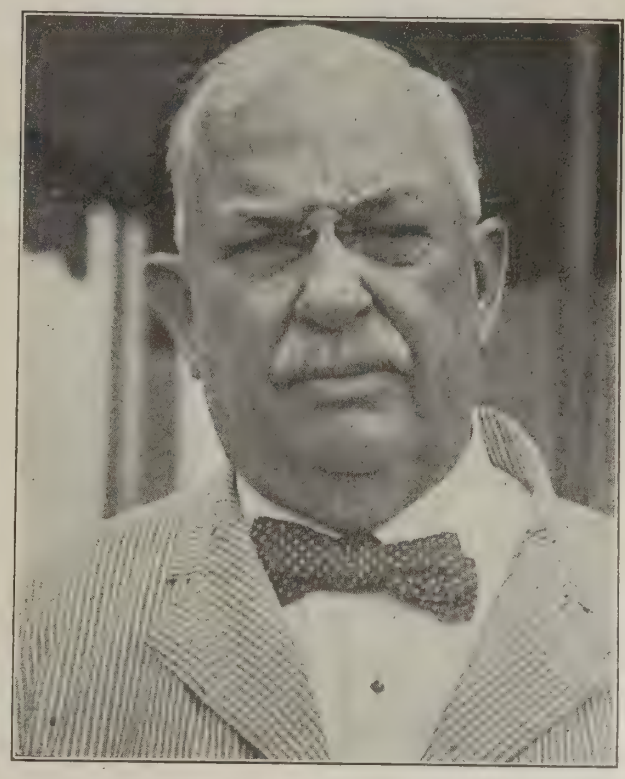


John C. Hern, 85 years old pioneer Southern newspaper lisher, was introduced to the P. A. as the oldest man present founded the *Knoxville Sentin* 1887.

hen Dixie Publishers Celebrated 25th Anniversary



Col. Robert Ewing, publisher *New Orleans States* and *Shreveport Times*, elected president of the S. N. P. A. after twenty-five years' continuous service. He was on the association's first executive committee is shown at the right.



Hon. Josephus Daniels, editor and publisher *Raleigh News & Observer*, who delivered the memorial address at Stone Mountain.



and Mrs. H. T. ntosh of the ny (Ga.) *Herald*, gest grandparents . N. P. A. membership.



Mrs. Edith O. Susong, publisher of the *Greenville* (Tenn.) *Democrat-Sun*, and her daughter, Martha Arnold Susong.



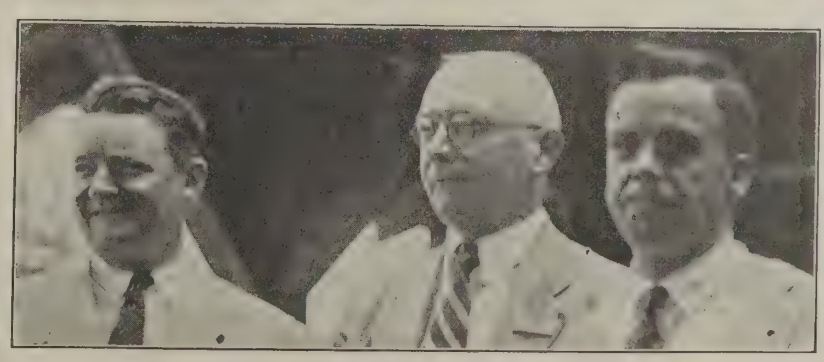
t to right—F. Galt Braxton, *Kinston* (N. C.) *Free Press*; L. K. Nicholson. *New Orleans Times-Picayune* and Charles A. Webb, *Asheville Citizen*.



Left to right—Arthur S. Thompson, H. D. Roosen Ink Co.; Timothy Beacom; King Features Syndicate; Arthur T. Robb, Jr., Editor & Publisher; and Harvey J. Kelly, chairman of the Special Standing Committee of the A. N. P. A.



t to right—Mrs. Edith O. Susong, *Greenville* (Tenn.) *Democrat-Sun*; Mrs. ers Caldwell, wife of Nashville financier recently associated with Col. Luke in purchase of *Memphis Commercial Appeal* and *Atlanta Constitution*; Mrs. Wiley L. Morgan, of Knoxville, wife of the former secretary-treasurer of the S. N. P. A.



Headquarters of the S. N. P. A. during 1926-1927—left to right—President John A. Park, *Raleigh Times*; Secretary-Treasurer Wiley L. Morgan, formerly of *Knoxville Sentinel*; Manager Cranston Williams.

HIGHER PAY FOR REPORTERS URGED TO RAISE NEWS WRITING STANDARD

Miami Editor Says More Pay and More Strenuous Policy of Elimination Will Improve News Columns, in Suggestion to A. S. N. E. Members

READJUSTMENT of reportorial salaries was suggested by Olin W. Kennedy, managing editor of the *Miami* (Fla.) *Herald,* writing in the current bulletin of the American Society of Newspaper Editors.

Under the heading, "A Recipe for Better Reporting," Mr. Kennedy's suggestion was published by the Bulletin as follows, with an added comment by the Bulletin's editor:

"One of the more serious phases of newspaper work is that of obtaining really high-class reporters. The general public does not hold the average reporter in high esteem. I am wondering if this is not because the average reporter is underpaid and does not feel that journalism offers him an opportunity.

"My observation is that the average reporter is paid less than printers. This has a natural tendency to destroy pride in the profession. I am wondering if the association could not start agitation for the employment of more finished men as reporters and pay them real salaries. Of course, there would be the necessity of training young men who could not expect to earn full salaries in their first year or two.

"There should be a more strenuous policy of elimination. I think all editors have been guilty of allowing young men to stay in the newspaper business who should have been informed in the first year of their experience that they could find better opportunities for their qualifications in other lines of work. If all editors would do this we would soon have better reporters I think. However, the first thing is to readjust the pay of reporters so that they can have something to look forward to.

"It must be very discouraging to the average reporter to be working in the same building with mechanics who are getting more pay. It is my opinion that qualified reporters should be paid more than desk men."

Following is The Bulletin's comment:

"What Mr. Kennedy says about elimination appeals so strongly to the editor of The Bulletin that he cannot resist the urge to shout 'Amen.' There undoubtedly are persons in the newspaper profession who would be far better off outside of it and whose presence elsewhere would be a happy thing for journalism. In this journalism is not unique. The same thing could be said of the law, medicine and the pulpit, but in those callings it is not a simple matter to weed out the undesirables. In the law, for instance, it is a grave thing to disbar an attorney. Our lawyer friends tell us that it is almost impossible to get rid of failures short of complete moral debility. But the remedy is much simpler in the newspaper profession. A judicious but firm use of the boot in the early years of journalistic endeavor is a sure cure and there is no need of disbarment proceedings, medical board hearings or heresy trials.

"Any experienced editor knows, furthermore, that such a course is the humane one even though it may sound brutal. The greatest favor that can be shown a journalistic misfit is to show him the door while he is still young enough to find something else and before he becomes a drifting, mediocre newspaperman trying to hang on with a little box of tricks. It should not take a great while to tell whether a man has an aptitude for newspaper work. Certainly a year or two should suffice and the editor owes it to his profession to keep close enough tab on his men to know which ones are worth working with. The editor who has not time for that has not time for the most important thing about his job, namely, the developing of new men.

"But all this plea for careful elimination is futile unless the general level of wages for reporters be put up to where it will attract and hold worth while men. If only the seconds are going to go into journalism then, of course, elimination is going to be impossible. Editors generally must recognize their reporters as the most important men on the newspaper and pay them, as Mr. Kennedy suggests, as much or more than desk men or printers. It should not be necessary for a newspaperman, in order to get into the upper brackets of salary, to desert the most interesting and valuable part of his calling and become an editor. We already have too many editors and not enough good stuff to edit."

EX-CHIEF ON TRIAL FOR MELLETT MURDER

Former Policeman Accuses Lengel of Aiding Him to Frame an Alibi—Case Will Go to Jury This Week

Former Police Chief S. A. Lengel, of Canton, O., went on trial Monday in that city on a charge of first degree murder in connection with the slaying of Don R. Mellett, editor of the *Canton Daily News,* on July 16, last.

He is the fourth man to be tried for the murder, three others, Ben Rudner, Louis Mazer, and Floyd Streitenberger having been convicted and sentenced to life imprisonment for their share in the crime. Lengel is the first "higher up" to go on trial for complicity in the crime.

The high spot in the trial came when Streitenberger, former Canton policeman and favorite of Chief Lengel, took the stand Wednesday and accused the former chief of having aided in forming an alibi for him.

"Stay with it," Streitenberger said Lengel told him the day after the murder when the former policeman told the chief of the "sick dog" alibi, framed to place Streitenberger and Louis Mazer away from the scene of the murder.

Streitenberger said he made several trips to Canton from Springfield, Ohio, where he moved after he was dismissed from the police force, to confer with Lengel. The witness said that he was sure he would be indicted and received the chief's advice to "go to the penitentiary and keep your mouth shut and I'll do everything I can to help you get out."

The former policeman testified that Lengel was told of the plot to "beat up" Mr. Mellett which resulted in his murder, and that Lengel said:

"Good, it's what the blank blank deserves."

Lengel, he charged, also participated in several conferences at which alibis were made for all those who might come under suspicion as participants in the conspiracy.

Mrs. Florence E. Mellett, widow of the slain publisher, Mr. and Mrs. Walter Vail, friends who were visiting at their house on the night of the murder, and Coroner T. C. McQuate were among the witnesses Wednesday.

The case was expected to go to the jury late this week.

ROOD JOINS BROOKLYN TIMES

The *Brooklyn Daily Times* this week announced the appointment of Leslie L. Rood as advertising manager succeeding William Horner. Mr Rood for the past ten years has been associated with the Scripps-Howard newspapers.

VIRGINIA PRESS MEETING

Members of the Virginia Press Association are holding their annual summer meeting Friday and Saturday of this week at the College of William and Mary, Williamsburg.

FIGHTING TO MAKE POLICE RECORDS PUBLIC

THE *Sterling* (Col.) *Advocate* on Wednesday lost the first round of its battle to force Police Magistrate D. C. Smith to make public the records of his court.

Judge Smith recently announced that inasmuch as the citizens of Sterling "are just one big family," and because he doesn't want the "family skeletons" exposed to public view, he would make known only to the mayor the happenings of his court.

The Advocate immediately brought its editorial writers into action in an effort to make the records accessible to its reporters but the judge was adamant.

Publisher J. J. Woodring and Editor A. M. Biggerstaff on Wednesday made formal demand upon Smith for access to his court records.

Judge Smith refused. Woodring intimated that court action was probable.

DENIES JAMES G. SCRIPPS WAS FATHER'S PARTNER

Robert Paine Scripps Files Answer to Suit for Accounting Brought by Josephine Scripps

General denial that the late James G. Scripps was a partner of his father, Edward W. Scripps, who died March, 1926, was entered by Robert Paine Scripps, trustee and executor of the will of his father, in an answer filed in United States District Court, Cincinnati, July 6.

The answer was to a suit brought by Josephine Scripps, Miramar, Cal., executrix of the estate of her husband, James G. Scripps, who died in 1921. She asked for an accounting for about $13,000,000, contending her husband had entered into a partnership agreement with his father in 1908 through which he was to receive 33 1/3 per cent of the earnings of Scripps' papers which was to be increased to 50 per cent from 1914. Robert Scripps denied there was a partnership or a promise of partnership.

He said in his answer that James G. Scripps was paid a large salary to carry on the work of his father, and he also denied that there ever had been agreement determining the value of the various Scripps papers and denied that James G. Scripps was entitled to any share of the profits of the papers.

W. R. HEARST A GRANDFATHER

Twins, Boy and Girl, Born to George Hearst and Wife

George Hearst, publisher of the *San Francisco Examiner,* and Mrs. Hearst are parents of twins, a boy and a girl, born in San Francisco July 13. Mr. Hearst is son of William Randolph Hearst, who is himself the father of twin sons.

Young Hearst's daughter will be named Phoebe Millicent Hearst. The first name is that of the baby's paternal great grandmother, the second that of Mrs. William Randolph Hearst. The boy will be named George Hearst 3d.

WINS LIBEL VERDICT

Henry Hormuth, manager of a Piggly-Wiggly store, recently was awarded $3,000 in a libel suit against the *San Antonio Evening News* as the result of the News, in one of its six editions, using his name erroneously in connection with a store hold-up story.

ADDING ROTO SUPPLEMENT

The *Peoria* (Ill.) *Star* on July 17 will start publication of a Sunday rotogravure supplement.

SEEKING TO CLARI MARRIAGE LAW

Waterbury (Conn.) Republican-A can Ask Ruling from Attorne General to Abolish Secrecy

(*By Telegraph to* EDITOR & PUBLISH

WATERBURY, Conn., July 14.—E of the *Waterbury Republican* an *Waterbury American* to obtain a r from Attorney General Benjamin A on the refusal of certain town cler the State to make marriage inter public apparently are going to bear The Attorney General, in a state made public Tuesday, indicated th will give Dr. Stanley P. Osborn, commissioner of health, an opinio the matter within a few days.

The last general assembly pass revised marriage license law, eff July 1, making it compulsory fo couples intending to marry to file intentions five days before they obt their license. In revising the old the legislators forgot to insert a vision making the marriage inter public records by specific letter o law. When the new law went int fect several town clerks balked at ing out the information to the pointing out that the law did not re them to. After Town Clerk Shiller, Jr., of Naugatuck, annou that he would not make the inter public several other clerks fell in with his stand, including the clerk Torrington, Plymouth, Danbury Thompsonville.

Dr. William C. Welling, directo the state department of vital stati declared that he would not authoriz clerks to employ secrecy in handlin marriage intentions, although he not instruct them specifically to them out. On the return of Dr. Os from an extended absence from state the matter was taken up with by the Republican and the Ame Dr. Osborn said that a formal comp of the failure of the clerks to mak intentions public would be welco The newspapers filed the complaint Dr. Osborn immediately asked the torney General for a ruling that w indicate the law.

Attorney General Alling has al indicated that he believes the inte the legislature was to halt hasty riages and give relatives, etc., a ch to protest against marriages that sh not take place. Unless publicity given the intentions, it is pointed the interested persons will have no of knowing that the marriage inten have been filed and the whole pur of the law will be defeated.

With the interests of law enf ment in mind and not the sole of getting the intentions for their value, the newspapers took up fight.

DALE ASKS FOR PARDON

Appears Before Trustees of Penal I with Wife and Attorney

Trustees of the Indiana Penal I on Wednesday took under advise the plea of George R. Dale, edito the *Muncie* (Ind.) *Post-Democrat,* a pardon in connection with his sent to that institution on a charge of tempt of the Delaware Circuit C The trustees are expected to submit recommendation on the pardon ple Governor Jackscon within the next days.

Mr. Dale made his last stand Wed day in his four-year fight against a day sentence when he appealed to t tees to recommend that Governor J son pardon him.

Accompanied by his wife, an atto and friends from Muncie, he appe as the trustees began their session pardon board for the institution. situation was peculiar in that Dale pealed for clemency although he had yet become a prisoner.

MILWAUKEE JOURNAL GIVEN SHUMAN TROPHY FOR LOCAL CIVIC DRIVE

Campaign to Sell City to Its Citizens Sponsored by Group of Business Men Met with Success—Silver Loving Cup Presented Daily July 8

A CAMPAIGN conducted in the *Milwaukee Journal* to sell Milwaukee its own citizens this year won the A. Shuman trophy awarded annually by Association of Newspaper Advertis- Executives for the most constructive ry of a newspaper advertising success. The loving cup, donated by A. L. Shu- n, *Fort Worth* (Tex.) *Star-Telegram,* ched the prize-winner on July 8. The ry of the campaign follows:

On the theory that civic interest, like rity, should begin at home, the *Milwaukee Journal* devised a plan by ich to "sell" the people of Milwaukee the merits of their city.

That the campaign produced satisfac- y results will be seen in the successful ve for industrial promotional funds ducted by the Milwaukee Association Commerce (later described), and by fact that after the first 26 full pages been published, the 50 sponsors who for the space were so well pleased t enough subscriptions were received the Journal to continue the series for additional 26 pages.

The copy carried well executed draw- s and photographs of Milwaukee ks, the zoo, library, museum, churches, ools and colleges. Manufacturing and iness districts and institutions were ted in a similar manner. Good roads streets, sanitation, health records, isement and outdoor sport facilities, nsportation facilities, financial ad- tages and institutions, and Mil- ukee's beautiful residence sections were tten up and illustrated in the series. The copy itself was handled in an in- ational, enthusiasm-breeding manner. instance: It was shown that Mil- ukee had a certain number of industries ch are the largest of their kind in the ld. It was shown how these indus- s contribute to the welfare of every zen and the city at large by bringing ey into Milwaukee from all parts of world—money for the wage earners, in turn use it to purchase com- lities from Milwaukee merchants and rs, thus providing a means of livelih- d and profit for a large portion of lwaukee's citizens.

etailed information on the activities Milwaukee's educational institutions churches, its library, museum and cs, and the benefits derived by Mil- keeans from these institutions were ured in a number of pages.

he entire series was aimed at creating, he minds of the readers, a feeling of idence in Milwaukee and its insti- ons; to make people feel satisfied with r citizenship. It was hoped to ac- plish two things by this, namely:

t. To reduce the migration of peo- to other localities, and

id. To encourage Milwaukeeans to st their money in Milwaukee prop- , or enterprises.

hat the campaign succeeded in both is evident from the fact that Mil- kee's population shows an enormous ease and that its building record ex- s, by far, that of any other period s history. Since the campaign started ning, Milwaukee has added a two mil- dollar hotel, several other hotels in half million or more class, several bank buildings, a half million dollar ge for girls, a million dollar fraternal house, and numerous apartment es, office and store buildings, and ad- ns to industrial and business institu- . Thousands of lots have been sold ew residence and business sections, where only a year ago cow pastures undisputed sway there are now rows rows of bungalows, duplexes and s, owned largely by people who had owned a penny's worth of property Milwaukee's corporate limits twelve hs ago. That the campaign received favorable notice outside of Milwaukee is evident from the large number of letters received from newspapers, manufacturers, professional men and others. These letters came from all parts of the United States.

Perhaps the most remarkable result of the campaign lies in the fact that the merchants and manufacturers themselves were so thoroughly sold on Milwaukee's advantages that the Association of Commerce raised a sum of $300,000 to be used for the purpose of spreading the news of Milwaukee's advantages to all parts of the world with a view of inducing other industries to locate here. This sum was raised by popular subscription and the ready response of the subscribers to an undertaking which had never been considered before, indicates how thoroughly the people are sold on Milwaukee and how general and far reaching is the influence of this campaign.

The cost of the campaign was apportioned equally among 50 subscribers whose names were listed in a panel under the heading, "Civic Leaders." Aside from this, there was nothing in the nature of advertising anything but Milwaukee and its advantages, nothing of any direct commercial value to the sponsors; yet so readily did Milwaukee's industrial and commercial leaders and others see the advantages of the undertaking that the full 50 subscribers were secured by interviewing less than 100 people. Publication of the second series of 26 full pages has now started.

BUSINESS STAFF OUTING

About 90 employes of the *Boston* (Mass.) *Globe* counting room and their employes and friends enjoyed an outing recently at Manomet Point, near Plymouth, Mass., it being the fourth annual outing of the group. F. E. Perkins was toastmaster at the shore dinner. Andrew Dazzi was general chairman of the committee in charge. Officials of the paper were among speakers.

DARING SUMMER FLIGHT BY DEMON RE-WRITE MAN

"HAVE been 19 hours without seeing water," telegraphed Herman Gieske, member of the re-write staff of the *New York American*, now on his annual summer vacation in West Virginia. "See Grover Whalen about reception."

And Martin Dunn, city editor of the American, to whom the telegram was addressed, wired this prompt reply:

"Congratulations. Will see Whalen. Am arranging to have President Coolidge decorate you with rotten tomato."

TO PRINT STARS AND STRIPES

Paris Plant of Chicago Tribune Will Handle Doughboys' Newspaper

The Paris plant of the *Chicago Tribune* will again publish the *Stars and Stripes,* which during the war and following the armistice was the official newspaper of the A. E. F., while the American Legion is holding its 1927 convention, Sept. 15 to 25, in Paris.

An arrangement has been made with the European edition of the Chicago Tribune whereby the two newspapers will be published together in the Paris plant of the Tribune and distributed through its circulation channels to the 30,000 sailors, marines and soldiers who are expected to attend the convention. The first four pages, and possibly more, will be given over exclusively to the Legionnaires. On the other pages will be printed the general news and features regularly carried by the edition.

Circulation to the Legionnaires will be free. The combined newspapers will be delivered each morning during the convention to the hotels and pensions in which the delegates are to be billeted. All arrangements have been approved by J. H. Hummel, general manager of the European edition.

NEW ITALIAN DAILY

Il Giornale D'America, a new tabloid daily, has made its appearance in Boston.

FORMER LIGHT OWNERS SUING W. R. HEARST

Diehl and Beach of San Antonio Asking $59,466 Each as Part of Purchase Price of Daily

Each charging failure on the part of William Randolph Hearst to execute and deliver a note for $50,000 as part of the purchase price of stock in the San Antonio Light Publishing Company, Charles S. Diehl and Harrison L. Beach, former publishers of the *Light,* have filed in 73d district court, San Antonio, suit for $59,466.67 each, which includes interest from May 12, 1924. The petitions, filed by the San Antonio law firm of Boyle, Ezzell & Grover, also pray for all costs, general relief, etc. They give notice that plaintiffs "will apply for a writ of attachment against the property of said defendant in Bexar County, Texas, and for a writ of garnishment to be served upon the said Light Publishing Company to ascertain what effects belonging to the said defendant it has in its hands, and to what extent the said defendant is the owner of shares of stock in the said corporation, or has an interest therein." Thereafter, plaintiffs ask, on trial of the cause, "for the establishment and foreclosure of the attachment and garnishment lien," etc.

Kendall B. Cressy, San Antonio representative of the Hearst general management, informally gave it as his opinion that the suits were technical in nature.

John Boyle, one of counsel for plaintiffs, said he had heard that Mr. Hearst's alleged refusal to execute and deliver the notes above mentioned grew out of Hearst's claims of breach of warranty.

NEW MEDIATOR ASKED

No Settlement Yet in Telegraph Wage Dispute

Both sides in the wage scale discussions between press associations and the telegraphers' union this week appealed to the bureau of conciliation of the Department of Labor for a new mediator to settle differences looking toward a new wage contract to replace the scale that expired July 1.

WORK TO START SOON ON NEW HOUSTON PRESS PLANT



BIDS are being received at Houston by W. C. Mayborn, manager, southwestern division, Scripps-Howard newspapers, for the *Houston Press'* new $500,000 publishing plant. General contract will be awarded about July 25.

Mayborn had planned to have the plant in readiness for operation by Nov. 1, but will be delayed about a month or 40 days, it was stated. Contract for excavation for the two-story and basement reinforced concrete, hollow tile and stucco building already has been let, on a cost plus basis.

The new structure will be of Spanish design and, in addition to the basement and two stories, will have a small tower constituting the third floor above the main entrance to the building, which will be the private office of M. E. Foster, editor of the Press.

The plant will be 200 feet, 5½ inches in length on Rusk and will be 78 feet deep on Chartres and St. Emanuel streets.

Basement under the building will be used for paper storage and the lower portion of the press room. The presses, however, will be on the first floor level. Newsprint will be fed to them from the basement level. The basement also will contain four turntables and space for four more for possible future expansion.

On the first floor will be located the circulation department, office of the business manager, advertising departments, public lobby, newsboys' room and lockers, auditor's department, cashier, vault, control room and loading platform with canopy.

There will be eight press units, plans indicate. The press room will be 90x36 feet at one corner while business offices will be in the other end of the building.

The editorial department will be located on the second floor, in the north end of the structure. Adjoining will be the telegraph room and telephone switch board room. The engraving department also will be on the second floor, as will be lockers for employes.

A new site, 150x250 feet, was purchased for the Press, April 20, for $90,000.

KEY TO CONSUMER BUYING ABILITY

Statistical Rating of Delaware Counties and Cities for Products of General Appeal, in Six Major Classes of Quality and Cost—An Original Simplified and Tested Formula from Basic Data

By NELSON H. SEUBERT

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All cities of more than 10,000 population, according to latest census estimates, are indicated on this outline map of Delaware.

Base County and Town Map Copyright by American Map Co., N. Y.

DELAWARE'S market story is short, simple and sweet. It ranks 47th in size and 47th in population among the states of the union, it has one large city and a number of small towns, surrounded by fertile farms, or sunning at the water's edge along its 430 miles of coastline. It is a state with 85 per cent of its 2,000 square miles given over to agriculture and three-quarters of the available farm land given over to the production of grain and garden crops.

Its farmers work 100-acre farms and live handsomely. Its city folks have forgotten the Midas wand that the World War waved over them; the great mills of Wilmington that turned out cannon ten years ago long since converted their whirling wheels to the manufacture of laundry machinery, locomotives, fourdrinier machines for the fabrication of newsprint paper, or almost any other kind of heavy machinery than can be used in the works of peace. The humming hives where gun-cotton was once gently shoved off on its journey to European battle fields, now turn's it backward on its course to end its career as a red or blue lacquer for an automobile or a kitchen chair. Delaware finds it as easy to do the works of peace, much more pleasant, and permanent, and in the long run more profitable than its occupation of a decade ago.

The state has its millionaires in unusual number, considering its population, but millionaires alone cannot make a state rank 12 per cent better than the average for the United States in the capacity to purchase high priced luxuries. Delaware does that, as evidenced by the arithmetical and graphic charts which appear on this page. The cities of more than 10,000 population rank well above the average for the United States and the State as a whole rises markedly above the norm. The towns of less than 10,000 population and the rural districts, which normally and naturally have a smaller purchasing power than the concentrated wealth and population of the great cities, in Delaware fall only slightly below the average for the entire country in their power to purchase the best.

Purchasing ability of each county and city in the state are presented in tabular form on this page under the six headings which represent various classes of product according to value. The formula has been described fully in several of the eight articles which have preceded this one, each article being devoted to one of the New England or Middle Atlantic States. The series will continue until data on the consumer buying ability of each of the 48 states and its principal political subdivisions have been presented.

COMMISSION HEARING OFF

The hearings in the advertising agency commission complaint brought by the Federal Trade Commission against agency and publisher groups which were set to be held in Chicago beginning July 11, have been postponed until Sept. 6.

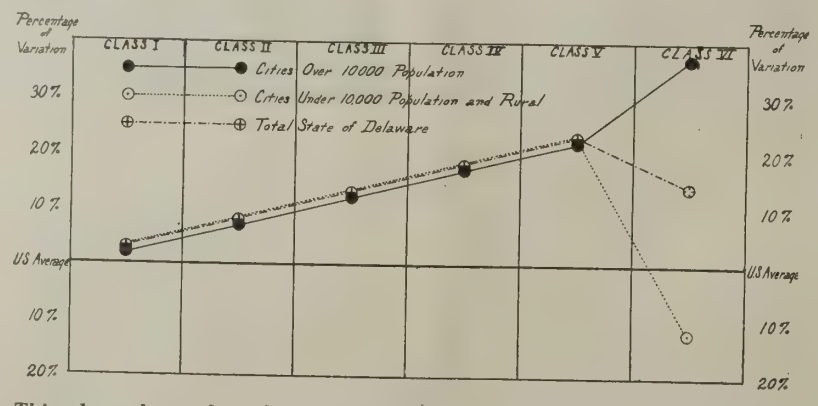
Defendants named in the complaint are the American Newspaper Publishers Association, the American Association of Advertising Agencies, the Southern Newspaper Publishers Association, and the American Press Association.

BUYING POWER ANALYZED BY PRODUCT CLASSES FOR DELAWARE

Note: Figures below represent percentages of U. S. total carried out to four places: To use, mark off four places and insert decimal point.

Counties in bold face capitals—Cities in capitals and lower case

	Cl. No. 1	Cl. No. 2	Cl. No. 3	Cl. No. 4	Cl. No. 5	Cl. No. 6
DELAWARE	2117	2221	2325	2429	2533	2349
KENT	267	274	281	288	295	100
NEW CASTLE	1480	1582	1684	1786	1888	2124
Wilmington	1100	1153	1206	1258	1312	1474
SUSSEX	370	365	360	355	350	125



This chart shows the relative variation for the State of Delaware above or below the United States average for cities of 10,000 or more population, cities of less than 10,000 and rural population and the entire State of each merchandising class.

NEW BOOKMAN EXECUTIVES

Hatcher of N. Y. Post Is Business Manager—Ethel Kelley Advertising Manager

Harry T. Hatcher, of the advertising department of the *New York Evening Post* has been named business manager of *The Bookman*, and Ethel M. Kelley of the *New York Times*, advertising manager.

With the September issue the Bookman, formerly property of the Geo. H. Doran Company, will appear under a new ownership not connected with any book publishing concern. Burton Rascoe, former literary editor of the *New York Herald Tribune* and syndicate writer is the new editor.

AUTOMOBILE EDITORS GOING TO CANADA

Thirteen Newspaper Men Will Make Motor Bus Trip to Thousand Islands and Montreal July 18-19

A party of automobile editors, tourist bureau managers and publicity men will be the guests of Gen. J. Leslie Kincaid at the Thousand Islands on Monday and Tuesday, July 18 and 19, after a tour through the Hudson Valley and Adirondack Mountain region. They will go to Montreal after visiting Alexandria Bay, then return to New York city.

The trip is to be made in a large motor bus furnished by the United States Tire Company.

The party will include the following newspaper men: Duncan Curry, automobile editor, *New York American;* Frank Crane, automobile editor, *New York Times;* Elmer Thompson, Jr., automobile editor, *New York Evening Post;* William Butler, Evening Post; John Dean, automobile editor, *Brooklyn Daily Eagle;* Eugene D. Graff, automobile department, *New York Sun;* Davison Brown, manager automobile department, *New York Evening Journal;* Herbert Pierce, automobile editor, *New York Herald Tribune;* D. Cory Adams, manager automobile department. *Brooklyn Standard-Union;* Wesley Mudford, automobile department, *Brooklyn Standard-Union;* James Jones, manager automobile department, *Brooklyn Times;* Charles Snyder, *Bronx Home News;* Elmer D. Free, manager automobile department, *Baltimore American.*

CHINA NEWS SIMME AS SUN HALTS ARMI

Present Lull May Be Broken Flare-up at Any Time, Says W. R. Scott, Just Returned

News from China may at any day j back into front pages of American n papers, according to W. R. Scott, merly of the *Washington Star,* wh turned to the country this week visiting China. And, he added, Ame newspapers and press associations well represented in the Far East men thoroughly capable of handling eventuality.

"The United States is doing a rope act in China," Mr. Scott said, ing not to offend anyone. There are sibilities of a crash and a flare-up time. There are now 5,500 Amer marines in China stationed at Shan and Tien Tsin. The reason for the at the present time is the hot wea The Chinese soldier doesn't like to under a broiling sun."

Mr. Scott declared that correspon who contented themselves with sen spot news out of China got along well with the native authorities. once they tried to predict or become torial they were on shaky ground.

Mr. Scott was under fire whil China. He was on a British steamer traveling between Hong K and Canton, when the Nationalists op fire. Sixty shots, he said, were fired, about 15 hit the ship. No one was hu

Returning to this country via the S canal and Europe, Mr. Scott stopped en route to attend the naval confer at Geneva. He was with the Wash ton Star for three and a half years fore he left last March to go to Chi

ASSOCIATES PRESENT GIFT T WILLIAM F. ROGERS



FELLOW members of the Comm in charge of the Bureau of Ad tising, American Newspaper Publis Association, recently presented Wil F. Rogers, advertising manager of *Boston Transcript,* an antique Gove Winthrop desk, period of 1780, upon completion of eight years as chair of the committee.

The gift was placed in Mr. Rog home at Braintree, Mass., as a surp The various pigeonholes of the desk w filled with personal letters from all Mr. Rogers' associates in the Bureau pressing their appreciation of his s ices while chairman of the commit He intends to preserve the letters bound form.

Mr. Rogers declined re-election committee chairman this year. Flet Newbold, *Washington Star,* is the p ent chairman.

The desk is shown above in a co of the living room at "The B House," Mr. Rogers' home at Br tree.

When In Detroit Do as Detroiters Do



Portion of River Front of Detroit

Detroit News Gain In Local Advertising Between 1921 & 1926 4,305,000 LINES Week Days

2nd Evening Medium's Gain

Above are shown the relative volume of gains in local merchant's weekday advertising made by the two Detroit evening newspapers. A glance shows The Detroit News to be increasingly the favorite medium of those on the ground who are best qualified to judge. The Detroit News not only leads in local merchants' advertising but leads the field in advertising as a whole. Its thorough coverage of the Detroit market has made it the preferred medium for the sale of any goods destined for the home whose buying guide it has been for 54 years.

Six to One

In practically every class of local advertising The Detroit News is the outstanding leader. Not only does The Detroit News regularly carry more local advertising than both other Detroit newspapers combined, but during the five years between 1921 and 1926 it gained 4,305,000 lines of local advertising—a gain more than six times that made by the present second evening paper over the second evening paper of five years ago.

This gain indicates increasing concentration of local advertising into The Detroit News and there can only be one reason for such mass concentration—which is results.

In the employment of advertising media the Detroit merchant has eliminated the rule of thumb forever. His choice of media is governed by actual results per dollar spent and the cash register stands immutable guard against individual vagaries, prejudices and unscientific judgment.

The Detroit News

354,000 Sunday Circulation — For 54 years Detroit's HOME newspaper — *321,000 Weekday Circulation (6 days)*

BAILLIE, BENDER AND MILLER ARE PROMOTED BY UNITED PRESS

Latter Named to Board of Directors, Former Are Elected Vice-Presidents—All Have Long Services With Press Association

THE election of Hugh Baillie and Robert J. Bender as vice-presidents of the United Press Associations was announced this week by Karl A. Bickel, president.



HUGH BAILLIE



R. J. BENDER

At the same time Mr. Bickel announced the election to the board of directors of James I. Miller, vice-president in charge of South American service.

No change in the operating personnel of the United Press is contemplated by this move, said Mr. Bickel. Baillie will continue in general charge of business activities of the organization, and Bender as head of the news departments. Since May 1, 1926, Bender has been general news manager and Baillie general business manager of the United Press.

"Creation of these two vice-presidencies," said Mr. Bickel, "first of all is in recognition of twelve years of hard and constant and intelligent work in the organization by both Mr. Bender and Mr. Baillie. Although it means no change in the operating staff of the United Press, they will now be able to take over a large part of the purely corporate administrative work."

The careers of Bender and Baillie have closely paralleled each other, although during very little time of the nearly 12 years each has been with the United Press have they actually worked together.

Hugh Baillie joined the United Press in San Francisco in March, 1915, after six years of general newspaper experience, principally on the old *Los Angeles Herald* and the *Los Angeles Record*.

After working under J. H. Furay, at that time Pacific Coast manager, Baillie was placed in charge of the Los Angeles bureau.

From Los Angeles Baillie was transferred to San Francisco for a few months, and thence to Portland, where he became manager in July, 1916, and remained until March, 1917. The next move was to Chicago, then a shift to New York on rewrite and general assignments. After a few months in New York and Washington Baillie took hold of the New York news desk and held it during the closing year of the war.

In July, 1919, Baillie was made manager of the Washington bureau, succeeding Bender, who went to New York to open the United News. Baillie accompanied President Wilson on his last tour of the country which ended with the president's collapse at Wichita.

The following year Baillie headed the U. P. staff at the Republican and Democratic national conventions, writing the running story on a noiseless typewriter direct from the "ringside."

After the campaign Baillie became news manager of the United Press, a position which he held until 1924 when he entered the business end—being succeeded by Bender as news manager. In the fall of that same year Baillie took charge of the sales department and early in 1926 was appointed general business manager.

Robert J. Bender's early life was spent entirely within smelling distance of printer's ink. His father, Victor E. Bender, was publisher successively of the *Omaha Mercury*, a legal newspaper, the *Council Bluffs* (Ia.) *Nonpareil*, and the *Springfield* (Ill.) *News*.

Bender went to work with the United Press in September, 1915, after several years of experience on his father's newspapers. After a brief stay in the New York office of the United Press, he went to Washington, where he soon won a reputation as a writer on politics.

Early in 1917 Bender was appointed manager of the Washington bureau. At the close of the war he went with President Wilson to Paris.

In June, 1919, Bender went to New York as editor of the United News, the new night wire service of the United Press. After the establishment of this service he went back to Washington in general charge of the Washington day and night services.

As the night service expanded, Bender was brought to New York and succeeded Fred Ferguson as news manager of the night wires when Ferguson became vice-president of the United Press in charge of news. To round out his training for his present duties, Bender next became news manager of the day service when Baillie became sales manager.

From this post, Bender succeeded to the general news managership of all United Press services when Fred S. Ferguson resigned from the United Press to accept the presidency of the Newspaper Enterprise Association.

James I. Miller joined the United Press foreign organization in February of 1918 at Buenos Aires when he took over management of the Buenos Aires bureau. He had then lived in Argentina for seven years and had acquired a fluent knowledge of Spanish.

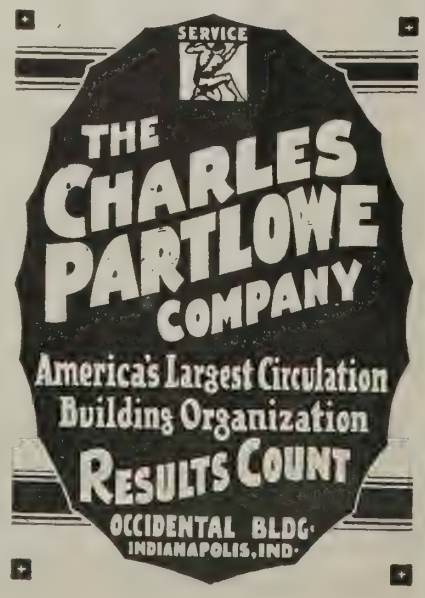
In 1919 he was placed in charge of United Press business in South America. In 1922 he was sent on a six months' trip of inspection of the United Press bureaus in Europe and the United States. Shortly after his return to Buenos Aires in December of 1922 his election as vice-president and general South American manager of the U. P. was announced.

GOVERNMENT BUYS DAILY

Santiago (Chile) La Nacion Now Under State Control—Luis Cruz Director

The Chilean government, on July 7, bought control of the newspaper *La Nacion*, Santiago, which was founded by Eliodoro Yanez.

Luis Cruz has been appointed director.



HARRIS JOINS N. Y. WORLD

Albert B. Harris, for the past three years classified advertising manager of the *Albany* (N. Y.) *Times-Union*, has resigned to join the classified department of the *New York World*.

WHAT OUR READERS SAY

LED ASTRAY BY F. P. A.

To EDITOR & PUBLISHER: Your editorial comment on the use of "headlinese" cites the phrase "Lndbergh Spurns Dayton Reception" in the *New York Evening Post* as an example of misleading phraseology.

Your main contention that the general prevalence of headline slang is objectionable is, of course, obvious and justified.

It seems unfortunate that you did not check on your facts, however, because in taking Mr. Franklin P. Adams' word in the matter you made EDITOR & PUBLISHER party to his error and did the Evening Post an injustice.

Had you and Mr. Adams read the story in question carefully, you would have found that Colonel Lindbergh arrived in Dayton unaware of any large reception plans. There he learned that 50,000 people had been waiting four hours for a glimpse of him. The chairman of the reception committee requested only that he pass through the main business street so that the crowd might not be disappointed. This Col. Lindbergh refuse do, with the result that city author issued statements deploring his actic

Mr. Adams' paragraph commentin the headline seems to have been b upon a careless reading of the st which was perhaps colored by his o expressed admiration for Lindber impatience with official receptions. V the facts in mind it is difficult to fin unethical tinge in the use of the ph "spurns reception."

It is because the Evening Post is stantly attempting to reach a sane c promise with the English language i headlines, and because it does attemp lend them a tone different from the "q probe-love nest" school, that your torial seems unfair and unwarranted

WILLIAM SOSKIN,
New York Evening Po

APPROVAL

To EDITOR & PUBLISHER: May I gratulate you on your article in cur EDITOR & PUBLISHER on Mencken? was splendid. You voiced expertly with proper restraint what many pe have been thinking for some time.

Sincerely,
O. O. McIntyr

RIGHT OF FREEDOM

To EDITOR & PUBLISHER: He Ford's confession demonstrates cle the proposition that only a respons press deserves to be free. Regards.

K. M. Elis

Increasing Display Linage

Fortunate and successful is the advertising manager who knows there is adequate Ludlow equipment back in the composing room. He knows he is safe in selling more than mere space. He sells quality advertisements—and he knows he can deliver them.

The old days have gone forever when advertiser after advertiser was disappointed in the ads as they appeared in the paper. The Ludlow has banished all that. Advertisers now are not only willing but glad to use more space when they are sure of the attractive, clean-cut kind of advertisements the Ludlow system makes possible.

Ludlow typefaces, harmoniously set, lift advertisements far above the commonplace and give them added attractiveness and selling power. Shrewd advertisers know this and more and more of them are insisting on the typographical excellence which Ludlow equipment helps to provide.

The newspaper executive progressive enough to recognize the value of this superior service to the advertiser is reaping a deserved reward in the form of greater linage.

Let us send you complete information about the many interesting and money-making features of the Ludlow system of composition.

Ludlow typelines are slug-cast from hand-set matrices in sizes from 6 to 84 point without mold or machine changes.

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago, Illinois

Boston: 470 Atlantic Avenue
New York: 63 Park Row
Atlanta: 41 Marietta Street
San Francisco: 5 Third Street

LUDLOW QUALITY SLUG COMPOSITION

More than 195,000 Daily

CHARACTER QUALITY AMERICA FIRST! ENTERPRISE ACCURACY
Los Angeles Examiner
AN AMERICAN PAPER FOR THE AMERICAN PEOPLE — THE GREAT NEWSPAPER OF THE GREAT SOUTHWEST

More than 425,000 Sunday

5 Daily JULY 16, 1927 10¢ Sunday

"MOST INSTRUCTIVE" WRITES H. A. GROTH, OF REPORT

EXAMINER PROVES BEST MEDIUM TO REACH BUSINESSMEN

UMINOUS SIGNS IN IN NEW DISPLAY TEST

A NEWSPAPER which is read by the business men of a community ry fit into advertising programs ordi- ily considered effective in only trade olications.

That is the conclusion drawn from the erience in Los Angeles of Neale, Inc., nufacturers of luminous tube electric ns and exclusive Western licensee of Rinbow Light, Inc.

Entering the columns of The Examiner Los Angeles with some skepticism as whether or not their proper medium s a newspaper, insofar as Nealite Sns are limited in purchase to operators business organizations, the firm has ce become enthusiastic over results.

Exclusive in Examiner

Here is a letter that Edward G. Neale, sident of Neale, Inc., wrote us re- tly, and which we think is particularly resting to all newspaper publishers advertising agents, as possibly open- up new avenues of business-getting their customers and clients. Nealite advertised exclusively in The Exami- r.

It is a source of wonder to us that did not realize the possibilities in ng your medium for advertising our duct a long time ago. To the best our knowledge, newspaper advertising never been used to sell electric signs.

It was only after your representative d pointed out to us the possibilities of medium that we were convinced ugh to make the test. The results e certainly been more than satisfying.

Three large national ac- unts, which we have sold, re leads secured directly ough Examiner advertising.

We have found that it has been a at prestige builder, the fact that we ertise in The Examiner tending to us more standing as a firm.

We write you this solely because we it to express our appreciation for ing been sold on such a worthwhile ertising medium."

sults Win Classified Leadership for Examiner

HERE can be no ifs, ands or buts with classified advertisers. They state r wants in the morning and expect on in the afternoon, or mighty soon eafter. That's why classified adver- sig has always been considered, by e buyers, as a valuable key to even purchase of display space.

he Los Angeles Examiner prints e individual classified advertisements Los Angeles every Sunday, than does other newspaper. On the Sunday re this was written, the excess was Contrast this with the fact that in , just four years ago, the other day paper led us here by 1634, and ll discover what other people are dis- ring as time and merit finds a proper for all things; That The Examiner Los Angeles' greatest result-getting ium. It has to be, to build up a ified clientele like it has.

In Beverly Hills



BEVERLY HILLS, home of 110 of the screen's greatest stars, and whose tree-lined boulevards and sloping hillsides have attracted the homes of many of the Southland's wealthiest people, has a population of about 15,000. It is one of the richest communities in the Examiner region, newly-defined "city shopping area," in which this newspaper's Sunday coverage is so great as to embrace 87 out of every 100 families. The illustration is typical of how the hills of Beverly have been converted into charmingly landscaped terrain and magnificent estates.

92% of Failures in L. A. Among Non-Advertisers

NINETY-TWO per cent of the failures in Los Angeles since the first of 1927, were non-advertisers!

Those are the interesting figures revealed recently, following a careful check through the Federal Bankruptcy courts in this city.

The average percentage of failures made by non-advertisers in thirty-two cities of the United States, 83.6, indicating that in the Los Angeles field it is perhaps a trifle more necessary to business success to meet competition with competition, to declare one's self to newcoming population, and to hold old friends, while making new.

Los Angeles Business Is Good in First Five Months

LOS ANGELES business showed a 5 to 15% increase for the first five months of 1927, according to a report to the Pacific Coast Transportation Advisory Board. The report was compiled by leading bankers, business men and agriculturists of Southern California.

Outstanding in the report are the following facts:

The largest Valencia orange crop in the Southland's history.

Spring building in Los Angeles ahead of 1926.

Best deciduous fruit crop for several years with an expected increase of 12,000 *cars for the year.*

Agriculture outlook very promising.

Los Angeles' Harbor shipments show a steady increase.

WM. RANKIN MAN IN PRAISE OF SERVICE

THERE is as much difference between The Los Angeles Examiner's Merchandising Service, and that of ordinary newspapers, as there is between the two legs of Paavo Nurmi, and the two legs of a Jersey commuter. They look alike, but one gets there a lot more rapidly and surely, than the other.

An we do not make that statement as a mere boast. H. A. Groth, vice-president and treasurer of the William H. Rankin Company, Chicago, New York, Toronto, San Francisco, Akron and Washington, has had some contact with Merchandising Service Departments over a long and varied experience. Here's what he writes us, under date of June 20:

Most Complete of Many

"I certainly want to congratulate you on your Merchandising Department and I want to say to you frankly that, of all the reports we have received, yours is the most complete and most instructive, and we have received them from all parts of the country."

The head of our Merchandising Service Department recently was extremely helpful to the Hoffman Heater Company of Louisville, Kentucky, in addressing a gathering of their Los Angeles dealers. D. F. White, Los Angeles Manager of the company, in expressing his appreciation of this out-of-the-ordinary service, wrote:

"It is needless to say that we can readily see why good business merchants place their advertising with your paper and obtain the splendid results from same which we are now experiencing with the ads we are running in your paper."

The Hoffman Heater advertising appears exclusively in The Examiner in this territory.

The EXAMINER has the largest home-delivered circulation of ANY newspaper in Los Angeles!

DECISION IN $50,000 LIBEL SUIT EXPECTED TO CLARIFY S. C. LAW

Judges Now Considering Appeal of Columbia Record and Local Capitalist from $50,000 Award Based on Printing of Letter

BEFORE the state supreme court of South Carolina is one of the most important libel suits ever brought in the state. A decision on the appeal will probably be rendered during the next month or so.

The case is that of T. C. Duncan, of Union, S. C., against the Record Publishing Company, publishers of the *Columbia Record* and the *Sunday Record,* and Edwin W. Robertson, president of the National Loan & Exchange Bank and utilities owner. Duncan sued for $50,000 and the circuit court jury rendered a verdict for the full amount. The Record and Robertson appealed. The appeal was heard in November, 1925. Last month the court ordered a rehearing, two justices of the four who heard the case having decided one way and two the other. The re-argument was heard on Wednesday of last week.

Duncan sued as the result of the publication in the Record of a facsimile letter written by him to Robertson, asking for a loan of $25,000, at the time Duncan was serving on the state's canal commission, which was negotiating for a settlement of a legal controversy over the Columbia canal, owned by the Columbia utilities company, of which Robertson was president. The loan was refused. Duncan claimed that the publication of the letter was intended to convey the idea that he had laid himself open to bribery.

For a third of a century the Columbia canal cutting through a part of the city, had been the subject of litigation, involving the completion of a canal started a half century before. The canal commission created to effect a settlement of the controversy over the ditch was created by the legislature of 1923. The act creating it was approved March 26, 1923. Duncan's letter to Robertson was written March 28, 1923. The first meeting of the commission was held April 13, 1923.

In the legislature of 1924, Duncan, in the senate, made a speech, in which he denounced the Columbia newspapers an Robertson, charging bribery and collusion between Robertson and the press t urge a settlement of the canal case. A proposition had been made the state by Stone & Webster, to purchase the canal and thereby end the long controversy. The canal commission had refused the offer, whereas the Columbia newspapers and commercial organizations had urged it. In his denunciation of Robertson Duncan, the records in the case set forth, referred to the banker and utilities owner as a "ghoul" and an "octopus," and one "feeding on dead men's bones." He declared that Robertson had done nothing for the development of Columbia or South Carolina.

The report of Duncan's speech was published on page one of the Record and Robertson gave the paper the letter he had received from Duncan nearly a year before, with regard to the loan. The Record published a facsimile copy of the letter on page one the same day, and under the letter gave a few facts concerning Duncan's appointment to the canal commission.

Duncan claimed that he was damaged by the publication. The suit was tried in Columbia in May, 1925, before Judge W. H. Townsend. The appeal was heard the following November.

Two opinions were prepared by members of the court, one by Associate Justice J. H. Marion of Chester affirming the lower court, and in this Chief Justice R. C. Watts of Laurens, concurred. The other opinion, by Associate Justice T. P. Cothran of Greenville was for a reversal of the lower court and in this Acting Associate Justice R. O. Purdy of Sumter concurred. There was a vacancy on the court at the time the arguments were heard, and the tie decision made it necessary that the case be re-argued.

In his opinion sustaining Duncan's complaint, Justice Marion dwelt at length on the alleged innuendo contained in the publication of the letter. He held that though the facts were correct and the letter was Duncan's the bribery inference could be gathered from the publication and was damaging.

Justice Cothran took the position that if Duncan was damaged, he damaged himself, as he was author of the letter. He also held that Robertson was justified in giving the letter for publication, as a defense against the charges made against him by the senator.

This case is regarded as of prime importance in South Carolina, as a classification and declaration of the libel law.

A. S. N. E. MAY INVITE OUTSIDE SPEAKERS

Half of Next Convention Time Will Be Given to Other Than Newspaper Men if Members Approve Suggestion

Half of the time at the next meeting of the American Society of Newspaper Editors may be given over to hearing men not in the newspaper profession according to a suggestion made to the program committee, the membership of which was announced this week by Grove Patterson, *Toledo Blade,* committee chairman.

The new members of the society's program committee are William Allen White, *Emporia Gazette;* Herbert Bayard Swope, *New York World;* Willis J. Abbot, *Christian Science Monitor;* M. W. Bingay, *Detroit News;* and David Lawrence, *United States Daily.*

Mr. Patterson declared that he himself liked the idea of having outside speakers address the Society's convention and added that if Erie C. Hopwood, *Cleveland Plain Dealer,* and association president and the committee agree with him they will proceed on that basis.

"These outsiders are not to be bouquet flingers," Mr. Patterson explained. "They are to be men outstanding in their own lines and they will come before us on the understanding that they are to say exactly as they think, printable or unprintable. They are to tell us just where they think we are wrong. We need the viewpoint of the honest outsider —of brains.

"These men must be big, thoughtful men. Otherwise we do not care what they think. Let us hear, what, if anything, is the matter with the newspaper business from those who are looking at it from outside."

Used Presses to Fit Your Needs

Fully guaranteed

Write us

THE DUPLEX
PRINTING PRESS CO.
Battle Creek
MICHIGAN

DAILY CLAIMS COOLIDGE VACATION "OVER-REPORTED"

THE *Boston* (Mass.) *Herald* in its editorial columns on July 1, notified its readers that it had withdrawn its special correspondent, E. E. Whiting, from Rapid City, S. D., feeling that President Coolidge's summer vacation "has been the most over-reported event of secular history." In a long editorial, the paper stated that hereafter it would rely on its news services.

NEWS AGENT LOSES SUIT

Must Pay £100 for Selling Paper Containing a Libel

LONDON, July 2.—Damages assessed at £100 were recently awarded Benjamin William Batten, secretary of the London branch of the British Musicians' Union, against the Pall Mall Deposit and Forwarding Company, Ltd., London, for an alleged libelous paragraph which appeared in an issue of *Variety,* an American journal, of Aug. 25, 1926. The firm had been warned of libelous matter that had appeared in the previous issue of August 18, but had overlooked similar matter in the next issue.

The judge, in summing up, said that the law was that the distributors of a newspaper containing prima facie libel could escape liability if they could prove that they sold the newspaper in the ordinary course of their business, and without negligence on their part they did not know that it contained a libel, nor was likely to contain one.

The jury might think, however, that defendants had been altogether too casual in dealing with the issue of Variety, after being warned that the previous issue contained a libel.

PORTLAND VETERAN RETIRES

William H. McDonald, head of the proof reading department of the *Portland* (Me.) *Press Herald,* had resigned a 55 years of active work on Portl newspapers.

FIELD MANAGERS TO MEET

Executives of State Press Associati to Gather in Detroit Aug. 20-25

Members of the National Associat of State Press Field Managers will h their annual convention in Detroit, A 20-25, it has been announced. Edwin Bemis, field manager for Colorado P Association, is president of the group.

The National Editorial Association co-operating with the field managers their convention this year. Charles Meredith, president, and H. C. Hotali executive secretary, will attend.

HENRY C. PIERCE

Henry C. Pierce, 56, for 34 years employe of the *New York Times,* d July 11 at his Brooklyn home. Dur his services on the Times, Mr. Pierce a night linotype operator. He ser four terms chairman of Times Chape

NEA Service newspictures are always on top of the news—*or ahead of it.*

NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO



YEAR after year, THE TIMES is first in Buffalo, in total Local Display and in Department Store Advertising—the two most accurate registers of newspaper effectiveness

. . . and again, THE TIMES leads in both, for the first 5 months of 1927, with 3,877,103 lines of Local Display or over 40% of the total for all papers and in Department Store Advertising with 1,546,830 lines or over 48% of the total for all papers

National Advertisers and local merchants must both sell the very same people and, because the local merchants depend upon the response to their daily advertising for the vital success of their business, the National Advertiser will regard their choice of newspapers with favor In Buffalo, they prefer . . .

THE BUFFALO TIMES
EVENING Over 116,000 — BUFFALO, NEW YORK USES — SUNDAY Over 135,000
Certified Dry Mats—

Certified Stereotyping is Simplified Stereotyping

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue New York, N.Y.

For wet mat printing with DRY MAT facility — use CERTIFIEDS
MADE IN U.S.A.

MADE IN CERTIFIED DRY MATS THE U.S.A.

224,355 224,355 224,355 224,355 224,355 224,355 224,355 224,355

WHAT PEOPLE TALK ABOUT AND READ WHILE TRAVELING IN SUMMER

Editor & Publisher, Eavesdropper, On Board Overland Limited, Finds Mr. Public Optimistic Over Business Conditions—Reading Matter High Class Despite Hot Weather

By PHILIP SCHUYLER

EDITORS, according to common belief, are notoriously given to eavesdropping. They want, so they say, to learn what people are talking about in order to guage what the public wants.

Perhaps a good place for this sort of clinical endeavor on the part of the editorial profession is on board an overland limited. There, with nothing to do but read or talk, the people are at the mercy of the stalking newspaper man, who can hide behind his cigar, and, if his ears and eyes are good, catch something of a picture of Mr. Public.

Seeds at least of editorial ideas were to be found in what was overheard and seen by an EDITOR & PUBLISHER eavesdropper on a recent trip from New York to Atlanta.

Mr. Public as represented by the hundred or more under the microscope is, it was found, a wide awake, intelligent person who wants his information straight and knows when its the bunk. He reads his paper from beginning to end, with an eye especially open for information that may help him in his own business, and after that reads magazines and much of the current literature.

Shrewd editors have sometimes commented on the tendency of their craft to underestimate the intelligence of newspaper readers. On the train traveled by this eavesdropper there was the usual display of newspapers and popular magazines sprinkled on the car seats, but there were books also that require some brain power to get through during this summer season, when chatter and reading matter is generally supposed to be as light and filmy as a modern woman's gown.

A few of the titles may surprise editors accustomed to judge the *hoi polloi* by comic strip standards. There were, scattered in a dozen cars, "Thus Spake Zarathustra," by Frederic Nietzsche; "This Believing World" by Browne; "Minds in the Making", Robinson; "Marching On", Ernest Boyd; "Washington", by W. E. Woodward; "Lincoln", by Carl Sandburg; Ibanez latest novel in Spanish; "Elmer Gantry", by Sinclair Lewis; and "Oil", by Upton Sinclair.

In the talk overheard there was one topic all groups eventually came to—Col. Charles A. Lindbergh. They praised him to the skies, and one or two said credit was probably also due to Ambassador Myron T. Herrick. Mississippi flood was only mentioned once in the hearing of this writer. Then the speaker said newspapers were exaggerating the damage.

"Big store-keepers", he said, "had their money in the bank, and it wasn't drowned. A great deal of the stuff reported destroyed can be and will be salvaged."

Nobody, as far as could be learned, was interested in the Chinese war.

"Business in the South is going to be good," was overheard. "I look for a clean up this fall."

"This New South is the goods, it's no bunk. The reason for the prosperity as I see it is the continued high prices for cotton despite the big crop last year. Before the war prices were 3 cents. That later jumped to 45 cents. Farmers think it's still good when the offering, as it is now, is 17 cents a pound. And it is good. The farmers have paid what they owe and the big crops aren't hurting them."

Business generally was good, the talkers conceded.

Three women and one man in one group chattered about:

The "floating population" that "presents a problem in every city;" "reclamation of waste lands in the west"; how people live in different sections of the country; books they were reading and why they liked them; high prices paid at night clubs and how little they got for their money; children, and how hard it is to get people to take care of them.

It was the man who brought up the subject of how people live in different sections of the country, as though he were suggesting a Sunday feature. He himself, he said, was a New York suburbanite. He left his home on Long Island at 8 every morning and was in his office by nine. When he lived in uptown New York he didn't do much better. The women were interested. They told about people they knew, how near or how far they lived from work.

Conversation shifted from New York to California and there was a lengthy delineation of compact California bungalows, with beds hidden behind doors and bureau drawers and sideboards underneath the mattresses.

In a smoking compartment three men discussed various sections of the country. A man who appeared to know about advances made in diversified farming through the south held attention of the others. He also talked agricultural Florida with some emphasis, and the farmer and his woes in general.

"When the farmer prospers, the rest of us prosper" said he, nodding his head.

"Someday they will wake up and find a way to protect themselves against the rascals who buy farm products on consignment at the 25 or so market centers of the country.

"Have you ever seen how these rascals, the middlemen, buy farm products at the gravity siding at Newark, N. J. They are the ones that make all the profit. They set prices arbitrarily. They make their offers before opening the freight car doors.

"I recall when Georgia unfortunately glutted the market with peaches. The public didn't get any benefit from the big supply. The middlemen saw to it that the prices to the consumer were held at the regular level. The farmer got it in the neck.

"A friend of mine, a Georgia farmer, got a wire from a middleman in New Jersey, offering him a ridiculously low price for a carload of nuts, saying they were all worm eaten. The farmer didn't answer the telegram. He got out his gun and boarded the next train.

" 'Come on,' he said to the fellow who was trying to gyp him. 'Let me see that car.'

"It hadn't been opened. The farmer insisted on being present at the opening. The cargo was in fine shape and my friend got a fair price.

"But all farmers can't take this kind of drastic action. I think what they'll finally get will be action by the government furnishing them with federal inspectors who will keep check on all market centers and see to it the farmers get a fair price."

Food and prices for food is a subject all newspaper readers are interested. In some time there has been no outstanding newspaper feature series dealing with the situation indicated by the speaker on the Piedmont Limited. A reporter might find something interesting to write about, if this Pullman talker had the facts straight.

One trio of men whiled away at least 10 minutes figuring out distances between cities. People long out of school, it appeared, may continue to be interested in geography. Some way might be found to refresh memories of schoolbook maps. People with automobiles today are keen for this sort of information.

"Wonder what we can expect from Henry Ford" was a frequently overheard query. In answer some allowed Henry would give the public a Packard, while others said it would be hard to change the present old flivver for anything better at the price.

Chain stores, their growth and power, started an argument in one car that rivaled the war in China. There was the same cry of "Out with the foreigners! Out with foreign capital! Let the local citizens make their legitimate profit, instead of sending the money from Blankton to New York in an iron box."

The observer noticed in the buttonhole of one of the arguers an A. & P. emblem. To those who didn't notice he loudly claimed association with the Great Atlantic and Pacific Tea organization.

"There are some 16,000 A. & P. stores now," he said. "And we are going to open two or three thousand more in the next few years. I attribute the success of our organization to the fact that we take young men, train them right, give them a good salary with commissions, and back them up with good merchandise bought in quantity at low prices, brought to the attention of large n bers of people through daily newsp advertising."

Jury service they had seen was for some hot air explosions in one g of five. They remembered publicly most ribald cases, such as suits alle defamation of character in which woman called another a shorter w than prostitute.

Disease to two men of fifty or bey was decidedly bannerline news. A talking lugubriously for 10 minutes the "White Plague", one wound up conversation saying:

"Only the well people ever think ab dying; sick people are too busy figu out how to get well."

These men went into ghastly de describing the courses of various eases, the victims of which they kn Other conversationalists on the bri June day amply corroborated the c mon editorial theory that news is the usual, the unique.

MORE LOCAL LINEAGE FOR YOUR PAPER DAY BY DAY

To attract and keep foreign advertisers your local display records must show a regularity day in, day out, year after year.

We make active weekly or semi-weekly accounts out of dead local prospects—and without extra cost to you. Write for particulars.

THOS. W. BRIGGS CO.

Columbian Tower Building

MEMPHIS, TENN.

252,467

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

June, 1927

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of June, 1927, was 196,828.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

FIRST in NATIONAL ADVERTISING

in Syracuse during June . . .

THE DAILY POST-STANDARD!

THE daily Post-Standard published 5000 lines more of *NATIONAL ADVERTISING* than the second Syracuse daily paper and 20,000 more lines than the third daily paper during the month of June.

The Post-Standard is the *one* strongest influence in Central New York's HALF BILLION DOLLAR MARKET!

Daily Circulation - - - - - - - - - 60,000

Sunday Circulation - - - - - - - - 66,000

THE POST-STANDARD HAS SHOWN A STEADY GROWTH IN CIRCULATION WITHOUT CONTESTS, PREMIUMS OR SPECIAL CAMPAIGNS OF ANY KIND.

THE POST-STANDARD

DAILY -:- SUNDAY

PAUL BLOCK, INC.

Representatives

NEW YORK DETROIT CHICAGO PHILADELPHIA BOSTON

NUMBER ELEVEN OF A SERIES

THE DISTINGUISHED NEWSPAPER

TRADE LINOTYPE MARK

Simple, Sensible, and Easy to Read

BENJAMIN SHERBOW, in his lifetime, achieved a knowledge of advertising typography that has been privileged to few men. He studied his subject from the many angles suggested by both theory and practice. He gained a familiarity with all of its many ramifications, and yet he was able to reduce the burden of his findings to a single sentence.

"The main thing," said Sherbow, "is simplicity, readableness, and the avoidance of freakishness." That advertisement was conspicuous, in his opinion, which had the advantage of being "simple, sensible, and easy to read."

The Distinguished Newspaper, while applying this yardstick to all advertising it produces for its customers, lays especial emphasis upon its application to department store advertisements. There are two outstanding reasons back of this policy, the first of which is the miscellaneous nature of the advertising itself. Only through a simple, sensible treatment can it attain the effectiveness that will make it profitable for the advertiser. Second comes the fact that such treatment aids in reducing production expense and in turn enables the advertiser to divert the resultant savings to the purchase of additional space.

The next two pages offer a department store advertisement that graphically demonstrates the two foregoing points. For effectiveness it was arranged in Narciss, Cloister and Cloister Bold types. For economy it was completely set the Linotype Way.

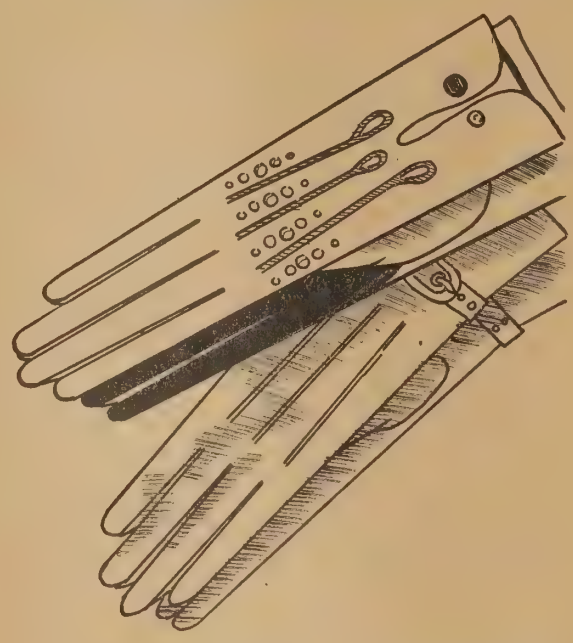
MERGENTHALER LINOTYPE CO., BROOKLYN, N. Y.

LINOTYPED IN THE CLOISTER FAMILY AND NARCISS

TRADE LINOTYPE MARK

THE DISTINGU

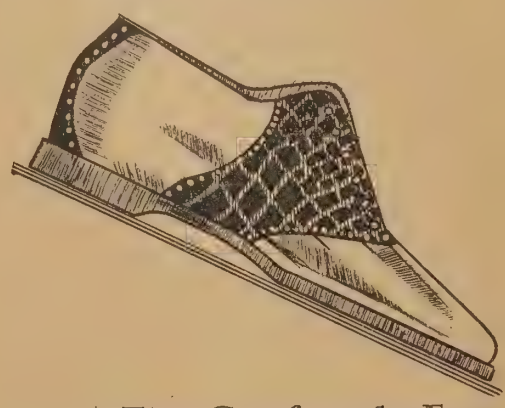
Spring Brings the Need of Sport Accessories in the Mode



Gloves That Stay on the Hand

Side columns, such as this, permit the grouping of items from different departments in logical fashion . . . . .

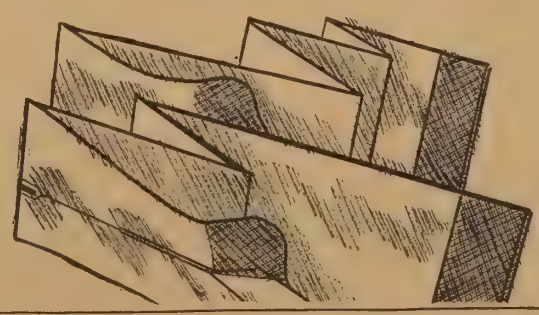
Gloves—Second Floor



Shoes That Comfort the Feet

When wide cuts are employed, the copy may be set full measure, as this is, but the space may be used for narrow cuts and narrow copy with equal effectiveness . . . . . .

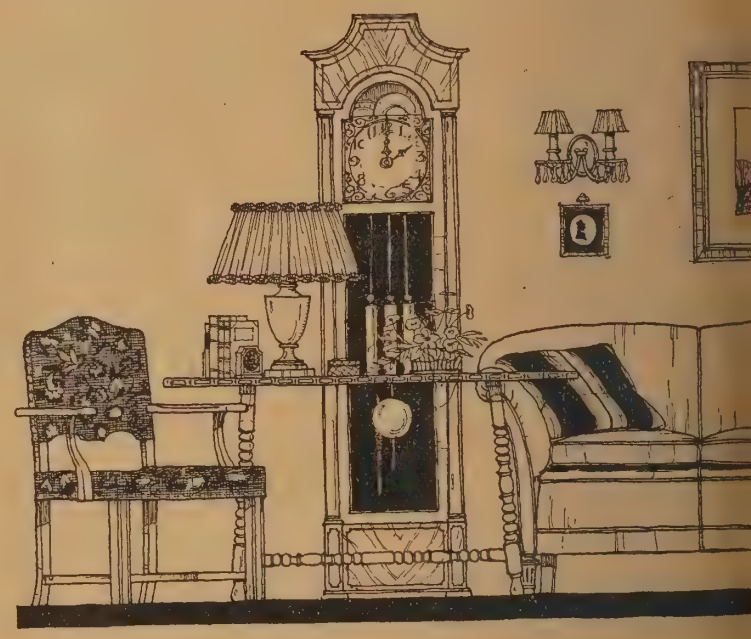
Shoes—Ground Floor



STORE HOURS 9 A.M. TO 5:30 P.M.

The En

SANBORN STREET AND



FURNITURE—Si

to Aid in the Spri

Simplicity, sensibility and ease of reading a all manifest in this advertisement. The firs attained by placing even sized blocks of ty against ample white backgrounds; the seco

Some Special Valu

Copy set in blocks makes it much easier to give an advertisement even balance . . .

It is also more legible than copy set in varying widths and greatly simplifies both composition and make-up . . . . . .

In this advert aids materiall center panel f

A tendency aw important line

Illustrations on thi

Wash Suits for Juniors at Worthwhile Prices

TRADE LINOTYPE MARK

...orium

TELE-
PHONE
MAIN
9000

...VENUE ANYWHERE



...Pieces or en Suite

...ne Rejuvenation

...s by featuring the day's sales special in ...space and framing it with items of lesser ...ctance; and the third by setting the ad in ...cterful, legible type faces.

...llustrated Above

...-set copy of his large ...l ad. . . .

Here display is held to a minimum to avoid all possibility of confusing the reader . .

...ay of un-...tage . .

In displaying headlines, first thought was given to their relative importance to be sure no minor item was over-stressed . .

...nan & Co.

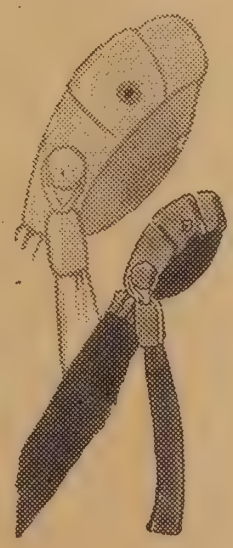
...linens Are Always Usable When Carefully Chosen

Paris Gives a Thought to the Handling of Umbrellas



A Friendly Dog Is One Result

This column shows the possibilities that follow the use of small blocks of copy . .

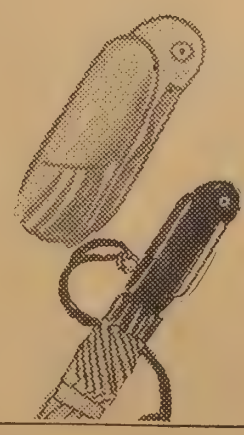


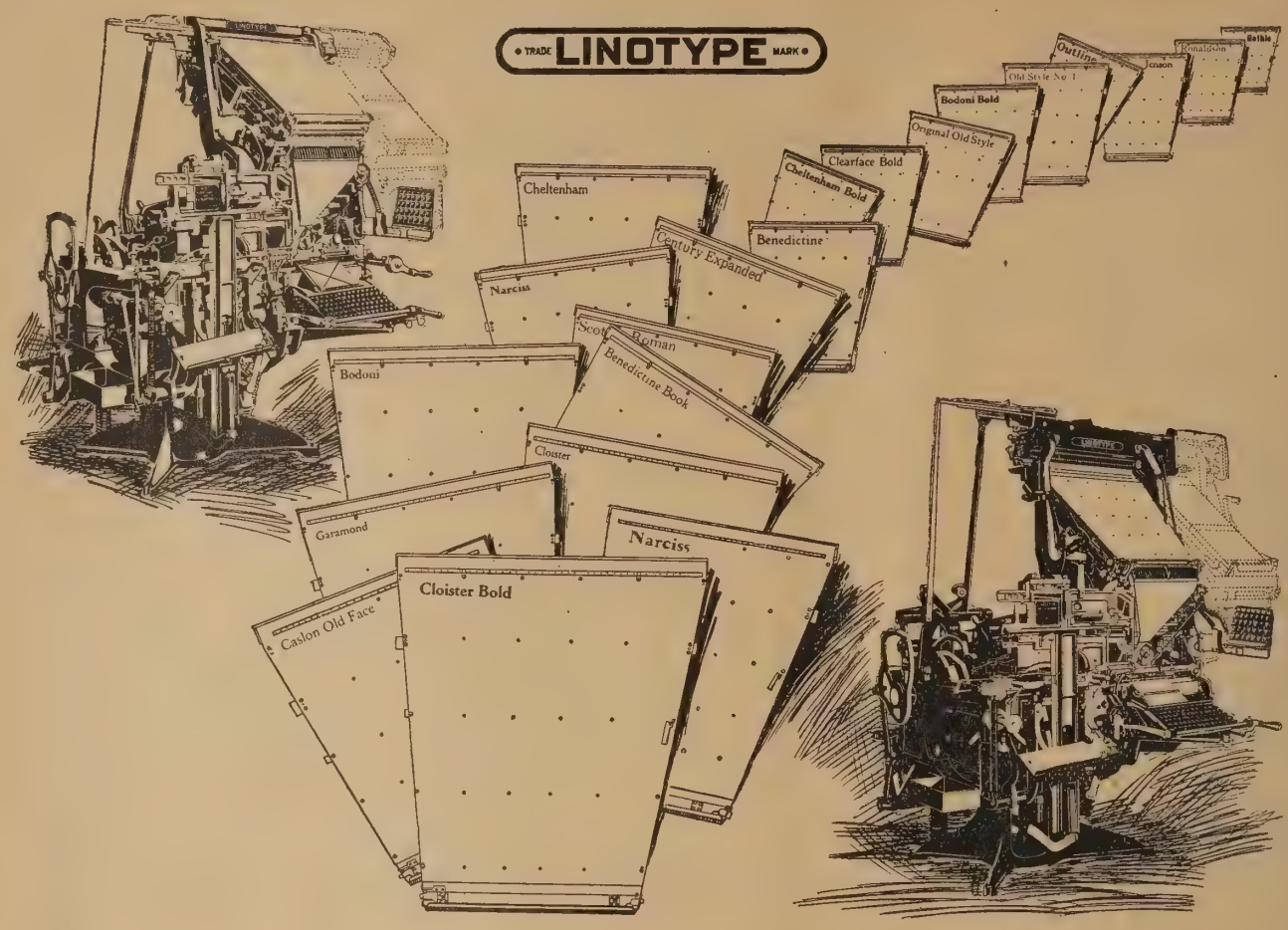
Then Comes This Gay Colored Paroquet

Like all other text on this page, this paragraph is set in Linotype Cloister. It is a clear, legible face that has many uses, and is available in sizes ranging from 6 to 36 point in the roman and from 6 to 30 point in an attractive italic . . . . . .

And a Pelican of Amusing Solemnity

With the exception of one line in Cloister Bold Italic, all display heads on this page are set in varying sizes of Linotype Narciss. The nameplate is set in hand type; the rest of the ad is Linotype composed . . . . . .





The Linotype Way to Advertising Profits

The newspaper that handles its advertising composition the Linotype Way is following a road that leads to many profits. The arresting, legible type faces on Linotype matrices make it an easy matter to produce effective advertisements, advertisements of the sort that help distinguish a newspaper as a medium and increase the value of its space.

Even more tangible are the mechanical economies of Linotype composition. Rapid setting and casting and make-up speeded by the handling of full-line slugs show an actual dollars and cents saving over the usual, less efficient composing methods. They cut production expense to the point where the newspaper can afford to pass a portion of its savings back to the advertiser, certain that the latter will employ them in the purchase of additional space which will pay another profit to the publisher.

It is because of these accumulative profits that The Distinguished Newspaper has adopted Linotype methods. It is through them that it makes a well-paying venture of its policy of giving customers advertisements that are "simple, sensible, and easy to read."

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

[BLISHERS FIGHTING FREIGHT RATE IISE INVOLVING SOUTHERN PAPERS

ee-Day Hearing Held in Washington—General Attack on All Rates South May Be Launched—10-Cent Increase Asked

.SHINGTON, July 14.—The en- tire freight rate structure on news- paper from New England and lian mills to southern cities is in- d in the case of the proposed in- e in rates from Canadian points to sville, Tenn. Hearings for three were concluded on Thursday before iner Carney, of the Interstate Com- Commission, during which time varied interests appeared to testify ever before in a southern newsprint ase.

general attack on all rates to the is under consideration. It is ex- d that a petition for a general in- gation will be filed soon by the ican Newspaper Publishers Asso- n and the Southern Newspaper shers Association in behalf of their ership in the states involved east of Mississippi, and south of the Ohio Potomac rivers. This move, it is ght, will be supported by the principal facturers in New England and da.

chnically the hearings this week on the proposed increase from 47 to 57 cents from Canadian points ashville without increasing the rate same amount from New England s. Actually the evidence introduced d throughout the south with particu- mphasis on the rates proposed and in existence to Memphis of 48 cents; nts to Knoxville; 57 cents to Atlanta 53 cents to Lynchburg.

ur orders of the Interstate Com- e Commission are in existence which shers and manufacturers claim are nflict. A decision in the Knoxville said the Knoxville rate should not igher than the Nashville rate with result that the present case started h the carriers increased the Nashville to 57 cents and reduced the Knox- rate from 60 cents to 57 cents. ther decision stated the rate from Canadian points shall not be higher to Nashville and Memphis than from New England points, although the carriers now propose an increase to 57 cents and 61 cents from Canadian points with no equivalent increase from New England mills. Another decision provided the Nashville rate shall not be higher than the Memphis rate although a rate of 48 cents to Memphis is now in existence via the Illinois Central Railroad against the proposed 57 cents to Nashville. Still another decision stipulated the Birmingham rate shall not be more than 1 cent higher than the Nashville rate but the Birmingham rate is 61 cents and only a 57 cents rate to Nashville is proposed.

The carriers, are not a unit in their views, as the New England lines have declined to publish tariffs authorizing increases. The Southern and L. & N. railroads have fought for a 57 cents rate to Nashville and a 61 cents to Memphis, while the Illinois Central says it is satisfied with a 47 cents rate to Nashville and 48 cents to Memphis.

Representing the publishers at the hearings were W. J. Mathey, traffic manager of the American Newspaper Publishers Association; Cranston Williams, secretary-manager of the Southern Newspaper Publishers Association; T. M. Henderson, for the *Nashville Banner and Tennessean;* M. C. Lysle, for the *Memphis Commercial Appeal* and *Press-Scimitar;* C. R. Moffett, for the *Knoxville Journal* and *News-Sentinel;* for the manufacturers—G. E. McFarlane, of E. B. Eddy Company, Ltd., Hull, Canada; A. P. Lane, traffic manager of Great Northern Paper Co.; H. A. Deane, assistant traffic manager of International Paper Company; A. S. Kirk, of Guy Tooms, Ltd.; Montreal; F. F. Kator, of G. H. Mead Co.; C. L. Whittemore, of New England Paper and Pulp Association; R. J. Henderson, of Minnesota and Ontario Paper Company.

TESTIFY IN SACCO CASE

Three Boston Reporters Appear Before Governor's Committee

Three Boston newspaper reporters appeared this week before the special commission appointed by Governor Alvan T. Fuller to make an independent investigation of the Sacco-Vanzetti murder case. The commission comprises President A. Lawrence Lowell of Harvard, Pres. S. W. Stratton of Massachusetts Institute Technology and Judge Robert Grant.

Miss Elizabeth Berankopf and Frank P. Silbey, of the *Boston Globe,* who had submitted affidavits regarding Judge Webster Thayer, before whom Sacco and Vanzetti were tried and convicted, were interviewed by the committee.

Another Globe man, Timothy J. Collins, that paper's Quincy district man, also appeared before the committee. He was the first newspaper man at the scene of the murder seven years ago.

100 BRITISH EDITORS TO VISIT CANADA

Large Party Will Arrive in Quebec Aug. 12 and Travel to Pacific and Back—Sailing for Home Sept. 8

One of the most important parties to visit Canada during the coming summer will be a group of British newspaper publishers and editors who will visit this country next August, with the intention of traveling to the Pacific Coast and back. It is expected the party will number about 100 representing a large number of British provincial newspapers.

The visit follows upon a trip to Great Britain made two years ago by members of the Canadian Weekly Newspaper Association. The Canadian editors awakened in the minds of their British confreres a great interest in Canada and things Canadian—the tour is the result.

The editors, many of whom will be accompanied by their wives, will arrive at Quebec on the Canadian Pacific steamer *Montrose* on Aug. 12, and on the 14th will board a special Canadian Pacific train which will be their home for the ensuing five or six weeks. Arrangements have been made whereby they will be entertained by the Dominion Government at Ottawa, and by the governments of each of the provinces they pass through, and the mayors of the cities where they stop.

From Quebec the party will go to St. John, N. B., arriving there on Aug. 15. They will visit the Algonquin Hotel at St. Andrews, N. B., and will arrive at Montreal on the morning of the 17th. From here they will go to Ottawa and on the way west will visit Winnipeg, Saskatoon, Edmonton, Kamloops, arriving at Vancouver on August 25.

After a visit to Victoria on Aug. 27 the party will set out for the East, visiting Vernon, B. C., Lake Louise, Banff, Calgary, Regina, Fort William and arriving at Toronto on the morning of Sept. 5, when the train will be parked at the Exhibition grounds, giving the visitors an opportunity thoroughly to inspect the Exhibition. There will be a side trip to Niagara Falls and the party will arrive at Montreal on Thursday, Sept. 8, to go on board the Canadian Pacific steamer Montrose for the return trip.

OCCUPIES NEW PLANT

The *Madison* (Wis.), *Capital-Times* on Tuesday, July 5, printed its first editions in its new building, the transfer from the former building having been accomplished over the July 4 week-end. Practically all new machinery has been installed in the new home, including a 64-page Hoe press. The Capital-Times was founded ten years ago by William T. Evjue, editor and publisher.

E. J. Mehren Returns

E. J. Mehren, vice-president of the McGraw-Hill Publishing Company, returned this week from the Economic Conference at Geneva.

24 U. S. EDITORS SAIL TO STUDY EUROPE

Will Spend Two Months Abroad as Guests of Carnegie Endowment for Permanent Peace

A group of 24 American editors were to sail from New York, July 16 for a two-months' tour of Europe as guests of the Carnegie Endowment for International Peace. Prior to embarkation, the editors were to be entertained at a luncheon given in New York on Friday this week by officers of the Carnegie foundation.

Officers of the Endowment have arranged detailed plans for the reception of the editors in London, Paris, The Hague, Berlin, Prague, Budapest, Vienna, Munich and Geneva. Dr. Nicholas Murray Butler, president of the Endowment, plans to greet the editorial writers upon their arrival in London, July 25.

A luncheon for the editors will be given in the office of the *London Times,* July 26. In the evening they will be guests of honor at a dinner given by the Pilgrim Society. This will be followed later by a supper in the office of the *London Daily Telegraph.*

The proposed program for the editors in London will be strenuous for the few days they will be in England. On July 27 they are to be the guests of honor at a luncheon given by the Institute of Journalists and this will be followed by a dinner tendered them by the English-Speaking Union. The next day a reception will be given at the Foreign Office on Downing Street to meet Sir Austen Chamberlain. The Newspaper Proprietors Association will entertain them at a dinner that evening. The following day the entire party will go to Dunford by motor for luncheon with tea later at Cowdray Park.

The party is going to Europe for the purpose of observing existing economic, political and social conditions in various countries.

In Berlin the editors will be given an opportunity to see the progress that has been made in the economic reconstruction of Germany. About two weeks will be spent in Geneva. Conferences have been arranged for them with administration officials of the Universal Postal Union, of the Interparliamentary Union, the International Institute of Agriculture and with the directors and chiefs of the International Labor Office.

The annual meeting of the Council and Assembly of the League of Nations will be in session during the editors' visit to Geneva.

At the Hague the editors will be introduced to members of the Permanent Court of International Justice by Dr. James Brown Scott, director of the Endowment's Division of International Law.

Members of the party and the papers they represent include:

Marshall Ballard, *New Orleans Item;* Arthur L. Clarke, *San Jose* (Cal.) *Mercury;* William F. Cronin, *Terre Haute* (Ind.) *Tribune;* Thomas J. Dillon, *Minneapolis Tribune;* Harold Goff, *Salt Lake City Deseret News.*

C. C. Hamlin, *Colorado Springs Gazette;* Wade H. Harris, *Charlotte* (N. C.) *Observer;* Fred S. Hogue, *Los Angeles Times;* Harvey Ingham, *Des Moines Register;* R. A. James, *Danville* (Va.) *Register.*

George S. Johns, *St. Louis Post-Dispatch;* Harold B. Johnson, *Watertown* (N. Y.) *Times;* Will Owen Jones, *Lincoln State Journal;* J. Earl Langdon, *Sacramento Bee;* Robert Lathan, *Asheville* (N. C.) *Citizen.*

Warren D. Meng, *Kansas City Journal;* Hamilton Owens, *Baltimore Evening Sun;* Z. W. Pease, *New Bedford* (Mass.) *Mercury;* Archer W. Shaw, *Cleveland Plain Dealer;* Maurice S. Sherman, *Hartford Courant.*

Frank B. Stoneman, *Miami Herald;* Frederick A. Stowe, *Peoria Journal-Transcript;* Arthur R. Treanor, *Sagin News-Courier;* Tom Wallace, *Louisvil c Courier-Journal and Times.*

Y. DAILIES DISCUSS NEW SELLING PLAN

e Group Considers Offering Market s a Whole at Gloversville Meeting—W. B. Bryant is Banquet Speaker

Jscussion of a series of 20 important tions, propounded by members, per- ing to problems in the preparation of wspaper featured the annual summer son of the New York State Dailies sociation at Gloversville, N. Y., on Inesday and Thursday, July 6 and 7. he attendance was considered excel- for a meeting when business prob- only are discussed and there are no ial reports or elections. The associa- is composed of publishers of daily spapers in the smaller cities of the e.

he of the principal topics discussed "Group Advertising Representation." publishers talked over the advis- ty of offering their papers as a up to national advertisers and at the e time delved into the problem of they should be represented, by a ial agent of the entire group or by individual retaining its own repre- ative in behalf of national advertis- This discussion was under the lead- ip of a committee headed by E. L. son of the *Lockport Union-Sun and nal,* E. M. Waterbury of the *Oswego es* and W. H. Clark of the *Cortland dard.*

lore than 100 persons attended the quet, which was in the Sir William nson Country Club. The speaker William B. Bryant, publisher of the *rson* (N. J.) *Press-Guardian.* His subject was "Group Advertising Representation."

"I am a strong believer in group selling," Mr. Bdyant declared. "The advertiser is not satisfied with one small market and the smaller newspapers are now able to cash in on national advertising as the national advertisers are turning to the newspapers. The trend of the times is advertising and the trend of advertising is pictures."

The following attended the convention: W. J. Kline and Gardner Kline, *Amsterdam Evening Recorder;* C. D. Osborne, *Auburn Citizen;* C. S. Griswold and Lawrence Griswold, *Batavia News* E. S. Underhill, Jr., *Corning Leader;* W. H. Clark, *Cortland Standard;* W. A. Gracey, *Geneva Times;* E. H. Mills and Frank L. Rogers, *Gloversville Leader-Republican;* Wesley P. Small, *Herkimer Telegram;* Mrs. W. H. Greenhow and Mrs. Olive Buisch, *Hornell Tribune-Times;* Henry M. James and Emory C. Van Loan, *Hudson Daily Star;* John W. Baker, *Ithaca Journal-News;* F. P. Hall and H. M. Hall, *Jamestown Journal;* Jay E. Klock, *Kingston Freeman;* John Crowley, *Little Falls Times;* E. D. Corson, *Lockport Union-Sun and Journal;* F. A. Merriman and M. S. Porter, *Mt. Vernon Argus;* J. J. Decent, *Middletown Times-Press.*

Lawrence Gracey, *Geneva Times;* P. L. Clark, *Norwich Sun;* W. H. Lee, *Oneonta Star;* E. M. Waterbury, *Oswego Times;* Francis W. Platt, *Poughkeepsie Eagle-News;* A. C. Kessinger and A. R. Kessinger, *Rome Sentinel;* John K. Walbridge, *Saratoga Springs Saratogian.*

The officers of the Association are: President, Frank L. Rogers; vice president, E. M. Waterbury; secretary and treasurer, E. S. Underhill, Jr.



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

HOW a newspaper staff is organized is the topic which Lee F. Heacock, editor of the *Buffalo Arts Journal,* discusses in that periodical for June. In it he tells just those things which the layman ought to know about modern newspaper making.

The article is well illustrated with photographs of Buffalo newspaper folk. First page position is given to James Newson Matthews (1828-1888). Other illustrations show Alfred H. Kirchhofer, managing editor of the *Buffalo Evening News,* John D. Wells, managing editor of the *Buffalo Courier-Express,* and W. Nelson Wilkinson, managing editor of the *Buffalo Times.* These are followed by photographs of the news editors, the city editors, etc. of the various Buffalo dailies. Mary McDonnell, state editor of the Buffalo Courier-Express, heads the list of the women workers represented in the illustrations.

The June article is one of a series having the general title, "The Newspapers of Our Town." The next installment will appear in September, as the Buffalo Arts Journal does not publish in the summer months.

Mr. Heacock also edits a department in the Journal entitled "Anecdotes of Newspaperdom." These anecdotes are real human interest stuff. Here is one credited to John D. Wells, now managing editor of the Courier-Express:

"Years ago when I was 'colyuming' on the Buffalo Evening News the late Edward H. Butler and myself had much inside-the-office sport, matching lines. Mr. Butler was a great improvisor of verse, and moreover he enjoyed the exercise. One day I printed a little quatrain in my column:

" 'It isn't death that worries me,
Nor yet how is it with my soul;
I confess, what flurries me
Is how to get this winter's coal.'

"It was October and unpromising. I don't remember but I daresay the little quatrain was leavened with considerable truth. The next day I met Mr. Butler in the elevator and, slow, like a bullet, he replied:

" 'I beg you don't disturb yourself,
Nor any untoward methods seek,
For I hereby increase your pelf,
Beginning now, ten bones a week.'

"And he did!"

* * *

Space can be found for only one more. This will be one dealing with the business office:

On the annual occasion of contract-adjustments between the publishers and the Typographical Union, Norman E. Mack, editor and publisher of the Buffalo Times, is frequently the spokesman for the publishers. On this occasion, the foreman in his own plant was spokesman for the union. With a view to disposing of the matter without delay, Mr. Mack called up the speaking tube to the composing room and asked for the foreman.

"He's not in just now," came the answer.

Thirty minutes later, Mr. Mack tried again with the same result and again half an hour after that. This was a little too much even for the patience of the usually urbane and politic publisher, and he roared through the tube:

"Well, when that confounded, lily-fingered aristocrat *does* come in, will you tell him to let me know just what office hours he keeps?"

I do hope that Mr. Heacock will tell the story of the story turned in by the Buffalo cub who was promised a job if he could identify the young woman whose body was in the Buffalo morgue. He did and he got his job—but that's another story.

* * *

OVER the review of "Five Weeks: The Surge of Public Opinion on the Eve of the Great War" (The John Day Company) by Jonathan French Scott, *The Nation* in its issue for July 6 puts the head, "Did the Newspapers Make the World War?" This book has already been mentioned as containing a brief summary of newspaper opinion in the various countries taking part in the conflict. It is mentioned again because of the caption which The Nation puts over the review contributed by Harry Elmer Barnes.

IN answer to the question, "From what point does the history of journalism start?" I would say that the first record that put accent on news was unquestionably *Acta Diurna Populi Romani* which Julius Caeser established in Rome immediately after he became consul in 59 B. C. The best account of this precursor of the newspaper press may be found in "Die römische Staatszeitung and die Acclamationen in Senat" by Otto Hirschfeld.

The news was printed on a white board (album) which was publicly displayed in the Roman Forum. Professional journalists of the day copied these items from the bulletin board and possibly added a few of their own and then sent a written edition to Romans stationed in the provinces. These Roman journalists enjoyed certain special privileges such as a "press gallery" in the Senate. The word diurna is recalled in the earliest English dailies which were called diurnals. Such names through simple phonetic changes in later years became journals.

* * *

AMONG the books listed by the Avondale Press of New York is "The Economics of Advertising" by Victor Rosewater.

* * *

PERCY H. BOYNTON of the University of Chicago, prints a new study of Lafcadio Hearn in the *Virginia Quarterly Review* for July. What is said about Hearn's newspaper work in Cincinnati and in New Orleans is worth quoting in "Our Own World of Letters":

His journalistic writing, to judge from the best of it that has been recently reprinted, was facile and fluent, and obvious in its effects as such writing should be. At that it was strikingly literary for the columns of the daily press, even for the unyellowed American press of the 1880's. Hearn's contributions passed from horrors to oddities and from oddities to fantasies. There was a measure of scrupulous translation from the French and an element of leaves from stranger literatures—Egyptian, Persian, Indian, Chinese, Finnish. There was a good deal of erudition in some of the papers. It sounds encyclopedic and some of it may have been drawn from thesauruses; but the titles in his own exotic library go far toward proving that he was a genuine delver in quaint lores.

For some reason the newspaper work which Hearn did for Japanese newspapers has been overlooked by his biographers or received attention that was most scant and jejune. Yet Japanese editors visiting America say that Hearn did some exceptionally good work as a newspaper man in Japan.

* * *

THE news of the death of Keith Preston, literary editor of the *Chicago Daily News,* belongs to another column. As a man of letters he was the author of a number of books. Possibly the first was "Types of Pan" (Houghton Mifflin Company). His latest were those compiled from the column, "Hit or Miss," which he conducted in the Chicago Daily News. They were "The Top o' the Column" (Covici) and "Column Poets" (Covici).

Harry Hansen, at one time a Chicago contemporary of Preston and now Literary editor of the *New York World,* has penned the following:

He had a brilliant wit and a way of making a few words carry both a barb and a smile. He was a satirical commentator on men and manners and books. He wrote light verse that was deft and full of humor. He was death on humbugs, but many of them have managed to survive him.

Although Preston was well known in the East and was highly esteemed by all who have to do with books and criticism, he had no following here such as he gained in Chicago. The slim volumes of verse that he issued from time to time had few sales, and his daily work was not syndicated. He refused to write for periodicals of national circulation chiefly because he saw no reason for making unusual exertions to get published elsewhere.

At one time the *Chicago Daily News* put out reprints of its literary page for distribution. These reprints gave Preston a larger following than most of his friends believed he had—especially in the literary world. Of Preston, with apologies to his column, it may be said that he hit oftener than he missed.

* * *

Elsie Robinson opens *The Cosmopolitan Magazine* for August with a charming essay entitled "Pity." Underneath her picture Ray Long, the editor, has put the following caption: "The whole world takes its troubles to her through her famous newspaper columns."

PRINTS LOCAL BOOK REVIEWS IN ADS

Charlotte, N. C., Book Store Proprietor Rouses Interest with Unusual Copy —Town Notables Express Opinions in Printed Reviews

In Charlotte, N. C., there is a book store that knows how to advertise.

Charles R. Brockmann of that city runs the Community Book Shop and under a masthead of his own, publishes his opinions on books and other things in paid space in local newspapers.

Not content with mere jacket blurbs of new books, he farms them out to be read by local citizens, then quotes their opinions in his two column advertising space.

"Harry Whitner says," to quote from some recent copy, "that 'Lost Ecstacy' by Rineheart is the best novel he has ever read, while McAllister Carson has heard that Oliver's psychological novel 'Fear' has a vital message for every reader similar to the personal appeal for which Dr. Johnson's sermons are noted."

Lay testimonials applied to books, is the Brockmann idea. He gives his own opinions too, saying in the same advertisement published Monday this week that he enjoyed a novel about business entitled "Captains in Conflict" more than any other book in a long time. He wished that all young men in business might read it.

The Community Book Shop in this editorialized advertising copy is advocating a standing order for one book a month.

Copy is two columns wide, eight inches deep, set in two indented columns, newspaper style. Four em dashes separate the various comments, and the copy ends with Brockmann's signature cut.

BRADFORD MERRILL RECOVERING

Bradford Merrill, general manager of the Hearst newspapers, is reported recovering at his home in Manhasset, L. I., from a nervous breakdown.

AIDS PRINTING SCHOOL

On behalf of the *Birmingham News* and the *Birmingham Age-Herald,* Victor Hanson, publisher of the two dailies, has presented the Alabama School of Trades and Industries with $10,000 worth of printing equipment. This school has recently been established in Gadsden and is growing rapidly.

EDITOR & PUBLISHER CALENDAR

July 18-23—British Advertisin Assn. convention and adverti ing exhibition, Olympia, Lo don.

July 20-22—North Carolina Pre Assn., meeting, Morehead Bluff N. C.

July 20-21—New England Circul tion Managers Assn., meetin Lake Pleasant, Casco, Me.

July 22-23—Idaho Editorial Assn midsummer meeting, Mack's Inn Idaho.

July 22-23—Oregon State Editoria Assn., Roseburg, Ore.

July 22—Buckeye Press Assn. summer meeting, Buckeye Lake O.

July 23—West Texas Press Assn. semi-annual meeting, Sweet Wa ter, Tex.

GETS 'AVERAGE PEOPL INTO NEWS COLUMNS

Ohio Daily Sending Reporter to Lo Homes for Items and Finds Plan a Circulation Builder

"Neighborhood News," a feature wh contains "news that is ordinarily ov looked by the newspapers," is being fo by the *Lorain* (O.) *Journal* an excell means of keeping up circulation dur the slack summer months.

Assuming that there is at least story in every home, the Journal is se ing a woman reporter into a differ district of the city each day.

Calling at 25 to 30 homes daily, succeeds in getting stories of garde babies, house-cleaning, "bright sayin of children, interesting family relics, h of family history. Each story is k down to one or two paragraphs. Eve precaution is taken to see that full nam and addresses are carried. No story printed without the subject's consent.

In a short editor's note preceding feature, the district in which the stor were obtained the day before is giv together with the current day's whe abouts of the neighborhood reporter a the district she will visit.

"Neighborhood News" caught on once and is proving one of the best fe tures ever used by the Journal, acco ing to Frank Maloy, editor. While so gain in circulation can be attributed it, the feature's greatest value has be as a holder of circulation, he says.

The secret, says Maloy, is names a elimination of anything.

ATTACKING UTILITY RATES

The *Albany* (N. Y.) *Sunday Telegra* is conducting a campaign against the g and electricity rates of the Municip Gas Company.

Order Now in the After-Graduation Career-Hunting Season

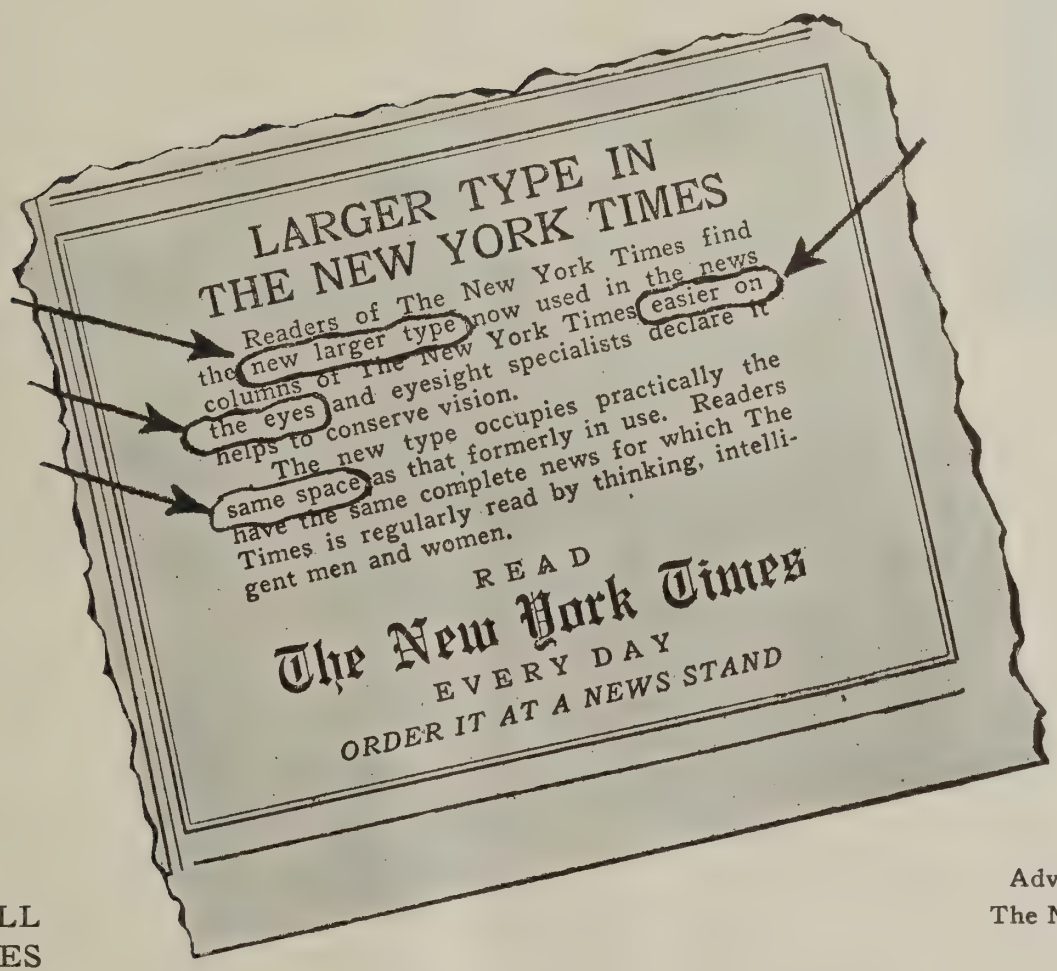
"MY SUCCESS RECIPE"

A Series of 25 800-Word Articles by These Leaders:

Samuel Rea—Railroading
Simon Guggenheim—Mining
Samuel Untermyer—Law
S. W. Straus—Banking
Fannie Hurst—Fiction
Dorothy Dix—Journalism
Channing Pollock—Playwriting
George H. Doran—Publishing
David Belasco—Play Producing
Jesse Laskey—Motion Picture Producing
D. W. Griffith—Motion Picture Directing
Leopold Auer—Instrumental Music
Gloria Swanson—Picture Acting
Arthur Loomis Harmon—Architectu
Helen Woodward—Advertising
Elsie de Wolfe—Decoration
Madame Frances—Designing
Harry J. Miller—Insurance
Mary Loomis—Secretarial Work
David Sarnoff—Radio
A. Cheney Johnston—Photography
Wm. J. Burns—Detective Work
F. H. Hardman—Accounting
W. N. Hinton—Aviation
Marion Talley—Opera Singing

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, PA

Readers of The New York Times find Intertype Ideal News Face EASIER on the EYES



Like
an Old
Friend
the Ideal
News Face
WEARS WELL
ON THE EYES

Advertisement from
The New York Times
June 22, 1927

Intertype matrices will run in other slug-casting machines

Standardized
INTERTYPE
TRADE MARK

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St.; *London; Berlin*

WOMEN IN ADVERTISING AND JOURNALISM

Allene Talmey Mirrors the Movie Stars—Mrs. Tilla Neff Gets Leave of Absence in Cleveland—Ad Women Elect

BEING thrown downstairs by an irate woman while covering an assignment is not an experience exclusive to Miss Alycia Patterson, daughter of Capt. J. M. Patterson, editor and publisher of the *New York Daily News,* it was learned this week.



Allene Talmey

Miss Allene Talmey, reporter for the *New York World,* revealed that she, too, had undergone that strenuous experience in the Bronx while attempting to ask a militant mother just why it was her daughter had run away from home.

"I was furious," Miss Talmey said, "and started back up the stairs saying to myself 'She can't intimidate me,' but I decided the woman was not in the proper state of mind for a satisfactory interview and returned to the office."

Miss Talmey joined the World in 1924, just after being graduated from Wellesley College. She did straight reporting, hunted lost babies, lost cats and dogs, and trailed news pictures with a cameraman. Then she was assigned to assist Quinn Martin with his movie reviews.

In February she took a leave of absence to go abroad and spent four months in Paris. Since her return she has been working on a book concerning movie stars, titled "Doug, Mary and Others," which will be published soon.

Her home is in New Rochelle, N. Y.

Mrs. Editha Webster is serving as society editor of the *Sioux City* (Ia.) *Tribune* in the absence of Miss Kathleen Conway, who is touring the western coast.

Miss Louise Artz has joined the advertising and news staff of the *Laguna Beach* (Cal.) *Life.*

Mrs. Tilla H. Neff, the first woman employed in the business section of the *Cleveland Plain Dealer* in 1902, has been given a year's leave of absence. She has served in several capacities, at one time being at the head of the statistical department and at another time being cashier in the treasurer's office.

Miss Ruth Tadlock has joined the staff of the *Eureka* (Cal.) *Humboldt Times* as society editor, succeeding Miss Leno Moll. Miss Moll will teach in the public schools. Miss Alberta Rountree, women's editor of the *Daily Californian,* University of California publication, will be on the city staff of the *Eureka* (Cal.) *Humboldt Standard* until the opening of the college term in September.

Mary K. Falsey has been elected editor of *Advertising Women,* house organ of the New York League of Advertising Women. Other elections announced this week were Bertha Becker, chairman of the committee on education; Beatrice Omerod, chairman of the membership committee; Kathleen Goldsmith, chairman of the publicity committee, and Grace Forbes, historian.

Buffalo League of Advertising Women has elected and installed these officers; President, Henrietta Kawentel; vice-president, Margaret Benstock; corresponding secretary, Clara Letzing; recording secretary, Jeanette Eichel; treasurer, Ellen Scanlon.

30,000 AT WATER DERBY

Large Turn-out at New York Daily News Event July 10

Although the day was rainy, 30,000 people came out to watch the water derby staged last Sunday in Central Park by the *New York Daily News,* considered sufficient success to make the feature tried out this year for the first time an annual event.

Paul Gallico, sports editor of the Daily News, was in charge.

"The contestants seem to enjoy these events and the prizes they win, the spectators appeared to have a good time, we know that we enjoy running them," Mr. Gallico said in his column this week.

"If you don't think it's fun to see some scrawny juvenile come up from nowhere and return year after year in the next higher class, developing as he or she goes into a fine athletic boy or girl, then you ought to try it."

ADVERTISING AGENCY AFFAIRS

Two Newspaper Men Join Writing Staff of N. W. Ayer & Son—Albert I. Dutton Now Copy Chief for John Ring, Jr.—Robinson Changes Name

TWO Washington correspondents have joined the writing staff of N. W. Ayer & Son. They are William J. McEvoy, formerly of the capitol staff of the United Press, and Glenn I. Tucker of the Washington bureau of the *New York World.*

Albert I. Dutton has joined the staff of John Ring, Jr., Advertising Company, St. Louis, as chief of the copy department. Mr. Dutton is well known in the advertising copy field, having been at one time advertising manager of the Willys-Overland Company and of Master Trucks, Inc., Chicago, in addition to experience in New York and Chicago advertising agencies on large national accounts.

William R. Robinson & Co., New York advertising agency, has changed its name to Robinson, Lightfoot & Co. No change in the officers of the company is involved.

Franklin S. Owen has rejoined the staff of Williams & Cunnyngham as an account executive, after a year spent as sales and advertising manager of Royal Tailors, Chicago.

Sherwood Smith, formerly advertising manager of *Harper's Bazar,* has joined the staff of Calkins & Holden, Inc., New York.

Robert H. Dippy Advertising Agency and May Advertising, Inc., both of Philadelphia, have been consolidated as May & Dippy, Inc. Bertram May is pr ident; Robert H. Dippy, vice-preside Frank McGinnis, treasurer, and P Lachenmeyer, secretary.

C. C. Younggreen, vice-president a general manager of Klau-Van Pieterso Dunlap-Younggreen, Inc., Milwaukee, h been appointed general chairman of t celebration program honoring the retu of Lt. Maitland, U. S. to Hawaii flyer, his return to his home city, Milwaukee.

Harold B. Pickering, Lionel B. Mos and Lloyd Maxwell have been elect vice-presidents of Wood Advertisi Inc., New York. Mr. Pickering will in charge of the New York office a Mr. Moses will direct the Chicago offi

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Norman A. Fyffe, former president the Norman A. Fyffe Corporation, h joined Michaels & Heath, Inc., Ne York agency, as an account executive.

WITH THE GENERAL ADVERTISERS

Newspaper Space and the Cigarette Habit—Postum Eearns $3,405,250—Romine Advanced by Hudson Motor—New Campaign by N. B. C.

TO the constant use of newspaper space must go a large part of the credit for the amazing prosperity of the tobacco industry of the county, a picture of which was furnished this week in New York by Benjamin D. Hill, chief of the tobacco section of the Department of Commerce.

"The output of American tobacco factories in 1925," he said, "was worth more than $1,000,000,000, more than twice as large as the sum in 1914. The tremendous increase in the value of factory production is due almost entirely to the increase in cigarette production, which has more than quadrupled since 1915, and which amounted in 1926 to 89,000,000,000 cigarettes. Manufacturers say that anything like a saturation point is not yet in sight, although they are finding it difficult to expand the domestic market.

"In the American export trade tobacco is an important commodity, ranking third in value among agricultural products and enriching the country through exports during the last five years by $178,000,000 annually."

Some of the leaders of this industry and their estimated advertising investments include American Tobacco Company, $3,323,000; Reynolds Tobacco Company, $4,034,000; and for advertising Chesterfields, Fatimas and Velvet Tobacco, $2,717,000.

The National Biscuit Company has started its new national campaign, clearing the copy through Calkins & Holden, Inc., New York.

Sedley Brown has been made director of advertising of Dodge Brothers, Inc., Detroit, succeeding Henry J. Koch, resigned. Mr. Brown has been for many years with the Dodge company.

R. T. Romine, sales manager of the Hudson Motor Car Company, Detroit, has been appointed general sales manager.

Vincent Riggio, sales manager of the American Tobacco Company, New York, has been elected a director in the company.

The Postum Company, Inc., reports a next profit of $3,405,250 for the second quarter of this year.

N. Y. GRAPHIC TOUR

A group of 150 people left New York, July 3, as members of the *New York Evening Graphic's* second annual friendship tour. The plan is to visit the Pacific Coast.

The largest evening paper circulation in Baltimore

151,059

May, *net paid*

May, 1927, sets a new circulation record for daily papers in Baltimore.

The NEWS, with its May net paid circulation of 151,059, enjoys a margin of 24,141 copies over that of the Evening Sun, its nearest competitor.

You reach more of Baltimore through the

BALTIMORE NEWS

Largest circulation of any daily paper in the South

SOUTH CAROLINA BREAKING RECORDS FOR DEVELOPMENT

The State

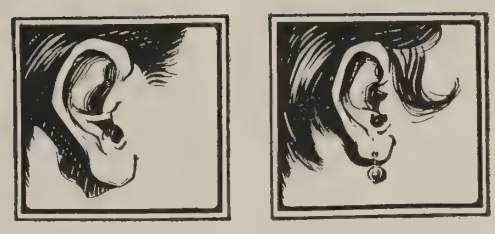
South Carolina's leading newspaper

Covers the Field

WORLD'S largest earth dam costing $20,000,000 now building near Columbia will add 200,000 hydro-electric horse power. $16,000,000 state highway improvement programme in progress. New locomotive shops of Southern Railway at Columbia costing $1,500,000, will boost city's payroll. City and county paving programme over $2,000,000. Write for illustrated folder of facts and figures on the exceptionally fertile field for advertisers covered by the State with its more than 24,000 circulation.

THE STATE COMPANY
Columbia, S. C.
THE JOHN BUDD COMPANY
National Advertising Representatives

THE EARS



ALL listening! 750,000 with ears open to hear what one paper says about everything. The same **ears** have heard for years the same comment "I've never been disappointed in anything advertised in The STAR!"

What is the Nation's Capital trading area? Washington is the focal point of 250,000 shoppers who circle the city 25 miles in every direction but have only one city-service newspaper delivery—The STAR.

SALES DATA SERVICE FREE

There are not many territories in the U. S. representing a 750,000 group of buyers with a one-paper primary influence. There are no territories that will give you better basis for campaign guidance than the service at your command—
FREE through the
TRADE FACTS DEPT.
of

The Evening Star
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.
Member of The Associated Press

Eastern Representative
Dan A. Carroll
110 East 42nd Street
New York, N. Y.

Western Representative
J. E. Lutz
1110 Tower Building
Chicago, Ill.

PAUL DUPUY, NOTED PARIS PUBLISHER, DIES

Owner of Petit Parisien Stricken with Typhoid in 49th Year—Was Well Known by U. S. Publishers and Advertisers

Sen. Paul Dupuy, 49, publisher of *Paris Le Petit Parisien,* one of the largest newspapers in the world in point of circulation, died July 10 of typhoid fever.



SEN. PAUL DUPUY

The noted French publisher had made many trips to this country and was widely known among newspaper and advertising men here. He was host to a large party of Americans who visited Paris after attending the London advertising convention three years ago.

Sen. Paul Dupuy followed his father, Jean Dupuy, as a newspaper man. After a brief experience at the bar, on the death of his father he abandoned the law and thereafter devoted himself to journalism and politics. He raised the circulation of Le Petit Parisian from 700,000 to 2,000,000 within ten years, and placed at the tip of its front page the legend: "Largest Circulation in the Entire World."

He also achieved great success with *Excelsior,* a paper that previously had eaten up half a million dollars. In two years he made it a profitable enterprise. His wife assisted in the direction of this property. She is an American woman, the former Helen Browne, daughter of William H. Browne of New York. Through her and through his admiration for American journalism, Sen. Dupuy had long been keenly interested in all phases of American life.

When the Senator and his wife were here for six weeks in 1923, he praised American newspapers highly, saying, among other things, "We have much to learn from American newspapers. I have already revolutionized the classified advertising in France along American lines, with great success." He considered establishing in New York a daily paper printed in French and English, but abandoned the project because he decided the ground was already thoroughly covered.

Sen. Dupuy was sometimes called the "Lord Northcliffe of France." He was said to be the best liked newspaper employer in his country, his establishment being known as 'La Bonne Maison" (the good house). He is credited with having done more than any other publisher to improve the conditions of journalistic employes in France. Among his many publications were: *Science et Vie, Omnia, Miroir des Sports, Agriculture Nouvelle and Nos Loisirs.*

WALTER EDWIN GARDNER

Former Syracuse Post-Standard Publisher Dies—Retired 10 Years Ago

Walter Edwin Gardner, for several years publisher of the *Syracuse* (N. Y.) *Post-Standard,* and who caused the merger of the *Standard* and the *Post,* died Friday, July 8, at his home in Syracuse. He retired ten years ago and he and his wife since had traveled extensively.

Mr. Gardner was born at Watertown. His first newspaper connection was on the *Milwaukee Evening Wisconsin* and there he rose from cub reporter to editor-in-chief. While editor of that newspaper he was appointed by President Harrison to be consul general to the Netherlands. He held that diplomatic post for four years.

He bought the *Green Bay* (Wis.) *Gazette* and conducted it for four years.

Mr. Gardner came to Syracuse in the spring of 1898 and bought a one-third interest in the Syracuse Post. He became its editor-in-chief as well as publisher. Later he brought about the merger of the Standard with the Post into the present Post-Standard.

LEON N. WHITE DIES

Leon N. White, north side representative in Chicago of the Ludlow Typograph Company, died July 4. While touring near Columbus, O., he suddenly became ill and died within half an hour. Funeral services were held July 7 in Chicago. Burial was at Carrollton, Ill. Mr. White is survived by his widow and two brothers.

KEITH PRESTON DIES AFTER OPERATION

Literary Editor of Chicago Daily News Succumbs After Three-Day Illness—Was University Professor

Keith Preston, literary editor of the *Chicago Daily News* and conductor of its popular "Hit or Miss" column, died July 7 in the Evanston hospital following a three-day illness. He was removed to the hospital July 5 after an operation for an ear infection which developed into pneumococcus meningitis and sank into a state of coma soon after, from which he never fully recovered consciousness.



KEITH PRESTON

Keith Preston was known throughout the country as a literary critic, humorist and writer of light verse. During the latter part of his career as a university instructor he began writing for the Daily News book page, then edited by Henry Blackman Sell. A department conducted by Mr. Preston was established in April, 1918, under the heading, "The Listening Post," which was changed to "The Periscope."

In April, 1922, Mr. Preston became the conductor of the "Hit or Miss" column on the editorial page of the Daily News, and his career as a college professor came to an end. In May, 1926, when Harry Hansen left to accept a position in New York, Preston was appointed literary editor, but continued to conduct his "Hit or Miss" column as well.

Mr. Preston was the author of several books, including "Types of Pan," "Splinters" and "Top o' the Column." He was also much in demand as a writer for magazines and as lecturer before schools and clubs.

He was born in Chicago Sept. 29, 1884, and was educated at the South Division high school and the University of Chicago, where he was graduated in 1905 with the degree of bachelor of philosophy. For a time he taught at the University of Indiana, from which institution he received the degree of master of arts in 1907. He continued his studies and was given the degree of doctor of philosophy at the University of Chicago in 1914.

Mr. Preston's teaching experience included a short period at Princeton, and in 1913 he came to Northwestern University as instructor in Latin. In 1915 he was advanced to the position of assistant professor and in 1919 to associate professor.

Preston is survived by his widow, Mrs. Etta Preston; his mother, Mrs. W. D. Preston; a sister, Miss Ethel Preston, and a brother, David Preston, all of Evanston.

Four of the active pallbearers at Mr. Preston's funeral were selected from among his co-workers on the Daily News.

The pallbearers were: Robert J. Casey, William S. Hedges, Harry M. Beardsley, Francis Fabian, Robert O. Ballou and Fenno DeVries.

WILLIAM T. BLISS DIES AT BEIRUT, SYRIA

Served New York Newspapers for Quarter of a Century—Member of N. Y. World Staff at Time of Death

William T. Bliss, 62, for more than a quarter of a century a New York newspaper man, died July 8, of cancer at the American University of Beirut, Syria. The last 15 years of his newspaper career were spent on the editorial staff of the *New York World.*

Born in London, Mr. Bliss received his training at the American University of Beirut, founded by his father, the Rev. Daniel D. Bliss. He finished his education in this country, and was graduated from Amherst in 1887.

He entered newspaper work immediately after graduation, getting his first training as a reporter on the *New York Sun* for a year. From 1889 until 1911 he was on the staff of the *Evening Mail,* except for one year, 1903-1904, when he was with the World. On the Evening Mail he became a successively reporter, exchange editor, city editor, assistant managing editor and dramatic editor. During the winter of 1890-1891 he traveled in Syria and Asia Minor as correspondent for the Evening Mail and on special mission for Col. Elliott F. Shepard.

Mr. Bliss was sporting editor of the old New York Mail and Express when, under Elliot Shepherd, there was a ban against reporting prize fights. Seeing one of the important matches of the day, he made up his mind that he would get it into the paper.

He wrote the story, stressing the brutality and bloodiness of the affair, but including every technical detail.

'A terrible thing has happened," he told Mr. Shepherd, explaining that he thought influential people ought to hear about it.

The story was run and on page one, creating the biggest sensation of the da

He came to the World in 1912, a afterward worked in many editor capacities. During the war he went Paris, where he was managing editor the Paris edition of the *Chicago Tribu* from April, 1918, to June, 1919. Sin that time he had been with the Wor continuously until a few months ag when he was warned by physicians of impending death, and, with never-faili courage, he journeyed to Beirut, to with his sister, in the home he had know so well as a boy.

Obituary

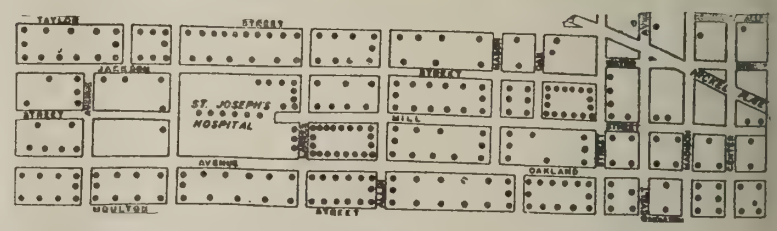
WILLIAM HUNTER ROGER formerly employed in the Sunday de partment of the *Chicago Tribune,* die July 6 at the home of relatives in M comb, Ill. He retired from the Tribu about a month ago because of ill healt

JAMES STINSON, 58, part owner of th *Sewickley* (Pa.) *Herald,* died recent at the Sewickley Hospital from bloo poisoning. He was a printer by trad and at one time was connected with th *Harrisburg Telegraph.*

BURT L. DALRYMPLE, 57, editor an publisher of the *Gowanda* (N. Y.) *En terprise,* died suddenly July 4 of apo plexy. Mr. Dalrymple learned the prin er's craft on the *Warren* (Pa.) *Time* In 1907 he joined the staff of the *Gow anda News,* founding the Enterprise si years later and continuing it until th time of his death.

HERBERT MYRICK, 66, president of th Phelps Publishing Company of Spring field, Mass., and publisher of farm pe riodicals, died at Bad Nauheim, Ger many, July 6. He was editor-in-chief o *Farm and Home* and the *New Englan Homestead;* chairman of the Northwes Orange Judd Company, publishers of th *Northwest Farmstead;* chairman of th Bushnell Company, publishers of th *Dakota Farmer;* president of the Amer can Educational Press, and publisher o *Good Housekeeping,* 1910-11.

A One-Paper Market



Into 6 Out of Every 7 Homes in

Bloomington, Ill.

Readership, plus density of circulation offers maximum advertising results at minimum cost.

7119
(Home Delivered 6730)
Net Paid Circulation in Bloomington-Normal.

65%
Greater home delivered city circulation than any other medium.

704
Out of 908 Boxes on the Eight Bloomington-Normal Rural Routes.

2½ Times
as much circulation in the Bloomington trading radius as any other medium.

19,897
Net Paid Circulation in 78 cities and towns and rural routes in Central Illinois.

(Above figures from Publisher's Statement, March 31, 1927)

The Daily Pantagraph

Published Every Morning Except Sunday at Bloomington, Ill.

REPRESENTATIVES
CHAS. H. EDDY CO., 247 Park Ave., New York City; 294 Washington St., Boston.
F. E. WALES, Room 1501, 140 S. Dearborn St., Chicago.
Member A. B. C., A. N. P. A., Associated Press.

SQUARING THE CIRCLE FOR THE PARIS FASHION SERVICE

Special Announcement to All Newspaper Editors

Two years ago I went to Paris and organized for the Cosmos Newspaper Syndicate The Paris Fashion Board, securing as its members the greatest Creators of the Mode in the world. After a year of careful preparation on a most comprehensive plan, I sent a young man to Paris last July, and installed him as our Paris representative. The Fashion Service was begun in October and has been appearing weekly in many leading newspapers, to their very general satisfaction.

A few days ago, without so much as an inquiry as to our rights or purposes in regard to this Fashion Service, on which we had invested many thousand dollars and two years of hard work, another Syndicate telegraphed to the newspapers carrying the Service that it had been transferred to them by our Paris representative. Of course this representative had no more moral or legal right to attempt to make such a transfer than a telegraph editor would have to transfer a newspaper's press franchise to a competitor. All of which reminds me of the fifteen year fight it was my privilege to make with honest newspapers to raise advertising standards and practices—known to all publishers and advertising managers. But that's another story.

SERVICE CONTINUED AND IMPROVED

The Keypoint of this page advertisement in Editor & Publisher is the definite announcement that the Cosmos Newspaper Syndicate will go forward and supply the Paris Fashion Service, which it organized and which it owns; that the place of the employe in Paris has been immediately and ably filled; that all contracts for the Service are being filled without missing a release; and, finally, that with the August 1st release there will be added to the Service a feature that has been in careful preparation for a number of weeks.

AMERICA'S ACCEPTANCE OF PARIS FASHIONS

This great addition is made to meet the one criticism the Fashion Service has had to meet. Editors everywhere have agreed that Paris was and is supreme as the Creator of Fashions and that the world-famous couturiers on the Paris Fashion Board could best describe and interpret the Fashions they create—

> *but Editors have also said repeatedly that they wanted for their papers not only the Fashions that were created in Paris but they wanted, quite as much, the Paris Fashions that are accepted in America, and obtainable by their readers in stores in their own cities.*

This important information is now to be provided—AMERICA'S ACCEPTANCE OF THE PARIS MODE—beginning with the weekly release of August 1st. An arrangement has been concluded for this added feature of the Paris Fashion Service, with one of the greatest Fashion Authorities in America. And this information is to be based on telegraphed reports from over one hundred leading stores in all parts of the United States and Canada. There will be published in the Service each week, based on these reports, four or five designs, showing the actual, accepted mode in America. Thus, the newspaper carrying the Fashion Service will please its women readers who want the last word of fashion authority direct from Paris, in signed articles by the famous members of the Paris Fashion Board, and it will also please its women readers who want to know the Paris Mode that is actually accepted and being generally worn. Manifestly this is Squaring The Circle of All Fashion Needs.

A GREAT FEATURE THAT MEANS BUSINESS

Now for a final word on increasing income. The Paris Fashion Service, as it has been organized the past year, has enabled papers both to gain and hold advertising from stores in the local field and from the great and growing volume of advertising that is affected by fashion news, in the national field. Beyond question this Squaring of the Fashion Circle will enormously increase the power, already demonstrated to be very great, of the Paris Fashion Service, to build up advertising income. Mr. Editor, in the immediate interest of your paper, I suggest that you at once consult your business manager and advertising manager on this vital point and, if they have any doubt in the matter, let them consult your great store advertisers.

And will you please say to your advertising manager for me that I will personally develop with him a plan in connection with the Paris Fashion Service that will increase the advertising prestige of your paper, however high it is, both in the local and in the national field.

Yours for Squaring the Fashion Circle and Increasing a Newspaper's Income,

HERBERT S. HOUSTON, *President.*

Open territory on the Paris Fashion Service will be assigned in the sequence of dates on orders, by telegraph or mail.

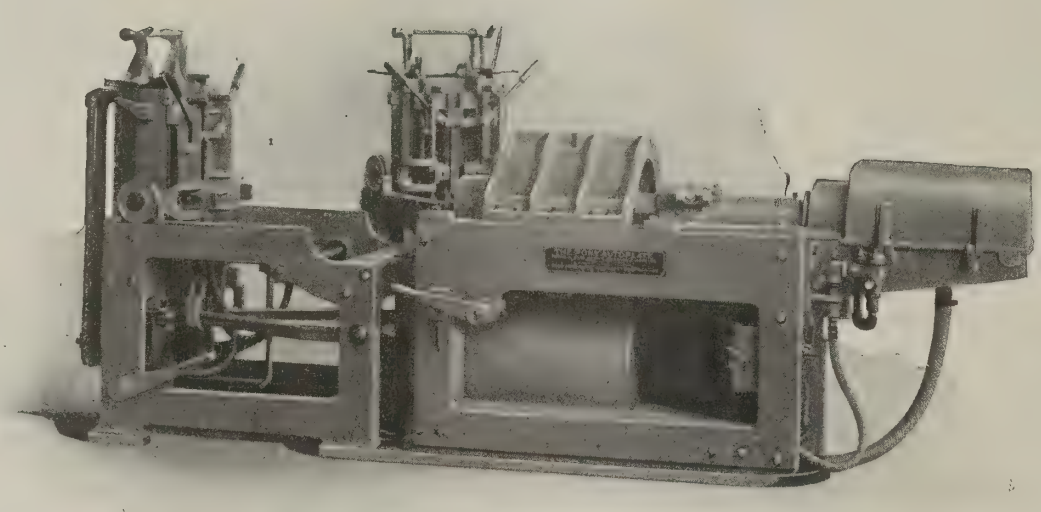
COSMOS NEWSPAPER SYNDICATE, Inc.
70 Fifth Ave., New York, N. Y.

Ther

An AUTOPLATE Machine

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These machines are
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plate making, which
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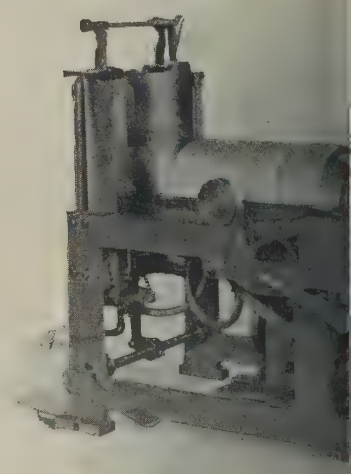


THE TWIN PONY AUTOPLATE MACHINE

It consists of two complete Pony Autoplate casting mechanisms and a single Pony Autoplate finishing mechanism, combined in such a way that it produces double the output of the Pony Autoplate Machine. In this machine the finishing mechanism auto matically swings into position to receive, finish, cool, and dry casts from both casting mechanisms.

Double output is obtained without doubling investment or floor space.

Price $8750
f. o. b. Plainfield, New Jersey



THE PONY A

It casts, shapes, shaves, tr
printing plates, uniformly
that require neither hand
nor hand-drying.

f. o. b. P

Machines may

R. HOE & COMPANY, INC.

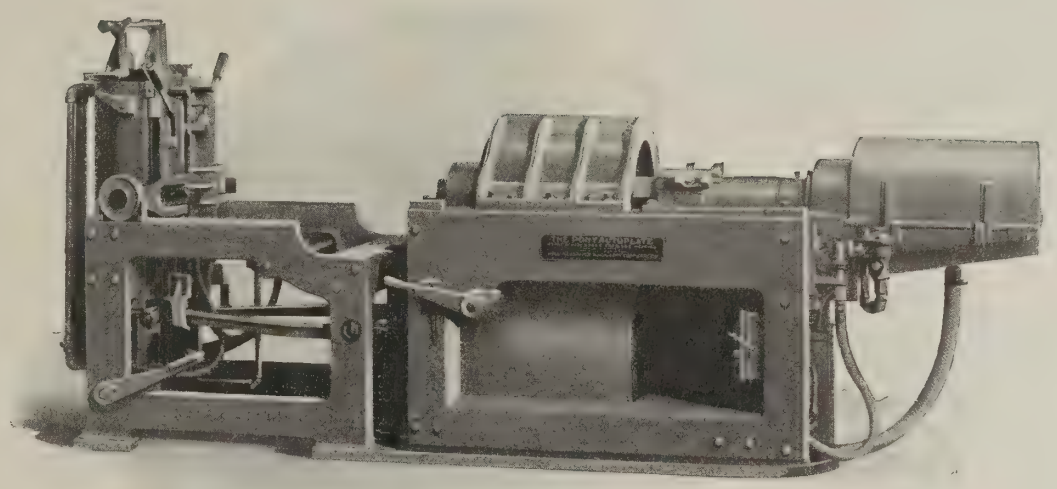
GOSS PRINTING PRESS COMPANY
THE GEORGE RUSSELL REED

WOOD NEWSPAPER MACHINERY CORPO

Exists
Fit Every Publisher's Needs

Autoplate Machine in-
Twin Pony Autoplate
Twin Pony Autoplate

lt of our endeavor to
benefits of automatic
oduction of the Auto-





TE MACHINE

s dries and delivers perfect
curvature and thickness,
and-tooling, hand-dipping,

0)
Jersey

THE SINGLE TWIN PONY AUTOPLATE MACHINE

The Single Twin Pony Autoplate Machine consists of two of the three units of a Twin Pony Autoplate Machine. It is identical in operation and output with the popular Pony Autoplate Machine, *but its producing capacity may be doubled at any time by the simple expedient of adding a second casting mechanism.* Thus it becomes a Twin Pony Autoplate Machine. The second casting unit may be had at a moment's notice.

The publisher who anticipates growth but does not require immediately the full capacity of the Twin Pony Autoplate Machine will find well worth while the possibilities of growth which the Single Twin Pony Autoplate Machine offers him.

Price $6250

(Second casting unit with operating mechanism $2800)
f. o. b. Plainfield, New Jersey

red of us or of

TER SCOTT & COMPANY
NY of San Francisco, California

DUPLEX PRINTING PRESS COMPANY

ION, 501 Fifth Avenue, New York City

EDITORIAL

"YOUR MONEY'S WORTH"

A BOOK that will make superficial and stand-pat readers rage and sensible and thoughtful folk in the great world of advertising and selling better able to grasp their responsibilities and future opportunities, has just been published by Stuart Chase and F. G. Schlink, under the title "Your Money's Worth."

The authors declare that their purpose is not to muck-rake, but to educate. We believe them. They enter the bewildering field of brand merchandise manufacturing, advertising and selling and proceed to argue the proposition that as a result of high-pressure salesmanship and advertising that merely teases the dollar the great American public is being deluged by a welter of stuff of uncertain quality and doubtful use and indicate that sound economics are being sufficiently outraged by modern practices to warrant the fear that the future holds a big smash for this house of cards. The authors quote an advertising agency circular to the effect that 25 per cent of the business of the country is on "natural demand" and 75 per cent the result of salesmanship, and while they do not credit those proportions they do believe, and propose to show, that a staggering total of the nation's purchasing power is thus controlled.

The book is an indictment, as we see it, of waste and irresponsibility, wherein the consumer is victimized by a false system, dangerous to all concerned. Its particularization is simply dumbfounding. Every principle of old-time competitive business seems to have been wiped out in the new age, the public buying blindly or on faith, with advertising making no attempt to inform but often misinforming. To be effective advertising must "get out before the beloved customer and shout, search, halloo, promise, concede, coax, be funny, coo, thump, seek, knock and punch," and this program, the authors assert, is the literal promise of a New York advertising agency. The tricks of trade that are exposed in the book seem, in the aggregate, so outrageous that the honest-minded reader throws up his hands, like old Aunt Agatha, exclaiming: "What in the world are we coming to!"

The book does not denounce advertising, but in scathing terms does accuse it of false and perilous methods. The authors hold that advertising is news, that facts should supplant palaver, that there should be standards of accuracy and that mere partisan assertion is not public service. They advocate a system in private business, similar to the Government's Bureau of Standards, where goods may be tested and then sold for their real, not imaginary worth. They say that during the last fiscal year the Bureau of Standards saved for Uncle Sam $100,000,000 on his extensive and manifold purchases and ask: "Why cannot this technique be extended to aid the consumer at large? * * * Billions could be saved to reduce drastically the cost of living."

All of which we have found of lively interest and sound enough in theory. Maybe our national extravagance and our blundering buying course will ultimately lead us to a smash, but the simple fact of the day and hour seems to be that hard times prevail in countries where trade is on the old-style basis of cautious, quality buying, the consumer jolly-well getting his money's worth, whereas in our harum-scarum country, with all its hot-air salesmanship, its waste and commercial bunk and junk, the average citizen and his family are simply reveling in material luxuries, comforts and creature needs, favored as by the gods in comparison with the people of other nations. This, of course, is no answer to the book's clear logic and masterful presentation of facts, but it is at least a comforting solace for this day, no matter what dire reaction tomorrow shall bring forth.

American journalism must not abandon the fundamental rules that have been established by long practice to govern it, one of the greatest of which is that the publisher who yields to the advertising bludgeon is a traitor to his craft and his paper's worst enemy.



Then Daniel answered and said before the king, Let thy gifts be to thyself, and give thy rewards to another; yet I will read the writing unto the king, and make known to him the interpretation.—Daniel, V; 17.

STILL CHALLENGING

APPARENTLY there is no advertising agency man who cares to defend in written or vocal debate the proposition that an advertising agency is justified in ethics, economy or even fairness to engage in free commercial publicity practises. We called in this column last week for a volunteer and on Monday palpitatingly opened the mail—nothing but the usual crop of brickbats and cut-flowers, new subscriptions, renewals of old ones and one dismal "stop" because we had said something nice about somebody whom our late subscriber holds in low esteem. No volunteer on Tuesday, Wednesday, Thursday or press day.

But we did receive a cordial and intelligent letter approving the principle that an advertising agency may not ethically, economically or morally traffic in press agent dope. The author is Walter Clare Martin, Vice-President of the Bedford Advertising Agency, Inc. Mr. Martin is quite willing to defend the proposition in a joint debate, but there is no fun in debating unless both sides of the argument are represented by a plumed knight. Who will debate with Mr. Martin? Last call! We take it that he would defend the proposition ably. His letter indicates that he has given the subject some thought. It follows:

"The challenge you hurled at the agencies strikes deep. Free publicity is a graft, or it isn't. It is honorable, or it is not. If an evil, smash it. If a blessing, stop the outcry against it.

"To some, free publicity is a monstrous parasite, spawning in the vitals of the American press; seducing editors; perverting news. To some, it is not only shady, not only cunning; it is economically false. If it is shady, men of pride should abhor it. If it is economically false, every agency and every newspaper in the nation, regardless of morals, should be eager to stop it, and can stop it, simply by recognizing the facts.

"The Bedford organizations are skilled in publicity. We have some of the most resourceful writers in the business, just to turn out free copy that will make the advertiser's heart dance. Constrained by custom to buccaneer space for our clients, we strive to do it more brilliantly than anyone else.

"But some of us have been editors; and some have studied the charts. The more we observe, the more radically we realize that the agency, the publisher, the client—the entire commonwealth—would benefit, if advertising were sold on its merits; not held out like a piece of prize liver to make hungry publishers bark.

"Facts are hard, facts are stubborn; but they are worth grubbing out. Your offer to stage a public debate is a mighty instrument for forcing slow truths into conscience. By all means, let's have it! As public as possible, *and plenty of advertisers to hear.* The client must be informed and intelligent, if he is to allow his agent to be.

"So many agencies are publicity addicts that some of them must know why. Some must honor the system; must believe it is good. They have facts; they have reasons. They can justify this professional custom, so deep, so widespread.

"Your challenge shot straight. It *IS* up to the agencies. They should vindicate this practice or junk it outright.

"We accept your frank challenge, while it is still hot and stinging. We can speak for all agencies who would like to end this frantic grabbing of white space, these vulgar assaults on the news. We can advance able speakers to demonstrate that THE FREE PUBLICITY HABIT SHOULD BE DISCARDED AMONG AGENCIES BY UNIVERSAL CONSENT.

"The present system undoubtedly has sincere and able defenders. Let them pick up this glove."

Josephus Daniels' favorite definition of a good newspaperman is: "One who arises each morning filled with indignation for every injustice and wrong reported from the four corners of the earth."

AN UNFAIR QUERY

THE editor of a newspaper in an Iowa city recently received a telegraph query from Baltimore signed "College News," which read: "United States Department Interior Announces Free Scholarship Michigan College of Mining and Technology offered man in your city," and the editor ordered 50 words by wire. When the "story" came along it was plain enough that no man in any particular city had been offered a scholarship, but rather the scholarship merely was announced as being open to one man from Iowa and one man from every other state, who could qualify.

Probably, although we have no way of confirming the fact, College News offered the story widely. Assuming that 100 editors bit and paid $2 for the item the vacation period of "College News," whoever he may be, would be assured. Inquiry reveals that "College News" has a post-office address in Baltimore.

The best method of dealing with a correspondent who thrusts collect wires on an unwilling newspaper is to refuse them, permitting the telegraph company to do the collecting at the sending end. That is what the Iowa editor did. The correspondent who, while having a technical "out," must know that his query was wholly misleading and unfair.

When the theatres and motion picture houses charge the same prices for box, orchestra, balcony and gallery seats, newspapers might be willing to sell amusement advertising, with its fixed position, its frequent changes of copy and numerous other service values at run-of-paper rate. The answer to the Will Hays movement to break amusement rates in newspapers is that amusement rates are too low for service rendered by the average newspaper.

THE MAIN FACT

THE indications at Washington are that the new Congress will focus its attention upon the policies of the Post Office Department and perhaps yield some relief on postal rates on the sensible proposition that this branch of the Federal Government is a service and not a money-making institution. Our Washington correspondent advises that there are two demands from important sources for sweeping reorganization of the postal system. We hope and believe that this is coming. Nothing is more absurd in the whole scheme of government than that post-office administration should be regarded as a failure when it shows a deficit or a success when it shows a profit. This is but another instance indicating how far wrong the business code may go when applied to government. We believe with Congressman Kelly that this point must be made clear to clear the way for sensible reorganization. The figures on which the "deficit" is based are by no means satisfactory—postal figures can be made to dance to almost any tune. But the principal fact is that the present administration does not give a hoot about the old original policy of making the dissemination of printed information easily available to the public through the mails.

Elmer Gantry is, of course, an exaggerated fiction character, but there are few old-time reporters who have not encountered his brand of hypocrisy, or phases of it, in dealing with professional moralists.

PERSONAL

EORGE M. BURBACH, business manager of the *St. Louis Post Dis-ch* and chairman of the Advertising mmission of the International Adver-ig Association, sailed Tuesday on the rge Washington for a vacation bad. He was accompanied by Mrs. bach and their son.

ongressman Guy U. Hardy, publisher he *Canon City* (Cal.) *Daily Record,* been visiting in Riverside, Cal.

ephaniah W. Pease, editor of the *New ford* (Mass.) *Morning Mercury* and e than 40 years a correspondent for *Boston* (Mass.) *Globe,* sailed from v York on the S. S. Minnetoka, July for a tour of Europe.

. W. Stevick, editor and publisher the *Texarkana* (Ark.) *Gazette* and *arkana Evening News,* is ill in a arkana hospital, where he was op-ed on for acute appendicitis. Mr. trick also is editor and publisher of *Champaign* (Ill.) *News-Gazette.*

. M. Bomberger, publisher of *Jean-e* (Pa.) *News-Dispatch,* has been ap-nted a member of the Bushy Run ttlefield Commission by Governor ner of Pennsylvania.

B. Lewis, editor of the *Olympia ash.) Morning Olympian* and *Eve-ig Recorder,* and Mrs. Lewis spent eral days motoring through British lumbia recently.

le Buck, secretary of the Nebraska ss Association, has left with Mrs. k for a three months' vacation trip ugh the Middle West for his health.

IN THE BUSINESS OFFICE

J. ROBERTSON, manager of the *London Daily Express,* arrived in ntreal last week en route to Toronto, re he will visit his parents. Robert-n is a Canadian by birth and a gradu-of Toronto University.

oward R. Imboden has succeeded mas W. Ham as local advertising nager of the *Pulaski* (Va.) *Southwest mes.*

. G. Abbey, for the past three years rtising manager of the *Ashtabula) Star-Beacon,* has been named ad-ising director of the *LaSalle* (Ill.) *t-Tribune.*

Valter C. Nielson, four years with Public Service office of the *Chicago bune,* has left to join a new pro-ional bureau being organized by the panies making up the Samuel Insull tic utilities interests.

IN THE EDITORIAL ROOMS

VILLARD COOPER, editorial writer of the *New London* (Conn.) *Day,* recently returned from a three nths' trip to Central and South erica.

rchie Bell, dramatic and music editor the *Cleveland News,* is touring Ire-nd and sending his paper daily articles scribing some of the famous scenic hes. He recently toured Scotland.

hn Shields, city editor of the *Toledo ws-Bee,* has gone to Lansing, Mich., managing editor of the *Capitol News.*

orrest Lowry, city editor, *Salt Lake Tribune,* underwent an operation for e appendicitis last week at the Lat-ay Saints' Hospital.

nthony J. Philpott, of the staff of *Boston* (Mass.) *Globe,* is writing eries on "Man's First Twenty-five rs in the Air," which is running r in the Globe.

eorge Williams, photograph editor the *Baltimore News,* recently paid a to former associates in Albany, re he was acting city editor for the *ning News.*

alker S. Buell, Washington bureau of the *Cleveland Plain Dealer,* t a few days recently in Cleveland.

. Harold Kingsley, editor and co-lisher of the *Torrance* (Cal.) *Herald* the *Lomita* (Cal.) *News,* is now in on, Mass., where he is holding a porary position as editorial writer on *Independent,* substituting for Arthur nd. Mr. Pound is leaving for Europe the summer.

rnst Ludwig Meyer, formerly of the *New York Daily News* copy desk, who returned July 5 to the editorial staff of the *Madison* (Wis.) *Capital Times,* is writing a daily column for the editorial page of the Capital Times.

Phil Porter, political and Columbus legislative representative of the *Cleveland Plain Dealer,* is spending his vacation in and around Staunton, Va., his former home.

Roy Justus has rejoined the *Sioux City* (Ia.) *Tribune* as staff artist. He succeeds Donald MacCrae, who has joined the *Des Moines* (Ia.) *Register and Tribune-Capital* staff.

Clark W. Booth has resigned from the editorial staff of the *Birmingham News* to open a publicity office.

Smith Cady, managing editor of the *University of Michigan Daily* last year, has joined the *Mount Clemens* (Mich.) *Reporter.*

William Brownell, reporter on the *Albany* (N. Y.) *Knickerbocker Press* for the last two years, has resigned to enter the real estate business.

Members of the editorial staff of the *Buffalo Courier and Express* presented the retiring day city editor, Fred Turner, with a wrist watch, and the advertising staff gave him a brief case, when he resigned to enter the insurance business recently.

Arthur G. Oliver, formerly with the *Bath* (Me.) *Times,* has recently been promoted from the city staff of the *New Bedford* (Mass.) *Times* to city editor.

E. R. Gomberg, former Ann Arbor, Mich., correspondent of the *Detroit Times,* is now reporting for the Times in Detroit.

Frank Lynch has resigned from the copy desk of the *Albany* (N. Y.) *Evening News* and gone to Detroit.

Charles P. Killgore, staff artist of the *Chicago Tribune,* is in the High Sierras sketching California scenery for his autumn exhibition, to be given under the auspices of the Chicago Galleries Association.

Percival A. Bachelder, city editor of the *Portland* (Me.) *Express,* is in camp with the 240th Coast Artillery, Maine National Guard, at Fort McKinley, Portland Harbor. Bachelder is captain of Headquarters battery.

Don Howard, copy desk, *Salt Lake City Telegram,* has obtained a month's leave of absence on account of ill health. He will spend the time in Idaho.

Alson Ferguson, city and county building reporter, *Salt Lake City Telegram,* is at work again following recovery from a fractured leg.

Darsie L. Darsie has joined the sports staff of the *Los Angeles Evening Express.*

Viv B. Gray, assistant Sunday editor of the *Cleveland Plain Dealer,* is back at his desk after spending a month fishing in Canada.

Julian Seaman, rewrite man for the *New York World,* is on an automobile trip to Vermont on his vacation.

FOLKS WORTH KNOWING

ROBERT W. SHAND, the new Sunday editor of the *New York Daily News,* has been with that tabloid now for the last three and a half years. For two years of that time he was head of the copy desk, and more recently was assistant to Miss Roberta Yates, whom he has now succeeded as Sunday editor. He has not yet named his assistant.



ROBERT W. SHAND

Prior to his association with the New York Daily News Mr. Shand was on the copy desk and telegraph editor of the *New York American.* A graduate of the Massachusetts Institute of Technology with the class of 1917, Mr. Shand was, during the war, a senior lieutenant in the construction corps of the U. S. Navy. The decision of this country to cut down on battleships let the young lieutenant out of his job, and, as a consequence, he "drifted" into newspaper work.

Mr. Shand's first newspaper work was for the *Washington Herald.* He wrote sports for this paper and also worked on its copy desk.

Marty McDonagh, sports editor of the *Albany* (N. Y.) *Times-Union,* is chief communications officer of the 105th Infantry, New York National Guard, at Pine Camp, Watertown. Mr. McDonagh holds the rank of lieutenant.

PRESS ASSOCIATION NOTES

ROBERT B. McCLEAN, general manager of the Consolidated Press Association, and Horace Epes, director of the editorial department, attended the Southern Publishers' convention in Atlanta.

James A. Parsons, formerly Associated Press correspondent at the State House, Boston, Mass., has been appointed assistant director of commercial, industrial and publicity bureau of the city of Boston.

Dale Van Every has resigned as mail service editor of the United Press to write a book for D. Appleton & Son. Van Every was co-author with Morris De Haven Tracy, also of the United Press, of "Charles Lindbergh—His Life," which was published by Appletons. Duke N. Parry succeeds Van Every as mail service editor.

James R. Connor, Jr., has been appointed manager of the St. Louis bureau of International News Service, succeed-

(*Continued on page 36*).

CLARE OGDEN DAVIS

writes a very successful series of interviews. Weekly, for Saturday or Sunday release.

Mrs. Davis picks the most interesting of the great men and women. She interviews each on some topic of especial interest to parents.

The list of persons interviewed by Mrs. Davis reads like a super-Who's Who.

These interviews, under news heads, add distinction to some of the best first pages in America.

The McNaught Syndicate, Inc.

V. V. McNITT, President — **Times Bldg. New York, N. Y.** — CHARLES V. McADAM, Vice President

GLADYS

and the

YOUNG MODERNS

by

ALAN DUNN



"Now, Gertrude, I don't go beggin' bones offa you, do I?"

Starting AUGUST 1, 1927

A Daily Capsule of Delight

(One-col. six days, two-cols. one day; or two-cols. seven days)

Brighter Than a Box
and
Just Made for the Make-Up Man!

Metropolitan Newspaper Service,

Maximilian Elser, Jr., General Manager. Earl J. Hadley, Associate

150 Nassau St., New York City

(*Continued from page 35*)

ing Jerry Quisenberry, resigned. Connor was formerly manager of the Jacksonville, Pittsburgh and Des Moines bureaus.

Charles McCann, for several years on the London staff of the United Press and who returned to the United States on the cruiser Memphis with Lindbergh, will remain in New York and has been assigned to the New York cable staff.

Clyde West, night editor of Universal Service, has just returned from a month's vacation in Cuba.

D. B. Hadley, of the Des Moines bureau of the Associated Press, has resigned, effective Aug. 1. He intends to enter the University of Wisconsin.

Julian Capers, Jr., manager of the Columbus bureau of International News Service, is spending his vacation in New York.

Riley Allen will cover the meeting of the Institute of Pacific Relations at Honolulu for the *Chicago Daily News* and members of the Consolidated Press Association.

John L. Meddoff, manager of the Tallahassee bureau of International News Service, has been drafted to New York headquarters for the summer. Joseph Laube is taking his place at Jacksonville during his absence.

Francis J. Powers has joined the staff of the Friday night leased wire service of the Consolidated Press Association as special writer on golf.

MARRIED

ARTHUR L. FISH, president and general manager of the *Salt Lake City Telegram,* to Miss Blanche Kirkendall, of Salt Lake City, last week. The couple are spending a short honeymoon touring the Northwest.

Philip A. Steinbach, copy desk man, *Worcester* (Mass.) *Evening Post,* formerly associated with Rochester, Philadelphia and Wilmington, Del., newspapers, to Miss Anna Knittell, of Rochester, recently.

Miss Lindsay Clement Field, daughter of William H. Field, general manager of the *New York Daily News* and owner of the *Rutland* (Vt.) *Herald,* to Clark Williams, of New York, at the home of the bride, in Rutland, Vt., June 30.

George Osborne, of the editorial staff of the *Eureka* (Cal.) *Humboldt Times,* to Miss Alice Lambert, June 26.

Miss Mary Sheets, of the editorial department *Columbus Ohio State Journal,* to Prof. Donald Hayes Daugherty, of Ohio State University, a few days ago.

Theodore Bernard Steinmann, sports editor of the *San Diego* (Cal.) *Union,* to Miss Agnes Vivian Ridgway, of Glendale, Cal., in the latter city, July 1.

SPECIAL EDITIONS

PASADENA (Cal.) MORNING SUN, 40-page Vacation Number, June 18.

Bradentown (Fla.) *Herald,* special bridge edition, June 28.

London (O.) *Madison Press,* 12-page section on new grain elevator, July 7.

Waynesboro (Pa.) *Record Herald,* annual resort edition of 12 pages, July 6.

Los Angeles Evening Express, 8-page rotogravure section advertising San Diego County, June 30.

Los Angeles Examiner, 22-page section advertising southern California's achievement, June 30.

Halifax (N. S.) *Morning Chronicle,* confederation edition, Thursday, June 30, 36 pages.

Halifax Herald and Evening Mail, Diamond Jubilee edition, Tuesday, June 28, 48 pages.

ASSOCIATIONS

DAVENPORT (Ia.) AD CLUB will conduct a general course in advertising in the high and intermediate schools next fall and winter, Lee Turnbull, president, has announced.

Starting in the fall, a monthly bulletin will be published by the ADVERTISING CLUB OF ALBANY, N. Y., edited by C. Ellsworth Chatterley, assistant advertising manager of the *Albany* (N. Y.) *Knickerbocker Press.*

Photo-engravers of North Carolina, at a meeting held last week at the Charlotte Chamber of Commerce, organized the North Carolina Photo-Engravers Association. Frank H. Pierman, of the Pierman Engraving Company, Charlotte, was elected president, and Kenneth W. Whitsett, of the Charlotte Engraving Company, secretary-treasurer.

In a recent issue it was incorrectly stated that the newly organized SUBURBAN PRESS CLUB was a Newark, N. J., organization. The club is composed of newspaper men of the Oranges and Maplewood, N. J. Frank Jay Morris, Consolidated News Service, East Orange, is president.

HOLDING NEW POSTS

FRANCIS DARE, photographer, from *Passaic* (N. J.) *Eagle-News,* to *Albany* (N. Y.) *Times-Union* staff.

NEW PLANTS AND EQUIPMENT

H. J. KUHN, publisher of the *Beaumont* (Cal.) *Gateway Gazette,* has let the contract for a new newspaper and printing plant building. The structure will be of hollow tile and concrete construction, fireproof throughout. It will be 35 feet by 60 feet.

Artesia (Cal.) *News* has moved into larger quarters and installed a cylinder press.

Olympia (Wash.) *News* has moved from 113 Fifth Avenue West to the Convery Building at 214 East Sixth and has installed new equipment.

J. T. Jones, editor and publisher of the *Argenta* (Ill.) *Register,* has purchased the one-story brick building, 24 by 60 feet, adjoining the post office building, and will move his office and equipment there.

Work has started on a new building to house the plant of the *Oceanside* (Cal.) *Daily Tribune,* a new paper to be published soon by Bryan Brothers, formerly of Arizona.

BUILDING NEWSPAPER CIRCULATION

New York Graphic Gains Permanent Advertising by Popularity Contests—Boston Herald Reduces Subscription Rates—Pays 10 Cents Gets a Sub

IN a large number of New York elevators a permanent advertisement for the *New York Evening Graphic* has been placed in the shape of a brass plaque on which those who ride may read the masthead of Macfadden's tabloid.

This is just one aftermath of a popularity contest conducted by the Graphic. The plaque was awarded to those elevator operators who received above a certain number of votes. There were also cash prizes to keep people interested. The plaque, in addition to giving the Graphic's name, compliments the elevator operator for his "courtesy and efficiency."

Now the Graphic is conducting a contest to find the most popular soda clerk in New York. A vote is printed in each copy of the paper, and is to be saved by the candidate for the cash prizes offered.

The *Boston* (Mass.) *Herald* has announced in large advertisements in its columns the reduction of the subscription rate from $6.60 a year for the daily paper to $5 and from $5.20 for the Sunday paper to $5. The six months' rate for both is now $2.50, as compared with $3.30 for the daily paper and $2.75 for the Sunday paper. The one-month rate has been reduced from 55 cents for the daily paper to 50 cents, while the Sunday month rate remains the same, 50 cents. No reason is given for the reduction.

Extensive plans have been made for the summer meeting of the New England Circulation Managers' Association which will be held at Woodland Springs Lodge, Lake Pleasant, Casco, Me., July 20 and 21. Those making the trip will meet at the *Portland* (Me.) *Press Herald* at 5 p. m., July 19. Woodland Springs Lodge is 35 miles from Portland and about 15 miles from Poland Springs. The program is in charge of the Maine members.

The *Syracuse* (N. Y.) *Herald,* afternoon daily, is co-operating with the Empire Theatre, leading film house, in the preparation of a "local" film news reel. The two have adopted the slogan of "Read it in the Herald; See it at the Empire."

The *Terrell* (Tex.) *Daily Tribune,* Fred Massengill, editor, is making use of a clever plan for building up its subscription list at small cost. Mr. Massengill makes a standing offer that when anyone has a birthday the Tribune will present him with a free ticket to a designated local theatre upon request in person. This offer applies to all alike and the mere statement on the part of the claimant that his birthday has come is accepted without question.

But when the applicant has received his ticket and congratulations on his anniversary and his good will thus obtained he is asked if he is a subscriber to the Tribune. If he is not, his subscription is solicited on the spot.

A considerable number of subscriptions have been obtained in this way and at small cost.

CLASSIFIED ADVERTISING

Association Seeking Model Law to Curb Fraudulent Advertising—Real Estate Section Prospers Over the Holidays—Daily Runs Employment Bureau

C. L. PERKINS, *Chicago Herald Examiner,* and president of the Association of Newspaper Classified Advertising Managers, has appointed a committee to recommend a model law defining fraudulent classified advertising and providing punishment for offenders. It is expected that the association will urge its adoption by all states and cities not now having adequate laws as another step to the complete elimination of misleading classified advertisements.

Members of the committee are: James A. Finneran, *New York Times,* chairman; T. R. Longcope, *Boston American;* Chester Nolan, *Brooklyn Eagle;* C. C. Armstrong, *Baltimore News;* and Theodore Newhouse, *Staten Island Advance.*

Members of the association are now being requested to print daily a box containing the following information:

"The (name of paper) is a member of the Association of Newspaper Classified Advertising Managers, which includes leading newspapers throughout the country and has for one of its aims the elimination of fraudulent and misleading classified advertising. The (name of paper), as well as every other member of the Association, endeavors to print only truthful classified advertisements and will appreciate having its attention called to any advertisement not conforming to the highest standards of honesty."

Holidays are the best days on which to interest real estate operators in placing copy in classified columns, L. L. Heaton, classified manager of the *New York Herald Tribune* learned over the July 4 vacation period, when he piled up a record linage in this classification for his paper. The sales talk used was that people were free and had more opportunity to look over real estate on holidays than at any other time.

Realtors were asked, wherever possible, to pick out and advertise the "best buy" on their books. Then the following box was printed at the head of the classification:

"THESE HOMES CHOSEN AS BEST VALUES NOW OFFERED.

"These advertisements describe the best value homes now offered by many o leading real estate agents. If you to save money it will pay you to now the home you have been waitin Among many hundreds of homes able, these have been selected fo value they offer the purchaser b people who know home values."

A help wanted service has bee augurated for the *Fresno* (Cal.) *B* Robert L. Bellem, appointed clas manager of that paper last April. service operates as a free employ bureau in conjunction with help and tion wanted advertisements.

Other changes Mr. Bellem has pu effect include: Revision of typograp dress, eliminating cuts and bold ty the undisplay columns and the substit of two-point cut-off rules for six p a new rate card containing a cash feature entitling transient advertise a substantial discount on bills paid w seven days of an advertisement's insertion; nightly broadcasting of los found ads over the Bee's radio sta establishment of a room rental se free of charge in conjunction with r advertisements; the appointment o drug store branch offices for rece of Bee classified orders; and inte system of mail solicitation and a plan for solicitors on certain class tions in need of development.

Nooksack (Wash.) *Sentinel* adopted a new rate of one cent a for classified advertising regardles the size of the advertisement. All c fied is now on a strictly cash basis there is no minimum charge. As a ice to the farmers of the Nooksack ley, the Sentinel will run all copy taining to the farm free of charge. includes live stock for sale, poultry sale or exchange and farm implen It does not, however, include hous goods.

Tom Haughawout, of the classifie vertising sales force of the *Fresno* and Mrs. Haughawout are parents daughter, born July 5.

FLASHES

The Reds have the only self-perpe ing political doctrine. It keeps p poor and poverty keeps them Red.—*cuse Post-Standard.*

The world's champion optimist is ert Fredges, who expects to pay his penses on a world tour by playing ukelele and taking up collections.—*ence* (Ala.) *Herald.*

The stress laid on keeping one's on one's ball is probably the best of the Scotch origin of golf.—*Little Arkansas Gazette.*

Dignity is like a banana skin, ha stand on.—*Florence* (Ala.) *Herald.*

Cal is going to do his resting in S Dakota—practically the geographical ter of his unrest.—*Dallas News.*

"Savage Tribes Have Form of In Tax. That, of course, is why th savage."—*Windsor* (Ont.) *Border Star.*

Mussolini is backing the project t hume Herculaneum, and our u standing is that as soon as the ci uncovered, he's going to dare Ves to do it again.—*Kansas City Star.*

Scientist suggests that the lower mals may some time overcome and vour the human race. And it's high now for the squirrels to get start *Little Rock Arkansas Gazette.*

DO SPACE BUYERS REALLY WANT INFORMATION?

Editor & Publisher recently quoted several space buyers as saying they want facts about newspapers and their fields.

IF THEY DO, HERE ARE SOME REAL FACTS:

Has the time not come for advertisers and advertising agents to cease the practice long in vogue of classing weekly newspapers as a mass, and of disregarding those outstanding weeklies that, in many cases, are superior in every way to the small city dailies they use?

Weekly newspapers are no more to be considered as a mass than an advertiser would think of putting all railroad or industrial stocks in the same class in the stock market.

There are a lot of weekly newspapers that are not worth using.

There are also some that should be on many advertisers' schedules. They should be picked with discrimination just as one would pick stocks for speculation or investment.

The tendency, it seems, is to pick a daily of 2,000 circulation in Podunk, just because it is a daily, and disregard high-class weeklies of 5,000 and more circulation in localities where there are no daily newspapers published whatever.

Here are two concrete instances of merit as illustrating the case in point:

The Washington New Jersey STAR and The Phillipsburg, N. J., STAR, known as The STAR Newspapers, are sold in combination in a community of 60,000 people where there is not a daily newspaper published. To all practical purposes Warren county, N. J., is a city of 60,000 and should be so considered by the advertiser. But those 60,000 people not being herded together in one mass, the sales possibilities are ignored, whereas if The STAR Newspapers were daily newspapers in their territory of 60,000 people, almost every national advertiser would use space in them at least once a week.

The fact that they are not daily newspapers (because we do not believe the time is yet ripe for such a move) does not detract one iota from their value to the advertiser.

They are superior to most small-city dailies in every way—appearance, contents, quality of printing, reader interest—in everything that goes to make value for the advertiser. And the business methods of The STAR Newspapers are just as high as any daily in cities of whatever size. If they were not, they would not have a circulation of over 9,000. They would not be among the largest weekly newspapers in the whole country. **The Washington STAR** for instance, carries more advertising per issue than the average daily issue of the New York Times. There is a reason for it—and that reason is simply merit. An examination of copies of The STAR Newspapers will show why they carry so much advertising, why they have such large circulations.

Send for copies of our papers. Study them a moment and you will say to yourself **"Here is a wonderful field in which to sell more goods, a field that can be covered in no other way, and here are two splendid newspapers through which to advertise the goods, papers that are close to their readers because they are strictly home newspapers, chuck full of names of people the readers know, papers that are far superior to many dailies on many lists, and even though they are weeklies, they are worth using far more than lots of dailies."**

If advertisers and agencies will just give the papers a chance to prove themselves to be the kind of papers we have just said they are (by sending for the papers and studying the possibilities of the field) we know they will O. K. the above.

The Phillipsburg STAR is the only paper in Phillipsburg, N. J., 20,000 population. It is a thriving industrial city, the home of such plants as Ingersoll-Rand, Warren Pipe and Foundry and other industrial leaders. It has diversity of manufacturing interests, and it grows and prospers. If it were a daily, national advertisers would clamor to get into it. It is no less valuable because it is a weekly—most foreign schedules seldom run oftener than once a week. The circulation is guaranteed over 4,000.

And as The Phillipsburg STAR covers Phillipsburg, so does **The Washington STAR** cover the remainder of Warren county and the adjacent portions of Hunterdon and Morris counties. It is 60 years old, and guarantees a circulation of over 5,000. **Combined circulation of The STAR Newspapers is over 9,000 home delivered, read-by-the-whole family circulation among 60,000 highly prosperous people, equal to any city of 60,000 people in wealth, prosperity, intelligence—in everything that goes to make a high class of typical American people.**

This whole section is wonderfully rich from manufacturing, dairying and agricultural prosperity, making it a highly profitable field for the advertiser. It can be covered only through The STAR Newspapers—there are no other local newspapers that make any pretense of covering it. The unusually large circulation proves absolute coverage, and also proves that there can be no other local newspapers. The STAR Newspapers are read in every township, borough and village in the county, and in many in adjoining counties.

Washington, N. J. STAR

Largest country weekly in the U. S. Over 150 col. adv. per issue. Over 5,000 Circulation. 60 years old.

Phillipsburg, N. J. STAR

Only newspaper in a thriving industrial city of 20,000 people. Circulation over 4,000 weekly.

Combined circulation over 9,000—Combined rate, 84c inch, flat

The two papers have absolute coverage of 60,000 prosperous people with $20,000,000 in the banks, 11,000 automobiles, and an enormous weekly payroll.

The Washington STAR is issued every Thursday morning.
The Phillipsburg STAR is issued every Friday morning.

For Further Information Address:

THE STAR NEWSPAPERS, Washington, New Jersey

GREATER CIRCULATIONS BUT FEWER DAILIES

(*Continued from page 3*)

of $2.27, dropping back to the 1923 level after three intervening years of small increases.

Canadian newspapers, published daily in English or French for the general public, have apparently reached the end of their acute period of consolidations and now number one more than they did six months ago. The total number of Canadian dailies listed is 104, of which 24 are morning and 80 are evening. Four Sunday newspapers are published in the Dominion, three in British Columbia and one in Ontario. The latter, the *Toronto Weekly Star,* is not technically a Sunday newspaper, being published on Saturday but having a general Sunday circulation.

Canadian newspaper circulations show a steadily upward course, similar to that of the United States dailies with the tabloid and other metropolitan gains discounted for purposes of analysis.

Morning newspapers show a slight decrease during the past six months—from 475,104 to 472,358 copies per day—2,476 copies, or one-half of one per cent.

Evening newspaper circulations increased from 1,369,219 copies to 1,382,332 copies, a gain of 13,113 copies, or about 1 per cent.

Sunday newspaper circulations increased from 276,683 copies to 287,409 copies, a gain of 10,716 copies, or 3.8 per cent.

The Canadian morning papers' rate per line per million circulation is $3.04, an increase of 12 cents over the rate of six months ago, when it was $2.92. In 1924, it was $2.99.

Canadian evening papers now record a rate per line per million circulation of $2.82, compared with $2.76 six months ago and $2.67 in 1924.

The Canadian Sunday milline rate covers so small a field that it is indicative of little as an advertising yardstick, but it is given for purposes of comparison. It is now $1.75, against $1.98 six months ago and $2.20 in 1924.

All of this information is summarized in handy form in the table which has become known during the past nine years of its semi-annual publication as the "Editor & Publisher Ready Reckoner of the Cost of a Newspaper Campaign." This table appears on Page 4 and is followed by the tabulation of newspapers published as of June 15, 1927, with circulations as stated to the Audit Bureau of Circulations or to the Post Office Department for the six months period ending March 31, 1927. The advertising rate listed is that given on the rate card as applying on general advertising contracts for total space of 5,000 agate lines. Evening papers are named in bold-face type, morning newspapers in light-face. Circulation figures taken from reports to the A. B. C. are given in bold face and when followed by an "x" are for three months ending March 31, 1927. Other variations from the rule are explained in convenient footnotes. An asterisk following the rate figure indicates that the paper's card quotes a flat rate. Population of city and trading area are taken from the tables of latest available estimates, by the U. S. Census Bureau, the Audit Bureau of Circulations, local Chambers of Commerce and other informed civic bodies. Where no more recent estimate is available, the 1920 Census figures are used. In the Canadian table, the figures given are those of the 1926 Census whenever possible; otherwise those of the 1921 Census. Canadian circulations are for the most part taken from the reports to the Audit Bureau of Circulations, otherwise from sworn statements by the publishers for various recent periods.

ENGLISH LANGUAGE DAILIES OF U. S. WITH CIRCULATIONS AND RATES

Circulation Figures Are Average Net Paid for Six Months Ending March 31, 1927, as Filed with Government or A. B. C. Advertising rates are those on General Contracts, effective June 1, 1927, on 5,000 lines. Copyright 1927 by the Editor & Publisher Co.

ALABAMA

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
4,023	.....	....	Andalusia	Star	(e)	.....	.025*
24,828	78,000	1882	Anniston	Star	(e)	5,853	.04*
				Sunday edition	(s)	5,853	.04*
280,000	600,000	1870	Birmingham	Age-Herald	(m)	38,376	...
		1888		News	(e)	81,510	...
				Combined Daily	(me)	119,886	.27*
				Sunday edition	(s)	.....	.30*
				News purchased Age-Herald effective June 1 and Sunday editions were combined. Sunday circulations as of March 31, 1927, as reported to the A. B. C., were: Age-Herald, 51,144; News, 98,245.			
		1921		Post	(e)	56,418	.12*
15,000	38,000	1911	Decatur	Daily	(e)	3,982	.03*
10,034	.....	1908	Dothan	Eagle	(e)	.....	.03*
6,253	.....	1882	Eufaula	Citizen	(e)	975	.025*
17,000	65,000	1889	Florence	Times-News	(e)	4,605	.04*
				Sunday edition	(s)	4,605	.05*
19,125	150,000	1867	Gadsden	Times	(e)	6,779	.054*
8,018	50,000	1910	Huntsville	Times	(e)	3,683	.03*
				Sunday edition	(s)	3,729	.03*
65,000	220,000	1814	Mobile	Register	(m)	23,326	.08*
				Sunday edition	(s)	34,630	.10*
		1881		News-Item	(e)	12,995	.05*
				Combined Daily	(me)	36,321	.12*
				Register & News-Item	(se)	.....	.14*
65,000	376,000	1828	Montgomery	Advertiser	(m)	20,661	.06*
				Sunday edition	(s)	26,512	.08*
		1888		Journal	(e)	18,721	.075*
4,960	.....	1888	Opelika	News	(e)	2,500	.011*
15,589	54,697	1825	Selma	Times-Journal	(e)	5,778	.04*
				Sunday edition	(s)	5,778	.04*
11,500	.....	1907	Sheffield & Tuscumbia	Tri-Cities Daily	(e)	.....	.035*
6,546	.....	1909	Talladega	Home	(e)	.....	.021*
5,696	.....	1892	Troy	Messenger	(e)	.....	.018*
25,000	.....	1832	Tuscaloosa	News & Times Gazette	(e)	4,275	.036*
				Sunday edition	(s)	4,275	.036*

ARIZONA

9,205	60,000	1914	Bisbee	Ore	(e)	1,803	.032
		1898		Review	(m)	4,019	.035*
				Sunday edition	(s)	4,019	.035*
9,916	.....	1901	Douglas	Dispatch	(m)	3,149	.036*
				Sunday edition	(s)	3,149	.036*
10,300	.....	1913	Globe	Arizona Gazette	(e)	.....	.036*
10,650	28,000	1878	Miami	Arizona Silver Belt	(e)	.....	.036*
		1919		Bulletin	(e)	2,400	.036*
5,199	.....	1914	Nogales	Herald	(e)	2,533	.036*

ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RAT

ARIZONA—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,0 Li Adv.
29,053	165,000	1880	Phoenix	Arizona Gazette	(e)	13,001	.(
		1890		Arizona Republican	(m)	23,445	.(
				Sunday edition	(s)	25,644	.(
5,010	.....	1881	Prescott	Courier	(e)	3,594	.(
		1864		Journal-Miner	(m)	3,515	.(
				Sunday edition	(s)	3,515	.(
30,000	50,000	1870	Tuscon	Citizen	(e)	5,362	.(
				Sunday edition	(s)	5,362	.(
		1925		Independent	(e)	3,531	.(
		1877		Arizona Star	(m)	6,058	.(
				Sunday edition	(s)	6,073	.(
4,320	15,000	1925	Yuma	Herald	(e)	.....	.(
				Sunday edition	(s)	.....	.(
		1906		Sun	(m)	.....	.(
				Sunday edition	(s)	.....	.(

ARKANSAS

3,311	.....	1921	Arkadelphia	Siftings Herald	(e)	.....	.0
11,000	100,000	1903	Blytheville	Courier-News	(e)	4,311	.0
4,500	.....	1920	Camden	News	(e)	.....	.0
4,564	.....	1908	Conway	Log Cabin Democrat	(e)	1,255	.0
30,105	75,000	1921	El Dorado	News	(m)	6,980x	.
		1925		Times	(e)	3,547x	.
				Combined Daily	(me)	10,527x	.0
		1921		Sunday edition	(s)	7,879x	.0
2,429	.....	1881	Eureka Springs	Times-Echo	(e)	.....	.0
5,362	30,000	1894	Fayetteville	Democrat	(e)	2,002	.0
35,000	150,000	1907	Fort Smith	Southwest American	(m)	14,170x	.
		1882		Times-Record	(e)	8,284x	.
				Combined Daily	(me)	22,454x	.1
		1882		Times-Record	(s)	24,671x	.1
4,500	.....	1876	Harrison	Times	(e)	.....	.0
9,112	85,000	1871	Helena	World	(e)	2,860	.0
				Sunday edition	(s)	2,860	.0
4,790	.....	1923	Hope	Star of Hope	(e)	.....	.0
20,500	.....	1880	Hot Springs	New Era	(e)	.....	.0
		1877		Sentinel-Record	(m)	4,865	.0
				Sunday edition	(s)	4,865	.0
13,986	.....	1903	Jonesboro	Sun	(e)	2,316	.0
		1906		Tribune	(e)	2,915	.0
100,000	.....	1871	Little Rock	Democrat	(e)	27,757	.0
		1921		Sunday edition	(s)	32,933	.0
		1891		Gazette	(m)	39,940	.1
				Sunday edition	(s)	48,394	.1
		1917		News	(e)	8,321	.0
5,000	.....	1916	Malvern	Record	(e)	.....	.0
3,453	25,000	1899	Mena	Star	(e)	770	.0
5,000	30,000	1901	Newport	Independent	(e)	.....	.0
6,306	.....	1895	Paragould	Press	(e)	1,250	.0
19,280	.....	1881	Pine Bluff	Commercial	(e)	.....	.0
		1886		Graphic	(m)	5,521	.0
				Sunday edition	(s)	5,521	.0
2,691	.....	1906	Prescott	News	(e)	.....	.0
3,318	30,000	1910	Rogers	Post	(e)	1,283	.0
6,025	30,000	1924	Russellville	Courier-Democrat	(e)	748	.0
2,836	.....	1890	Searcy	Citizen	(e)	.....	.0
2,500	.....	1910	Siloam Springs	Register	(e)	.....	.0
6,000	20,000	1920	Struttgart	Arkansawyer	(e)	.....	.0

CALIFORNIA

31,876	.....	1909	Alameda	Times-Star	(e)	4,375	.0
24,000	37,000	1924	Alhambra	Post-Advocate	(e)	7,676	.0
				(Sold in combination with Los Angeles Evening Express)			
12,500	30,000	1923	Anaheim	Bulletin	(e)	4,104	.0
23,000	30,000	1866	Bakersfield	Californian	(e)	9,754x	.0
		1886		Echo	(m)	3,894	.0
				Sunday edition	(s)	3,894	.0
66,209	.....	1877	Berkeley	Gazette	(e)	8,527	.0
6,763	15,000	1903	Brawley	News	(e)	1,935	.0
15,000	.....	1926	Burbank	Review	(e)	2,330	.0
12,500	18,000	1906	Burlingame	Advance-Star	(e)	2,450	.0
7,928	23,000	1904	Calexico	Chronicle	(e)	1,234	.0
10,000	17,000	1869	Chico	Enterprise	(e)	2,337	.0
		1853		Record	(m)	2,305	.0
				Sunday edition	(s)	2,305	.0
2,935	.....	1916	Coalinga	Record	(e)	1,054	.0
8,700	15,000	1877	Colton	Courier	(e)	1,497	.0
2,000	.....	1863	Colusa	Sun	(e)	.....	.0
1,449	.....	1918	Corning	Observer	(e)	753	.0
5,687	10,000	1906	Corona	Independent	(e)	865	.0
.....	.....	1925	Culver City	News	(e)	929	.0
3,400	12,000	1909	Dinuba	Sentinel	(e)	1,762	.0
10,200	25,000	1901	El Centro	Imperial Valley Press	(e)	2,614	.0
2,200	4,200	1912	Escondido	Times-Advocate	(e)	800	.0
19,865	31,800	1878	Eureka	Humboldt Standard	(e)	4,655	.0
		1852		Humboldt Times	(m)	5,051	.0
				Sunday edition	(s)	5,452	.0
54,966	125,000	1922	Fresno	Bee	(e)	25,038	.1
		1924		Sunday edition	(s)	24,784	.1
		1876		Republican	(m)	30,346	.1
				Sunday edition	(s)	30,653	.1
11,000	35,000	1889	Fullerton	News-Tribune	(e)	3,953	.0
4,000	10,000	1925	Gilroy	Dispatch	(e)	1,060	.0
50,000	85,000	1913	Glendale	News	(e)	9,262	.0
		1921		Press	(e)	6,452	.0
				(Sold in combination with Los Angeles Evening Express)			
5,500	15,000	1863	Grass Valley	Union	(m)	1,496	.0
				Sunday edition	(s)	1,499	.0
2,500	.....	1906	Gridley	Globe	(e)	324	.0
5,888	.....	1891	Hanford	Journal	(m)	1,637	.0
		1886		Sentinel	(e)	1,634	.0
5,000	20,000	1925	Hayward	Review	(e)	.....	.0
3,000	10,000	1919	Healdsburg	Tribune	(e)	2,500	.0
2,781	.....	1909	Hollister	Free Lance	(e)	1,264	.0
100,000	.....	1905	Hollywood	Citizen	(e)	8,956	.0
		1921		News	(e)	9,948	.0
				(Sold in combination with Los Angeles Evening Express)			
28,000	.....	1922	Huntington Park	Signal	(e)	4,168	.0
12,000	25,000	1923	Inglewood	News	(e)	2,987	.0
140,000	160,000	1888	Long Beach	Press-Telegram	(e)	39,603x	.1
				Sunday edition	(s)	38,501x	.1
		1923		Sun	(m)	13,557	.0
				Sunday edition	(s)	13,557	.0
1,000,000	1,350,000	1903	Los Angeles	Examiner	(m)	197,473	.3
				Sunday edition	(s)	425,308	.7
		1871		Express	(e)	125,790	.2
				(In a number of towns this circulation is sold in combination with local paper.)			
		1911		Herald	(e)	206,933	.4
		1923		Illust'd Daily News.	(m)	100,836	.3

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "
mean average for 3 months; flat rate indicated by an asterisk.

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Since the advent of dry mat stereotyping no development in the process has done more to perfect it than has the Wood method of scientifically conditioning the mats in the mill at the time of manufacture.

Dry mats so treated are absolutely uniform in moisture content and require no preparation in the newspaper plant. They may be molded immediately on arrival or many weeks thereafter. They do not dry out nor deteriorate and are not affected by freezing cold nor extreme heat.

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WOOD FLONG CORPORATION

STILLWATER, NEW YORK

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

CALIFORNIA—Continued

Population City	Population Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
1,000,000	1,350,000	....	Los Angeles	Journal	(m)	.....	.20*
		1925		Journal of Commerce	(m)	.....	.12*
		1895		Record	(e)	54,351	.12*
		1881		Times	(m)	148,039	.29
				Sunday edition	(s)	218,203	.40
4,250	14,500	1903	Madera	Tribune & Mercury	(e)	1,275	.025*
3,898	12,000	1900	Martinez	Gazette	(e)	1,335	.029
		1911		Standard	(e)	1,541	.03*
11,000	30,000	1859	Marysville	Appeal	(m)	2,432	.03*
				Sunday edition	(s)	2,618	.03*
		1884		Democrat	(e)	3,124	.03*
7,000	32,000	1880	Merced	Sun-Star	(e)	3,687	.035*
16,000	45,000	1880	Modesto	News-Herald	(m)	3,081	.....
				News-Herald	(e)	7,526	.....
				Combined daily	(me)	10,607	.06
				Sunday edition	(s)	3,086	.06
10,500	15,000	1909	Monrovia	News	(e)	2,322	.03*
8,516	25,000	1876	Monterey	Peninsula Herald	(e)	2,934	.03*
6,757	.....	1889	Napa	Journal	(m)	.....	.018*
				Sunday edition	(s)	.....	.018*
		1872		Register	(e)	2,231	.025*
389,800	550,000	1922	Oakland	Post-Enquirer	(e)	56,841	.15*
		1874		Tribune	(e)	80,508	.21*
				Sunday edition	(s)	79,665	.21*
11,934	20,000	1910	Ontario	Report	(e)	3,475	.03*
9,500	15,000	1908	Orange	News	(e)	2,624	.03*
3,340	.....	1872	Oroville	Mercury	(e)	1,393	.025*
		1877		Register	(m)	1,680	.025*
				Sunday edition	(s)	1,680	.025*
7,200	12,500	1898	Oxnard	Courier	(e)	1,640	.025*
		1924		Tribune	(m)	1,655	.025*
				Sunday edition	(s)	1,655	.025*
20,000	38,000	1892	Palo Alto	Times	(e)	4,480	.045*
			(Sold in combination with Redwood City Tribune)				
65,000	.....	1919	Pasadena	Post	(e)	9,565	.05
			(Sold in combination with Los Angeles Evening Express)				
		1886		Star-News	(e)	18,867	.09*
		1925		Sun	(m)	8,143	.053
6,226	18,000	1894	Petaluma	Argus	(e)	2,723	.025*
		1884		Courier	(m)	1,600	.018*
				Sunday edition	(s)	1,600	.018*
2,100	19,500	1872	Placerville	Republican	(e)	.....	.025*
21,000	35,000	1885	Pomona	Progress	(e)	4,558	.045*
7,000	15,000	1908	Porterville	Recorder	(e)	2,186	.025*
3,104	.....	1885	Red Bluff	News	(e)	1,400	.025*
6,000	13,000	1852	Redding	Courier-Free Press	(e)	1,340	.021*
		1896		Searchlight	(m)	1,620	.025*
				Sunday edition	(s)	1,620	.025*
15,970	36,420	1890	Redlands	Facts	(e)	3,220	.03*
9,500	15,000	1922	Redondo	Breeze	(e)	2,864	.03*
			(Sold in combination with Los Angeles Evening Express)				
8,000	.....	1923	Redwood City	Tribune	(e)	4,480	.045*
			(Sold in combination with the Palo Alto Times)				
22,530	30,000	....	Richmond	Independent	(e)	3,784	.035*
		1900		Record-Herald	(m)	.....	.029*
				Sunday edition	(s)	.....	.029*
27,000	40,000	1885	Riverside	Enterprise	(m)	4,007	.03
				Sunday edition	(s)	4,007	.03
		1885		Press	(e)	7,020	.035
100,000	175,000	1857	Sacramento	Bee	(e)	49,689	.12*
		1851		Union	(m)	12,763	.06*
				Sunday edition	(s)	13,237	.07*
7,000	15,000	1872	Salinas	Index	(e)	2,695	.03*
		1888		Journal	(m)	1,512	.014*
				Sunday edition	(s)	1,512	.014*
38,565	75,000	1894	San Bernardino	Sun	(m)	9,821	.....
		1865		Telegram	(e)	3,177	.....
				Combined daily	(me)	12,998	.06*
		1894		Sunday edition	(s)	10,090	.06*
141,898	159,898	1925	San Diego	Independent	(m)	7,161	.05*
				Sunday edition	(s)	7,161	.05*
		1881		Sun	(e)	21,237	.06*
		1868		Union	(m)	27,972	.....
		1895		Tribune	(e)	27,848	.....
				Combined daily	(me)	55,820	.12
				Sunday edition	(s)	35,942	.11
708,391	1,275,636	1855	San Francisco	Bulletin	(e)	73,936	.18
		1856		Call	(e)	107,123	.25
		1865		Chronicle	(m)	94,148	.26
				Sunday edition	(s)	160,680	.31
		1880		Examiner	(m)	183,027	.35
				Sunday edition	(s)	363,426	.70
		1903		News	(e)	82,451	.20*
43,000	105,000	1851	San Jose	Mercury Herald	(m)	18,661	.075*
				Sunday edition	(s)	19,302	.075*
		1883		News	(e)	6,018	.04*
8,000	76,893	1888	San Luis Obispo	Tribune	(m)	1,356	.....
				Telegram	(e)	2,888	.....
				Combined daily	(me)	4,244	.045*
				Sunday edition	(s)	1,356	.045*
12,000	40,000	1906	San Mateo	Times & News-Leader	(e)	4,028	.04*
40,000	60,000	1903	San Pedro	News	(e)	6,052	.04
		(Sold in combination with Los Angeles Evening Express)					
		1912		Pilot	(e)	5,541	.04*
27,000	61,375	1905	Santa Ana	Register	(e)	10,586	.045*
30,000	40,000	1880	Santa Barbara	News	(e)	6,907	.04*
		1863		Press	(m)	5,306	.04
				Sunday edition	(s)	5,868	.04*
15,000	20,000	1907	Santa Cruz	News	(e)	3,150	.03*
		1855		Sentinel	(m)	3,308	.03*
				Sunday edition	(s)	3,308	.03*
3,943	.....	1918	Santa Maria	Times	(e)	1,475	.025*
45,000	60,000	1877	Santa Monica	Outlook	(e)	9,585	.06
				Sunday edition	(s)	12,500	.075
		(Sold in combination with Los Angeles Evening Express)					
7,000	15,000	1889	Santa Paula	Chronicle	(e)	1,731	.025*
14,750	60,000	1857	Santa Rosa	Press-Democrat	(m)	9,146	.05*
				Sunday edition	(s)	9,146	.05*
		1865		Republican	(e)	2,934	.04*
40,296	101,649	1858	Stockton	Independent	(m)	9,160	.045*
				Sunday edition	(s)	9,160	.045*
		1895		Record	(e)	18,047	.075*
5,000	15,000	1912	Taft	Midway Driller	(e)	3,695	.03*
5,900	13,500	1886	Tulare	Advance-Register	(e)	2,417	.03*
4,630	15,000	1904	Turlock	Journal	(e)	2,485	.03*
21,000	.....	1868	Vallejo	Chronicle	(e)	1,653	.025*
		1897		News	(e)	1,236	.018*
		1867		Times-Herald	(m)	2,581	.03
				Sunday edition	(s)	2,582	.03
15,000	.....	1908	Venice	Vanguard	(e)	2,639	.03
		(Sold in combination with Los Angeles Evening Express)					
12,000	18,000	1925	Ventura	County Star	(e)	3,196	.035*
		1902		Free Press	(e)	2,855	.035*

CALIFORNIA—Continued

Population City	Population Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
8,250	17,500	1859	Visalia	Delta	(m)	1,911	.02
				Sunday edition	(s)	1,911	.02
		1892		Times	(e)	1,769x	.02
8,000	17,000	1868	Watsonville	Pajaronian	(e)	1,800	.03
		1876		Register	(m)	2,158	.03
				Sunday edition	(s)	2,158	.03
7,997	.....	1900	Whittier	News	(e)	3,336	.03
4,000	.....	1877	Willows	Journal	(e)	1,006	.01
12,000	16,000	1923	Wilmington	Journal	(e)	1,780	.03
6,500	21,000	1877	Woodland	Democrat	(e)	2,279	.03
		1868		Mail	(m)	949	.03
				Sunday edition	(s)	962	.03

COLORADO

11,837	.....	1889	Boulder	Camera	(e)	2,390	.01
		1906		News-Herald	(e)	2,420	.02
4,551	12,000	1925	Canon City	American	(e)	1,550	.02
		1906		Record	(e)	2,007	.02
35,750	50,723	1872	Colorado Springs	Gazette	(m)	4,886	...
				Telegraph	(e)	6,933	...
				Combined daily	(me)	11,769	.08
				Sunday edition	(s)	11,602	.08
2,325	.....	1893	Cripple Creek	Times-Record	(m)	.....	.01
				Sunday edition	(s)	.....	.01
275,000	350,000	1892	Denver	Post	(m)	.....	.06
				Post	(e)	157,697	.30
				Sunday edition	(s)	254,934	.40
				Combined daily	(me)	.....	.36
		1859		Rocky Mt. News	(m)	x30,571	.14
		1926		Evening News	(e)	z43,687	.13
				Combined daily	(me)	74,258	.21
		1859		Sunday edition	(s)	x66,518	.20
				Evening & Sunday	(es)	.....	.28

x (Statement for period 10/1/26—3/31/27)
z (Statement for period 11/23/26—3/31/27)

4,116	.....	1892	Durango	Democrat	(m)	1,726	.01
				Sunday edition	(s)	1,726	.01
		1881		Herald	(e)	1,983	.01
3,000	8,000	1899	Florence	Citizen	(e)	844	.01
16,875	30,000	1873	Fort Collins	Express-Courier	(e)	.....	.03
				Sunday edition	(s)	.....	.03
3,818	9,500	1903	Fort Morgan	Times	(e)	2,340	.02
11,340	25,000	1893	Grand Junction	Sentinel	(e)	4,627	.03
				Sunday edition	(s)	4,624	.03
12,000	18,000	1916	Greeley	Tribune-Republican	(m)	2,305	...
				Evening edition	(e)	3,079	...
				Combined daily	(me)	5,384	.03
4,964	.....	1897	La Junta	Democrat	(e)	1,200	.02
4,500	30,000	1897	Lamar	News	(e)	2,086	.02
4,959	.....	1880	Leadville	Herald Democrat	(m)	3,353	.02
				Sunday edition	(s)	3,353	.02
5,848	12,000	1898	Longmont	Call	(e)	1,565	.02
		1892		Times	(e)	1,580	.02
5,279	.....	1923	Loveland	Reporter-Herald	(e)	.....	.02
3,980	12,000	1882	Montrose	Press	(e)	3,163	.02
45,000	97,500	1871	Pueblo	Chieftain	(m)	8,414	.04
				Sunday edition	(s)	10,662	.05
		1901		Star-Journal	(e)	10,652	.04
				Sunday edition	(s)	11,801	.04
7,500	50,000	1910	Sterling	Advocate	(e)	4,386	.04
2,000	.....	1894	Telluride	Journal	(e)	850	.02
10,900	50,000	1880	Trinidad	Chronicle-News	(e)	2,995	.02
				Sunday edition	(s)	2,995	.02
			(Applicant for A. B. C. Membership)				
		1915		Picketwire	(e)	4,259	.03

CONNECTICUT

49,615	.....	1884	Ansonia	Sentinel	(e)	7,015	.04
175,000	236,975	1890	Bridgeport	Herald	(s)	41,963	.10
		1891		Telegram	(m)	13,477	...
		1883		Post	(e)	30,893	...
				Combined daily	(me)	44,370	.15
		1911		Sunday Post	(m)	23,171	.10
		1892		Times-Star	(e)	14,518	.05
20,620	.....	1871	Bristol	Press	(e)	4,831	.02
22,325	.....	1883	Danbury	News	(e)	7,701	.02
		1927		xTimes	(e)	(New daily)	.02
173,111	373,000	1837	Hartford	Courant	(m)	33,017	.09
		1913		Sunday edition	(s)	58,674	.13
		1841		Times	(e)	56,077	.15
22,000	32,000	1914	Manchester	Herald	(e)	4,173x	.03
38,907	78,000	1886	Meriden	Journal	(e)	7,653	.03
		1860		Record	(m)	8,328	.03
25,000	50,000	1884	Middletown	Press	(e)	8,561	.04
15,051	.....	1895	Naugatuck	News	(e)	4,414	.03
70,000	107,074	1876	New Britain	Herald	(e)	12,886x	.06
		1855		Record	(e)	11,983	.04
218,000	290,000	1766	New Haven	Journal-Courier	(m)	19,009	.06
		1812		Register	(e)	48,507	.14
				Sunday edition	(s)	48,507	.14
		1892		Times-Union	(e)	.....	.06

New Haven Union merged with Times-Leader April 19, 1927, and name of paper changed Times-Union. A. B. C. circulation for period ending March 31, 1927, for Times-Leader: 15,38
Government figures for period ending March 31, 1927, for Union: daily—14,381; Sunday—14,831.

30,000	70,000	1881	New London	Day	(e)	12,293	.04
		1890		Globe	(e)	.....	.01
32,000	50,000	1871	Norwalk	Hour	(e)	6,429	.03
29,685	75,000	1850	Norwich	Bulletin	(m)	12,841	.05
		1888		Record	(e)	3,765	.05
35,000	50,000	1870	South Norwalk	Sentinel	(e)	5,320	.03
45,000	80,000	1892	Stamford	Advocate	(e)	10,937	.05
20,623	.....	1874	Torrington	Register	(e)	5,259	.03
116,366	140,000	1881	Waterbury	Democrat	(e)	10,510	.04
		1881		Republican	(m)	12,957	...
		1844		American	(e)	12,277	...
				Combined daily	(me)	25,234	.08
				xSunday edition	(s)	15,903	....

* (Sunday edition sold only in combination)

12,330	18,000	1877	Willimatic	Chronicle	(e)	3,250	.03
8,248	.....	1888	Winsted	Citizen	(e)	2,254	.02

DELAWARE

122,049	255,000	1866	Wilmington	Every Evening	(e)	17,407x	.06
		1888		Journal	(e)	23,536x	.07
		1880		Morning News	(m)	8,332x	.05
				Combined daily	(me)	31,868x	.09
		1881		Sunday Star	(s)	13,337x	.06

Morning newspapers—name in light-face; evening papers—name in bold-face: Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

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KANSAS CITY, MO.

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631 JACKSON ST.
TOPEKA, KANSAS

Topeka, Kansas,
May 5, '27

The Merganthaler Linotype Co.,
New York, New York

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TORONTO

Representatives in the Principal Cities of the World

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

DISTRICT OF COLUMBIA

Population City	Population Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
475,966	735,948	1906	Washington	Herald	(m)	51,785	.15*
				Sunday edition	(s)	131,524	.28*
		1894		Times	(e)	62,588	.18*
				Combined Herald & Times	(me)	114,372	.25*
		1921		News	(e)	65,908	.20*
		1877		Post	(m)	68,917	.20
		1878		Sunday edition	(s)	80,819	.22
		1852		Star	(e)	100,223	.23*
				Sunday edition	(s)	109,082	.23*
		1926		United States Daily	(m)	14,636	.35

FLORIDA

15,000	.....	1922	Bradenton	Herald	(e)	3,468	.03*
				Sunday edition	(s)	3,468	.04*
8,500	16,000	1925	Clearwater	Herald	(m)	.....	.03*
				Sunday edition	(s)	.....	.04*
		1914		Sun	(e)	3,069	.035*
25,000	55,000	1882	Daytona Beach	News-Journal	(e)	9,083	.065*
				Sunday edition	(s)	9,905	.065*
12,000	20,000	1915	DeLand	News	(e)	3,643	.03*
15,915	45,000	1910	Fort Lauderdale	News	(e)	.....	.04*
20,000	45,000	1911	Fort Myers	Press	(e)	3,902	.03*
		1922		Tropical News	(m)	5,128	.04*
				Sunday edition	(s)	5,128	.04*
6,000	.....	1922	Fort Pierce	News-Tribune	(e)	.....	.035*
11,150	31,000	1925	Gainesville	News	(e)	.....	.025*
		1881		Sun	(m)	3,115	.03*
				Sunday edition	(s)	3,115	.035*
102,471	300,000	1866	Jacksonville	Times-Union	(m)	50,640	.12*
				Sunday edition	(s)	63,430	.15*
		1887		Journal	(e)	28,708	.09*
18,749	.....	1879	Key West	Citizen	(e)	2,185	.025*
24,000	60,000	1924	Lakeland	Ledger	(e)	7,055	.03*
				Sunday edition	(s)	7,234	.03*
		1916		Star Telegram	(m)	4,343	.04*
				Sunday edition	(s)	4,503	.04*
1,106	.....	1925	Lake Worth	Leader	(e)	3,196	.04*
6,000	30,000	1926	Leesburg	Commercial	(m)	.....	.035*
				Sunday edition	(s)	.....	.035*
131,286	169,225	1910	Miami	Herald	(m)	47,628x	.11*
				Sunday edition	(s)	51,029x	.12*
		1904	Miami	News	(e)	43,802x	.11*
		1925		Sunday edition	(s)	36,606x	.11*
		1924		Tribune	(e)	.....	.10*
8,000	14,500	1926	New Smyrna	News	(e)	.....	.03*
7,500	40,000	1895	Ocala	Star	(e)	1,700	.029*
22,255	65,000	1876	Orlando	Reporter Star	(e)	10,306x	.06*
				Sunday edition	(s)	10,675x	.06*
		1912		Sentinel	(m)	10,187x	.06*
				Sunday edition	(s)	11,614x	.06*
7,241	17,650	1910	Palatka	News	(e)	3,262	.03*
9,523	20,000	1894	Palm Beach	News	(m)	.....	.107
				Sunday edition	(s)	.....	.107
38,000	72,416	1898	Pensacola	Journal	(m)	5,346x	....
		1885		News	(e)	4,043x	....
				Combined daily	(me)	9,389x	.07*
				Sunday edition	(s)	8,576x	.08*
20,000	.....	1894	St. Augustine	Record	(e)	3,973	.04*
				Sunday edition	(s)	3,973	.04*
125,000	150,000	1907	St. Petersburg	Independent	(e)	12,874	.065*
		1884		Times	(m)	13,686	.065*
				Sunday edition	(s)	20,186	.075*
11,612	15,000	1908	Sanford	Herald	(e)	2,822x	.03*
		1926		Times	(m)	3,068	.03*
				Sunday edition	(s)	3,068	.03*
12,000	30,000	1925	Sarasota	Herald	(m)	2,465	.04*
				Sunday edition	(s)	2,465	.04*
		1924		Times	(e)	3,593	.03*
				Sunday edition	(s)	3,614	.03*
7,100	30,000	1924	Seabring	American	(m)	.....	.04*
				Sunday edition	(s)	.....	.04*
5,000	12,000	1925	Stuart	News	(e)	1,591	.035*
5,365	22,000	1914	Tallahassee	Democrat & State	(m)	.....	.025*
				Sunday edition	(s)	.....	.025*
124,116	335,000	1891	Tampa	Times	(e)	27,813	.08*
		1892		Tribune	(m)	41,400	.11*
				Sunday edition	(s)	53,245	.14*
3,532	10,000	1919	Vero Beach	Press	(e)	.....	.036*
30,000	50,000	1908	West Palm Beach	Post	(m)	12,701x	.07*
				Sunday edition	(s)	13,046x	.09*
		1922		Times	(e)	8,294x	.06*
				Sunday edition	(s)	6,726x	.06*
5,000	25,000	1924	Winter Haven	Chief	(e)	3,967	.036*

GEORGIA

18,000	260,000	1892	Albany	Herald	(e)	6,002x	.04*
9,010	150,000	1878	Americus	Times-Recorder	(e)	2,492	.025*
20,000	250,000	1832	Athens	Banner Herald	(e)	3,335	.035
				Sunday edition	(s)	3,343	.035
272,000	1,215,736	1868	Atlanta	Constitution	(m)	74,415	.16
				Sunday edition	(s)	121,944	.18
		1906		Georgian	(e)	62,224	.15*
		1913		Sunday American	(s)	132,279	.21*
		1883		Journal	(e)	74,776	.16*
		1902		Sunday edition	(s)	132,083	.18*
60,000	350,000	1785	Augusta	Chronicle	(m)	11,486x	.045
				Sunday edition	(s)	11,853x	.045
		1892		Herald	(e)	14,190x	.05*
				Sunday edition	(s)	14,797x	.05*
21,000	65,000	1901	Brunswick	News	(e)	.....	.04*
				Sunday edition	(s)	.....	.04*
55,000	75,000	1828	Columbus	Enquirer-Sun	(m)	6,046	.04*
				Sunday edition	(s)	6,218	.04*
		1886		Ledger	(e)	11,876	.05*
				Sunday edition	(s)	12,050	.05*
6,538	.....	1908	Cordele	Dispatch	(e)	1,650	.018*
				Sunday edition	(s)	1,650	.018*
10,840	397,358	1884	Dublin	Courier-Herald	(e)	.....	.021*
8,240	17,000	1871	Griffin	News & Sun	(e)	2,614	.025
17,523	75,000	1842	La Grange	Reporter	(e)	2,200	.025*
65,000	250,000	1844	Macon	News	(e)	15,521	.06*
				Sunday edition	(s)	15,326	.06*
		1826		Telegraph	(m)	24,563	.08*
				Sunday edition	(s)	25,252	.08*

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

GEORGIA—Continued

6,789	.....	1905	Moultrie	Observer	(e)	2,075	.02*
15,000	40,000	1843	Rome	News-Tribune	(e)	4,243	.03*
				Sunday edition	(s)	4,340	.03
85,000	371,576	1891	Savannah	Press	(e)	16,912x	.05*
		1850		News	(m)	21,766x	.06*
				Sunday edition	(s)	22,691x	.07*
10,300	.....	1855	Thomasville	Times-Advertiser	(e)	2,000	.02*
3,005	.....	1914	Tifton	Gazette	(e)	1,389	.018*
10,783	.....	1867	Valdosta	Times	(e)	3,152	.02*
25,000	95,000	1883	Waycross	Journal-Herald	(e)	3,120	.03*
				Sunday edition	(s)	3,120	.03*

TERRITORY OF HAWAII

12,200	100,000		Hilo	Tribune-Herald	(e)	1,843	.03*
				Sunday edition	(s)	1,843	.03*
104,300	328,444	1856	Honolulu	Advertiser	(m)	11,488	.07*
				Sunday edition	(s)	17,082	.08*
		1912		Star-Bulletin	(e)	16,184	.075*
				Saturday edition	(e)	18,793	.08*

IDAHO

3,127	.....	1927	Blackfoot	Republican	(?)	(New daily)	.018*
25,600	120,000	1901	Boise	Capital News	(e)	9,375	.04
				Sunday edition	(s)	9,375	.04
		1864		Idaho Statesman	(m)	15,419x	.06
				Sunday edition	(s)	15,941x	.06
6,447	15,000	1906	Coeur d'Alene	Press	(e)	2,053	.021*
8,064	60,000	1903	Idaho Falls	Post	(e)	5,975	.04*
				Sunday edition	(s)	5,975	.04
3,017	.....	1926	Kellogg	News	(e)	1,050	.025
6,574	.....	1892	Lewiston	Tribune	(m)	4,875	.03*
				Sunday edition	(s)	4,875	.03*
5,234	.....	1911	Moscow	Star-Mirror	(e)	.....	.021*
7,621	.....	1919	Nampa	Free Press	(m)	.....	.03*
				Sunday edition	(s)	.....	.03*
20,001	50,000	1924	Pocatello	Idaho State Journal	(m)	4,733	.04*
		1892		State Tribune	(e)	5,652	.04*
				Sunday edition	(e)	5,652	.04*
8,400	30,000	1922	Twin Falls	News	(m)	3,567	.04*
				Sunday edition	(s)	3,629	.04*
		1905		Times	(e)	3,050	.03*
3,500	15,000	1910	Wallace	Press-Times	(m)	2,172	.03
				Sunday edition	(s)	2,172	.03

ILLINOIS

27,500	50,000	1836	Alton	Telegraph	(e)	11,035	.05
42,000	83,000	1846	Aurora	Beacon-News	(e)	19,349	.08
				Sunday edition	(s)	19,940	.08
7,111	.....	1890	Beardstown	Illinoian-Star	(e)	2,518	.022
26,000	50,000	1839	Belleville	Advocate	(e)	6,840	.03*
		1855		News-Democrat	(e)	7,083	.025*
7,804	15,000	1892	Belvidere	Republican	(e)	3,377	.021*
7,201	20,000	1922	Benton	News	(e)	4,526	.03*
35,000	170,000	1881	Bloomington	Bulletin	(e)	7,110x	.04
				Sunday edition	(s)	8,682x	.05
		1846		Pantagraph	(m)	19,897x	.07
17,000	110,873	1868	Cairo	Bulletin	(m)	4,496	.022
				Sunday edition	(s)	4,496	.022
		1899		Citizen	(e)	4,850	.03
12,000	50,000	1912	Canton	Ledger	(e)	6,122x	.04*
6,267	.....	1903	Carbondale	Free Press	(e)	1,725	.02
5,212	.....	....	Carlinville	Enquirer	(e)	596	.021
15,200	47,000	1884	Centralia	Sentinel	(e)	6,401x	.033*
34,023	86,119	1852	Champaign	News-Gazette	(e)	14,458	.06*
				Sunday edition	(s)	14,435	.06*
6,615	.....	1840	Charleston	Courier	(e)	2,907	.029
		1892		News	(m)	.....	.02*
				Evening edition	(s)	.....	.02*
2,970,185	3,500,000	1900	Chicago	American	(e)	561,865	.75*
		1881		Herald & Examiner	(m)	403,806	.55*
				Sunday edition	(s)	1,185,881	1.10*
		1844		Journal	(e)	125,007	.24
		1920		Journal of Commerce	(m)	20,748	.28
		1876		News	(e)	432,189	.70*
2,970,185	3,500,000	1.90	Chicago	Post	(e)	39,666	.18
		1847		Tribune	(m)	761,548	1.10
				Sunday edition	(s)	1,182,602	1.40

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

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A Market good for any and every Product!

The Empire State offers a market for every and any product whether usable or consumable. Be it machinery, textiles, food products, smokers' articles, building materials —whether the product appeals to the masses, or its price is within the means of the money classes—the demand here is so great that any advertising effort will produce volume business.

No State in the Union can compete with New York as an outlet for every conceivable class of merchandise. No State offers such great wealth and so diversified a buying power.

No National Advertiser can find so great and so concentrated a market in so small a trading area.

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Let these newspapers listed below prove their statements. Let them show you how you can create volume sales with small advertising investment.

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News.....(E)	44,444	.13	.13
**Albany Knickerbocker Press .....(M)	35,073	.12	.12
**Albany Knickerbocker Press.....(S)	57,820	.17	.17
**Amsterdam Recorder-Democrat .....(E)	7,845	.04	.04
††Auburn Citizen-Advertiser-Journal ..(E)	10,295	.065	.055
**Brooklyn Daily Eagle .....(E)	77,991	.24	.24
**Brooklyn Daily Eagle.....(S)	90,532	.24	.24
**Buffalo Courier Express .....(M)	110,686	.22	.22
**Buffalo Courier Express.....(S)	161,164	.30	.30
**Buffalo Evening News.....(E)	149,773	.25	.25
**Buffalo Evening Times.....(E)	109,285	.21	.21
**Buffalo Sunday Times.....(S)	128,158	.21	.21
**Corning Evening Leader.....(E)	9,029	.05	.05
**Elmira Star-Gazette Advertiser...(E&M)	34,213	.11	.11
**Freeport Daily Review.....(E)	10,480	.05	.05
**Geneva Daily Times.....(E)	5,627	.04	.04
**Gloversville Leader Republican.....(E)	7,177	.035	.065
††Ithaca Journal-News .....(E)	7,711	.05	.05
**Jamestown Morning Post.....(M)	11,705	.04	.035
**Mount Vernon Daily Argus.....(E)	9,866	.05	.05

	Circulation	2,500 Lines	10,000 Lines
**Newburgh Daily News.....(E)	12,506	.06	.06
**New Rochelle Standard-Star.....(E)	8,458	.04	.04
**The Sun, New York.....(E)	265,440	.65	.60
**New York Times.....(M)	375,249	.80	.784
**New York Times.....(S)	653,427	1.05	1.029
**New York Herald-Tribune.....(M)	289,674	.6435	.624
**New York Herald-Tribune.....(S)	366,220	.693	.672
**New York World.....(M)	302,199	.595	.58
**New York World.....(S)	593,383	.72	.58
**New York Evening World.....(E)	305,746	.505	.69
**Niagara Falls Gazette.....(E)	21,817	.07	.07
**Port Chester Item.....(E)	5,065	.045	.035
**Poughkeepsie Star and Enterprise..(E)	13,411	.06	.06
**Rochester Times-Union .....(E)	73,856	.21	.20
**Troy Record .....(M&E)	22,426	.07	.07
††Watertown Standard .....(E)	17,825	.07	.07

** A. B. C. Statement, March 31, 1927.
*** Merged as Buffalo Courier-Express, June 14, 1926.
†† Government Statement, March 31, 1927.

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

ILLINOIS—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
8,500	20,000	1908	Clinton	Journal-Public	(m)	.....	.032*
				Sunday edition	(s)	.....	.032*
35,000	132,168	1866	Danville	Commercial-News	(e)	23,020	.065
		1866		Press	(m)	8,193	.04*
				Sunday edition	(s)	8,187	.04*
52,500	176,190	1880	Decatur	Herald	(m)	23,057	.07*
				Evening edition	(e)	.....	.07*
				Sunday edition	(s)	22,696	.07*
		1878		Review	(e)	24,330	.07*
				Sunday edition	(s)	22,979	.07*
9,250	32,000	1890	DeKalb	Chronicle	(e)	3,494	.025*
		1914		Independent	(e)	.....	.014*
10,000	27,750	1850	Dixon	Telegraph	(e)	5,341x	.04*
7,285	.....	1895	Duquoin	Call	(e)	.....	.02*
75,000	175,000	1889	East St. Louis	Journal	(e)	12,556	.05
				Sunday edition	(s)	11,829	.05
		1925		News-Review	(e)	.....	.04
5,336	.....	1862	Edwardsville	Intelligencer	(e)	5,640	.035
4,024	.....	1898	Effingham	Record	(e)	.....	.036
5,004	10,000	1921	Eldorado	Journal	(e)	1,416	.018*
62,000	50,000	1871	Elgin	Courier-News	(e)	16,429	.06*
58,000	90,000	1872	Evanston	News-Index	(e)	8,608	.05*
22,668	100,000	1848	Freeport	Journal-Standard	(e)	9,791	.05*
4,742	.....	1834	Galena	Gazette	(e)	1,100	.018*
28,207	61,330	1891	Galesburg	Register-Mail	(e)	11,157x	.06*
		1873					

Mail, Republican-Register consolidated on April 1, 1927, under the title of—Registered Mail—Circulation shown is prior to consolidation.

12,711	.....	1908	Harrisburg	Register	(e)	4,856	.025
10,986	40,000	1923	Herrin	Journal	(e)	2,165	.025*
6,000	.....	1872	Hoopeston	Chronicle-Herald	(e)	3,229	.025*
15,713	40,000	1866	Jacksonville	Journal	(m)	3,841	.029
				Sunday edition	(s)	3,913	.029
		1876		Courier	(e)	2,510	.022*
3,839	.....	1898	Jerseyville	Democrat	(e)	500	.004
55,000	100,000	1904	Joliet	Herald-News	(e)	20,228x	.07
				Sunday edition	(s)	19,938x	.07
19,000	85,000	1892	Kankakee	News	(e)	5,783	.025*
		1884		Republican	(e)	8,118	.035*
20,000	40,000	1893	Kewanee	Star-Courier	(e)	6,667x	.04
23,657	40,000	1852	La Salle	Post-Tribune	(e)	7,429	.04*
5,080	30,009	1922	Lawrenceville	Record	(e)	2,043	.025*
12,800	30,000	1896	Lewistown	Record	(e)	1,080	.014
12,800	30,000	1856	Lincoln	Courier	(e)	3,181x	.025*
		1911		Star	(e)	1,561x	.02*
7,000	.....	1906	Litchfield	News-Herald	(e)	2,501	.025*
		1913		Union	(e)	.....	.024
6,714	.....	1894	Macomb	Journal	(e)	6,670	.032*
9,582	.....	1908	Marion	Republican	(e)	2,958	.02*
		1902		Post	(e)	2,290	.02*
3,391	.....	1921	Marseilles	Press	(e)	865	.018*
13,552	23,992	1857	Mattoon	Journal-Gazette	(e)	5,857	.04
83,799	125,000	1876	Moline	Dispatch	(e)	12,292	.05
9,547	30,000	1846	Monmouth	Review-Atlas	(e)	5,574	.035
5,225	18,000	1878	Morris	Herald	(e)	3,522	.025*
7,456	16,000	1839	Mt. Carmel	Republican-Register	(e)	3,451	.02*
2,000	.....	1890	Mt. Carroll	Mirror-Democrat	(e)	1,200	.021*
9,815	.....	1921	Mt. Vernon	Herald	(e)	5,340	.025*
		1892		Register-News	(e)	6,519	.03*
12,580	37,091	1873	Murphysboro	Independent	(e)	4,574x	.03*
4,491	.....	1898	Olney	Mail	(e)	.....	.013*
14,421	48,000	1844	Ottawa	Republican-Times	(e)	7,086x	.045*
6,122	.....	1869	Pana	Palladium	(e)	1,300	.018
7,985	.....	1848	Paris	Beacon	(e)	2,043	.02*
		1893		Gazette	(m)	.....	.016*
				Sunday edition	(e)	.....	.016*
		1908		News	(e)	2,789	.02
3,033	.....	1898	Paxton	Record	(e)	.....	.009
13,324	.....	1853	Pekin	Times	(e)	4,213	.03*
91,345	161,757	1880	Peoria	Transcript	(m)	9,903	....
		1871		Journal	(e)	27,764	....
				Combined Daily	(me)	37,710	.09
				Sunday edition	(s)	27,764	.09
		1897		Star	(e)	31,103	.07
				Sunday edition	(s)	23,872	.07
8,869	.....	1887	Peru	News-Herald	(e)	2,296	.025
7,400	18,000	1895	Pontiac	Leader	(e)	3,550	2.2*
39,131	325,685	1926	Quincy	Herald-Whig	(e)	30,202	.11*
				Saturday edition	(e)	16,584	.11*
				Sunday edition	(s)	30,243	.12*
4,000	10,000	1919	Robinson	News	(e)	.....	.021
75,000	150,000	1840	Rockford	Register-Gazette	(e)	17,203	.06
		1896		Republic	(e)	11,649	.05
		1888		Star	(m)	15,828	.06
				Sunday edition	(s)	17,897	.07
73,033	170,000	1851	Rock Island	Argus	(e)	11,831	.05*
5,237	.....	1917	Savanna	Times-Journal	(e)	2,016	.0175*
3,568	.....	1883	Shelbyville	Union	(e)	1,268	.011
71,835	350,000	1831	Springfield	State Journal	(m)	32,294	.08*
				Sunday edition	(s)	28,659	.08*
		1836		State Register	(e)	31,808	.08*
				Sunday edition	(s)	29,383	.08*
12,300	45,000	1854	Sterling & Rock Falls	Gazette	(e)	6,410x	.04*
45,000	44,316	1873	Streator	Times-Press	(e)	7,972	.045
8,000	38,000	1895	Taylorville	Breeze	(e)	1,837	.029*
		1887		Courier	(e)	2,273	.02
10,244	.....	1878	Urbana	Courier	(e)	3,168	.03
27,000	60,000	1897	Waukegan	Sun	(e)	5,666	.035*
18,167	60,000	1918	West Frankfort	American	(e)	3,750	.021
5,523	.....	1856	Woodstock	Sentinel	(e)	3,055	.03*

INDIANA

4,172	.....	1880	Alexandria	News	(e)	902	.012*
		1885		Times-Tribune	(e)	1,375	.015
32,268	100,000	1885	Anderson	Bulletin	(e)	10,002x	.04
		1868		Herald	(m)	8,375x	.035*
				Sunday edition	(s)	10,531x	.035*
3,392	.....	1913	Attica	Ledger-Tribune	(m)	.....	.025*
				Sunday edition	(s)	.....	.025*
4,650	.....	1870	Auburn	Star	(e)	2,200	.014
8,000	28,000	1919	Bicknell	News	(e)	3,115	.0275
9,076	.....	1892	Bedford	Mail	(e)	.....	.025
		1892		Times	(e)	3,900	.025*
14,500	.....	1877	Bloomington	Telephone	(e)	.....	.02
		1892		World	(e)	4,337	.03*
5,391	20,000	1899	Bluffton	Banner	(e)	3,118	.02
		1892		News	(e)	3,187	.02
9,293	20,000	1888	Brazil	Times	(e)	4,536	.03
10,962	.....	1912	Clinton	Clintonian	(e)	2,861	.025*
3,499	8,090	1889	Columbia City	Commercial-Mail	(e)	1,450	.021*
		1896		Post	(e)	1,450	.014*
10,000	40,000	1877	Columbus	Republican	(e)	5,035	.03*
		1882		Herald	(e)	.....	.011*

INDIANA—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
13,000	40,000	1887	Connersville	News-Examiner	(e)	4,739	.03
10,200	38,000	1848	Crawfordsville	Journal	(m)	964	...
				Evening edition	(e)	1,870	...
				Combined Daily	(me)	2,834	.02
		1848		Review	(m)	5,902	.08*
7,252	60,000	1903	Decatur	Democrat	(e)	3,226	.02*
3,000	.....	1875	Edinburg	Courier	(e)	1,600	.02*
33,000	60,000	1892	Elkhart	Truth	(e)	13,472	.04*
10,790	.....	1890	Elwood	Call-Leader	(e)	.....	.01
93,601	523,154	1845	Evansville	Courier	(m)	28,918	.08*
		1832		Journal	(e)	12,455	.08*
				Combined Daily	(me)	41,373	.10*
				Saturday edition	(s)	8,746	.08*
				Sunday edition	(s)	30,808	.09*
		1906		Press	(e)	22,456	.06*
		1925		Sunday edition	(s)	23,532	.06*
100,000	300,000	1865	Fort Wayne	Journal-Gazette	(m)	39,078x	.08*
				Sunday edition	(s)	30,866x	.08*
		1874		News-Sentinel	(e)	44,217x	.10*
13,051	26,000	1877	Frankfort	Times	(m)	8,071	.04
				Sunday edition	(s)	8,071	.04
5,050	18,000	1885	Franklin	Star	(e)	3,176	.025
110,000	250,000	1909	Gary	Post-Tribune	(e)	17,002	.07
10,000	24,000	1897	Goshen	Democrat	(e)	2,397	.015
		1856		News-Times	(e)	3,418x	.02
5,000	.....	1890	Greencastle	Banner	(e)	2,290	.021
		1906		Herald	(e)	2,375	.021
4,500	.....	1889	Greenfield	Reporter	(e)	.....	.018
5,345	.....	1881	Greensburg	News	(e)	3,519	.02
		1910		Times	(e)	.....	.017
50,385	200,000	1906	Hammond	Times	(e)	20,207	.06*
6,183	.....	1893	Hartford City	News	(m)	2,616	.02
				Evening edition	(e)	2,616	.02
		1886		Times-Gazette	(e)	2,509	.02
				Morning edition	(m)	2,509	.02
15,000	40,000	1848	Huntington	Herald	(e)	4,189x	.025*
		1912		Press	(m)	5,015x	.03*
				Sunday edition	(s)	5,081x	.03*
408,000	875,000	1895	Indianapolis	Commercial	(m)	4,147	.06
		1869		News	(e)	132,450x	.25*
408,000	875,000	1903	Indianapolis	Star	(m)	102,237x	.18
				Sunday edition	(s)	141,565x	.25
		1888		Times	(e)	64,344x	.15*
10,098	18,000	1872	Jeffersonville	News	(e)	2,010	.02*
5,273	25,000	1890	Kendallville	News-Sun	(e)	2,205	.02*
38,000	51,700	1870	Kokomo	Dispatch	(m)	10,159	.04*
				Sunday edition	(s)	11,791	.045*
		1848		Tribune	(e)	9,475	.045*
30,000	85,000	1829	Lafayette	Journal & Courier	(m)	7,931	...
		1831		Evening edition	(e)	13,813	...
				Combined Daily	(me)	21,744	.06*
18,000	44,000	1880	La Porte	Herald-Argus	(e)	6,839	.04*
6,257	28,000	1891	Lebanon	Reporter	(e)	3,246	.025*
5,856	35,000	1898	Linton	Citizen	(e)	.....	.018*
24,000	50,000	1844	Logansport	Pharos-Tribune	(e)	12,014	.05*
		1921		Press	(m)	.....	.045*
				Sunday edition	(s)	.....	.045*
6,711	20,000	1849	Madison	Courier	(e)	3,409	.025
		1871		Herald	(e)	1,030	.018*
26,000	54,000	1865	Marion	Chronicle	(e)	9,177	.04*
		1889		Leader-Tribune	(m)	9,865	.04*
				Sunday edition	(s)	10,100	.04*
4,895	.....	1889	Martinsville	Reporter	(e)	.....	.018*
20,299	.....	1881	Michigan City	Dispatch	(e)	3,370	.015*
		1882		News	(e)	4,839	.035
22,168	.....	1924	Mishawaka	Enterprise	(e)	.....	.029
2,800	.....	1896	Monticello	Journal	(e)	1,275	.015*
42,000	150,000	1890	Muncie	Press	(e)	12,078	.05*
		1899		Star	(m)	24,458x	.08
				Sunday edition	(s)	15,718x	.06
5,284	9,000	1867	Mt. Vernon	Democrat	(e)	1,400	.015*
22,992	60,000	1888	New Albany	Tribune	(e)	.....	.02*
17,000	32,000	1841	New Castle	Courier	(e)	4,336	.025
17,000	32,000	1841	New Castle	Times	(e)	4,360	.025
5,000	15,000	1888	Noblesville	Ledger	(e)	3,343	.025*
14,000	28,600	1884	Peru	Journal-Chronicle	(m)	4,615	.035*
				Evening edition	(e)	4,615	.035*
		1921		Tribune	(e)	4,576	.03*
4,338	.....	1894	Plymouth	Democrat	(e)	2,592	.026
		1851		Pilot	(e)	2,375	.02
5,958	15,000	1887	Portland	Commercial Review	(m)	2,342	.015*
				Evening edition	(e)	2,342	.015*
		1915		Republican	(e)	2,557	....
				Sun	(e)	1,963	....
				Combined evening	(e)	4,520	.025
7,132	29,021	1846	Princeton	Clarion-News	(e)	3,416	.02
		1860		Democrat	(e)	3,397	.02
2,912	.....	1897	Rensselaer	Republican	(e)	.....	.016*
28,000	72,000	1878	Richmond	Item	(m)	13,600	.05
		1831		Palladium	(e)	13,086	.05
3,720	17,000	1923	Rochester	News-Sentinel	(e)	2,805	.025*
5,850	22,000	1840	Rushville	Republican	(e)	3,019	.02
7,348	.....	1879	Seymour	Tribune	(e)	2,504	.018
9,701	26,000	1880	Shelbyville	Democrat	(e)	4,063	.025
117,867	300,000	1908	South Bend	News Times	(m)	9,858	....
		1883		Evening edition	(e)	18,288	....
				Combined daily	(me)	28,146	.07*
		1887		Sunday edition	(s)	26,421	.07*
		1873		Tribune	(e)	24,351	.07*
		1922		Sunday edition	(s)	23,482	.07*
.....	.....	1927	Spencer	World	(e)	New daily	.02
4,489	.....	1905	Sullivan	Times	(e)	4,200	.025*
70,000	190,000	1906	Terre Haute	Post	(e)	20,421	.05*
		1903		Star	(m)	26,690	.06
				Sunday edition	(s)	24,653	.06
		1896		Tribune	(e)	22,931	.06*
				Sunday edition	(s)	23,230	.06*
4,878	.....	1895	Tipton	Tribune	(e)	3,081	.02
5,880	32,000	1861	Union City	Times	(e)	2,340	.30*
6,518	.....	1842	Valparaiso	Vidette-Messenger	(e)	2,029	.03*
19,500	75,000	1883	Vincennes	Commercial	(m)	5,648	.035*
		1884		Sunday edition	(s)	5,945	.035*
		1879		Sun	(e)	5,812	.03*
13,376	42,000	1927	Wabash	Citizen	(m)	New daily	.02
				Sunday edition	(s)	New daily	.02
		1859		Plain Dealer	(e)	.....	.04*
5,478	30,000	1856	Warsaw	Times	(e)	3,652	.025*
		1860		Union	(e)	2,567	.02*
8,743	31,000	1886	Washington	Democrat	(e)	3,129	.02
		1905		Herald	(e)	2,971	.025*
4,021	.....	....	Winchester	News	(e)	.....	.021*

IOWA

9,350	25,000	1867	Ames	Tribune	(e)	3,051	.03*
5,477	40,000	1871	Atlantic	News-Telegraph	(e)	4,400	.04*
14,174	54,300	1865	Boone	News-Republican	(e)	5,451	.046

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

ENGLISH LANGUAGE DAILIES OF U. S.—CONDITIONS AND RATES

IOWA—Continued

City	Population Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
8,000	150,000	1837	Burlington	Gazette	(e)	11,667	.05*
		1830		Hawk-Eye	(m)	10,633	.05*
				Sunday edition	(s)	13,687	.05*
6,885	.....	1899	Cedar Falls	Record	(e)	2,036	.025*
1,041	225,000	1883	Cedar Rapids	Gazette & Republican	(e)	.....	.10
Gazette and Republican consolidated April 18. Circulation figures to A. B. C. for period ending March 31, 1927 for Gazette, 20,385; Republican —— Gazette and Republican has a guaranteed circulation of 30,000.							
8,611	40,000	1894	Centerville	Iowegian & Citizen	(e)	4,878	.025*
7,350	25,000	1896	Charles City	Press	(e)	3,200	.025*
7,000	85,000	1855	Clinton	Advertiser	(e)	9,844	.045
		1856		Herald	(e)	9,504	.04*
1,000	101,430	1857	Council Bluffs	Nonpareil	(e)	16,410	.06*
				Saturday edition	(e)	10,501	.06*
				Sunday edition	(s)	16,624	.06*
8,034	26,000	1881	Creston	Advertiser	(e)	3,612	.03*
8,000	395,094	1855	Davenport	Democrat & Leader	(e)	13,322	....
				Sunday edition	(s)	16,370	....
					(es)	.....	.14*
		1886		Times	(e)	25,717	....
				Combined daily	(e)	39,039	.14*
0,695	826,547	1849	Des Moines	Register	(m)	106,392	....
		1881		Tribune-Capital	(e)	122,523	....
				Combined daily	(me)	228,915	.40
		1849		Sunday Register	(s)	161,871	.40
				Sunday Register & Evening Tribune	(es)	.....	.55
				Sunday Register & Morning Register	(ms)	.....	.55
(Statement for period of consolidation Feb. 14 to March 31, 1927.)							
2,811	289,000	1920	Dubuque	American Tribune	(e)	15,262	.07*
				Sunday edition	(s)	15,262	.07*
		1836		Telegraph-Herald & Times-Journal	(e)	.....	.10
		1856		Sunday edition	(s)	.....	.10
Telegraph-Herald and Times-Journal consolidated Apr. 1.—Circulation for 6 months ending 31-27, A. B. C. were Telegraph-Herlad—21,732 daily; 22,012, Sunday; Times-Journal—14,072 daily; 14,107, Sunday.							
5,948	.....	1849	Fairfield	Ledger	(e)	4,687	.035
1,702	300,000	1856	Fort Dodge	Messenger & Chronicle	(e)	10,724x	.05*
5,000	35,000	1886	Fort Madison	Democrat	(e)	4,432	.035
5,286	55,000	1840	Iowa City	Press Citizen	(e)	6,899	.03*
7,000	81,972	1847	Keokuk	Gate City & Constitution-Democrat	(e)	5,672x	.035*
7,500	80,000	1870	Marshalltown	Times-Republican	(e)	11,178	.045*
7,000	105,000	1857	Mason City	Globe-Gazette	(e)	15,219	.06
3,985	.....	1891	Missouri Valley	Times	(e)	520	.017*
4,334	.....	1891	Mt. Pleasant	News	(e)	1,920	.03
8,173	79,103	1840	Muscatine	Journal & News Tribune	(e)	8,145	.04
2,000	27,855	1902	Newton	News	(e)	3,443x	.03*
8,525	72,671	1906	Oelwein	Register	(e)	3,133	.03*
9,427	.....	1887	Oskaloosa	Herald	(e)	5,275	.03
27,365	150,000	1848	Ottumwa	Courier	(e)	13,267	.06
5,642	.....	1894	Perry	Chief	(e)	2,271	.025*
5,494	40,000	1891	Shenandoah	Sentinel	(e)	4,275	.032
78,571	400,000	1870	Sioux City	Journal	(m)	35,102	....
				Evening edition	(e)	21,966	....
				Combined daily	(me)	57,068	.13*
				Sunday edition	(s)	49,341	.13*
		1884		Tribune	(m)	18,727	....
				Evening edition	(e)	36,306	....
				Combined daily	(me)	55,033	.12*
4,120	25,000	1886	Vinton	Cedar Valley Times	(e)	5,336	.035*
4,800	15,000	1893	Washington	Journal	(e)	3,002	.025
38,000	200,000	1858	Waterloo	Courier	(e)	17,801	.06*
		1879		Tribune	(m)	12,170	.05*
				Sunday edition	(s)	12,632	.05*
6,549	.....	1894	Webster	Freeman-Journal	(e)	2,196	.025

KANSAS

5,150	.....	1896	Abilene	Chronicle	(e)	1,484	.018*
		1887		Reflector	(e)	1,468	.018
14,403	60,000	1870	Arkansas City	Traveler	(e)	5,352	.04
17,300	30,000	1877	Atchison	Globe	(e)	7,517	.04
				Sunday edition	(s)	7,612	.04
4,219	15,000	1892	Augusta	Gazette	(e)	....	.018*
3,315	13,866	1901	Beloit	Call	(e)	1,973	.011
2,236	15,072	1891	Burlington	Republican	(e)	2,602	.02*
2,191	.....	1920	Caldwell	Messenger	(e)	1,152	.014*
3,427	.....	1919	Caney	Chronicle	(e)	.....	.018*
10,286	.....	1912	Chanute	Timesett (Free circulation paper.)	(e)	.....	.025
		1892		Tribune	(e)	2,977	.0225
4,698	.....	1898	Cherryvale	Republican	(e)	1,425	.015*
4,473	.....	1914	Clay Center	Dispatch-Republican	(e)	1,385	.014
16,229	.....	1872	Coffeyville	Journal	(e)	5,866	.03*
		1919		News	(m)	4,984	.025
3,155	.....	1893	Columbus	Advocate	(e)	.....	.011
4,705	.....	1902	Concordia	Blade-Empire	(e)	3,012	.029*
2,857	.....	1872	Council Grove	Republican	(e)	2,060	.02
5,061	.....	1911	Dodge City	Globe	(e)	3,809	.035*
10,995	.....	1882	El Dorado	Times	(e)	4,485	.03*
13,000	27,000	1890	Emporia	Gazette	(e)	5,859	.045*
12,387	35,000	1862	Fort Scott	Tribune-Monitor	(e)	.....	.025*
2,000	25,000	1906	Frankfort	Index	(e)	1,475	.018*
3,954	25,000	1892	Fredonia	Herald	(e)	1,665	.018*
5,240	6,600	1890	Galena	Times	(e)	1,015	.018*
5,000	35,000	1876	Great Bend	Tribune	(e)	3,275	.025*
3,222	.....	1908	Hiawatha	World	(e)	3,175	.025*
28,000	100,000	1908	Hutchison	Herald	(m)	10,841	....
		1872		News	(e)	15,223	....
				Combined daily	(me)	26,064	.10*
				Sunday edition	(s)	11,211	.10*
10,900	40,000	1881	Independence	Reporter	(e)	5,286	.04*
9,500	25,672	1926	Iola	News	(e)	1,589	.018*
		1867		Register	(e)	3,698	.025*
7,533	.....	....	Junction City	Union	(e)	.....	.02*
20,000	149,131	1895	Kansas City	Kansan	(e)	20,572	.07
		1921		Sunday edition	(s)	20,706	.07
1,539	10,247	1915	Kiowa	Record	(m)	.....	.013*
				Sunday edition	(s)	.....	.013*
15,000	40,000	1854	Lawrence	Journal-World	(e)	6,028	.03*
20,889	60,000	1857	Leawenworth	Times	(e)	6,823	.035*
				Sunday edition	(s)	6,823	.035*
3,200	.....	1905	Lyons	News	(e)	2,285	.02*
4,595	.....	1885	McPherson	Republican	(e)	.....	.014
10,421	40,000	1921	Manhattan	Chronicle	(m)	2,895	....
		1909		Mercury	(e)	2,450	....
				Combined daily	(me)	5,275	.04*
				Sunday edition	(s)	2,825	.04*
3,943	.....	1897	Neodesha	Sun	(e)	.....	.014*
9,781	25,000	1885	Newton	Kansas-Republican	(e)	3,474	.025*
2,300	.....	1906	Norton	Telegram	(e)	1,925	.015*
10,165	22,580	1881	Ottawa	Herald	(e)	5,078	.03*
20,000	35,000	1905	Parsons	Republican	(m)	4,542	.03*
				Sunday edition	(s)	4,542	.03*
		1871		Sun	(e)	4,390	.03*

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" Canadian average for 3 months; flat rate indicated by an asterisk.



Twice the Sales Calls per Man per Day!

RADIATING from Indianapolis, 17 railroads, 13 electric interurban lines and 15 motor bus lines provide swift, convenient transportation to every part of The Indianapolis Radius. For salesmen who motor, a network of excellent highways is equally advantageous.

Salesmen say that in working The Indianapolis Radius they can make twice the national average of calls per man per day. This cuts selling costs, speeds the winning of distribution and entrenches leadership through closer contact with the trade.

Add to this the prestige of The INDIANAPOLIS NEWS in this rich, concentrated market of 2,000,000 people —its powerful advertising influence with the trade and with the public—and you have a most favorable condition for sales success.



The INDIANAPOLIS NEWS *sells The Indianapolis Radius*

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ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATE

KANSAS—Continued

City	Population Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
20,000	150,000	1886	Pittsburgh	Headlight	(e)	.....	....
		1915		Sun	(m)	7,703	....
				Combined daily	(me)	.....	.07*
				Sunday edition	(s)	7,799	.07*
5,183	38,000	1917	Pratt	Tribune	(e)	2,280	.025*
17,000	55,000	1887	Saline	Journal	(e)	11,529	.06*
60,026	230,000	1876	Topeka	Capital	(m)	40,540	.10
				Sunday edition	(s)	41,426	.10
		1874		State Journal	(e)	20,800	.06
7,048	40,000	1901	Wellington	News	(e)	.....	.021*
95,000	281,405	1872	Wichita	Beacon	(e)	43,403	.12*
		1920		Sunday edition	(s)	47,007	.12*
		1872		Eagle	(m)	57,034	....
				Evening edition	(e)	.....	....
				Combined daily	(me)	.....	.18*
				Sunday edition	(s)	68,610	.20*
11,700	37,000	1872	Winfield	Courier & Free Press	(e)	4,900	.035*

KENTUCKY

25,000	100,000	1895	Ashland	Independent	(e)	7,480	.05*
		1920		Sunday edition	(s)	8,172	.05*
18,000	38,000	1851	Bowling Green	Park City News	(e)	3,043	.025
		1882		Times-Journal	(e)	2,965	.018
58,309	135,000	1892	Covington	Post	(e)	28,992	.065*
				Sunday edition	(s)	20,948	.065*
				Kty. Times-Star	(e)	.....	.07
				Kentucky edition of Cincinnati Times-Star.			
5,099	.....	1865	Danville	Advocate	(e)	.....	.014
		1910		Messenger	(e)	2,675	.025*
9,805	.....	1900	Frankfort	State Journal	(m)	3,182	.025*
3,415	.....	1899	Fulton	Leader	(e)	.....	.018*
15,500	76,000	1888	Henderson	Gleaner	(m)	2,784	.025
				Sunday G'leaner & Journal	(s)	3,276	.025
		1899		Journal	(e)	1,250	.015
				Sunday edition	(s)	1,250	.015
9,696	60,000	1869	Hopkinsville	Kentucky New Era	(e)	3,950	.025*
48,641	173,481	1870	Lexington	Herald	(m)	17,314	.06*
				Sunday edition	(s)	16,662	.06*
		1888		Leader	(e)	19,739	.07
				Sunday edition	(s)	19,772	.07
305,935	668,948	1826	Louisville	Courier-Journal	(m)	83,029	....
				Times	(e)	72,096	....
		1884		Combined daily	(me)	155,125	.27*
				Sunday Courier-Journal	(s)	130,513	.025*
		1826		Herald-Post	(e)	68,849	.15*
		1869		Sunday edition	(s)	57,726	.12*
				A. B. C. figures for period March 7, 1927 to March 31, 1927.			
8,500	.....	1917	Madisonville	Messenger	(e)	3,586	.025*
6,583	.....	1900	Mayfield	Messenger	(e)	4,120	.03*
6,385	.....	1881	Maysville	Bulletin	(m)	.....	.014
		1907		Independent	(m)	.....	.02*
		1867		Public Ledger	(e)	.....	.014*
8,045	.....	...	Middlesboro	News	(e)	2,341	.025*
23,000	100,000	1884	Owensboro	Inquirer	(e)	6,459	.03*
				Sunday edition	(s)	6,645	.03*
		1875		Messenger	(m)	8,436	.03*
				Sunday edition	(s)	8,807	.03*
34,000	225,988	1871	Paducah	News-Democrat	(m)	10,201	.04*
				Sunday edition	(s)	11,476	.04*
		1898		Sun	(e)	9,694	.04*
5,622	.....	1862	Richmond	Register	(e)	3,593	.03*
8,333	30,000	1875	Winchester	Sun	(e)	4,967	.025*

LOUISIANA

20,651	.....	1883	Alexandria	Town Talk	(e)	8,238	.04*
45,000	100,000	1842	Baton Rouge	State-Times	(e)	8,933x	....
				Advocate	(m)	.....	....
				Combined daily	(me)	.....	.06*
6,108	.....	1899	Crowley	Signal	(e)	.....	.018*
7,855	.....	1913	Lafayette	Advertiser	(e)	3,146	.03*
13,846	.....	1892	Lake Charles	American-Press	(e)	5,474	.04*
25,000	66,000	1909	Monroe	News-Star	(e)	7,956	.05
412,000	.....	1924	New Orleans	Tribune	(m)	33,972	.10*
		1877		Item	(e)	62,212	.15*
				Combined daily	(me)	96,184	.20*
				Saturday edition	(e)	53,610	.15*
		....		Sunday edition	(s)	83,021	.18*
		1879		Journal of Commerce	(m)	.....	.057
				States	(e)	53,359	.13*
				Saturday edition	(e)	41,139	.13*
				Sunday edition	(s)	89,460	.16*
		1837		Times-Picayune	(m)	87,290	.18*
				Sunday edition	(s)	125,721	.22*
3,389	.....	1905	Ruston	Leader	(e)	.....	.018*
72,000	166,586	1895	Shreveport	Journal	(e)	20,267	.07*
		1872		Times	(m)	35,465	.09*
				Sunday edition	(s)	50,489	.12*

MAINE

17,954	165,000	1825	Augusta	Kennebec Journal	(m)	11,651	.05
25,978	320,000	1872	Bangor	Commercial	(e)	.....	.05
		1889		News	(m)	29,398	.07*
14,781	.....	1860	Bath	Times	(e)	1,962	.013
24,825	.....	1884	Biddeford	Journal	(e)	5,173	.03
51,852	120,000	1893	Lewiston	Sun	(m)	17,508	....
				Journal	(e)	12,600	....
70,000	200,000	1862	Portland	Combined daily	(me)	30,108	.10
				Press-Herald	(m)	34,510	....
				Express	(e)	24,846	....
				Combined daily	(me)	59,356	.17
13,351	50,000	1904	Waterville	Sunday Telegram	(s)	35,608	.12
				Sentinel	(m)	6,387	.03

MARYLAND

11,214	15,000	1884	Annapolis	Capital	(e)	2,475	.025*
797,716	917,000	1773	Baltimore	American	(m)	55,858	.15*
		1872		News	(e)	130,287	.25*
				Combined daily	(me)	186,145	.35*
				Sunday edition	(s)	175,478	.30*
		1922		Post	(e)	107,035	.22*
		1837		Sun	(m)	125,631	....
				Evening Sun	(e)	127,174	....
				Combined daily	(me)	252,805	.45
				Sunday edition	(s)	195,543	.45

MARYLAND—Continued

City	Population Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv.
8,000	60,000	1897	Cambridge	Banner	(e)	1,375	
34,810	100,000	1872	Cumberland	News	(m)	8,441	
				Sunday edition	(s)	7,858	
		1869		Times	(e)	14,588	
		1925		Sunday edition	(s)	10,397	
11,066	60,000	1883	Frederick	News	(e)	4,777	
		1910		Post	(m)	4,021	
				Combined daily	(me	8,798	
35,000	300,000	1879	Hagerstown	Globe	(e)	2,468	
		1873		Herald	(m)	4,609	
				Mail	(e)	7,350	
				Combined daily	(me)	11,959	

MASSACHUSETTS

10,036	.....	1888	Amesbury	News	(e)	2,675	
23,019	40,000	1889	Attleboro	Sun	(e)	5,786	
22,561	.....	1893	Beverly	Times	(e)	....	
1,950,000	2,574,115	1813	Boston	Advertiser (tab)	(m)	174,976	
		1904		American	(e)	293,457	
				Combined daily	(me)	468,433	
		1904		Sunday ed	(s)	523,437	
		1908		Christian Science Monitor	(e)	107,482	
				One regional edition		.....	
				Two regional editions		.....	
		1872		Globe	(m)	125,548	
		1878		Globe	(e)	160,813	
				Combined daily	(me)	286,361	
		1877		Sunday ed	(s)	333,452	
		1846		Herald	(m)	106,092	
		1825		Traveler	(e)	152,693	
				Combined daily	(me)	258,785	
		1846		Sunday ed	(s)	127,068	
				Sunday Herald & Traveler	(es)	.....	
		1887		News Bureau	(me)	11,630	
		1831		Post	(m)	394,851	
		1893		Sunday ed	(s)	350,627	
		1830		Transcript	(e)	35,188	
				Saturday ed	(Sat)	54,463	
70,559	155,000	1886	Brockton	Enterprise	(e)	23,928	
		1894		Times	(e)	11,692	
47,052	75,000	1890	Chelsea	Record	(e)	3,890	
14,180	23,075	1893	Clinton	Item	(e)	2,790	
130,000	163,000	1875	Fall River	Globe	(e)	10,492	
		1872		Herald-News	(e)	22,852	
43,609	110,000	1873	Fitchburg	Sentinel	(e)	12,069	
21,072	40,000	1897	Framingham	News	(e)	.....	
18,730	35,000	1869	Gardener	News	(e)	4,337	
22,947	33,450	1856	Gloucester	Times	(e)	7,011	
15,462	.....	1900	Greenfield	Recorder	(e)	4,400	
55,000	100,000	1877	Haverhill	Gazette	(e)	16,415	
		1902		Sunday Record	(s)	12,895	
60,203	100,000	1882	Holyoke	Transcript-Telegram	(e)	16,770	
8,130	.....	1902	Hudson	Sun	(e)	1,565	
98,000	123,314	1884	Lawrence	Telegram	(e)	8,970	
				Sunday Sun	(s)	8,970	
		1925		Sunday News	(s)	.....	
		1868		Eagle	(m)	1,658	
				Tribune	(e)	21,830	
				Combined daily	(me)	23,488	
19,745	.....	1873	Leominster	Enterprise	(e)	4,008	
112,759	175,759	1845	Lowell	Courier-Citizen	(m)	16,585	
				Leader	(e)	4,036	
				Combined daily	(me)	20,621	
		1878		Sun	(e)	19,873	
		1915		Sunday News	(s)	.....	
		1898		Sunday Telegram	(s)	17,443	
109,063	275,000	1877	Lynn	Item	(e)	17,004x	
		1898		Telegram News	(e)	17,707x	
				Sunday edition	(e)	19,358x	
50,877	.....	1892	Malden	News	(e)	9,806	
18,500	40,000	1889	Marlboro	Enterprise	(e)	3,673	
18,204	.....	1906	Melrose	News	(e)	.....	
13,471	.....	1887	Milford	News	(e)	4,660	
131,000	160,000	1807	New Bedford	Mercury	(m)	7,888	
				Standard	(e)	24,719	
				Combined daily	(me)	32,607	
				Sunday ed	(e)	29,262	
		1924		Times	(e)	16,202	
15,784	40,000	1888	Newburyport	News	(e)	5,588	
23,500	49,000	1895	North Adams	Transcript	(e)	10,427x	
21,951	40,000	1890	Northampton	Hampshire Gazette	(e)	7,472x	
9,238	20,000	1870	North Attleboro	Chronicle	(e)	2,250	
46,877	150,000	1892	Pittsfield	Berkshire Eagle	(e)	18,287x	
47,876	100,000	1837	Quincy	Patriot-Ledger	(e)	11,467	
45,000	150,000	1880	Salem	News	(e)	21,495	
15,000	.....	1923	Southbridge	News	(e)	2,710	
148,402	450,000	1824	Springfield	Republican	(m)	20,996	
		1880		News	(e)	39,960	
		1892		Union	(m)	33,095	
		1864		Union	(e)	31,610	
				Combined daily	(me)	64,705	
				4 edition combination	(m & e)	125,661	.28*
				Sunday Union-Republican	(s)	67,706	.21*
39,286	60,000	1848	Taunton	Gazette	(e)	9,414	.04
13,025	28,735	1894	Wakefield	Item	(e)	3,254	.04
30,915	.....	1862	Waltham	News-Tribune	(e)	7,400	.035
17,983	40,000	1923	Webster	Times	(e)	2,841	.0225
16,574	42,000	1901	Woburn	Times	(e)	3,850	.025
193,666	441,842	1891	Worcester	Post	(e)	29,764	.10*
		1885		Telegram	(m)	43,824	
				Gazette	(e)	55,383	
				Combined daily	(me)	99,207	.26
				Sunday ed	(s)	52,740	.19

MICHIGAN

13,000	60,000	1865	Adrian	Telegram	(e)	10,804	.04*
9,678	19,000	1868	Albion	Recorder	(e)	2,555	.02
14,000	25,000	1899	Alpena	News	(e)	3,581x	.025*
27,712	45,000	1835	Ann Arbor	Times News	(e)	10,316	.05*
42,500	75,000	1894	Battle Creek	Enquirer & News	(e)	13,026	.05
				Saturday ed	(e)	10,516	.05
		1872		Sunday ed	(s)	13,073	.05
				*Moon-Journal	(e)	11,078	.035
				*(Moon-Journal accepted for A. B. C. membership)			
53,498	130,000	1879	Bay City	Times	(e)	18,675x	.06*
				Saturday ed	(e)	15,667x	.06*
12,233	.....	1886	Benton Harbor	News-Palladium	(e)	17,601x	.06*
5,000	.....	1864	Big Rapids	Pioneer	(e)	7,007	.035
12,675	40,000	1882	Cadillac	News	(e)	2,484	.02
						3,357	.025

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES

MICHIGAN—Continued

Population (y	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
2379	60,000	1892	Calumet	News	(e)	2,673	.02
842	27,000	1875	Cheboygan	Tribune	(e)	3,142	.02
222	25,000	1895	Coldwater	Reporter	(e)	3,350	.02
8822	1,500,000	1831	Detroit	Free Press	(m)	203,165	.40*
				Sunday ed	(s)	282,060	.45*
		1873		News	(e)	321,021	.50*
		1893		Sunday ed	(s)	354,231	.50*
		1920		Times	(e)	294,183	.47*
				Saturday ed	(e)	224,270	.47*
				Sunday ed	(s)	326,875	.47*
140	.....	1896	Dowagiac	News	(e)	2,281	.02
1552	27,500	1910	Escanaba	Press	(m)	7,095	.06
3?00	186,000	1883	Flint	Journal	(e)	42,229	.10*
				Saturday ed	(e)	38,471	.10*
		1922		Sunday ed	(s)	37,779	.10*
205	.....	1885	Grand Haven	Tribune	(e)	2,409	.02
15877	375,000	1882	Grand Rapids	Herald	(m)	33,892	.13
				Sunday ed	(s)	31,324	.13
		1890		Press	(e)	90,238	.20*
100	25,000	1856	Greenville	News	(e)	2,001	.02
026	30,000	1909	Hillsdale	News	(e)	5,131	.02
525	100,000	1884	Hancock	Copper Journal	(e)	....	.025*
166	.....	1896	Holland	Sentinel	(e)	2,862	.018*
456	100,000	1899	Houghton	Mining Gazette	(m)	6,593	.025
935	35,000	1879	Ionia	Sentinel Standard	(e)	3,368	.02*
251	45,000	1921	Iron Mountain	News	(e)	7,055	.04
1739	45,000	1919	Ironwood	Globe	(e)	5,860	.035
5700	150,000	1838	Jackson	Citizen Patriot	(e)	28,332x	.08*
				Saturday ed	(e)	20,660x	.08*
				Sunday ed	(s)	27,265x	.08*
		1926		Tribune	(m)	3,858	.04*
5000	143,000	1833	Kalamazoo	Gazette	(e)	28,009	.08*
				Sunday ed	(s)	27,365	.08*
8000	175,000	1921	Lansing	Capital News	(e)	10,843	.045*
		1855		State Journal	(e)	40,231	.10*
000	19,831	1869	Ludington	News	(e)	3,913x	.03
				Sunday ed	(s)	3,916x	.03
697	32,000	1894	Manistee	News-Advocate	(e)	3,372	.025
1000	40,000	1884	Marquette	Mining Journal	(m)	8,076	.045
270	12,000	1879	Marshall	Chronicle	(e)	2,561	.035
907	.....	1861	Menominee	Herald-Leader	(e)	3,843	.025
1573	35,000	1859	Monroe	News	(e)	5,400	.035
1560	50,000	1899	Mount Clemens	Leader	(e)	6,457	.04*
5240	75,000	1856	Muskegon	Chronicle	(e)	17,988x	.06*
1000	40,000	1886	Niles	Star	(e)	3,247	.025
1575	40,000	1892	Owosso	Argus-Press	(e)	7,315	.035
064	35,000	1900	Petoskey	News	(e)	2,083	.015
5311	160,000	1900	Pontiac	Press	(e)	22,486x	.07
8000	135,000	1870	Port Huron	Times-Herald	(e)	20,233	.07*
1000	50,000	1925	Royal Oak	Tribune	(e)	5,774	.05
7000	150,000	1883	Saginaw	News Courier	(e)	27,003x	.08*
				Monday ed	(e)	22,175x	.08*
				Sunday ed	(s)	25,914x	.08*
1100	35,000	1891	St. Joseph	Herald-Press	(e)	3,978x	.25
1096	.....	1903	Sault Ste. Marie	News	(e)	4,400	.025*
829	14,874	1899	South Haven	Tribune	(e)	1,750	.015
995	25,000	1859	Sturgis	Journal	(e)	3,640	.025
500	20,000	1895	Three Rivers	Commercial	(e)	2,657	.02
1433	18,000	1880	Ypsilanti	Ypsilantian-Press	(e)	....	.025

MINNESOTA

056	35,000	1897	Albert Lee	Tribune	(e)	5,265	.035*
1118	35,000	1891	Austin	Herald	(e)	4,240	.03*
086	25,000	1903	Bemidji	Pioneer	(e)	2,535	.025*
591	.....	1901	Brainard	Dispatch	(e)	....	.018
825	36,000	1887	Crookston	Times	(e)	2,905	.021
10000	325,000	1883	Duluth	Herald	(e)	42,415	.14
		1868		News Tribune	(m)	33,057	.09
				Sunday ed	(s)	31,449	.10
500	35,000	1917	Fairmont	Independent	(e)	2,281	.036*
		1874		Sentinel	(e)	.....	.036*
1089	40,000	1914	Faribault	News	(e)	5,067	.035
581	45,000	1883	Fergus Falls	Journal	(e)	6,424	.035*
7132	40,883	1920	Hibbing	News	(e)	3,968	.025*
		1899		Tribune	(e)	5,000x	.03*
500	12,000	1911	International Falls	Journal	(e)	....	.02*
500	.....	1892	Little Falls	Transcript	(e)	2,354	.025*
1000	50,000	1887	Mankato	Free Press	(e)	7,307	.04*
42435	500,000	1878	Minneapolis	Journal	(e)	116,164	.25*
				Sunday edition	(s)	166,258	.30*
		1920		Star	(e)	67,718	.15*
		1867		Tribune	(m)	70,811	.....
				Evening edition	(e)	67,105	.....
				Combined daily	(me)	137,916	.28*
				Sunday edition	(e)	179,603	.32*
884	.....	1883	Moorhead	News	(e)	1,008	.021*
252	18,000	1916	Owatonna	People's Press	(m)	2,903	.025
				Sunday edition	(s)	2,903	.025
637	.....	1911	Red Wing	Eagle	(e)	2,148	.021
		1857		Republican	(m)	538	.....
				Evening edition	(e)	2,515	.....
				Combined daily	(me)	3,053	.025*
1722	50,000	1892	Rochester	Post-Bulletin	(e)	10,321	.04*
15000	75,000	1892	St. Cloud	Journal-Press	(e)	5,203	.035
		1887		Times	(e)	7,129	.04*
280000	360,000	1853	St. Paul	Pioneer-Press	(m)	75,770x	.....
		1868		Dispatch	(e)	89,156x	.....
				Combined daily	(me)	164,926x	.28
		1882		Sunday edition	(s)	148,378x	.30*
		1900		News	(e)	90,978x	.18*
				Sunday edition	(s)	60,271x	.14*
000	.....	1891	South St. Paul	Reporter	(e)	5,146x	.03
735	20,000	1884	Stillwater	Gazette	(e)	1,545	.018*
10022	.....	1893	Virginia	Enterprise	(e)	3,150	.025*
12250	60,000	1855	Vinona	Republican-Herald	(e)	13,206x	.045*

MISSISSIPPI

15000	40,845	1898	Biloxi-Gulfport	Herald	(e)	7,011x	.03
552	.....	1908	Clarksdale	Register	(e)	4,397	.032
1500	.....	1926	Columbus	Commercial Dispatch	(e)	5,160	.04*
				Sunday edition	(s)	5,160	.04*
498	.....	1894	Corinth	Corinthian	(e)	1,192	.029
1560	.....	1888	Greenville	Democrat-Times	(e)	.....	.02*
1000	175,000	1916	Greenwood	Commonwealth	(e)	2,350	.025
1115	.....	1917	Hattiesburg	American	(e)	5,732	.035
13000	220,675	1837	Jackson	Clarion-Ledger	(m)	8,638	.04
				Sunday edition	(s)	8,874	.04
		1891		News	(e)	14,590	.05
				Sunday edition	(s)	14,323	.05
3600	145,000	1911	Laurel	Leader	(e)	.....	.035*
12000	248,000	1898	Meridian	Star	(e)	14,047	.07
13608	237,552	1865	Natchez	Sunday edition	(s)	14,128	.07
				Democrat	(m)	3,700	.025*
5072	.....	1883	Vicksburg	Sunday edition	(s)	3,973	.04*
		1864		Post	(e)	5,396	.03*
				Herald	(m)	2,632	.02
					(s)	2,632	.02

Following newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" average for 3 months; flat rate indicated by an asterisk.



Not only do they buy the best, but they spend very freely for every conceivable product and commodity that enters the home. The evidence is convincing when one travels along the paved highways from town to town and sees rows of fine homes, all with garages housing one and more cars.

Every appearance of the community indicates that these inhabitants are people of means who know how to live and enjoy life. They are a class whose earnings and incomes are above the average found in the typical American cities.

This market is worth the effort of every national advertiser and the quickest and most effective way to reach these 70,000 families at the lowest possible cost, is thru the local weeklies. These papers wield more influence in the Long Island homes than any of the large metropolitan newspapers, because they chronicle the daily and intimate events of the community.

These newspapers listed below will give you facts and figures that will easily convince you that you cannot afford to stay away from this market and that you cannot completely dominate this market without using the advertising pages of these local weeklies.

Town	Paper	Publication Days	Circulation	Rate per Inch
Babylon	Leader Suffolk	Friday	3,400	.35
Bay Shore	Consolidated Press (South Shore Sentinel, Islip Press)	Thursday	2,750	.45
Elmhurst	Newtown Register	Saturday	2,500	.75
Farmingdale	Post	Friday	1,100	.45
Floral Park	The Sunrise Trailer	Friday	5,200	.60
Jamaica	Queens County News	Friday	14,675*	1.00
Mineola	Central Island Weeklies (Hicksville, Westbury, New Hyde Park	Friday	4,000	1.00†
Patchogue	Advance	Tue. & Fri.	3,226*	.55
Woodhaven	Leader-Observer	Thursday	8,600*	.84

*Sworn Net Paid Circulation.
†$1.75 including Farmingdale Post and Garden City News.
Figures not marked with a star indicate total run of paper.

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

MISSOURI

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
3,575	.....	1919	Aurora	Advertiser	(e)	.800	.014
4,665	.....	1919	Boonville	Central Missourian	(e)	1,497	.025*
6,304	50,000	1914	Brookfield	Argus	(e)	2,410	.018*
2,702	.....	1889	Butler	Democrat	(e)	.....	.001*
3,248	.....	1905	Cameron	News-Observer	(e)	1,015	.014
3,218	.....	1881	Carrollton	Democrat	(e)	660	.011
18,000	80,000	1901	Cape Girardeau	Southeast Missourian	(e)	7,360x	.04*
10,068	.....	1884	Carthage	Democrat	(m)	1,223	.02
				Sunday edition	(s)	1,223	.02
		1884		Press	(e)	3,138	.025
6,772	.....	1860	Chillicothe	Constitution	(e)	3,029	.021*
		1881		Tribune	(e)	3,016	.021*
5,098	.....	1884	Clinton	Democrat	(e)	.....	.011
13,000	32,000	1908	Columbia	Missourian	(e)	4,077x	.025*
		1901		Tribune	(e)	4,660x	.03
4,165	.....	1889	Excelsior Springs	Standard	(e)	1,952	.021*
				Sunday edition	(s)	1,952	.021*
5,595	.....	1889	Fulton	Sun-Gazette	(e)	.....	.025*

(Sun & Gazette consolidated Jan. 1, 1927. Circulation prior to consolidation Gov't 9-30-26. Gazette, 1,640; Sun, 1,575.)

20,000	138,500	1839	Hannibal	Courier-Post & Journal	(e)	6,933x	.04
11,686	.....	1905	Independence	Examiner	(e)	4,100	.03
		1913		News	(e)	.....	.016*
17,848	120,000	1900	Jefferson City	Capital News	(m)	7,156	.04*
				Sunday edition	(s)	7,156	.04*
		1875		Tribune-Post	(e)	6,984	.04
31,000	250,000	1896	Joplin	Globe	(m)	24,147	.....
		1872		News Herald	(e)	12,796	.....
				Combined daily	(me)	36,943	.15*
				Sunday edition	(s)	27,191	.15*
				Evening & Sunday	(es)	.....	.15*
447,747	700,000	1854	Kansas City	Journal	(m)	144,814	.25*
		1905		Post	(e)	154,495	.25*
				Combined	(me)	299,309	.40*
				Sunday edition	(s)	172,606	.30*
				Evening & Sunday	(es)	.....	.40*
				Morning & Sunday	(ms)	.....	.40*
....	.....	1880		Star	(e)	258,308	.....
		1901		Times	(m)	250,733	.....
				Combined Daily	(me)	509,041	.60*
		1894		Sunday Star	(s)	258,308	.42*
7,213	25,000	1901	Kirksville	Express & News	(e)	5,129	.03*
				Sunday edition	(s)	5,129	.03*
2,500	.....	1901	Lamar	Democrat	(e)	.....	.013*
4,695	.....	1923	Lexington	Advertiser	(e)	.....	.018*
		1888		Intelligencer	(e)	.....	.018*
3,549	30,000	1908	Macon	Chronicle-Herald	(e)	.....	.03*
5,200	40,000	1873	Marshall	Democrat-News	(e)	2,300	.0285*
5,200	27,744	1910	Maryville	Democrat-Forum & Tribune	(e)	4,449	.035*
6,013	22,000	1879	Mexico	Intelligencer	(e)	1,373	.018*
		1886		Ledger	(e)	1,758	.02*
12,808	60,000	1873	Moberly	Monitor-Index & Democrat	(e)	5,222	.03*
4,206	.....	1908	Monett	Times	(e)	.....	.018*
3,968	.....	1905	Neosho	Democrat	(e)	680	.018*
7,139	.....	1908	Nevada	Mail & Post	(e)	2,325	.018*
8,042	50,000	1895	Poplar Bluff	Interstate American	(e)	.....	.025*
		1923		Republican	(e)	3,248	.025*
3,500	.....	1886	Rich Hills	Review	(e)	.....	.011
8,503	.....	1888	St. Charles	Banner-News	(e)	.....	.014
		1835		Cosmos-Monitor	(e)	.....	.014
77,939	207,939	1845	St. Joseph	Gazette	(m)	18,783	.07
				Sunday edition	(s)	21,757	.10
		1879		News-Press	(e)	40,165	.10*
		1897		Stock Yard Journal	(e)	5,381	.025*
1,000,000	1,300,000	1852	St. Louis	Globe-Democrat	(m)	246,262	.43*
				Sunday edition	(s)	261,496	.43*
		1878		Post-Dispatch	(e)	217,665	.40*
		1887		Sunday edition	(s)	373,956	.48*
		1888		Star	(e)	120,962	.24
		1907		Times	(e)	70,681	.16
21,144	.....	1889	Sedalia	Capital	(m)	8,542	.....
				Democrat	(e)	6,503	.....
				Combined daily	(me)	15,045	.045
				Sunday edition	(s)	15,045	.045
56,000	90,000	1867	Springfield	Leader	(e)	25,526	.07*
		1900		Sunday edition	(s)	25,073	.07*
		1891		News	(m)	17,028	.06*
				Sunday edition	(s)	18,096	.06*
8,454	28,761	1861	Trenton	Republican-Times	(e)	2,235	.03
4,811	6,500	1913	Warrensburg	Star-Journal	(e)	1,153	.02*
7,807	.....	1890	Webb City	Sentinel	(e)	570	.014*
3,178	.....	1903	West Plains	Quill	(e)	.....	.018*

MONTANA

56,711	110,000	1889	Anaconda & Butte	Standard	(m)	8,902	.06*
				Sunday edition	(s)	13,121	.07*
16,000	115,000	1901	Billings	Gazette	(m)	6,988	.....
				Evening edition	(e)	1,953	....
				Combined daily	(me)	8,941	.06*
				Sunday edition	(s)	9,519	.065*
6,183	.....	1911	Bozeman	Chronicle	(m)	2,321	.025*
				Sunday edition	(s)	2,321	.025*
45,771	110,000	1876	Butte	Miner	(m)	13,097	.06*
		1913		Sunday edition	(s)	23,033	.08*
29,883	80,000	1888	Great Falls	Post	(e)	10,929	.05*
		1887		Leader	(e)	3,096	.03
				Tribune	(m)	14,012	.06*
5,429	.....	1909	Havre	Sunday edition	(s)	16,532	.07*
				News-Promoter	(e)	1,981	.025
11,500	26,000	1866	Helena	Sunday edition	(s)	1,981	.025
				Independent	(m)	5,519	.025*
		1900		Sunday edition	(s)	5,519	.025*
5,147	.....	1891	Kalispell	Record-Herald	(e)	5,596	.03
9,200	40,000	1905	Lewistown	Inter Lake	(e)	2,515	.018*
				Democrat-News	(m)	5,747	.03
6,326	.....	1909	Livingston	Sunday edition	(s)	5,747	.03
				Enterprise	(m)	2,080	.018
7,973	22,000	1910	Miles City	Sunday edition	(s)	2,080	.018
				Star	(e)	2,822	.03*
14,500	50,000	1873	Missoula	Sunday edition	(s)	4,039	.04*
		1911		Missoulian	(m)	4,714	.....
				Sentinel	(e)	2,249	....
		1873		Combined daily	(me)	6,963	.036
				Sunday edition	(s)	6,399	.036

NEBRASKA

11,000	35,000	1902	Beatrice	Sun	(e)	5,272	.04*
				Sunday edition	(s)	5,272	.04*
6,200	35,000	1880	Columbus	Telegram	(e)	3,948	.03*
4,930	.....	1867	Fall City	Journal	(e)	3,393	.025*
		1874		News	(m)	1,850	.025*
				Sunday edition	(s)	1,850	.025*
10,250	41,000	1883	Fremont	Tribune	(e)	6,770	.0
15,000	55,000	1884	Grand Island	Independent	(e)	7,910	.0
13,500	56,000	1905	Hastings	Tribune	(e)	8,793	.0
7,702	.....	1888	Kearney	Hub	(e)	3,614	.0
87,446	350,000	1867	Lincoln	Journal	(m)	24,400	..
		1889		Evening edition	(e)	13,445	..
				Combined daily	(me)	37,845	.0
		1887		Sunday edition	(s)	27,685	.0
		1902		Star	(e)	33,396	.0
				Sunday edition	(s)	27,070	.0
8,000	.....	1924	McCook	Gazette	(e)	2,800	.0
6,279	75,000	1854	Nebraska City	Nebr. News-Press	(m)	3,702	.0
				Sunday edition	(s)	3,702	.0
11,000	80,000	1887	Norfolk	News	(e)	8,812	.0
10,466	.....	1908	North Platte	Telegraph	(e)	.....	.0
240,000	350,000	1871	Omaha	Bee-News	(m)	x81,742	..
				Evening edition	(e)	x55,687	..
				Combined daily	(me)	x137,429	.2
				Sunday edition	(s)	135,909	.2

*(Statement for period 2/14/27 to 3/31/27)

		1865		World Herald	(m)	x55,147	..
		1885		Evening edition	(s)	x58,834	..
				Combined daily	(m)	x113,981	.2
				Sunday edition	(s)	x116,871	.2

*(Statement for period 2/14/27 to 3/31/27)

4,190	.....	1904	Plattsmouth	Journal	(e)	.....	.01
8,227	.....	1901	Scottsbluff	Star-Herald	(m)	3,203	.03
....	.....	1924		Sunday edition	(s)	3,203	.03
5,388	.....	1909	South Omaha	So. Omaha Sun	(e)	.....	.07
			York	News-Times	(e)	2,375	.03

NEVADA

2,500	.....	1865	Carson City	Appeal	(e)	.....	.01
		1891		News	(m)	.....	.01
2,090	.....	1920	Ely	Sunday edition	(s)	.....	.01
....	.....	....	Goldfield	Times	(e)	.....	.02
12,016	25,000	1876	Reno	Tribune	(e)	.....	.02
		1867		Gazette	(e)	6,505	.04
				Nevada State Journal	(m)	5,551	.03
4,144	.....	1901	Tonopah	Sunday edition	(s)	5,551	.03
		1915		Bonanza	(e)	.....	.01
				Times	(m)	1,165	.01
2,800	8,000	1906	Winnemucca	Sunday edition	(s)	1,165	.01
				Humboldt Star	(e)	1,894	.02

NEW HAMPSHIRE

9,524	19,500	1914	Claremont	Eagle	(e)	2,350	.02
24,500	66,000	1809	Concord	Monitor & New Hampshire Patriot	(e)	5,773	.03
13,029	.....	1873	Dover	Foster's Democrat	(e)	.....	.017
11,210	.....	1799	Keene	Sentinel	(e)	3,980	.025
10,897	.....	1925	Laconia	Citizen	(e)	1,728	.015
84,000	150,000	1862	Manchester	Union	(m)	16,829	....
		1912		Leader	(e)	15,022	....
				Combined daily	(me)	31,851	.13
28,379	.....	1869	Nashua	Telegraph	(e)	6,224	.043
14,877	.....	1884	Portsmouth	Herald & Times	(e)	6,120	.036

NEW JERSEY

15,000	70,593	1885	Asbury Park	Press	(e)	10,057	.04
		1879		Sunday edition	(s)	5,554	.04
65,919	150,000	1872	Atlantic City	Press	(m)	22,881	....
		1888		Union	(e)	13,666	....
				Combined daily	(me)	36,547	.12*
		1891		Sunday edition	(s)	19,432	.10*
85,000	.....	1911	Bayonne	News	(e)	12,017	.045
		1870		Times	(e)	11,953x	.05
14,323	.....	1879	Bridgeton	News	(e)	6,652	.03
		1886		Pioneer	(m)	.....	.018*
9,049	.....	1868	Burlington	Enterprise	(e)	5,180	.02
138,000	350,000	1882	Camden	Courier	(e)	51,331	....
		1875		Post	(m)	11,923	....
				Combined daily	(me)	63,254	.15
105,000	175,000	1871	Elizabeth	Journal	(e)	26,129x	.065
		1900		Times	(e)	7,940	.035*
20,000	74,201	1895	Hackensack	Bergen Record	(e)	12,629	.06
75,000	629,124	1892	Hoboken	Jersey Observer	(e)	41,674x	.11
315,280	629,124	1867	Jersey City	Jersey Journal	(e)	43,091x	.12*
13,521	40,000	1902	Long Branch	Record	(e)	5,400	.025
14,691	.....	1865	Millville	Republican	(e)	.....	.03
12,570	.....	1826	Morristown	Jerseyman	(e)	4,682	.04*
		1900		Record	(e)	4,170	.025*
697,591	1,000,000	1872	Newark	Call	(s)	82,366x	.16
		1914		Ledger	(m)	.....	.....
		1926		Evening edition	(e)	.....	....
				Combined daily	(me)	.....	.16
				Sunday edition	(s)	.....	.16

(Evening edition started December 27, 1926)

		1883		News	(e)	125,507*	.24
		1832		Star-Eagle	(e)	100,146x	.21
37,984	.....	1878	New Brunswick	Home News	(e)	14,014	.06
				Sunday Times	(s)	11,699	.06
33,268	200,000	1926	Orange	Courier	(e)	(New daily)	.06
115,407	165,832	1873	Passaic	Herald	(e)	15,536*	.95
		1877		News	(e)	14,098x	.05
149,000	259,174	1889	Paterson	Call	(m)	16,669	.06
		1890		News	(e)	12,253	.029
		1836		Press Guardian	(e)	18,519	.06
		1893		Sunday Chronicle	(s)	13,187	.06
42,000	92,000	1903	Perth Amboy	News	(e)	11,904	.055
30,000	54,000	1884	Plainfield	Courier-News	(e)	10,123	.05*
132,000	175,000	1882	Trenton	Times	(e)	42,604	.....
		1883		Sunday Times-Advertiser	(s)	31,580	.14*
		1792		State Gazette	(m)	15,716	.....
				Combined daily	(me)	58,320	.16*
75,000	629,124	1874	Union City	Hudson Dispatch	(m)	16,544	.06*
6,799	20,000	1875	Vineland	Journal	(e)	2,849	.025*
8,000	20,000	1897	Woodbury	Times	(e)	4,200	.025*

NEW MEXICO

18,000	43,096	1880	Albuquerque	Journal	(m)	8,808	.....
		1884		Evening edition	(e)	6,084	.....
				Combined daily	(me)	14,892	.07*
		1880		Sunday edition	(s)	9,692	.06*
		1922		N. M. State Tribune	(e)	11,873	.07*
8,000	.....	1879	East Las Vegas	Optic	(e)	3,211	.02
5,544	20,000	1881	Raton	Range	(e)	1,432	.021*
7,062	15,000	1903	Roswell	Record	(e)	.....	.021
7,236	.....	1849	Santa Fe	New Mexican	(e)	2,175	.025

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

ENGLISH LANGUAGE DAILIES OF U. S.—CIRCULATIONS AND RATES

NEW YORK

Population City	Population Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
30,000	500,000	1842	Albany	Knickerbocker Press.	(m)	35,073	.12*
				Sunday edition	(s)	57,820	.17*
		1922		News	(e)	44,444	.13*
				Combined daily	(me)	79,517	.20*
		1886		Sunday Telegram	(s)	19,405	.075
		1853		Times-Union	(e)	43,071	.14*
38,000	50,000	1833	Amsterdam	Recorder & Democrat	(e)	7,845x	.04
38,000	.....	1870	Auburn	Citizen	(e)	6,423	....
		1829		Advertiser-Journal	(e)	3,872	....
				Combined daily	(me)	10,295	.055
4,800	.....	1798	Ballston Spa	Journal	(e)	1,100	.014
15,000	50,000	1878	Batavia	News	(e)	9,490	.04*
11,621	.....	1878	Beacon	News	(e)	.....	.08*

Beacon Journal and Herald were purchased by the Gannett group June 11 and name changed Beacon News—sold only in combination with the Newburgh News. Government circulation ures as of March 31, 1927: Herald, ——; Journal, 2,885.

74,000	150,000	1904	Binghamton	Press & Leader	(e)	34,614	.12*
		1822		Sun	(m)	21,314	.07*
233,647	2,812,000	1886	Brooklyn	Citizen	(e)	43,092	.12
				Sunday edition	(s)	43,092	.12
		1841		Eagle	(e)	77,991	.24
		1863		Standard Union	(e)	77,075	.20*
				Sunday edition	(s)	77,546	.20*
		1848		Times	(e)	70,983	.22
				Sunday edition	(s)	71,203	.22
45,273	825,000	1834	Buffalo	Courier-Express	(m)	110,686	.22*
				Sunday edition	(s)	161,164	.30*
		1880		News	(e)	149,773	.30*
		1879		Times	(e)	109,285	.21
				Sunday edition	(s)	128,158	.21

(Effective October 1-27; flat rate of 24c per line, Evening or Sunday)

7,686	32,000	1797	Canandaigua	Messenger	(e)	3,189	.03*
5,000	32,000	1879	Catskill	Mail	(e)	251,750	.025*
26,500	62,000	1884	Cohoes	American	(e)	10,907	.05
2,725	.....	1909	Cooperstown	Glimmerglass	(e)	.....	.021*
20,238	46,000	1884	Corning	Leader	(e)	9,029	.05
13,879	35,000	1892	Cortland	Standard	(e)	5,782	.04*
5,300	.....	1908	Dansville	Breeze	(e)	1,650	.021*
20,407	55,000	1882	Dunkirk	Observer	(e)	4.378x	.03*
51,067	300,000	1853	Elmira	Advertiser	(m)	8,203x	....
		1828		Star-Gazette	(e)	26,010x	....
				Combined daily	(me)	34,213x	.11*
				Sunday Telegram	(s)	23,294	.08*
45,000	.....	1879	Flushing	Journal	(e)	10,100	.05*
55,189	62,588	1921	Freeport	Nassau Review	(e)	10,480	.05*
16,000	45,000	1895	Geneva	Times	(e)	5,627	.04
20,370	70,802	1904	Glens Falls	Post-Star	(m)	.....	....
		1879		Times	(e)	.....	....
				Combined Daily	(me)	.....	.07*

Post-Star purchased Times June, 1927, and merged with that paper. Circulations as of March 1, 1927, as reported to the A. B. C., were: Post-Star, 9,321; Times, 7,120.

25,000	50,000	1890	Gloversville & Johnstown	Herald	(m)	5,288x	.035*
		1887		Leader-Republican	(e)	7,177x	.035*
10,910	35,000	1898	Herkimer	Telegram	(e)	3,200	.025
15,784	.....	1879	Hornell	Tribune-Times	(e)	8,133	.04
13,000	45,000	1866	Hudson	Register	(e)	2,862	.025*
		1847		Star	(m)	3,486	.03*
18,948	35,000	1815	Ithaca	Journal-News	(e)	7,711x	.05*
250,000	250,000	1898	Jamaica	L. I. Press	(e)	19,625	.10*
45,000	100,000	1826	Jamestown	Journal	(e)	9,363	.03
		1901		Post	(m)	11,705	.035
29,000	74,979	1871	Kingston	Freeman	(e)	8,076	.04*
		1881		Leader	(m)	3,768	.025*
14,000	25,000	1886	Little Falls	Times	(e)	4,647	.03
25,000	45,000	1821	Lockport	Union Sun & Journal	(e)	8,510	.045
460,000	.....	1876	Long Island City	Star	(e)	25,524x	.09
8,820	20,000	1905	Malone	Telegram	(e)	4,749	.03
13,124	24,200	1925	Mamaroneck	Times & Paragraph	(e)	3,221	.04*
6,237	30,000	1903	Medina	Journal	(e)	2,008	.025*
20,000	50,000	1870	Middletown	Herald & Times-Press	(e)	12,192x	.05*
50,382	80,000	1892	Mount Vernon	Argus	(e)	9,866	.05*
33,000	80,000	1885	Newburgh	News	(e)	12,506	.06*

Sold only in combination with the Beacon (N. Y.) News.

40,000	60,000	1923	New Rochelle	Standard-Star	(e)	8,458	.04*
500,000	9,500,000	1882	New York City	American	(m)	205,631	.50*
				Sunday edition	(s)	1,120,177	1.50*
		1926		Enquirer	(s)	.....	.25*
		1920		Financial News	(m)	.....	.255
		1924		Graphic	(e)	334,795	.04
		1841		Herald-Tribune	(m)	289,674	.637
				Sunday edition	(s)	366,220	.686
		1924		Home News	(e)	87,213	.30*
		1924		Sunday edition	(s)	98,476	.30*
		1896		Journal	(e)	677,844	1.25*
		1827		Journal of Commerce	(m)	25,785	.32
		1924		Mirror	(m)	411,808	.60
		1919		News	(m)	1,145,481	1.60
		1921		Sunday edition	(s)	1,433,578	1.75
		1896		North Side News	(e)	.....	.14
				Sunday edition	(s)	.....	.14
		1801		Post	(e)	49,191	.35*
				Saturday edition	(Sat)	65,537	.35*
		1833		Sun	(e)	265,440	.61
		1867		Telegram	(e)	195,759	.42
		1836		Morning Telegraph	(m)	42,853	.29
				Sunday edition	(s)	42,853	.33
		1851		Times	(m)	375,249	.792
				Sunday edition	(s)	653,437	1.0395
		1882		Wall St. Journal	(me)	30,623	.40
		1893		Wall St. News	(m)	3,797	.20
		1910		Women's Wear	(e)	.....	.29
		1860		World	(m)	302,199	.59
				Sunday edition	(s)	593,383	.70
				World	(e)	305,746	.59
		1887		Gazette	(e)	21,817	.07
68,526	115,000	1854	Niagara Falls	News	(e)	4,667	.025*
35,000	60,000	1880	N. Tonawanda	Sun	(e)	3,163	.03*
8,268	.....	1891	Norwich	Journal	(e)	2,883	.025*
8,000	.....	1889	Nyack	News	(e)	1,783	.025*
		1922		Republican-Journal	(m)	6,071	.04
16,500	35,000	1830	Ogdensburg	Herald	(e)	4,950	.036
24,000	100,000	1881	Olean	Times	(e)	8,374	.05*
		1860		Dispatch	(e)	1,745	.03*
10,656	.....	1926	Oneida	Star	(m)	8,941	.04
12,057	47,404	1890	Oneonta	Citizen-Sentinel	(e)	.....	.025*
12,769	195,000	1901	Ossining	Palladium-Times	(e)	10,790	.05*
27,000	75,000	1845	Oswego	Star	(e)	3,305	.025*
17,993	.....	1921	Peekskill	Union	(e)	2,880	.025*
		1902		Clinton County News	(e)	4,548	.04*
10,909	.....	1925	Plattsburg	Press	(m)	4,178	.032
		1894		Republican	(m)	4,548	.04*
		1811		Item	(e)	5,065	.035

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" ean average for 3 months; flat rate indicated by an asterisk.



Marketing Confectionery and Soft Drinks in ILLINOIS--

Every manufacturer of candy and soft drinks should carefully study the Illinois Market. First, distribution becomes a matter of routine if the product is properly advertised, for there are over 6000 dealers who feature soft drinks and over 4000 confectionery dealers.

Second, Illinois people are known to have an unusually sweet tooth, and are great consumers of good candies and soft drinks.

Here you have a receptive market with a population of nearly six and a half million people—plenty of retail outlets to obtain 100% distribution, among a class of highly responsible and progressive dealers and jobbers—and most important of all, you have a list of newspapers, each one completely dominating its respective trading area, that enjoys the confidence of its readers who respond readily to intelligent advertising.

If you require more facts on the confectionery and soft drink market, ask each newspaper to send you more information. They are always at your service.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Alton Telegraph	(E)	11,035	.05	.05
†Aurora Beacon-News	(E)	19,440	.07	.07
**Belleville Advocate	(E)	6,840	.03	.03
†Chicago Daily Journal	(E)	125,007	.26	.24
**Freeport Journal-Standard	(E)	9,791	.05	.05
†Joliet Herald News	(E)	20,107	.07	.07
†Mattoon Journal Gazette	(E)	5,857	.04	.04
**Moline Dispatch	(E)	12,292	.05	.05
**Monmouth Daily Review Atlas	(E)	5,574	.035	.035
**Peoria Star (S) 23,872	(E)	31,103	.085	.07
**Waukegan Daily Sun	(E)	5,666	.035	.035

**A. B. C. Statement, March 31, 1927.
†Government Statement, March 31, 1927.

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

NEW YORK—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
19,746	42,000	1899	Port Chester	Union-Gazette	(e)	3,106	.03
13,500	20,000	1872	Port Jervis	Eagle News	(m)	6,843	.04
43,000	120,000	1860	Poughkeepsie	Star & Enterprise	(e)	13,411	.06
		1883		Sunday Courier	(s)	13,819	.06
		1872		Democrat & Chronicle	(m)	80,360	.21
325,000	600,000	1832	Rochester	Sunday edition	(s)	87,224	.26
		1858		Journal & Post Express	(e)	47,315	.16
				Sunday American	(s)	66,813	.20
		1922		Times-Union	(e)	73,856	.20
		1918		Sentinel	(e)	7,849	.05
30,328	50,000	1881	Rome	Republican Press	(e)	2,450	.0225
9,878	.....	1904	Salamanca	Adirondack Enterprise	(e)	2,356	.025
5,174	15,000	1926	Saranac Lake	Saratogian	(e)	8,628x	.05
14,000	53,000	1854	Saratoga Springs	Post	(e)	.....	.018*
4,490	.....	1877	Saugerties	Gazette	(m)	23,592	.07*
100,000	110,000	1894	Schenectady	Union-Star	(e)	15,697	.05
		1855		Advance	(e)	17,684	.06*
125,000	.....	1886	Staten Island	Staten Islander	(e)	new daily	.04
		1927		Herald	(e)	50,616	.16*
185,000	450,000	1877	Syracuse	Sunday edition	(s)	80,463	.20
				Journal	(e)	64,661	.18
		1839		Sunday edition	(s)	86,207	.20
				Post Standard	(m)	57,374	.19
		1828		Sunday edition	(s)	63,133	.19
		1917		News	(e)	2,534	.025
13,500	19,500	1912	Tarrytown	Record	(m)	5,018	....
76,000	130,000	1896	Troy	Evening edition	(e)	17,408	....
		1895		Combined daily	(me)	22,426	.07*
				Sunday Observer-Budget	(s)	.....	.05*
		1798		(Sunday Budget and Sunday Observer combined April 18, 1927)			
		1851		Times	(e)	18,172	.05*
105,000	300,000	1922	Utica	Observer-Dispatch	(e)	35,434	.09*
				Sunday edition	(s)	23,793	.055*
		1882		Press	(m)	29,601	.07
33,396	100,000	1894	Watertown	Standard	(e)	17,052	.07*
		1861		Times	(e)	17,237	.08*
5,000	.....	1880	Wellsville	Reporter	(e)	.....	.029
5,258	.....	1926	Whitehall	Times	(e)	.....	.03*
28,041	50,000	1907	White Plains	Reporter	(e)	8,802	.05*
110,000	119,497	1889	Yonkers	Herald	(e)	14,046x	.07
		1883		Statesman	(e)	5,894x	.035

NORTH CAROLINA

60,000	255,363	1868	Asheville	Citizen	(m)	16,261	.065*
				Sunday ed	(s)	17,127	.065*
		1898		Times	(e)	12,606	.06*
				Sunday edition	(s)	12,253	.06*
8,320	16,000	..	Burlington	Times	(e)	.....	.025*
60,000	450,000	1888	Charlotte	News	(e)	19,868	.07*
				Sunday edition	(s)	20,650	.07*
		1896		Observer	(m)	37,512	.10
				Sunday edition	(s)	40,497	.11
12,793	50,000	1900	Concord	Tribune	(e)	2,653	.025*
46,000	120,000	1894	Durham	Herald	(m)	13,057	.07*
				Sunday edition	(s)	13,134	.07*
		1886		Sun	(e)	6,431	.03*
				Sunday edition	(s)	6,431	.03*
2,777	.....	1922	Edenton	News	(e)	1,952	.018*
12,000	100,000	1911	Elizabeth City	Advance	(e)	2,986	.025
8,877	50,000	1817	Fayetteville	Observer	(e)	3,902	.03*
20,594	50,000	1880	Gastonia	Gazette	(e)	5,901	.035*
11,296	.....	1885	Goldsboro	Argus	(e)	.....	.02*
		1922		News	(m)	3,570	.035
45,000	275,000	1905	Greensboro	News	(m)	30,066x	.08
				Sunday edition	(s)	33,311x	.08
		1891		Record	(e)	8,246	.05
				Sunday edition	(s)	8,246	.05
5,772	.....	1894	Greenville	Reflector	(e)	2,535	.025*
5,627	45,000	1914	Henderson	Dispatch	(e)	2,259	.02
10,000	30,000	1925	Hendersonville	Times-News	(e)	4,100	.04
				Sunday edition	(s)	4,100	.04*
14,000	35,000	1915	Hickory	Record	(e)	2,841	.025*
27,000	50,000	1904	High Point	Enterprise	(e)	5,847	.035*
				Sunday edition	(s)	5,847	.035*
12,000	50,000	1882	Kinston	Free Press	(e)	3,234x	.025*
		1914		News-Leader	(m)	2,200	.025*
				Sunday edition	(s)	2,200	.025*
12,198	.....	1916	New Bern	New Bernian	(m)	3,069	...
		1876		Sun-Journal	(e)	2,893	...
				Combined daily	(me)	5,962	.04
				Sunday edition	(s)	3,069	.04
33,000	300,000	1865	Raleigh	News & Observer	(m)	36,550x	.08*
				Sunday edition	(s)	38,591x	.09*
		1875		Times	(e)	12,075x	.05
15,115	225,000	1908	Rocky Mount	Telegram	(e)	4,220	.03*
25,000	144,000	1912	Salisbury	Post	(e)	7,718	.04*
				Sunday edition	(s)	7,269	.04*
2,061	15,000	1882	Scotland Neck	Commonwealth	(e)	1,050	.02
9,350	.....	1920	Statesville	Daily	(e)	1,975	.018
5,500	50,000	1889	Tarboro	Southerner	(e)	2,125	.02
9,000	155,000	1909	Washington	News	(e)	2,350	.025
40,000	155,000	1895	Wilmington	News-Dispatch	(e)	.....	.04
		1867		Star	(m)	7,634x	.04
				Sunday edition	(s)	8,001x	.04
15,918	150,000	1902	Wilson	Times	(e)	4,507	.04*
79,200	200,000	1892	Winston-Salem	Journal	(m)	17,208	...
				Twin City Sentinel	(e)	18,688	...
				Combined daily	(me)	35,896	.12*
				Sunday edition	(s)	12,704	.06*

NORTH DAKOTA

9,253	100,000	1881	Bismarck	Tribune	(e)	4,307	.03
5,140	.....	1904	Devils Lake	Journal	(e)	3,500	.03*
30,000	132,000	1878	Fargo	Forum	(m)	8,780	...
				Evening edition	(e)	15,248	...
				Combined daily	(me)	24,028	.08*
				Sunday edition	(s)	14,015	.08*
18,772	160,848	1879	Grand Forks	Herald	(m)	12,446	...
		1906		Evening edition	(e)	5,634	...
				Combined daily	(me)	18,080	.07*
				Sunday edition	(s)	14,295	.07*
7,500	80,000	1878	Jamestown	Sun	(e)	5,049	.045*
5,168	75,000	1914	Mandan	Pioneer	(e)	2,897	.025*
10,476	125,000	1884	Minot	News & Optic-Reporter	(e)	6,658	.04*
4,783	.....	1906	Valley City	Times-Record	(e)	3,310	.03*

OHIO

200,000	280,000	1869	Akron	Beacon-Journal	(e)	58,231	.12*
		1892		Times-Press	(e)	52,245	.11*
		1919		Sunday edition	(s)	36,090	.11*
25,762	60,000	1888	Alliance	Review	(e)	10,764	.04*
12,500	24,627	1850	Ashland	Times-Gazette	(e)	5,715	.025*
28,000	70,000	1888	Ashtabula	Star-Beacon	(e)	10,054	.045*
7,500	60,000	1905	Athens	Messenger	(e)	10,733	.04*
		1922		Sunday edition	(s)	11,108	.04*

OHIO—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
17,000	95,000	1913	Bellaire	Leader	(e)	7,203	.035
10,000	30,000	1892	Bellefontaine	Examiner	(e)	5,323	.025*
5,776	34,000	1899	Bellevue	Gazette	(e)	2,126	.015*
6,500	35,000	1890	Bowling Green	Sentinel-Tribune	(e)	3,836	.02*
10,425	50,000	1887	Bucyrus	Telegram-Forum	(e)	6,083	.03*
16,000	72,970	1882	Cambridge	Jeffersonian	(e)	11,736	.045*
106,260	250,000	1910	Canton	News	(e)	36,464x	.08
				Sunday edition	(s)	27,252x	.08
		1878		Repository	(e)	38,876x	.085
		1892		Sunday edition	(s)	32,844x	.085
4,226	10,000	1907	Celina	Standard	(e)	2,450	.021*
19,347	65,000	1830	Chillicothe	News-Advertiser	(e)	4,732	.015
		1800		Scioto Gazette	(e)	.....	.025*
585,000	888,000	1793	Cincinnati	Commercial-Tribune	(m)	66,425	.14
				Sunday edition	(s)	66,425	.17
		1842		Enquirer	(m)	68,102	.19
				Sunday edition	(s)	173,228	.40
		1880		Post	(e)	209,925	.32*
		1837		Times-Star	(e)	150,862	.28
7,049	.....	1883	Circleville	Herald	(m)	2,050	.016*
				Sunday edition	(s)	2,050	.016*
		....		Union-Herald	(e)	.....	.016*
1,087,670	1,525,000	1899	Cleveland	Live Stock News	(e)	.....	.036
		1879		News	(e)	198,279	.38*
		1848		Sunday edition	(s)	204,873	.38*
		1841		Plain Dealer	(m)	235,132	.38*
				Sunday edition	(s)	282,164	.48*
		1878		Press	(e)	235,458	.42*
304,000	641,694	1899	Columbus	Citizen	(e)	90,373	.20*
		1864		Dispatch	(e)	113,678	.22
				Sunday edition	(s)	101,841	.22
		1811		Ohio State Journal	(m)	46,921	.12
				Sunday edition	(s)	46,921	.12
.....	9,343	1891	Conneaut	News-Herald	(e)	3,075	.0225*
12,000	30,000	1917	Coshocton	Tribune & Times-Age	(e)	6,768	.03*
				Sunday edition	(s)	6,698	.03*
1,885	.....	1924	Covington	Stillwater Valley News (tab.)	(e)	1,758	.025
175,000	500,000	1808	Dayton	Journal	(m)	26,224	.08*
		1875		Herald	(e)	44,564	.09*
				Combined daily	(me)	70,788	.13*
				Sunday Journal	(s)	49,188	.09*
				Sunday Journal and Herald	(se)	.....	.13*
		1808		News	(e)	53,828	.10
				Sunday edition	(s)	47,167	.10
8,876	20,000	1889	Defiance	Crescent-News	(e)	3,551	.02
10,000	20,000	1884	Delaware	Gazette	(e)	2,333	.20*
		1841		Journal-Herald	(e)	1,946	.011*
5,745	.....	1875	Delphos	Herald	(e)	1,414	.014*
5,524	.....	1899	Dennison	Paragraph	(e)	2,098	.014*
11,103	50,000	1848	Dover	Reporter	(e)	6,563	.03
25,000	55,000	1876	East Liverpool	Review-Tribune	(e)	12,251	.045*
5,750	.....	1915	East Palestine	Leader	(e)	.....	.014*
25,000	100,000	1898	Elyria	Chronicle-Telegram	(e)	8,792	.04*
20,342	55,677	1886	Findlay	Republican	(m)	8,501	...
				Courier	(e)	3,234	...
				Combined daily	(me)	11,735	.045*
11,608	35,000	1860	Fostoria	Review	(e)	3,526	.02*
		1875		Times	(e)	3,382	.017*
12,468	40,000	1840	Fremont	Messenger	(e)	2,689	.015
		1887		News	(e)	4,071	.018*
9,000	.....	1893	Galion	Inquirer	(e)	2,661	.025
6,070	.....	1895	Gallipolis	Tribune	(e)	936	.008
3,100	.....	1900	Geneva	Free Press	(e)	1,744	.02*
7,104	52,000	1892	Greenville	Advocate	(e)	4,550	.018*
		1921		News-Tribune	(e)	3,375	.021
50,000	87,025	1856	Hamilton	Journal	(e)	11,202x	.045*
		1879		News	(e)	10,922	.045
20,000	50,000	1926	Ironton	Tribune	(e)	5,891	.04
				Sunday edition	(s)	4,991	.04
7,690	35,000	1893	Kenton	Democrat	(e)	2,555	.015*
		1843		News-Republican	(e)	3,033	.015*
21,195	40,000	1890	Lancaster	Eagle	(e)	5,192	.022
		1826		Gazette	(e)	5,680	.0225*
50,000	150,000	1896	Lima	News	(e)	19,531	.07
				Saturday edition	(e)	15,517	.07
				Sunday edition	(s)	20,148	.07
		1924		Star	(m)	13,806	.05*
		1926		Sunday edition	(s)	12,878	.05*
39,295	50,000	1921	Lorain	Journal	(e)	9,535	.03
		1879		Times-Herald	(e)	8,100	.020
3,113	.....	1908	Lisbon	Journal	(e)	1,475	.018*
33,000	60,000	1924	Mansfield	Journal	(e)	7,704	.03*
				Sunday edition	(s)	7,660	.03*
		1885		News	(e)	11,357	.04*
				Sunday edition	(s)	11,071	.04*
16,500	25,000	1864	Marietta	Times x	(e)	.....	.035*
				Sunday edition	(s)	.....	.035*

x (Register merged with Times, issued under the title—Times. Circulation price to consolidation—3/31/27—Register (Gov't), 5,107; Times (A. B. C.), 5,722; Sunday ed. (Gov't), 3,486.)

30,000	150,000	1884	Marion	Star	(e)	14,222	.05*
15,000	100,000	1891	Martins Ferry	Times	(e)	9,897	.04*
4,000	20,000	1898	Marysville	Tribune	(e)	2,038	.015*
25,000	29,000	1863	Massillon	Independent	(e)	9,009x	.05*
1,470	.....	1903	Mechanicsburg	Telegram	(e)	840	.014*
30,000	40,000	1890	Middletown	Journal	(e)	5,780	.025*
		1921		Sunday edition	(s)	6,465	.025*
		1874		News-Signal	(e)	6,083	.025*
12,000	34,000	1898	Mt. Vernon	Banner	(e)	3,029	.02*
		1893		Republican-News	(e)	4,325	.02*
30,408	60,000	1820	Newark	Advocate & American Tribune	(e)	12,098	.05*
12,000	40,000	1903	New Philadelphia	Times	(e)	8,395	.03*
16,624	24,000	1924	Niles	Times	(e)	3,047	.025
10,000	32,000	1880	Norwalk	Reflector-Herald	(e)	4,033	.021*
14,000	30,000	1822	Painesville	Telegraph	(e)	4,525	.025*
18,000	48,000	1888	Piqua	Call	(e)	6,064	.025
4,294	25,000	1902	Pomeroy	Tribune	(e)	2,900	.025*
45,099	80,000	1921	Portsmouth	Sun	(m)	8,089	...
		1894		Times	(e)	15,799	....
		1919		Combined daily	(me)	23,888	.08*
				Sunday edition	(s)	15,116	.06*
				Daily & Sunday	(--)	.....	.13*
7,219	.....	1925	Ravenna	Republican	(c)	3,320	.025*
7,000	.....	1902	St. Marys	Leader	(e)	3,170	.025*
12,500	31,000	1889	Salem	News	(e)	3,559	.018*
24,000	50,000	1822	Sandusky	Register	(m)	10,426	.035*
				Sunday edition	(s)	10,767	.035*
		1866		Star-Journal	(e)	9,192	.03*
5,578	.....	1900	Shelby	Globe	(e)	2,500	.014*
8,590	.....	1908	Sidney	Journal	(e)	2,032	.014*
70,000	110,000	1817	Springfield	News	(e)	20,168	.06
		1894		Sunday edition	(s)	19,097	.06
				Sun	(m)	16,590	.04
				Sunday edition	(s)	14,317	.04

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

OHIO—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
,000	150,000	1804	Steubenville	Herald Star	(e)	18,192	.06*
,000	43,176	1886	Tiffin	Advertiser	(e)	4,294	.021*
		1845		Tribune	(e)	3,573	.021*
3,118	717,418	1848	Toledo	Blade	(e)	126,125	.29
		1876		News-Bee	(e)	96,819	.24*
		1908		Times	(m)	29,962	.06
				Sunday edition	(s)	51,317	.12
,684	8,000	1878	Toronto	Tribune	(e)	1,784	.02
,260	45,000	1909	Troy	News	(e)	2,725	.014*
,428	70,000	1895	Uhrichsville	Chronicle	(e)	2,647	.015*
,779	.....	1879	Upper Sandusky	Chief	(e)	3,210	.015
		1845		Union	(e)	.....	.011*
,621	30,000	1883	Urbana	Democrat	(e)	586	...
				Citizen	(m)	4,509	...
				Combined daily	(me)	5,095	.025*
,100	30,000	1873	Van Wert	Bulletin	(e)	2,320	.015*
		1863		Times	(e)	2,154	.015*
,295	.....	1905	Wapakoneta	News	(e)	4,153	.025
40,000	85,000	1876	Warren	Tribune-Chronicle	(e)	12,421	.05*
,356	21,518	1883	Washington, C. H.	Herald	(e)	2,881x	.021
,687	.....	1898	Wellston	Sentinel	(e)	.....	.014
,849	.....	1926	Wellsville	News	(e)	2,682	.025*
,037	40,000	1837	Wilmington	News-Journal	(e)	3,421	.02*
,500	40,000	1887	Wooster	Record	(e)	7,506	.03*
2,000	32,000	1881	Xenia	Gazette	(e)	3,662	...
		1912		Republican	(m)	1,484	...
				Combined daily	(me)	5,146	.025*
,153	300,000	1851	Youngstown	Telegram	(e)	35,610x	.09*
		1869		Vindicator	(e)	35,311x	.09*
		1896		Sunday edition	(s)	34,388x	.09*
,000	130,000	1885	Zanesville	Times-Recorder	(m)	19,324	...
		1878		Signal	(e)	11,047	...
				Combined daily	(me)	30,371	.08*
				Sunday edition	(s)	.....	.035*
				Morning, evening and Sunday	(mes)	.....	.11*

OKLAHOMA

8,012	.....	1901	Ada	News	(e)	2,470	.025*
				Sunday edition	(s)	2,470	.025*
5,100	27,000	1889	Alva	Review-Courier	(e)	2,750	.025*
9,000	70,000	1893	Ardmore	Ardmoreite	(e)	5,271	.04*
				Sunday edition	(s)	5,285	.04*
		1921		Press	(m)	3,695	.04
				Sunday edition	(s)	3,689	.04
8,334	50,000	1903	Bartlesville	Examiner	(m)	4,199x	.03*
				Sunday edition	(s)	4,298x	.03*
		1904		Enterprise	(e)	.....	.03*
5,500	100,000	1899	Blackwell	Tribune	(m)	8,472	...
		1925		News	(e)	4,155	...
				Combined daily	(me)	12,627	.07
		1919		Sunday edition	(s)	8,522	.07
2,000	.....	1922	Bristow	Record	(e)	2,190	.032
0,179	.....	1899	Chickasha	Express	(e)	3,264	.021*
3,435	.....	1910	Claremore	Progress	(e)	.....	.014*
				Sunday edition	(s)	.....	.014*
1,450	40,000	1919	Cushing	Citizen	(e)	2,590	.025
6,460	.....	1914	Drumright	Derrick	(e)	.....	.036
8,000	.....	1921	Duncan	Banner	(e)	1,633	.025
				Sunday edition	(s)	1,633	.025
10,500	.....	1900	Durant	Democrat	(e)	2,744	.025*
7,737	.....	1900	El Reno	Democrat	(e)	1,890	.025*
18,150	125,000	1893	Enid	Eagle	(e)	5,018	...
				News	(m)	7,207	...
				Combined daily	(me)	12,225	.07*
				Sunday edition	(s)	7,207	.07*
			(Applicant for A. B. C. membership)				
		1896		Times	(m)	2,541	.03
				Sunday edition	(s)	2,451	.03
5,000	20,000	1917	Frederick	Leader	(m)	2,340	.029*
				Sunday edition	(s)	2,340	.029*
13,360	55,000	1892	Guthrie	Leader	(e)	6,841	.05*
				Sunday edition	(s)	6,841	.05*
5,889	.....	1916	Henryetta	Free Lance	(e)	2,000	.029*
				Sunday edition	(s)	2,000	.029*
6,368	.....	1913	Hugo	News	(e)	1,935	.021
				Sunday edition	(s)	1,935	.021
8,930	.....	1903	Lawton	Constitution	(e)	3,618	.029*
				Sunday edition	(s)	3,618	.036
13,200	40,000	1896	McAlester	News-Capital	(e)	3,788x	.03*
		1926		Sunday edition	(s)	3,786x	.03*
11,000	60,000	1917	Miami	News-Record	(e)	8,538	.04*
				Sunday edition	(s)	8,538	.04*
42,000	150,000	1901	Muskogee	Phoenix	(m)	12,733x	...
		1894		Times-Democrat	(e)	9,860x	...
				Combined daily	(me)	22,593x	.10*
		1901		Sunday edition	(s)	14,093x	.10*
				Evening & Sunday	(es)	.....	.10*
2,533	.....	1916	Newkirk	Reporter	(e)	.....	.011*
7,000	.....	1913	Norman	Transcript	(e)	2,641	.0275
				Sunday edition	(s)	2,641	.0275
5,000	.....	1910	Nowata	Star	(e)	2,550	.021*
				Sunday edition	(s)	2,550	.021*
7,500	70,000	1925	Okemah	Leader	(e)	3,179	.03*
10,000	728,624	1906	Oklahoma City	News	(e)	43,509	.10*
		1889		Oklahoman	(m)	76,933	...
				Times	(e)	67,295	...
				Combined daily	(me)	144,228	.32*
				Sunday edition	(s)	89,474	.28*
				Evening & Sunday	(es)	.....	.38*
25,000	65,000	1918	Okmulgee	Times	(m)	7,532	...
		1910		Democrat	(e)	3,716	...
				Combined daily	(me)	11,248	.07
		1926		Times-Democrat	(s)	9,370	.07
10,000	60,000	1910	Pawhuska	Journal-Capital	(e)	2,970	.03
				Sunday edition	(s)	2,970	.03
5,500	.....	1914	Perry	Journal	(e)	1,434	.018*
17,000	110,000	1919	Ponca City	News	(e)	7,226	.045*
				Sunday edition	(s)	7,226	.045*
11,634	.....	1914	Sapulpa	Herald	(e)	3,155	.025*
				Times	(m)	3,320	.035
				Sunday edition	(s)	3,320	.035
25,000	40,000	1895	Shawnee	News	(m)	9,057	.045
				Sunday edition	(s)	9,057	.045
7,000	.....	1908	Stillwater	Press	(e)	.....	.025*
			(Free circulation)				
09,920	275,000	1904	Tulsa	Tribune	(e)	38,378x	.10*
				Sunday edition	(s)	42,705x	.10*
		1908		World	(m)	54,629x	...
				World	(e)	18,633	...
				Combined daily	(me)	73,262	.16
				Sunday edition	(s)	61,864x	.13
5,010	.....	1913	Vinita	Journal	(e)	.....	.018*
3,849	10,000	1923	Woodward	Press	(e)	1,357	.035*

OREGON

City	Population	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
7,000		35,000	1865	Albany	Democrat-Herald	(e)	3,975	.035*
4,283		.....	1876	Ashland	Tidings	(e)	...	.025*
13,000		40,000	1875	Astoria	Astorian	(m)	2,036	.03*
					Sunday edition	(s)	2,084	.03*
			1892		Budget	(e)	2,482	.04*
9,000		15,000	1870	Baker	Democrat	(m)	1,533x	.025*
					Sunday edition	(s)	1,534x	.025*
			1901		Herald	(e)	1,726x	.025*
8,500		13,000	1916	Bend	Bulletin	(e)	2,918x	.03
5,752		25,000	1862	Corvallis	Gazette-Times	(e)	2,035	.025*
16,000		42,000	1890	Eugene	Guard	(e)	6,887	.04*
			1894		Register	(m)	7,010	.04
					Sunday edition	(s)	7,176	.04
5,500		19,000	1896	Grants Pass	Courier	(e)	1,706	.025*
10,000		20,000	1906	Klamath Falls	Herald	(e)	3,274	.03*
			1923		News	(m)	3,259	.03*
					Sunday edition	(s)	3,353	.03*
6,913		.....	1898	La Grande	Observer	(e)	3,077	.03*
10,000		32,000	1878	Marshfield	Coos Bay Times	(e)	3,708	.03*
			1911		Southwestern Ore. News	(e)	3,916	.03*
10,000		40,000	1906	Medford	Mail Tribune	(e)	4,305	.035*
					Sunday edition	(s)	4,305	.035*
			1926		News	(ms)	(New Daily)	.03*
5,686		25,000	1910	Oregon City	Enterprise	(m)	2,569	.025*
					Sunday edition	(s)	2,569	.025*
8,000		25,000	1888	Pendleton	East Oregonian	(e)	3,007x	.025
315,000		400,000	1906	Portland	News	(e)	47,730	.12*
			1861		Oregonian	(m)	104,200	.21*
					Sunday edition	(s)	154,086	.27*
			1902		Journal	(e)	97,930	.20*
					Sunday edition	(s)	121,084	.21*
			1877		Telegram	(e)	51,214	.14*
4,381		.....	1875	Roseburg	News-Review	(e)	4,200	.035*
22,000		42,000	1877	Salem	Capital Journal	(e)	8,917	.045*
			1851		Oregon Statesman	(m)	5,991	.04*
					Sunday edition	(s)	6,152	.04*
7,500		43,000	1890	The Dalles	Chronicle	(e)	2,108x	.025*

PENNSYLVANIA

87,329	200,000	1888	Allentown	Call	(m)	33,300	.11*
		1921		Sunday edition	(s)	23,638	.11*
		1870		Chronicle & News & Item	(e)	11,587	.05*
		1893		Leader	(e)	.....	.02
66,000	125,000	1874	Altoona	Mirror	(e)	29,231	.08*
		1856		Tribune	(m)	15,448	.06*
8,000	.....	1909	Ashland	News	(e)	2,748	.025
5,402	.....	1894	Bangor	News	(e)	1,400	.018*
4,600	40,000	1874	Beaver	Times	(e)	5,334	.03*
13,147	55,000	1884	Beaver Falls	Tribune	(e)	7,220	.03
20,000	42,000	1903	Berwick	Enterprise	(e)	3,463	.03
62,828	.....	1894	Bethlehem	Press	(m)	7,803	.045
8,000	.....	1902	Bloomsburg	Globe-Times	(e)	14,147	.06
20,879	.....	1886	Braddock	News-Herald	(e)	4,250	.035*
15,525	25,000	1877	Bradford	Era	(m)	5,260	.035*
		1879		Star & Record	(e)	5,133	.014
12,849	.....	1906	Bristol	Courier	(e)	2,250	.025
8,000	100,000	1915	Brownsville	Telegraph	(e)	1,757	...
				Telegraps	(e)	7,818	...
				Combined daily	(me)	9,575	.04
23,778	85,000	1869	Butler	Eagle	(e)	12,904	.04*
13,488	.....	1875	Canonsburg	Notes	(e)	2,850	.03
19,545	60,000	1872	Carbondale	Leader	(e)	5,712	.035
10,916	.....	1881	Carlisle	Sentinel	(e)	4,238	.03*
13,947	48,000	1790	Chambersburg	Franklin Repository	(e)	4,467	.03*
		1869		Public Opinion	(e)	4,915	.03
		1847		Valley Spirit	(e)	.....	.0175
11,516	.....	1900	Charleroi	Mail	(e)	2,629	.025*
64,697	118,000	1876	Chester	Times	(e)	19,742	.08
10,000	.....	1913	Clearfield	Progress	(e)	5,511	.035*
20,000	35,000	1908	Coatesville	Record	(e)	6,866	.03
13,265	.....	1888	Columbia	News	(e)	3,704	.03
16,105	90,000	1902	Connellsville	Courier	(e)	6,012	.03
			(Rate effective October 1, 1927, 3 cents per line)				
		1898		News	(m)	6,920	.025*
9,500	.....	1898	Corry	Journal	(e)	2,977	.021*
10,000	.....	1897	Danville	News	(m)	2,906	.021*
15,000	.....	1916	Donora	Herald	(e)	3,483	.025*
3,837	47,000	1890	Doylestown	Intelligencer	(e)	5,320	.03
17,000	30,000	1879	Du Bois	Courier	(m)	5,309	...
		1883		Express	(e)	.....	...
79,950	175,000	1855	Easton	Combined daily	(me)	.....	.38
				Express	(e)	34,496	.10*
	4,855	....	East Stroudsburg	Sun	(m)	3,664	.025*
	8,958	1920	Ellwood City	Ledger	(e)	2,900	.03*
128,755	165,000	1852	Erie	Dispatch-Herald	(e)	29,802	.08*
				Sunday edition	(s)	23,604	.08*
		1888		Times	(e)	30,594	.08*
14,700	80,000	1878	Franklin	News-Herald	(e)	6,782	.05*
4,439	25,000	1902	Gettysburg	Times	(e)	4,192	.03*
21,000	245,412	1903	Greensburg	Tribune	(m)	5,003	...
		1886		Review	(e)	5,987	...
				Combined daily	(me	10,990	.05*
12,648	29,600	1848	Greenville	Record-Argus	(e)	4,134	.03*
12,000	50,000	1894	Hanover	Record-Herald	(e)	4,967	.025*
		1915		Sun	(e)	10,463	.045*
83,422	225,000	1852	Harrisburg	Patriot	(m)	20,354	...
		1917		News	(e)	52,317	...
				Combined daily	(me)	72,671	.16*
		1831		Telegraph	(e)	45,393	.11
		1903		Sunday Courier	(s)	.....	.06*
33,365	90,000	1866	Hazleton	Standard-Sentinel	(m)	10,187	...
		1882		Plain Speaker	(e)	10,395	...
				Combined daily	(me)	20,582	.07
30,714	60,000	1880	Homestead	Messenger	(e)	4,717	.035
8,350	40,000	1922	Huntington	News	(e)	4,224	.035*
7,043	50,000	1904	Indiana	Gazette	(e)	.....	.042*
11,742	17,000	1922	Jeannette	News-Dispatch	(e)	3,875	.035*
7,000	.....	1902	Jersey Shore	Herald	(e)	2,142	.025*
67,237	200,000	1888	Johnstown	Democrat	(m)	19,729	.06*
		1853		Tribune	(e)	32,490	.09*
8,000	.....	1894	Kane	Republican	(e)	3,009	.025*
7,153	75,568	1909	Kittanning	Simpson's Leader-Leader	(e)	6,080	.03
58,000	225,000	1909	Lancaster	News Journal	(m)	14,261x	...
		1794		Intelligencer	(e)	15,991x	...
				Combined daily	(me)	30,252x	.09*
		1923		Sunday News	(s)	.....	.09*
		1877		New Era	(e)	24,310x	.09
9,625	27,000	1920	Lansford	Record	(e)	3,212	.025
9,484	25,000	1902	Latrobe	Bulletin	(e)	5,315	.03*
28,340	66,142	1872	Lebanon	News & Times	(e)	10,382	.05*
		1891		Report	(e)	4,498	.02*

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ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

PENNSYLVANIA—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
6,102	.....	1903	Lehighton	Leader	(e)	1,990	.015*
13,000	50,000	1903	Lewistown	Sentinel	(e)	6,748	.025*
8,557	.....	1882	Lock Haven	Express	(e)	3,360	.025*
53,000	125,000	1884	McKeesport	News	(e)	14,309	.06
16,971	40,000	1871	Mahanoy City	Record-American	(e)	6,427	.04*
4,000	.....	1893	Mauch Chunk	Times-News	(e)	.....	.03*
Times & News consolidated on April 1, 1927, as Times-News. Circulation prior to consolidation—Gov't, 9/30/26—News, 2.275; Times, 2-380.							
16,000	40,000	1884	Meadville	Tribune-Republican	(m)	5,514	...
				Republican	(e)	2,323	...
				Combined daily	(me)	7,837	.04*
4,688	.....	1923	Mechanicsburg	Local News	(e)	1,275	.021
5,920	20,000	1890	Middletown	Journal	(e)	1,473	.011*
9,000	38,000	1890	Milton	Standard	(e)	4,114	.029*
18,179	.....	1902	Monessen	Independent	(e)	3,036	.017*
10,044	.....	1846	Monongahela	Republican	(e)	2,725	.025*
20,000	37,000	1888	Mount Carmel	Item	(e)	4,340	.029
		1887		News	(e)	4,126	.021
9,361	.....	1874	New Brighton	Beaver Valley News	(e)	1,275	.018
54,824	73,920	1880	New Castle	News	(e)	16,989	.06*
15,947	85,000	1891	New Kensington	Dispatch	(e)	5,145	.03*
35,000	75,000	1924	Norristown	Register	(e)	5,578	.04
		1923		Times-Herald	(e)	12,965	.07
23,934	100,000	1882	Oil City	Blizzard	(e)	4,338	.025
		1871		Derrick	(m)	6,903	.04
2,077,475	3,000,000	1847	Philadelphia	Bulletin	(e)	546,527	.65*
		1829		Inquirer	(m)	280,261	.50
				Sunday edition	(s)	490,008	.70
		1925		News (Tab.)	(e)	119,762	.25
		1836		Public Ledger	(m)	105,045	.40*
		1914		Eve. Public Ledger	(e)	205,672	.40*
				Combined daily	(me)	310,717	.60*
		1902		Sunday edition	(s)	474,276	.70*
		1870		Record	(m)	141,726	.35*
				Sunday edition	(s)	126,502	.30*
		1908		Star	(e)	.....	.12
		1925		Sun	(m)	85,663	.15
		1916		Sunday Item	(s)	.....	.14
		1849		Sunday Transcript	(s)	64,127	.0125
4,000	.....	1888	Philipsburg	Journal	(e)	2,200	.011*
10,484	41,450	1889	Phoenixville	Republican	(e)	4,068	.03
988,273	1,800,000	1841	Pittsburgh	Chronicle-Telegraph	(e)	118,529	.25
		1786		Gazette-Times	(m)	95,850	.21
				Sunday ed	(s)	153,710	.25
		1842		Post	(m)	159,883	.26*
				Sunday ed	(s)	204,737	.28*
		1884		Press	(e)	198,126	.32*
				Sunday ed	(s)	259,163	.35*
		1906		Sun	(e)	79,269	.20*
60,143	.....	1850	Pittston	Gazette	(e)	.....	.035
17,431	40,000	1887	Pottstown	News	(m)	8,404	.04
25,500	132,098	1825	Pottsville	Journal	(e)	10,490	.03
		1922		Morning Paper	(m)	2,812	...
		1884		Republican	(e)	13,075	...
				Combined daily	(me)	15,887	.07
10,311	105,000	1906	Punxsutawney	Spirit	(e)	4,400	.03*
115,000	260,000	1868	Reading	Eagle	(e)	40,129	.12
		1858		Sunday ed	(s)	28,776	.12
				Times	(m)	24,832	.08*
5,877	.....	1907	Renovo	Record	(e)	.....	.014*
6,037	22,000	1904	Ridgway	Record	(e)	2,657	.025*
6,967	10,000	1910	St. Mary's	Press	(e)	1,445	.018*
8,078	.....	1917	Sayre	Times	(e)	.....	.025
150,000	300,000	1920	Scranton	Dispatch	(s)	.....	.07
		1867		Republican	(m)	33,702	.11
		1897		Scrantonian	(s)	38,896	.09
		1926		Sun	(e)	14,514	.05*
		1870		Times	(e)	43,000	.12
22,000	46,000	1886	Shamokin	Dispatch	(e)	4,980	.029*
		1887		Herald	(e)	.....	.018
		1893		News	(e)	4,449	.029*
25,000	50,000	1909	Sharon	Herald	(e)	7,656	.036*
		1891		News Telegraph	(e)	7,927	.035
30,000	75,000	1870	Shenandoah	Herald	(e)	6,084	.035*
5,278	23,000	1913	E. Stroudsburg	Press	(m)	3,324	...
		1894	Stroudsburg	Record & Times-Democrat	(e)	4,183	....
				Combined daily	(me)	7,507	.045
17,500	50,000	1872	Sunbury	Daily	(e)	5,441	.035*
		1892		Item	(e)	5,922	.035*
6,100	.....	1886	Susquehanna	Transcript	(e)	1,200	.014
15,000	40,000	1873	Tamaqua	Courier	(e)	4,532	.029*
10,061	45,000	1904	Tarentum	Valley News	(e)	5,250	.03
8,646	20,000	1865	Titusville	Herald	(m)	4,966	.035*
4,281	35,000	1879	Towanda	Review	(m)	.....	.04
10,224	35,000	1887	Tyrone	Herald	(e)	2,900	.025*
20,150	125,000	1907	Uniontown	Herald	(m)	10,382	...
		1900		Genius	(e)	8,573	...
				Combined daily	(me)	18,955	.04
		1888		News-Standard	(e)	7,106	.025*
14,756	40,000	1889	Warren	Mirror	(m)	4,580	...
		1900		Times	(e)	5,105	...
				Combined daily	(me)	9,685	.05*
		1923		Tribune	(e)	4,641	.025*
25,000	189,000	1871	Washington	Observer	(m)	11,523	...
		1808		Reporter	(e)	6,607	...
				Combined daily	(me)	18,530	.06
10,000	.....	1919	Waynesboro	Press	(e)	1,523	.015*
		1893		Record Herald	(e)	3,529	.03*
13,000	.....	1872	West Chester	Local News	(e)	11,941	.04
76,951	230,000	1909	Wilkes-Barre	News	(e)	14,118	.035*
		1832		Record	(m)	24,199	.06*
		1906		Sunday Independent	(s)	18,777	.06*
		1879		Times Leader	(e)	26,442	.06
45,000	250,000	1801	Williamsport	Gazette & Bulletin	(m)	8,393	...
		1872		Sun	(c)	20,329	...
				Combined daily	(me)	28,722	.09*
49,075	144,531	1876	York	Dispatch	(e)	20,131	.06*
		1795		Gazette & Daily	(m)	20,058	.07*

RHODE ISLAND

30,255	.....	1891	Newport	Herald	(m)	3,483	.027
		1846		News	(e)	6,249	.032
95,163	130,000	1885	Pawtucket	Times	(e)	28,449x	.08
303,837	770,000	1820	Providence	Journal	(m)	38,599	.12
		1863		Bulletin	(e)	71,443	.20
				Combined daily	(me)	110,042	.27
		1918		Sunday edition	(s)	74,009	.20
		1906		News	(e)	28,021	.08
				Tribune	(e)	21,162	.09
14,597	42,000	1893	Westerly	Sunday edition	(s)	8,229	.09
				Sun	(e)	5,196x	.03
18,215	20,000	1892	West Warwick	Sunday edition	(s)	5,235x	.03
				Pawtuxet Valley Times	(e)	3,190	.03*
49,529	100,000	1892	Woonsocket	Call & Evening Reporter	(e)	14,880	.05*

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

SOUTH CAROLINA

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
18,000	150,000	1915	Anderson	Independent-Tribune	(m)	3,543x	.025
				Sunday edition	(s)	3,691x	.025
		1899		Mail	(e)	3,154x	.08*
70,580	285,000	1803	Charleston	News & Courier	(m)	10,011x	...
		1894		Post	(e)	15,804x	...
				Combined daily	(me)	25,815x	.10*
				Sunday edition	(s)	14,023x	...
				Eve. & Sunday	(es)	.....	.11*
53,000	395,570	1891	Columbia	Record	(e)	13,003	.05
		1913		Sunday edition	(s)	12,225	.05
		1891		State	(m)	23,096	.08*
				Sunday edition	(s)	25,242	.08*
17,482	200,000	1923	Florence	News Review	(m)	5,319	.029
				Sunday edition	(s)	5,319	.029
64,500	250,000	1874	Greenville	News	(m)	24,124	...
		1829		Piedmont	(e)	12,161	...
				Combined daily	(me)	36,285	.11*
				Sunday edition	(s)	25,199	.08*
				Evening & Sunday	(es)	.....	.11*
8,703	.....	1911	Greenwood	Index-Journal	(e)	4,367	.03*
				Sunday edition	(s)	4,367	.03*
8,809	50,000	1911	Rock Hill	Herald	(e)	3,141	.025
28,176	250,000	1890	Spartanburg	Herald	(m)	6,943	...
				Journal	(e)	4,741	...
				Combined daily	(me)	11,684	.05*
				Sunday edition	(s)	9,048	.05*
9,508	.....	1894	Sumter	Item	(e)	1,982	.018
6,141	.....	1850	Union	Times	(e)	.....	.021

SOUTH DAKOTA

17,000	125,000	1904	Aberdeen	American	(m)	6,626	.....
		1886		News	(e)	4,614	.....
		1919		Combined daily	(me)	11,238	.06*
2,403	8,000	1876	Deadwood	Sunday ed	(s)	9,913	.06*
				Pioneer Times	(m)	1,400	.03*
10,196	62,000	1877	Huron	Sunday edition	(s)	1,400	.03*
6,810	10,500	1894	Lead	Huronite	(e)	6,700	.04*
4,144	13,000	1890	Madison	Call	(e)	1,305	.025*
		1893		Leader	(e)	1,720	.018*
10,000	65,300	1883	Mitchell	Sentinel	(e)	1698	.021*
3,560	54,000	1889	Pierre	Republican	(e)	10,083	.05*
		1924		Capital-Journal	(e)	4,666	.025
7,459	.....	1885	Rapid City	Dakotan	(e)	826	.018
31,500	200,000	1885	Sioux Falls	Journal	(e)	3,353	.03*
		1883		Argus-Leader	(e)	28,628	.09*
				Press	(m)	14,251	.06*
10,300	71,000	1882	Watertown	Sunday edition	(s)	16,729	.06*
5,024	.....	1861	Yankton	Public Opinion	(e)	5,447	.04*
				Press & Dakotan	(e)	4,131	.04*

TENNESSEE

124,199	450,000	1888	Chattanooga	News	(e)	30,917	.09
		1869		Times	(m)	31,623	.10*
				Sunday edition	(s)	31,078	.10*
10,000	45,000	1808	Clarksville	Leaf-Chronicle	(e)	2,739x	.025*
6,522	.....	1923	Cleveland	Banner	(e)	.....	.021*
8,000	80,000	1898	Columbia	Herald	(e)	2,998	.032
3,775	32,840	1918	Greenville	Democrat-Sun	(e)	4,112	.032*
18,860	.....	1878	Jackson	Sun	(e)	6,473	.03
				Sunday edition	(s)	6,473	.03
19,074	65,000	1922	Johnston City	Chronicle	(m)	3,975	.....
		1910		Staff-News	(e)	4,132	.....
				Combined daily	(me)	8,107	.05*
		1921		Sunday edition	(s)	7,386	.05*
5,692	10,000	1917	Kingsport	Times	(e)	.....	.03*
				Sunday editios	(s)	.....	.03*
119,904	425,000	1885	Knoxville	Journal	(m)	x32,183	.07
				Sunday edition	(s)	x27,850	.07
		1885		News-Sentinel	(e)	x35,179	.10*
				Sunday edition	(s)	x34,213	.10*
*(Knoxville A. B. C. statements for period 11/22/26 to 3/31/27)							
211,056	676,626	1840	Memphis	Commercial Appeal	(m)	103,168	.....
				Evening Appeal	(e)	33,856	....
				Combined daily	(me)	137,024	.25*
				Sunday edition	(s)	136,115	.25*
		1906		Press-Scimitar	(e)	93,562	.20*
(Statement for period 11/16/26 to 3/31/27)							
143,692	650,000	1875	Morristown	Gazette & Mail	(e)	2,587	.032*
5,637	110,000	1927	Murfreesboro	News-Banner	(e)	(New Daily)	.032*
143,692	650,000	1875	Nashville	Banner	(e)	59,574x	.11
				Sunday edition	(s)	59,843x	.12
		1812		Tennessean	(m)	40,821x	.....
				Evening edition	(e)	25,870x	....
				Combined daily	(me)	66,691x	.11
				Sunday edition	(s)	43,117x	.11
*Statement for period 1 1 27 to 3 31/27)							

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

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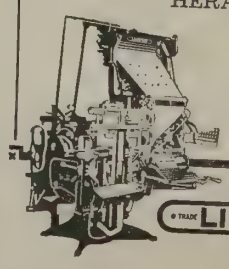
From the Linotype Mailbag

"Some Service"

"The part was delivered to us at 9 A. M. Sunday—less than 24 hours from the time we filed telegram. Some service. We are making a note to this service in The Herald this week."

HERALD

Eaton, Colo.



LINOTYPE

NGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

TEXAS

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
2,00	60,000	1895	Abilene	Reporter	(e)	6,684	....
		....		News	(m)	7,202	....
				Combined daily	(me)	13,886	.06*
		1926		Sunday edition	(s)	11,282	.06*
			(Rate effective Sept. 1, 1927)				
5,00	319,166	1909	Amarillo	News	(m)	15,232	.....
		1924		Globe	(e)	9,149	.....
				Combined daily	(me)	24,388	.11*
		1926		Sunday News-Globe	(s)	22,022	.11*
		1927		Sun	(e)	(New daily)	.05*
,57	.....	1901	Athens	Review	(e)	700	.014
4,00	101,103	1914	Austin	American	(m)	13,023x	....
		1871		Statesman	(e)	7,485x	....
				Combined daily	(me)	20,508x	.10*
		1924		Sunday edition	(s)	19,789x	.10*
		....		Morning News	(s)	.....	.055
			(Free circulation)				
,54	.....	1906	Ballinger	Ledger	(e)	1,161	.014
,54	.....	1904	Bay City	Tribune	(e)	.....	.018*
5,48	209,223	1878	Beaumont	Enterprise	(m)	21,954	....
		1898		Journal	(e)	12,329	....
				Combined daily	(me)	34,283	.11*
		1878		Sunday edition	(s)	32,163	.11*
				Sat. Evening & Sunday	(es)	.....	.12*
1,08	.....	1898	Bonham	Favorite	(e)	1,516	.018
1,00	.....	1926	Borger	Herald	(e)	5,000	.035
				Sunday edition	(e)	5,500	.04
1,46	.....	1920	Breckenridge	American	(e)	2,150	.03*
				Sunday edition	(s)	2,150	.03*
1,56	.....	1875	Brenham	Banner-Press	(e)	1,031	.018*
9,00	90,000	1892	Brownsville	Herald	(e)	4,273	.03
				Sunday edition	(s)	4,273	.03
1,83	40,000	1901	Brownwood	Bulletin	(e)	2,712	.025
3,07	.....	1876	Bryan	Eagle	(e)	1,287	.018
10,14	35,000	1920	Cisco	News	(e)	2,025	.025*
				Sunday edition	(s)	2,025	.025*
1,20	35,000	1904	Cleburne	Review	(m)	3,479	.025*
				Sunday edition	(s)	3,479	.025*
		1924		Times	(e)	2,660	.025*
7,00	40,000	1914	Commerce	Journal	(e)	1,887	.018*
9,00	40,000	1883	Corpus Christi	Caller	(m)	3,865	.035*
				Sunday edition	(s)	4,299	.035*
1,1		1910		Times	(e)	3,912	.025
22,00	100,000	1893	Corsicana	Sun	(e)	4,119	.029*
3,21	25,000	1894	Cuero	Record	(e)	725	.014*
				Sunday edition	(s)	725	.014*
42,00	325,000	1906	Dallas	Dispatch	(e)	32,957	.085
		1914		Journal	(e)	40,568	.11*
		1885		News	(m)	79,010	.20*
				Combined daily	(me)	119,578	.28*
				Sunday edition	(s)	101,517	.24*
		1879		Times-Herald	(e)	61,209	.15
				Sunday edition	(s)	61,209	.15
3,08	43,000	1889	Denison	Herald	(e)	5,316	.03
				Sunday edition	(s)	5,316	.03
9,00	35,355	1903	Denton	Record-Chronicle	(e)	2,551	.125
1,56	.....	1915	Eagle Pass	Guide	(e)	900	.018*
1,96	.....	1923	Eastland	Telegram	(e)	1,709	.02*
				Sunday edition	(s)	1,709	.02*
		1920		Tribune & Oil Belt News	(e)	2,975	.03*
				Sunday edition	(s)	2,975	.03*
2,50	.....	1927	Edinburg	Valley Review	(m)	3,119	.032
				Sunday edition	(s)	3,119	.032
24,42	399,429	1880	El Paso	Herald	(e)	19,106	....
		1879		Times	(m)	13,849	....
				Combined daily	(me)	32,955	.12*
				Saturday edition	(e)	24,433	.12*
				Sunday edition	(s)	19,792	.12*
		1922		Post	(e)	16,679	.07*
1,74	.....	1892	Ennis	News	(e)	1,165	.018*
53,00	309,565		Fort Worth	Live Stock Reporter	(e)	.....	.035
		1921		Press	(e)	28,662	.07*
		1925		Record-Telegram	(m)	25,440	....
		1906		Star-Telegram	(e)	105,374	....
				Combined daily	(me)	130,814	.27*
		1906		Sunday Star-Telegram & Record	(s)	128,000	.27*
				Sunday Star-Telegram & Record & Morning Record-Telegram	(ms)	.....	.37*
				Sunday Star-Telegram & Record & Evening Star-Telegram	(es)	.....	.44*
5,18	.....	1884	Gainesville	Register	(e)	2,175	.02*
44,70	70,000	1842	Galveston	News	(m)	11,366	....
		1880		Tribune	(e)	8,637	....
				Combined daily	(me)	20,003	.10*
				Sunday edition	(s)	13,731	....
				Evening & Sunday	(es)	.....	.11*
2,38	.....	1914	Gilmer	Mirror	(e)	.....	.015*
3,38	.....	1897	Gonzales	Inquirer	(e)	625	.018*
5,24	.....	1894	Greenville	Banner	(e)	6,637	.03
		1890		Herald	(m)	.....	.03
				Sunday edition	(s)	.....	.03
5,12	20,000	1896	Hillsboro	Mirror	(e)	1,255	.013
53,00	300,000	1901	Houston	Chronicle	(e)	80,963	.16
				Sunday edition	(s)	92,775	.18
		1885		Post-Dispatch	(m)	60,606	.14*
				Sunday edition	(s)	65,874	.15*
		1911		Press	(e)	38,832	.11*
3,13	.....	1910	Jacksonville	Progress	(e)	.....	.018*
3,07	.....	1904	Lampasas	Leader	(e)	410	.009
14,00	51,610	1883	Laredo	Times	(e)	3,809	.04
6,13	25,000	1923	Longview	News	(e)	3,256	.029
10,00	.....	1922	Lubbock	Avalanche	(m)	4,343	....
		1925		Journal	(e)	4,122	.....
				Combined daily	(me)	8,465	.05
				Sunday Avalanche-Journal	(s)	8,235	.05
1,78	.....	1915	Lufkin	News	(e)	.....	.017
5,11	.....	1921	McAllen	Press	(e)	.....	.025
				Sunday edition	(s)	.....	.025
3,77	.....	1897	McKinney	Courier-Gazette	(e)	1,531	.018
4,00	.....	1901	Marlin	Democrat	(e)	.....	.021*
13,00	100,000	1926	Marshall	Dinner Horn	(e)	.....	.036*
			(Free circulation)				
		1877		Messenger	(e)	2,812	....
		1919		News	(m)	4,263	....
				Combined daily	(me)	7,075	.045
				Sunday edition	(s)	4,263	.045
3,15	.....	1913	Mart	Herald	(e)	.....	.014*
				Sunday edition	(s)	.....	.014*
5,12	.....	1899	Mexia	News	(e)	5,984	.04*
				Sunday edition	(s)	5,984	.04*
2,75	.....	1927	Midland	Telegram	(e)	(New Daily)	.025*

TEXAS—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
7,890	.....	1900	Mineral Wells	Index	(e)	1,127	.017*
4,099	.....	1906	Mt. Pleasant	Times	(e)	.....	.014
3,546	.....	1899	Nacogdoches	Sentinel	(e)	1,175	.018
5,060	.....	1895	Navasota	Examiner	(e)	750	.014*
9,212	.....	1902	Orange	Leader	(e)	2,610	.03*
				Sunday edition	(s)	2,610	.03*
11,039	.....	1901	Palestine	Herald	(e)	1,439	.014*
		1898		Press	(m)	2,230	.025*
				Sunday edition	(s)	2,230	.025*
		1927	Pampa	News	(e)	1,600	.025*
				Sunday edition	(s)	2,100	.03*
15,040	.....	1887	Paris	Dinner Horn	(e)	.....	.057
				News	(m)	4,260	.03*
				Sunday edition	(s)	4,260	.03*
41,618	.....	1901	Port Arthur	News	(e)	7,932	.05*
				Sunday edition	(s)	8,041	.05*
16,205	.....	1919	Ranger	Times	(e)	3,149	.03*
				Sunday edition	(s)	3,149	.03*
			(Sold in combination with Eastland Telegram)			.....	.04*
10,050	.....	1884	San Angelo	Standard	(e)	1,964	.03*
				Sunday edition	(s)	6,331	.03*
			(Flat rate .04 per line effective September 1, 1927)				
225,000	.....	1865	San Antonio	Express	(m)	35,958x	.12
		1918		News	(e)	40,901x	.11
				Combined daily	(me)	76,859x	.20
				Sunday Express	(s)	61,482x	.15
				Sun. Exp. & News.	(es)	.....	.24
		1881		Light	(e)	36,232x	.10
				Sunday edition	(s)	63,112x	.14
5,070	.....	....	San Benito	Light	(e)	(New daily)	.021*
20,000	85,000	1879	Sherman	Democrat	(e)	4,736	.035*
				Sunday edition	(s)	4,736	.036*
5,558	.....	1888	Sulphur Springs	News-Telegram	(e)	1,408	.014
				Sunday edition	(s)	1,408	.014
7,500	.....	1915	Sweetwater	Reporter	(e)	2,200	.025*
				Sunday edition	(s)	2,200	.025*
5,965	50,000	1913	Taylor	Press	(e)	3,105	.022
12,000	60,449	1907	Temple	Telegram	(m)	7,005x	.05*
				Sunday edition	(s)	7,416x	.05*
8,349	.....	1916	Terrell	Tribune	(e)	3,453	.025
1,526	.....	1902	Timpson	Times	(e)	.....	.011*
30,609	35,000	1875	Texarkana	Gazette	(m)	9,207	....
		1926		News	(e)	2,071	....
				Combined daily	(me)	11,278	.07*
				Sunday edition	(s)	9,513	.07*
12,085	.....	1895	Tyler	Courier-Times	(e)	.....	.029*
				Sunday edition	(s)	.....	.029*
11,560	23,506	1925	Vernon	Record	(e)	2,819	.03
5,957	.....	1897	Victoria	Advocate	(e)	.....	.014*
				Sunday edition	(s)	.....	.014*
60,000	.....	1911	Waco	News-Tribune	(m)	20,625x	.08
				Sunday edition	(s)	21,286x	.08
		1892		Times-Herald	(e)	14,877	.05
				Sunday edition	(s)	14,877	.05
7,958	55,700	1893	Waxahachie	Light	(e)	.....	.032
6,203	.....	1900	Weatherford	Herald	(e)	.....	.014*
6,075	.....	1927	Weslaco	News	(e)	(New daily)	.025*
51,500	141,668	1919	Wichita Falls	Record-News	(m)	17,234x	.06
				Sunday edition	(s)	18,164x	.06
		1907		Times	(e)	21,982x	.06
				Sunday edition	(s)	22,312x	.08*
6,184	.....	1897	Yoakum	Herald	(e)	1,240	.021
				Sunday edition	(s)	1,240	.021
		1898		Times	(m)	.....	.012*
				Sunday edition	(s)	.....	.012*

UTAH

9,436	30,000	1878	Logan	Journal	(e)	1,984	.023
42,000	60,000	1920	Ogden	Standard Examiner	(e)	10,285x	.06*
				Sunday edition	(s)	11,086x	.06*
15,000	45,000	1885	Provo	Herald	(e)	3,792	.03*
				Sunday edition	(s)	3,792	.04*
125,000	225,000	1850	Salt Lake City	Deseret News	(e)	36,691	.08*
		1902		Telegram	(e)	20,916	.08*
				Sunday edition	(s)	25,332	.09*
		1871		Tribune	(m)	43,958	.09
				Sunday edition	(s)	72,964	.13

VERMONT

11,000	60,000	1897	Barre	Times	(e)	7,282	.03
9,982	.....	1903	Bennington	Banner	(e)	3,161	.025
8,332	30,000	1913	Brattleboro	Reformer	(e)	3,416	.02
26,000	65,000	1828	Burlington	Free Press	(m)	14,265	.05*
		1894		News	(e)	5,383	.04*
7,125	.....	1893	Montpelier	Argus	(e)	3,714	.0175
16,000	56,000	1861	Rutland	Herald	(m)	11,816	.055*
		1899		News	(e)	2,426	.0175
7,582	30,000	1861	St. Albans	Messenger	(e)	3,057	.0175
8,701	30,000	1837	St. Johnsbury	Caledonian-Record	(e)	4,061	.02

VIRGINIA

18,000	.....	1784	Alexandria	Gazette	(e)	4,260	.035
22,250	135,000	1870	Bristol	Herald-Courier	(m)	8,572	....
		1925		News Bulletin	(e)	3,339	....
				Combined daily	(me)	11,911	.07*
				Sunday edition	(s)	10,341	....
				M or E and Sunday	(ds)	.....	.07*
10,688	.....	1892	Charlottesville	Progress	(e)	4,877	.025
6,500	38,700	1905	Clifton Forge	Review	(e)	1,403	.02*
5,623	.....	1914	Covington	Virginian	(e)	2,200	.025
30,557	65,000	1899	Danville	Bee	(e)	10,635x	....
		1847		Register	(m)	5,025x	....
				Combined daily	(me)	15,660x	.06*
		1847		Sunday edition	(s)	10,284x	....
				Eve & Sunday	(es)	.....	.07*
6,647	40,000	1885	Fredericksburg	Free Lance Star	(e)	5,280	.03*
6,000	80,000	1896	Harrisonburg	News-Record	(m)	7,340	.035
1,000	.....	1917	Hot Springs	Swallow	(e)	500	.05
40,000	151,159	1888	Lynchburg	Advance	(e)	6,678	....
		1866		News	(m)	9,038	....
				Combined daily	(me)	15,716	.055
		1866		Sunday edition	(s)	10,619	.055
35,596	200,000	1896	Newport News	Press	(m)	5,042x	....
		1900		Times-Herald	(e)	8,394x	....
				Combined daily	(me)	13,436x	.05*
		1896		Sunday edition	(s)	8,646x	.05*
250,000	393,000	1876	Norfolk	Ledger-Dispatch	(e)	42,674	.12*
		1865		Virginian-Pilot	(m)	41,427	.10*
				Sunday edition	(s)	43,804	.12*
31,002	.....	1865	Petersburg	Progress-Index	(e)	9,010	.05*
				Sunday edition	(s)	9,010	.05*
54,387	.....	1894	Portsmouth	Star	(e)	6,922	.04*
				Sunday edition	(s)	6,922	.04*
7,026	140,000	1926	Pulaski	Southwest Times	(e)	3,204	.02

; newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" verage for 3 months; flat rate indicated by an asterisk.

ENGLISH LANGUAGE DAILY NEWSPAPERS OF UNITED STATES WITH CIRCULATIONS AND RATES

VIRGINIA—Continued

City	Population	Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
Richmond	190,000	171,667	1903	News Leader	(e)	65,164x	.16*
			1850	Times-Dispatch	(m)	53,297x	.12*
				Sunday edition	(s)	60,170x	.16*
Roanoke	65,000	114,000	1886	Times	(m)	13,427	....
			1887	World-News	(e)	13,894	....
				Combined daily	(me)	27,321	.09
			1886	Sunday edition	(s)	16,912	.07
				Evening & Sunday	(es)	.....	.10
Staunton	12,000	50,000	1906	News-Leader	(m)	4,873	....
			1890	Leader	(e)	2,191	....
				Combined daily	(me)	7,064	.035
			1906	Sunday edition	(s)	5,091	.035
Suffolk	17,400	.....	1923	News	(e)	3,412	.036
Winchester	7,400	35,000	1896	Star	(e)	4,518	.35*

WASHINGTON

City	Population	Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
Aberdeen	18,656	45,000	1901	World	(e)	7,073	.04*
Bellingham	25,570	.....	1922	American	(e)	4,704	.03
			1884	Herald	(m)	.....	....
			1890	Evening edition	(e)	.....	....
				Combined daily	(me)	.....	.08
				Sunday edition	(s)	.....	.05*
Bremerton	8,918	.....	1901	News Searchlight	(e)	3,347	.035*
Centralia	8,500	22,000	1910	Chronicle	(e)	3,746	.035*
Ellensburg	5,000	18,000	1909	Record	(e)	2,146	.025*
Everett	35,000	67,498	1898	Herald	(e)	14,179	.045*
			1901	News	(me)	4,076	.036
Hoquiam	14,474	40,000	1889	Washingtonian	(m)	5,176	.04*
				Sunday edition	(s)	5,176	.04*
Longview	13,800	18,000	1923	News	(e)	4,742	.045*
Kelso	7,500	20,000	1925	Kelsonian-Tribune	(e)	1,240	.03*
Mount Vernon	4,500	20,000	1922	Herald	(e)	3,210	.03*
Olympia	12,000	18,000	1891	Olympian	(m)	2,538	.03*
			1902	Recorder	(e)	2,519	.03*
				Combined daily	(me)	5,057	.05*
				Sunday edition	(s)	4,105	.04*
				Sunday and daily issue combined	(se)	.....	.065*
Port Angeles	10,000	18,000	1916	News	(e)	3,800	.035*
Seattle	380,000	455,000	1893	Journal of Commerce	(m)	.....	.07
			1865	Post-Intelligencer	(m)	91,222	.22
				Sunday edition	(s)	153,633	.30
			1899	Star	(e)	89,857	.20*
			1896	Times	(e)	86,843	.24*
				Sunday edition	(s)	113,228	.28*
			1900	Union Record	(e)	28,021	.12*
Spokane	125,064	350,000	1886	Chronicle	(e)	41,442x	.115
			1901	Press	(e)	18,135	.053
			1884	Spokesman-Review	(m)	49,347x	.13
				Sunday edition	(s)	58,009x	.17
Tacoma	104,480	160,000	1883	Ledger	(m)	18,417x	.06*
				Sunday edition	(s)	29,450x	.10*
			1907	News Tribune	(e)	34,175x	.10*
			1903	Times	(e)	22,274x	.07*
Vancouver	15,500	40,000	1908	Columbian	(e)	3,620	.035*
Walla Walla	18,087	35,000	1906	Bulletin	(e)	5,833x	.04*
				Sunday edition	(s)	5,768x	.04*
			1869	Union	(m)	3,625x	.029*
				Sunday edition	(s)	3,691x	.029*
Wenatchee	10,000	32,000	1905	World	(e)	8,358	.05
Yakima	19,535	40,000	1905	Herald	(m)	6,522	.04
			1902	Republic	(e)	7,093	.04
				Combined daily	(me)	13,615	.07
				Sunday edition	(s)	11,379	.05

WEST VIRGINIA

City	Population	Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
Beckley	4,149	.....	1924	Post-Herald	(m)	6,120	.035*
Bluefield	23,329	210,000	1893	Telegraph	(m)	13,649	.05*
				Sunset News	(e)	.....	....
				Combined daily	(me)	.....	.07*
				Sunday edition	(s)	17,623	.06*
				Evening and Sunday	(es)	.....	.08*
Charleston	60,000	323,325	1887	Gazette	(m)	19,587	.07
				Sunday edition	(s)	24,885	.08
			1883	Mail	(e)	15,046	.06
				Sunday edition	(s)	15,046	.06
Clarksburg	33,443	178,000	1910	Exponent	(m)	13,465	....
			1861	Telegram	(e)	16,032	....
				Combined daily	(me)	29,497	.10*
				Sunday edition	(s)	.....	.10*

Telegram and Exponent merged July 1 and Sunday editions were combined. Sunday circulations as of March 31, 1927, as reported to the A. B. C., were: Exponent, **14,596**; Telegram, **16,949.**

City	Population	Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
Elkins	8,000	.....	1907	Inter-Mountain	(e)	2,200	.025*
Fairmont	23,000	50,000	1899	Times	(m)	7,302	....
			1845	West Virginian	(e)	6,927	....
				Combined daily	(me)	14,229	.065*
				Sunday Times	(s)	7,302	.04
				Combined daily	(mes)	.....	.105
Grafton	8,517	85,000	1903	Sentinel	(e)	3,529	.0357
Hinton	9,000	38,000	1902	News	(e)	1,757	.02*
Huntington	67,000	100,000	1889	Advertiser	(e)	18,021	.06*
				Sunday edition	(s)	17,086	.06*
			1909	Herald-Dispatch	(m)	18,284	.07*
				Sunday edition	(s)	18,162	.07*
Keyser	6,003	.....	1912	Mineral News	(e)	1,915	.018
Martinsburg	14,922	40,000	1907	Journal	(e)	4,955	.035*
Morgantown	25,157	75,000	1897	New Dominion	(m)	6,371	.03
			1899	Post	(e)	5,460	.03
Moundsville	11,660	20,000	1891	Echo	(e)	3,457	.02*
			1910	Journal	(e)	.....	.011*
Parkersburg	24,050	45,000	1898	News	(m)	7,693	.03*
				Sunday edition	(s)	8,835	.03*
			1889	Sentinel	(e)	9,740	.035
Point Pleasant	3,059	5,559	1921	Register	(e)	1,200	.021*
Sistersville	3,500	15,000	1895	Review	(e)	1,150	.021*
Welch	7,110	75,000	1923	News	(e)	5,027	.025
Wellsburg	5,918	21,597	1897	Herald	(e)	1,341	.02*
Wheeling	65,000	170,000	1852	Intelligencer	(m)	13,566	.05
			1890	News	(e)	16,376	.07
				Combined daily	(me)	29,942	.095
				Sunday edition	(s)	20,220	.09
				Sunday News and Intelligencer	(ms)	.....	.115
			1863	Register	(m)	10,553	.04*
				Sunday edition	(s)	10,553	.045
			1902	Telegraph	(e)	8,598	.036
Williamson	38,560	6,819	1890	News	(e)	3,923	.03*

WISCONSIN

City	Population	Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
Antigo	8,451	25,000	1905	Journal	(e)	4,186	.0271
Appleton	23,000	70,000	1850	Post-Crescent	(e)	13,396	.05
Ashland	12,000	.....	1883	Press	(e)	2,650	.018

Morning newspapers—name in light-face; evening papers—name in bold-face; Government statement April 1 figures, light-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

WISCONSIN—Continued

City	Population	Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
Baraboo	5,538	.....	1894	News	(e)	2,620	.0
			1895	Republic	(e)	1,500	.0
Beaver Dam	7,992	.....	1911	Citizen	(e)	2,986	.0
Beloit	25,000	50,000	1885	News	(e)	9,897	.0
Berlin	4,400	.....	1881	Journal	(e)	1,785	.0
Chippewa	9,500	37,000	1887	Herald-Telegram	(e)	4,698x	.0

Herald Telegram and Daily Gazette consolidated Dec. 5, 1926: now issued as Herald-Telegram Circulation 10-1-26 to 12-4-26, 3,218; 12-6-26 to 3-31-27, 4,698.

City	Population	Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
Eau Claire	24,030	125,000	1881	Leader	(m)	8,098	..
			1894	Telegram	(e)	4,032	..
				Combined daily	(me)	12,130	.0
				Sunday edition	(s)	8,183	.0
Fond Du Lac	31,650	80,000	1870	Commonwealth Reporter	(e)	13,981	.0
Green Bay	40,000	80,800	1915	Press-Gazette	(e)	16,116	.0
Janesville	21,952	80,000	1845	Gazette	(e)	13,232	.0
Kenosha	48,000	61,500	1894	News	(e)	10,839	.0
La Crosse	34,000	175,000	1854	Tribune & Leader-Press	(e)	14,015	.0
			1904	Sunday edition	(s)	13,499	.0
Lake Geneva	2,632	.....	1927	News Tribune	(?)	(New daily)	.0
Madison	50,000	200,000	1917	Capital Times	(e)	24,675	.0
			1839	Wisc. State Journal	(e)	23,256	.0
			1912	Sunday edition	(s)	22,679	.0
Manitowoc	24,000	75,000	1898	Herald-News	(e)	7,888	.0
			1920	Times	(e)	5,221	.0
Marinette	40,000	13,610	1893	Eagle-Star	(e)	4,747	.0
Marshfield	7,394	25,000	1921	News	(e)	3,060	.0
Menasha	7,214	.....	1894	Record	(e)	.....	.0
Merrill	11,000	30,000	1908	Herald	(e)	3,283	.0
Milwaukee	577,757	1,044,367	1882	Journal	(e)	154,932	.3
			1911	Sunday edition	(s)	169,992	.3
			1911	Leader	(e)	49,880	.1
			1837	Sentinel	(m)	69,321	.1
				Sunday edition	(s)	184,936	.3
			1847	Wisconsin News	(e)	105,845	.2
Monroe	5,000	21,568	1878	Journal	(e)	675	.2
			1898	Times	(e)	3,014	.0
Neenah	15,000	20,000	1880	News-Times	(e)	1,997	.0
Oshkosh	36,478	100,000	1868	Northwestern	(e)	14,885	.0
Portage	5,582	35,000	1850	Register-Democrat	(e)	1,800	.0
Racine	64,528	84,946	1881	Journal-News	(e)	12,247	.0
			1883	Times-Call	(e)	10,180	.0
Rhinelander	6,654	.....	1917	News	(e)	1,689	.0
Sheboygan	37,000	209,085	1887	Press	(e)	14,283x.	.0
Stevens Point	11,371	50,000	1873	Journal	(e)	6,354	.0
Stoughton	5,101	15,000	1906	Courier-Hub	(e)	1,986	.0
Superior	40,000	140,000	1890	Telegram	(e)	21,339	.0
Watertown	9,299	50,000	1895	Times	(e)	3,478	.0
Waukesha	14,720	.....	1919	Freeman	(e)	2,782	.0
Wausau	22,062	50,000	1907	Record-Herald	(e)	8,703	.0
Wisconsin Rapids	7,243	20,000	1914	Tribune	(e)	4,888	.0

WYOMING

City	Population	Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
Casper	32,276	45,000	1925	Herald	(m)	3,430	..
			1916	Tribune	(e)	5,609	..
				Combined daily	(me)	9,039	.0
			1922	Sunday edition	(s)	9,029	.0
Cheyenne	16,000	26,000	1867	Wyo. State Tribune	(e)	6,605	.0
			1895	State Leader	(s)	6,723	.0
Lander	2,133	.....	1918	Post	(e)	.....	.0
Laramie	9,565	.....	1886	Republican & Boomerang	(e)	.....	.0
Sheridan	11,000	16,000	1919	Post-Enterprise	(e)	3,396	.0
				Sunday edition	(s)	3,445	.0

DAILY NEWSPAPERS OF CANADA—CIRCULATIONS AND RATES

Circulations Taken from Publishers' Statements to A. B. C. for Six Months Ended March 31, 1927, or on Sworn Statements—Ratio Effective as of June 1, 1927, 5,000 Lines General Advertising Contracts.

ALBERTA

City	Population	Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
Calgary	63,313	200,000	1902	Albertan	(m)	14,473	.0
			1883	Herald	(e)	25,475	.0
Edmonton	65,163	300,000	1880	Bulletin	(e)	13,608	.0
			1903	Journal	(e)	29,510	.0
Lethbridge	10,893	55,000	1907	Herald	(e)	6,206	.0
Medicine Hat	9,536	40,000	1910	News	(e)	1,674	.0

BRITISH COLUMBIA

City	Population	Trade Area	Date Estab.	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
Nanaimo	9,350	.....	1874	Free Press	(e)	.....	.0
			1900	Herald	(m)	.....	.0
Nelson	5,230	50,000	1895	Sunday edition	(s)	.....	.0
New Westminster	14,440	.....	1860	News	(m)	3,898	.0
Prince Rupert	5,500	12,000	1907	British Columbian	(e)	.....	.0
			1909	Empire	(e)	.....	.0
Trail	7,000	25,000	....	News	(e)	.....	.0

Morning newspapers—name in light-face; evening papers—name in bold-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by asterisk.

THE DAILY and SEMI-WEEKLY TIMES

Wilson, N. C.

Largest tobacco market in the world and a big cotton market. Prosperous farmers who can afford the good things of life.

The Times covers Eastern North Carolina with its two editions at one and five P. M. Flat rate 4 cents per line, 56 cents per inch. P. D. Gold Pub. Co., Prop.

Circulation 4,500 Daily; 3,000 Semi-Weekly

National Advertisers

for years have used more space in The Sun than in any other New York evening newspaper

Because

they have found that the readers of The Sun possess the responsiveness and buying power which bring direct, tangible results.

The Sun

280 Broadway, New York

ENGLISH LANGUAGE DAILY NEWSPAPERS OF CANADA WITH CIRCULATIONS AND RATES

BRITISH COLUMBIA—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
5,000	295,000	1898	Vancouver	Bulletin	(e)	.....	.025
		1925		Province	(e)	73,391	.14*
		1926		Sunday edition	(s)	81,284	.15*
		1886		Star	(m)	15,901	.07
4,000	74,000	1858	Victoria	Sun	(e)	60,602	.13
				Colonist	(m)	9,611	.055*
		1881		Sunday edition	(s)	11,891	.055*
				Times	(e)	9,101	.05*

MANITOBA

6,776	.....	1883	Brandon	Sun	(e)	4,448	.025*
5,748	.....	1895	Portage La Prairie	Graphic	(e)	.....	.017*
0,040	240,000	1874	Manitoba	Free Press	(m)	23,186x	....
		1889		Free Press Bulletin	(e)	45,621x	....
				Combined daily	(me)	68,807x	.15*
		1890		Tribune	(e)	38,565	.10*

NEW BRUNSWICK

9,000	.....	1880	Fredericton	Gleaner	(e)	7,161	.036
		....		Mail	(e)	.....	.018
0,000	.....	1868	Moncton	Times	(m)	.....	.02
		1882		Transcript	(e)	.....	.02
5,000	388,092	1868	Saint John	Telegraph-Journal	(m)	15,777	....
		1904		Times-Globe	(e)	15,827	....
				Combined daily	(me)	31,604	.12*

NOVA SCOTIA

9,998	.....	....	Amherst	News	(e)	.....	.011
0,000	.....	1901	Glace Bay	Gazette	(e)	.....	.025
6,998	.....	1844	Halifax	Chronicle	(m)	13,224	.06*
		1873		Star	(e)	10,684	.05*
				Combined daily	(me)	23,908	.09*
		1875		Herald	(m)	17,916	....
		1878		Mail	(e)	17,787	....
				Combined daily	(me)	35,703	.11*
8,974	20,000	1910	New Glasgow	News	(e)	3,300	.013
5,000	80,000	1900	Sydney	Post	(m)	2,294	....
		1907		Evening edition	(e)	1,863	....
				Combined daily	(me)	4,157	.025*
		1898		Record	(e)	4,058	.015*
7,600	.....	1898	Truro	News	(e)	1,043	.009

ONTARIO

2,163	.....	1867	Belleville	Intelligencer	(e)	2,887	.02
		1870		Ontario	(e)	.....	.02
0,000	51,000	1852	Brantford	Expositor	(e)	10,096	.04
0,040	50,000	1820	Brockville	Recorder & Times	(e)	4,404x	.02
4,118	59,000	1890	Chatham	News	(e)	6,734x	.03
2,339	36,000	1893	Fort Williams	Times-Journal	(e)	5,935	.025*
9,000	32,000	1896	Galt	Reporter	(e)	5,069x	.028
8,875	30,000	1867	Guelph	Mercury	(e)	5,428x	.03
0,000	150,000	1888	Hamilton	Herald	(e)	14,889	.06
		1846		Spectator	(e)	36,132	.09
7,000	45,000	1810	Kingston	Whig-Standard	(e)	12,617x	.045
8,000	50,000	1877	Kitchener	Record	(e)	9,009x	.03
8,000	20,000	1895	Lindsay	Post	(e)	2,712x	.02
2,000	350,000	1863	London	Advertiser	(m)	15,834	....
				Evening edition	(e)	5,002	....
				Combined daily	(me)	20,836	.06
		1849		Free Press	(m)	24,600	....
				Evening edition	(e)	14,236	....
				Combined daily	(me)	38,836	.09
4,695	.....	1879	Niagara Falls	Review	(e)	4,282	.02
0,000	30,000	1925	Oshawa	Reformer	(e)	3,751x	.02
			(Name changed from Reformer to Times—effective July 1)				
0,000	280,000	1844	Ottawa	Citizen	(m)	7,710x	....
				Evening edition	(e)	23,321x	....
				Combined daily	(me)	31,031x	.09*
		1913		Le Droit	(e)	10,891x	.05*
		1917		Journal Dailies	(m)	7,080x	....
		1885		Evening edition	(e)	23,968x	....
				Combined daily	(me)	31,048x	.09*
2,321	60,000	1922	Owen Sound	Sun-Times	(e)	5,909	.025
1,000	33,000	1884	Peterborough	Examiner	(e)	7,054x	.03
6,000	38,000	1900	Port Arthur	News-Chronicle	(e)	4,329	.03*
4,850	9,350	1878	Port Hope	Guide	(e)	.....	.013
		1862		Times	(e)	1,508	.025*
2,053	50,000	1891	St. Catherines	Standard	(e)	9,852	.04
0,327	50,000	1882	St. Thomas	Times-Journal	(e)	8,557x	.035
9,500	45,000	1917	Sarnia	Canadian Observer	(e)	5,348	.035
1,800	24,500	1912	Sault	Star	(e)	5,528	.025
8,425	50,000	1887	Stratford	Beacon Herald	(e)	7,917x	.035

rning newspapers—name in light-face; evening papers—name in bold-face; A. B. C. Publisher's tements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an erisk.

ONTARIO—Continued

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
542,187	750,000	1844	Toronto	Globe	(m)	94,378	.20
		1872		Mail & Empire	(m)	111,459	.20
		1892		Star	(e)	144,892	.20
		1910		Weekly edition	(w)	193,800	.28
		1876		Telegram	(e)	120,218	.20
95,000	155,000	1918	Windsor	Border Cities Star	(e)	29,728	.09*
15,683	40,000	1886	Woodstock & Ingersoll	Sentinel & Review	(e)	6,220	.025

PRINCE EDWARD ISLAND

.....	88,615	1891	Charlottetown	Guardian	(m)	5,073	.035
		1851		Patriot	(e)	3,784	.02

QUEBEC

10,470	.....	1878	Levis	Le Quotidien	(e)	.....	.015*
836,304	979,027	1903	Montreal	Le Canada	(m)	8,987x	.07
		1910		Le Devoir	(e)	14,645x	.06
		1778		Gazette	(m)	32,254x	.09
		1811		Herald	(e)	9,492x	.055
				Saturday edition	(sat)	6,877x	.055
		1878		La Patrie	(e)	25,251x	.09
				Saturday edition	(sat)	51,165x	.09
		1884		La Presse	(e)	154,925x	.25
				Canadian edition	(e)	133,500x	.20
				U. S. edition	(e)	21,425x	.10*
				Saturday edition	(sat)	176,665x	.25
				Canadian edition	(sat)	154,907x	.20
				U. S. edition	(sat)	21,758x	.10*
		1905		Standard	(sat)	107,764x	.15*
		1869		Star	(e)	116,362x	.18
164,607	216,281	1907	Quebec	L'Action Catholique	(e)	18,343	.07*
		1764		Chronicle-Telegraph	(e)	5,616	.04
		1867		L'Evenement	(m)	20,009	.06*
		1896		Le Soleil	(e)	44,061	.12*
26,000	175,000	1897	Sherbrooke	Record	(e)	9,486	.045
		1910		La Tribune	(e)	7,122	.04
35,000	150,000	1920	Three Rivers	Le Nouvelliste	(e)	8,106	.04*

SASKATCHEWAN

21,000	100,000	1923	Saskatchewan	Times Morning Herald	(m)	2,422	....
		1889		Times	(e)	4,365	....
				Combined daily	(me)	6,787	.05*
7,842	50,000	1896	Prince Albert	Herald	(e)	2,659	.02
37,078	200,000	1883	Regina	Leader	(m)	23,869	....
		1910		Post	(e)	7,743	....
				Combined daily	(me)	31,612	.09*
31,202	200,000	1902	Saskatoon	Phoenix	(m)	2,403	....
		1905		Star	(e)	22,025	....
				Combined daily	(me)	24,428	.08*

NEWFOUNDLAND

40,000	.....	....	St. John's	Globe	(e)	.....	.011
		....		Telegram	(e)	9,001	.027

Morning newspapers—name in light-face; evening papers—name in bold-face; A. B. C. Publisher's statements, bold-face, followed by an "x" mean average for 3 months; flat rate indicated by an asterisk.

Buffalo, The Wonder City of America

Buffalo—a profitable Market for Advertisers

Sales in Buffalo are splendid for advertising goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

EDWARD H. BUTLER
Editor and Publisher
KELLY-SMITH COMPANY
Representatives

Graybar Bldg. New York, N. Y.
Tribune Tower Chicago, Ill.
Atlantic Bldg. Philadelphia
Waterman Bldg. Boston

After All

It's not so much how many read your story as how many put credence in it.

THE PHILADELPHIA RECORD

Goes not only into the homes but also into the hearts of 150,000 substantial families daily.

Second Largest Morning Daily in Philadelphia

Always Reliable

Thorough Coverage in One of the World's Richest Buying Centers—Coupled with the Ability to Produce Results

Pittsburgh Gazette Times

(Morning and Sunday)

AND

PITTSBURGH CHRONICLE TELEGRAPH

(Evening except Sunday)

These newspapers in News and Advertising have the confidence of their readers. Their readers have the power to purchase.

Sold Singly or Combined

URBAN E. DICE, Nat'l Advg. Mgr.
Gazette Square, Pittsburgh, Pa.

E. M. BURKE, Inc.,
1457 Broadway, New York.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.

R. J. BIDWELL COMPANY,
742 Market Street, San Francisco, Cal.
Times Bldg., Los Angeles, Cal.
White-Henry-Stuart Bldg., Seattle, Wash.

The value of our Complete Checking Proof Service can easily be ascertained from any or all of our 412 newspaper subscribers . . . or any Agency or Advertiser (trial test offer on request).

The Advertising Checking Bureau, Inc.

NEW YORK—79 Madison Avenue

CHICAGO—538 S. Clark Street

ADVERTISERS who understand the Iowa situation know from experience that the consumers' market there cannot be properly sold without the use of newspapers in these twenty-one key cities.

IOWA DAILY PRESS ASS'N
DAVENPORT, IOWA.

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat & Leader
Davenport Times
Dubuque Telegraph-Herald
Fort Dodge Messenger & Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times-Republican
Mason City Globe-Gazette & Times
Muscatine Journal & News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Courier
Waterloo Tribune

IT WILL PAY YOU TO HIRE TRAINED MEN

Ambitious young men, schooled in every branch of the newspaper or magazine field, may be secured to fill that opening on your publication by simply making your wants known to the Personnel Bureau of Sigma Delta Chi, professional journalistic fraternity.

No Charge To Employers

Avail yourself of this free service to replenish your staff whenever the occasion requires. Write or wire John G. Earhart, 836 Exchange Ave., Chicago, Ill., and he will put you in touch with the right man.



By MARLEN PEW

WITHOUT doubt the prize bunk delivery of the week was Henry Ford's solemn announcement that only just the other day he had discovered to his amazement that his *Dearborn Independent* had been publishing a series of savage attacks on the Jewish race. Gently, but firmly, he passed the buck of responsibility to good old William J. Cameron, the editor, incidentally one of the best feature writers, in his day on the *Detroit News,* that we have ever known. Mr. Ford's statement assumed far too great a virtue to carry full force to this writer's mind, even if we had not known some very definite contradictory circumstances. Five years ago Arthur Brisbane told Ford at Detroit that his assaults on the Jewish race were unjustified, un-American and in every way unprincipled and in heated language warned him that continuation of them would run Ford into serious difficulties. Allan Benson also gave Ford ample notice and, if I am not misinformed, Ford was quite indignant at the rebuke. E. G. Pipp, first editor of Dearborn Independent and once editor of Detroit News, insists that it was Ford who took the initiative in the anti-Semitic crusade and actually ordered Cameron to print the series of attacks. That sounds reasonable to us. We have never been able to understand how such an able newspaper man as Cameron could give to print such a hairy old fake as the "Protocols of the Wise Men of Zion," or the nonsense that the peace of this world is at the mercy of a little bunch of international bankers of the Jewish faith. The American bankers who have made most of the money out of war are well known not to be Jews. But the point is that Mr. Ford passed the buck of responsibility to his editorial staff, disclaiming knowledge of a fact that has been known to everyone else in the enlightened world for more than five years.

* * *

THE announcement is, of course, the forerunner of Mr. Ford's new advertising campaign, the object of which is to sell cars to the public without regard to creed, race, or previous state of servitude. Mr. Ford is in quest of new business and for the first time has been forced to acknowledge competition. He is about to spring a new or improved car on the fall market. That means that the Ford publicity tom-toms must be kept in motion and for every dollar of paid advertising in newspapers, if Mr. Ford's policy of recent years is maintained, there will be a hundred dollars' worth of free publicity of one sort or another. This writer firmly believes that Mr. Ford's repudiation of anti-Semitism is, at least in part, a business move, the first gun in the advertising campaign which is about to rage across the land. It is not unreasonable, we think, to draw this conclusion. Mr. Ford in the past has suffered from an insatiable publicity appetite and although it is said that he is softening and sweetening as he grows older, still we are pretty sure that he likes to see the good old family name in editorial space much better than when in space that is measured 14 agate lines to the column inch.

* * *

IF Mr. Ford's new car is a good article for the price, and if he will use newspaper advertising like a good merchant and cut out the tom-foolery, we believe he will make a nice little clean-up. But our interest here isn't in his business but in his ethics. This thing of pulling the deck out from under the feet of an editor who is under orders to fight is becoming a great American scandal. Mr. Ford is by no means the first business man to turn such a trick, but we have never witnessed a colder or more ruthless job, nor one that was more transparent. It is amazing what men will bring themselves to do in the name of "business." Relentless are the sacrifices made at the altar of Profit. Almost every day we hear men justifying the cruelest conduct toward their fellows when business is to be conserved. In Ford's case the reasoning was: Jewish attacks hurting sales; something must be done; public statement must be made; "in the multiplicity of my activities it has been impossible for me to devote my personal attention to (the Dearborn Independent and other pamphlet publications) or keep informed as to their contents * * * Had I appreciated even the general nature, to say nothing of the details, of these utterances, I would have forbidden their circulation."

* * *

FOLKS who publish violent literature really should be familiar with it, particularly when their own names are signed to a page of it per week. There might even be some legislation to compel the publisher to read his own alleged writings. If Henry Ford's famous autographed page of copper-riveted opinions has never even been read by him during a publishing career of more than five years, he is the champion phantom author of the age. But slipping responsibility over on the editorial staff, when the pinch came, to us seems as irresponsible and reprehensible as was the Jewish attack itself.

* * *

HENRY FORD is a very wonderful industrialist and possesses great personal charm in many directions. He has done so many fine and beautiful things that like most writers we have a thousand times sung his fame. He has been greatly cursed by the silly notion that a phenomenal success in manufacturing automatically made him a supreme authority on every conceivable subject in this complex civilization. Press agents and reporters have quoted him on all the grave questions of the times and he has responded like a duck to a shallow millpond. Mr. Ford has always had something important to say when the subject of the interview was within his legitimate field of interest, where he is expert. Outside of that domain he has been absurd and sometimes dangerous, as for instance the racial abuse calculated to wound great numbers of people. As for the double-crossing of the editorial staff—that is something in him that we had not suspected.

* * *

IT is always a serious question how hard any responsible editor should fight on a slippery deck. Just how far should he follow orders? The personal sacrifices he may make, such as giving strength and health, social relationships, midnight oil, risking prison cell or even an assassin's bullet, constitute a practical problem each man must solve for himself. That there is no such thing as gratitude, with a memory longer than a twelvemonth, is a safe assumption. The number of editors who have gone to jail for their publications and have been fired for their pains would be appalling if assembled. I have no means of knowing whether Mr. Cameron feels himself betrayed by Ford, or that he cares the snap of his finger. He may not even feel abused. Some of us are more sensitive on that point than others. I do know that it is a safe plan for every employe editor or reporter to act within his own conscience, confident that personal sacrifice or even martyrdom can only be compensated from within one's own breast—rarely from without. The rule may not be invariable, but the batting average in the journalism of this day makes it, I think, sound enough.

PUBLISHER WINS SUIT

A jury in Norfolk, Va., has awarde a verdict of $18,000 to Norman R. Ha ilton, president and publisher of *Portsmouth* (Va.) *Star,* the full amo sued for by him for services rendered securing pier leases in the Hudson Riv at New York, for the Old Domin Transportation Company, when that co pany was having dock and pier troub in New York several years ago. A p vious jury awarded a verdict for $10,0 but the case was appealed upon techni grounds and sent back to the Norf court by the supreme court of appe for a new trial.

STORES USING BULLETIN SHEE

Los Angeles Daily Bulletin, a 1-pa news sheet, appeared on more than 1,1 bulletin boards in that city July 6. It posted twice daily. The business m chants supply the boards. The pub shers are Walt Parker and Frank Keel Neill M. Toohy is editor.

Have you a friend in Kansas City

Ask him if he doesn't read The Kansas City Star

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday news papers *combined.*

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

Sell COLUMBUS and the G·C·O·M

During 1926 The Columbus Dispatch carried more agate lines of paid advertising than any other Ohio newspaper.

Advertisers who use The Daily Columbus Dispatch are guaranteed a total net paid circulation of 113,678. . . . . Many, many thousands more than any other Columbus newspaper.

Dispatch
OHIO'S GREATEST HOME DAILY

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON
Newspaper Buildings
Plant Layouts
Production, Operation
120 West 42nd Street New York

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
QUALITY NAME SERVICE PARTS CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Greensboro News
Greensboro, N. C.

Ask them about it

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

in
Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

Continued Leadership

In the first six months of 1927 The New York Times led all other New York newspapers, morning and evening, in *twenty-one* important advertising classifications.

In Financial, Book, Rotogravure and Real Estate advertising The Times maintains its leadership over all publications of the world.

The total volume of advertising published in The New York Times for the six months of this year was 14,954,094 agate lines.

The New York Times

WHAT'S WHAT IN THE FEATURE FIELD

Payne Syndicate Offers Rome Flight Rights—"Broadway" Novelized by King Features—"Harold Teen" in Movies—Ellis Saved from Drowning

NEWSPAPER rights to the first person story of Lloyd Bertaud, pilot of the forthcoming airplane flight from New York to Rome and back, are being offered by the Payne Syndicate, New York. Guy T. Viskniskki, general manager, announced this week. Philip Payne, managing editor of the *New York Daily Mirror*, informed EDITOR & PUBLISHER that no attempt would be made to "bottle up" news of the flight, which will be sold to all newspapers and press associations. The flight is being financed by William Randolph Hearst.

This new syndicate, recently organized by Mr. Payne, has also launched a new daily comic strip called "Mickey Mutt." It is drawn by H. G. Weagant.

Two new single column comics are being offered by the Ledger Syndicate, Philadelphia. They run under the titles "Otto's Auto" and "Omar Jr." The same syndicate has obtained newspaper rights to "The Wife that Failed" by E. Phillips Oppenheim.

Philip Dunning and George Abbott have novelized the play "Broadway" and all rights have been purchased by King Features Syndicate, Inc.

"Harold Teen," comic strip drawn by Carl Ed for the Chicago Tribune News-Paper Syndicate, is about to be filmed with Marilyn Miller as "Lillums" and Grant Lyon as "Harold."

Dr. William T. Ellis of Swarthmore, Pa., who syndicates Sunday School lessons and religious articles, was rescued from drowning at Virginia Beach near Norfolk, on July 11, through the efforts of a fellow clergyman and a life guard. Dr. Ellis was swimming beyond the ropes when caught in a strong undertow.

Frank Simonds, special writer of the McClure Newspaper Syndicate, will sail for Europe late next month to report the Geneva conference for syndicate clients.

Lawson Robertson, head coach of the University of Pennsylvania and for the American Olympic team, is writing a series of weekly articles on amateur sports and physical training for the King Features Syndicate, Inc., New York. The same syndicate also announces a series on "Famous Composers" by Cossette Douglass, a staff writer, and that it has obtained rights to William Almon Wolff's new novel "Beauty and the Million."

John T. McCutcheon cartoonist of the *Chicago Tribune*, accompanied vice-president Charles G. Dawes and a party of friends on a trip to Cimarron, N. M., where they are to fish for cut-throat trout in the mountain streams and lakes.

"The Story of Thomas Jefferson" in picture strip form is being offered by King Features Syndicate, New York. The strip is adapted from the biography by William Elroy Curtis.

McClure Newspaper Syndicate has obtained second serial rights to the "Lazy Detective" by George Dilnot and the "Blue Car Mystery" by Natalie Sumner Lincoln.

"Skies of Tomorrow," a series of eight articles by Commander Richard E. Byrd, is being offered by the Famous Features Syndicate, New York.

REPRESENTING THE NEWSPAPERS

GEORGE B. DAVID COMPANY has been appointed the national advertising representatives both in the New York and Chicago territory by the *Hicothe* (Mo.) *Constitution.*

New Jersey Newspapers, Inc., are now representing the *Ocean City* (N. J.) *Sunday Journal* in the national field.

E. C. Mogensen, president of M. C. Mogensen & Co., Inc., is using the Pacific Air Transport to fly along the Pacific coast to the offices of the various newspapers he represents in the national advertising field. Recently pressure of work in San Francisco prevented Mr. Morgensen from making an early morning train to take him to several newspapers in the San Joaquin Valley. By using the plane, he was able to fly down to the newspapers and return the same day to keep his appointments in San Francisco.

CHANGES PAGE SIZE

The *Lenoir* (N. C.) *News-Topic* has changed its make-up from a six-column folio to an eight-column page.

PLAN CO-OPERATIVE DRIVE

Following the example of other small retailers in combating chain store competition, Erie (Pa.) grocers and meat dealers have formed the Erie County Handy Service Advertising Bureau, which will devise a plan of co-operative advertising for the members. C. D. Lamb is president of the new bureau.

MEMORIAL CAMP DEDICATED

Camp Campbell Gard, presented to the Hamilton, O., Y. M. C. A. by Mr. and Mrs. Homer Gard in memory of their son, Charles Campbell Gard, was dedicated June 29. Mr. Gard is publisher of the *Hamilton* (O.) *Evening Journal* and his son was managing editor of the paper at the time of his death in 1921. The camp covers 32 acres and has 10 bunk houses, in addition to several other buildings.

SOLMSON NAMED M. E.

Meyer Solmson has been promoted to the position of managing editor of the *New York Morning Telegraph*. He will have full authority in the direction and management of the news and editorial departments of the paper. Mrs. Lytton Gray Ament, president of the paper, will continue to advise along editorial lines. Mrs. Ament was the widow of Edward R. Thomas and succeeded him as president and publisher of the Telegraph, in which position she is continuing. Col. Lytton Gray Ament's appointment as general manager of the paper, forecast in EDITOR & PUBLISHER last week, became effective this week.

"BILL" THOMSON IS DADDY

William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers Association, and Mrs. Thomson are parents of a baby daughter, Barbara Lee, born recently.

AD TIPS

Baily Walker & Tuttle, 111 West Washington street, Chicago. Have secured account of the Steinhall Manufacturing Company, makers of Potatoe Starch flour.

Buchen Company, 28 East Jackson boulevard, Chicago. Has prepared a tentative list on James B. Clow Company, Chicago.

Campbell-Ewald Company, General Motors Building, Detroit, Mich. Is using newspapers in selected sections on some advertising on Copeland Products Company, Detroit.

Collins-Kirk, 752 North Michigan avenue, Chicago. Will prepare a list about the first of August on the Hoffman Heater Company, Louisville, Ky.

Dorland Advertising Company, 244 Madison avenue, New York. Is issuing contracts to Newspapers on Boncilla Laboratories, Indianapolis, Indiana.

John Dunham Company, 431 North Michigan avenue, Chicago. Is preparing a list on Armour & Co. (Dona Castile Soap.)

Gale & Pietsch, Chicago. Sending orders to some Pennsylvania papers on the Minnesota Valley Canning Company, Le Seuer, Minnesota, Del Maize Corporation.

Charles C. Green Advertising Agency, 450 4th avenue, New York. Making contracts with some New England newspapers for the Oakite Products Company, cleanser, New York City

Gundlach Advertising Company, 400 North Michigan avenue, Chicago. Handling the account of D.D.D. Co., Batavia, Ill., manufacturers of skin lotion and soap, who expect to make up their list for next year during the month of August

Stanley E. Gunnison, Inc., 67 West 44th street, New York, Placing account for the Polygraphic Company of America, Inc.

Joseph E. Hanson Company, 85 Lincoln Park, Newark, N. J. Has secured account of the Blasine Products Company, Newark, N. J., manufacturers of face creams and hair dressings.

Ralph H. Jones Company, 431 Main street, Cincinnati, O. Preparing a tentative list on Carey Roofing Company, Cincinnati

United Advertising Agency, 339 5th avenue, New York City. Placing orders with newspapers generally for the Interwoven Stocking Company, New Brunswick, N. J.

Young & Rubican, 285 Madison avenue, New York. Has secured account of Fels & Company, Philadelphia, manufacturers of Fels Naptha soap.

Automatic Stereotype Plate Handling Equipment, Automatic Roll Paper Lifts, Roll Paper Trucks, Track, Turntables, Switches, Bundle Lifts.

SOLD BY

The Cline Electric Mfg. Co.
Conway Bldg., Chicago, Ill.

The Capital Lift & Mfg. Co.
Manufacturers Columbus, Ohio

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

South America's Greatest Newspaper
"Buenos Aires IS the Argentine Republic"—
"If you introduce an article in Buenos Aires it is introduced in the whole of the Argentine."
"We know that LA PRENSA has a larger circulation than all the local papers put together, and that this circulation is amongst the very best class."
(Extract from letter written by the distributor in Argentina of important American products, urging his principals to place their advertising in LA PRENSA—)
National sales and distribution in Argentina can quickly be attained by advertising in LA PRENSA.
JOSHUA B. POWERS
Exclusive Advertising Representative
250 Park Avenue New York

Largest Circulation and Largest Volume of Advertising of any Daily west of the Missouri river.
LOS ANGELES EVENING HERALD
REPRESENTATIVES
Chicago, JOHN M. LEDERER, 910 Hearst Bldg.
San Francisco, A. J. NORRIS HILL, 610 Hearst Bldg
New York, HERBERT W. MOLONEY, 604 Times Bldg.

Space is space—but the BEST Classified Advertising publicity justifies its daily appearance in your newspaper
THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

The World
These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.
The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

ROTO-GRAVURE Sections for Newspapers & Magazines
STANDARD Gravure Corporation
LOUISVILLE, KENTUCKY

NAMED FINANCIAL EDITOR

Ralph Hendershot Leaves N. Y. Post to Rejoin Evening Telegram

Ralph Hendershot has been appointed financial editor of the *New York Evening Telegram.* He assumed his new duties July 11.



RALPH HENDERSHOT

Formerly employed as a reporter in the Telegram's financial news bureau, Mr. Hendershot now returns as head of this department. In the two years, from 1917 to 1919, Hendershot was in the army. After his discharge he began work as a newspaper reporter. His first connection was with the *Wall Street Journal.* From there he went to the *New York Journal of Commerce* and then to the Telegram.

More recently he has been a member of the staff of the financial bureau of the *New York Evening Post* and now returns to the Telegram

KENT COOPER RETURNING

Sailed from London July 12 After Extended Trip Abroad

Kent Cooper, general manager of the Associated Press, is returning to the United States after a strenuous European trip. He visited A. P. bureaus at London, Berlin, Warsaw (where he attended the meeting of the news agencies), Moscow, Leningrad, Helsingfors, Stockholm, Oslo, Copenhagen, Vienna and Madrid.

He returned to London from Spain July 5, and is sailing for the United States on the *Leviathan* from Southampton, England, July 12. Mrs. Cooper accompanied her husband on his trip. Charles Stephenson Smith, general European manager, also accompanied Mr. and Mrs. Cooper a great part of their itinerary across Europe.

WILLIAM R. ARMSTRONG

William R. Armstrong, 35, well known in advertising circles, newspaper columnist, former advertising manager of the *South Bend* (Ind.) *News-Times* and one-time national organizer of Kiwanis clubs, was found dead in his home at South Bend last week, a victim of illuminating gas. While death may have been accidental, Coroner Carl C. Reifeis is inclined to the suicide theory.

LIBEL SUIT SETTLED

London Actress Brought Action Over Printed Marriage Rumor

(*Special to* EDITOR & PUBLISHER)

LONDON, July 2.—An action for damages for alleged libel brought by Miss Gladys Cooper, the famous English actress (Mrs. Buckmaster) against the London Express Newspapers, Ltd., proprietors of the *Sunday Express,* was settled in the King's Bench division of the High Court of Justice recently before Mr. Justice Horridge.

It was stated for plaintiff that she had brought the action because of what she felt was a growing habit of some persons who wrote on theatrical matters to insert in newspapers paragraphs about members of her profession that it might not be thought proper to write about other people.

The paragraph she complained of appeared in the Sunday Express on November last, and referred to a rumor that had got abroad that Miss Gladys Cooper was engaged to be married to a well-known man at whose house she had stayed in company with several other people.

The paragraph quoted Miss Cooper as saying that next time they wanted to marry her she wished they would choose someone respectable. Miss Cooper made no such statement, which w very bad taste, and although ever portunity had been given the news of apologizing, no apology had made.

A satisfactory arrangement had made regarding costs, which was al Miss Cooper wanted, she said, a was agreed that the record shoul withdrawn.

HENRY EDWARD RICE

Member of Chicago Daily News ness Staff Dies at 61

Henry Edward Rice, 61, veteran cago newspaper man for seven ye member of the business staff of the *cago Daily News,* died July 8 af three months' illness. He was at time well known as a theatrical ma and in 1907 built "Magic City," a amusement park, the first of its ki Europe. He served also as head o Rice Hotel corporation and the Rice vertising Agency. He was founder publisher of *Rice's Path Finder.*

Mr. Rice was connected with Chi dailies for twenty-five years. Until hi illness he was manager of the specia vertising department of the Daily Ne

Supplies and Equipment

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

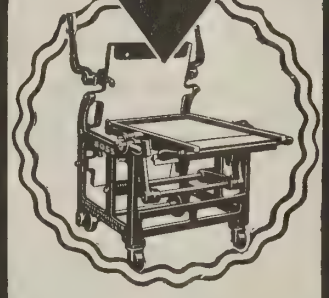
Success

A well equipped plant is one of the essentials to the publisher fighting for success.

The man who has attained success recognizes the fact that up-to-the-minute equipment is necessary to maintain and hold what he has won.

Classified Service
Editor & Publisher

GOSS
STEREOTYPING MACHINERY
Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Drive and Control
for
Newspaper Presses

A representative installation in western New York is that of a 100-h.p. alternating-current drive at the Niagara Falls Gazette

GENERAL ELECTRIC

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO—NEW YORK—LONDON

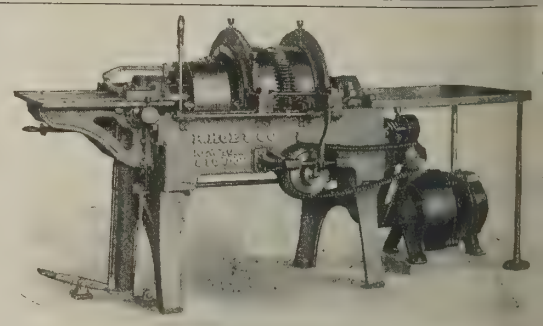
BLANKETS
of all kinds for all makes o
Rotary Newspaper Printing Machines
Automatic Efficiency Fel Blankets
Monocork Blankets
Oil-proof-face Rubbe Blankets
Cutting Rubbers and Conveyor Wire.

You can save waste paper, in crease production and obtai better printing when your ma chines are properly blanketed.

We specialize in the manufactur of Newspaper Printing Blanket and carry a complete line, includ ing all widths and thicknesses.

New England Newspaper Supply Company
Worcester, Mass., U. S. A.
Cable Address NENSCO
Worcester, Mass.

Hoe Automatic Curved Plate Trimming and Shaving Machine



A Machine that will trim, tail-cut and shave five or six Stereo Plates a minute efficiently and economically. Arranged with Motor Drive connected by a Silent Chain.

R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street, CHICAGO, ILL.
Pere Marquette Bldg., NEW ORLEANS, LA.
7 Water Street, BOSTON, MASS.

Employment—Equipment—Services

ITOR & PUBLISHER
Classified Advertising Information
RATES

SITUATIONS (Cash with Order)
1 Time — .50 per line
3 Times — .40 per line
ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .75 per line
4 Times — .60 per line

te space charge at same rate per line insertion as earned by frequency of ion. Minimum Contract space, three . The Editor & Publisher reserves the t to classify, edit or reject any adver nent.

ADVERTISING

General Promotion

You Want More Local Advertising put us work for you selling our "Worthwhile" ures. Write F. G. Hogan Syndicate, cke Bldg., Indianapolis, Ind., or Kane, Pa.

Supplies

ding Sheets for Art work and Benday ef n. Bourges Service, Inc., 144 West 32nd New York.

USINESS OPPORTUNITIES

Brokers

Lors and Sellers—If you desire to buy or sell ily, weekly or monthly publication, you do well to communicate with me. I am oughly acquainted with newspapers and azine making, and have some very desirable erties to offer, and a splendid list of cus rs. J. B. Shale, Times Bldg., New York.

r D. Gray, the Sturgeon, Mo., newspaper er, who buys, sells and consolidates news rs all over the world, is now in Los eles, California, at 536 West 48th street, writes:

brought a client to Arizona to look at wspaper property and have been in Cali a for six weeks. I have listed some good lies, semi-weeklies and dailies out here. nterested, write me, but tell me how much y you have to make down payment and you are looking for."

le Journal, established, in good condition, hle of expansion. Gross about $20,000. ng price, $17,500 cash. Harris-Dibble Co., Madison Avenue, New York City.

Interest for Sale

ortunity—Owner of a daily newspaper in da, in one of the best cities in the state, consider selling an interest to a highly fied man in either the business or editorial rtment. This holds out a wonderful future rtunity and only a man who can furnish best of references as to experience and y need reply. This is one of the finest s in the south, equipped for the future. must make minimum investment of 00 or can secure larger interest if de . Owner has other interests that require of his time. Address C-825, Editor & sher.

Newspapers Wanted

r—Manager of good standing will pur outright, or in part, small daily or dy in exclusive field; confidential. Box , Editor & Publisher.

dy or Interest in small daily, Eastern . Able to supervise mechanical and busi s departments. C-827, Editor & Publisher.

Service

ut of Town Concerns. You can secure all dvantages of a New York address, includ he services of established, fully furnished equipped offices, where your interests, en es, callers, literature, mail, or samples be intelligently and properly handled, for minal annual charge. Address (by letter Suite 1004, at 1841 Broadway (Columbus e), New York City.

CIRCULATION

Promotion

lation—When quick, additional circulation age becomes necessary, remember that wenty years in this one line of endeavor ur proof against experimenting. Write or Pacific Coast Circulation Service, Bell , Cincinnati, Ohio.

lation Builders—Blair & Austin, 1504 Cen ve., Reading, Penn. Originators of Sales hip Club Campaigns.

l the Man Who's Had One! In over 20 of nation-wide experience, we have proved ves always able to produce greater results ollar expended. Our circulation building igns, large or small, have all expert man nt and attention. Address us now, care of World-Herald, Omaha, Nebr., or at any at Box 288, Waterloo, Iowa. Myers' Cir on Organization.

CIRCULATION

Promotion

Superior Circulation Builders—The W. S. Kendall Company, 104 North Bailey Ave., Louisville, Kentucky. The circulation-building organization that has set the standard for aggressive, successful circulation campaigns for nearly twenty years.

The World's Largest Circulation Building Organization—The only circulation-building service in Newspaperdom furnishing publishers' affidavits of the exact results of its every campaign. The Charles Partlowe Company, Occidental Building, Indianapolis.

EMPLOYMENT

Help Wanted

Advertising Manager wanted who can develop advertising in weekly paper year old; territory, 11,000 population, rapidly increasing; close to Philadelphia; established business centers; opportunity for man who can invest $1,000 to $1,500 for part interest; paper one of group of three. Reply, stating qualifications, age, experience, references, photograph if possible. C-780, Editor & Publisher.

Classified Salesman—Must be able to produce results, write copy, and give proper service to accounts. Real opportunity for energetic young man. State age, experience, and salary expected. Apply Easton Daily Express, Easton, Pa.

Situations Wanted

Ad Executive, six years, exceptional record. Copy writer, publicity department organizer. Daily in Ohio or adjacent.; $50. Ad man; 15 Charles street, Newark, Ohio.

Advertising Manager with good record, managing, selling, copy, wants change. Will go anywhere. 36, married. Can build real copy service, increasing business. C-831, Editor & Publisher.

Bookkeeper—Thoroughly experienced in newspaper work. I don't know it all, but can tell what your advertising costs are. Can handle income tax reports. Box C-793, Editor & Publisher.

Business Manager, at present employed in that capacity, one who can keep your overhead down and show at least twenty per cent net gain in revenue. Can furnish the best of references. If interested address C-802, Editor & Publisher.

Business Manager—Mr. Publisher, are you in need of a business manager that knows each operation of a newspaper. If your paper needs circulation or advertising I can produce either without incurring heavy expenses. References and full details furnished upon request. Salary to start $5,200 per year and bonus on increased business. Address C-829, Editor & Publisher.

Circulation Manager desires connection on paper in city of 100,000 or less. Twenty years' experience as circulation manager on large and small dailies. Producer of maximum results at minimum cost. Familiar with every detail, also A. B. C. records. Reasonable salary. References. C-830, Editor & Publisher.

Circulation—Want to connect as Circulation Manager, with a newspaper that desires to grow by safe and sane methods. A non-believer of premiums, with a long and successful career as circulator, from newsboy to circulation manager. Office-owned routes is my forte and working with boys is my hobby. More than doubled the circulation for the newspaper that I work on now, in the territory I cover. Know all phases of circulation. My best references are my present and past employers. Age 31, married. Address C-826, Editor & Publisher.

Circulation Manager desires position; experienced in all phases of circulation work. Can furnish the very best references. Used to hard work. Member of I. C. M. A. Address C-828, Editor & Publisher.

Circulation Manager—20 years' experience, large and small city dailies; excellent record of accomplishment on second and third papers; familiar with A. B. C. records, promotion and every detail; reliable and earnest worker. References. C-807, Editor & Publisher.

Circulation—High calibre, home delivery circulator; take charge circulation or assist circulator. Good on promotion and detail. Fine record; references; 33, married; competent, steady; real producer. Evening paper preferred. C-833, Editor & Publisher.

Circulation Manager—Experience has been from carrier to circulation manager on large and small morning, evening and Sunday dailies as well as combination. Thoroughly familiar with office records and details as well as promotion. Have always prided myself on low cost of maintenance and promotion. Would consider city or assistant's job on large daily. Best of references. C-823, Editor & Publisher.

Classified Manager, age 25, married, 5 years' experience, morning and evening. Now employed on combination paper in city 250,000 population. All experience in organizing departments. Can handle and train street and phone staffs, collections and promotion. Pulled one paper from second to first in 1 year. Can keep overhead down and produce results. Dependable, aggressive. Enjoys keen competition. Best references. Salary now $4,500. Seeking position with full responsibility in larger field. C-814, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Classified Manager now successfully employed might consider change if salary is over $85 weekly. Have managed four papers, worked on seven. Give details your situation. C-835, Editor & Publisher.

Composing Room Foreman—Resourceful, economical executive, getting maximum production at minimum cost; expert makeup, ad man, operator; locate anywhere. C-818, Editor & Publisher.

Editorial—Are you in need of an efficient Managing editor? If so, here is your opportunity to obtain the services of one with a record of twenty years' progress from cub reporter to managing editor of one of the biggest metropolitan newspapers in the country. Also built up newspaper in city of 500,000. Can furnish references from bankers, lawyers, newspaper publishers and editors. Is man of family, middle aged and reliable. Address C-797, Editor & Publisher.

Editorial—Newspaper man of 18 years' experience, largely with dailies, past five years managing editor of same, seeking new connection as editor or managing editor live semi-weekly or daily newspaper. Have handled every department of daily. Strong editorial, and graphic news writer. Married, Mason. Would be interested in securing interest good paper. Finest references. C-837, Editor & Publisher.

Editor—Sports, young, experienced in all branches, steady. Best references. C-838, Editor & Publisher.

Editor—Sports—Damon Runyon says, "If a sports writer can't deliver circulation he isn't worth a dime." Here's one who stood acid test on eight large dailies from coast to coast. Write or wire C-817, Editor & Publisher.

Editor, 40, Protestant, total abstainer, widely experienced metropolitan and small-city papers; now employed; wishes permanent connection small afternoon daily in Southeast. Capable taking complete charge. Address C-822, Editor & Publisher.

Executive, 38, eleven years' newspaper experience, last five business manager, desires to make change by September 1st. Has record that is strong recommendation to publisher desiring to build linage and circulation. Last 12 months has given 34 per cent circulation increase under his supervision. Married, good health, 32nd degree Mason, character will stand test. C-806, Editor & Publisher.

Newspaper Accountant, Auditor, Treasurer, with many years intensive experience wants connection with Eastern paper. Know all departments thoroughly. Got complete grasp of entire business on smaller Western papers. Been through the mill in accounting and executive positions in New York. Near enough to reach New York for interview in few hours. Opportunity for interview held in confidence. Address C-834, Editor & Publisher.

MECHANICAL

Equipment for Sale

For Sale: Goss High Speed Straight-line Sextuple Press, 4 plates wide, 3 decks high, roll stands at end. Prints 7 cols. 13 ems; prints 8 col. 12 ems, 6 pt. col. rules, dry mats; prints 8 col. 12 ems, 4 pt. col. rules, wet mats. Sheet cut 21½". Double half-page folder. Sheets cut below former only; equipped with motor-driven roll hoist. Press in first class condition. C-836, Editor & Publisher.

For Sale—One complete photo-engraving plant. Miles Machinery Co., 64 West 23d St., New York.

For Sale: Elliott Fisher Billing Machine with five bookkeeping heads; ditto Copying Machine; National Cash Register; 4 Remington No. 12 Typewriters, only a year old. Thomas W. Hall Company, 575 Washington St., New York.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffman Type & Engraving Co., 114 E. 13th St., N. Y. City.

With a "Situation Wanted" ad it is well to send a letter giving a brief outline of the experience of the advertiser. This information on file in the Classified department would be available to an employer looking for a man with the particular qualifications of the advertiser.

MECHANICAL

Equipment for Sale

Printers and Bookbinders:—Two Revolution Presses, Drum Cylinder Presses, Power Paper Cutters, Lever Paper Cutters, Colts and Universal Presses, Chandler & Price Presses, Golding Jobbers, New Style Gordon Presses, C. & P. Presses with Miller Feeder, Multi Color Presses, Folders, Punches, Perforators, Wire Stitchers, Numbering Machines, Standing Presses, Embossers, Shears, Proof Presses, at greatly reduced prices and upon most liberal terms. American Type Founders Co., 96 Beekman St., New York City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

Want to Buy extra deck for Goss straight line eight column; 12 ems; 22¾" cut off; 7/16" plates. Will buy 16 page press at right terms. Address C-824, Editor & Publisher.

SUPPLIES

Metal

Standard Linotype, Stereotype and Monotype metal at substantial discounts when purchased in ton lots or over. Let us quote you. American Alloys Company, 1939 East Sergeant St., Philadelphia.

LEGAL

INTERNATIONAL PAPER COMPANY

New York, June 29, 1927.

The Board of Directors have declared a quarterly dividend of Sixty Cents (60c) a share on the Common Stock of this Company, payable August 15, 1927, to Common Stockholders of record at the close of business August 1st, 1927.

Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD,
Vice-President & Treasurer.

Newspaper Properties Bought, Sold and Appraised

All negotiations confidential

PALMER, DEWITT & PALMER

Business Established in 1899
350 Madison Ave. New York
Pacific Coast Representative:
M. C. Moore, 515 N. Canon Drive, Beverly Hills, Calif.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

EDITORIAL WRITER, now with metropolitan daily, wants position in smaller city, preferably East or South. Made his mark as news executive; excels as a feature writer. In politics independent, with democratic leanings. "Man of character, personality and unquestioned ability." Age 38; asking $3800. Our No. 10596.

FERNALD'S EXCHANGE, INC.
SECURITY BLDG. SPRINGFIELD, MASS.

DOLLAR $ $ $ $ PULLERS

One Dollar will be paid for each idea published. Send clipping for payment.

A TWO-COLUMN box of "Bargain Briefs" on the classified advertising page of the *Poughkeepsie* (N. Y.) *Eagle-News* is a lure for small space buyers who want to call attention to daily specials. The ads are set similar to the regular classified copy. They average about 20 ads a day.—C-W.

Carriers on one newspaper are given records based on promptness in deliveries; courtesy to customers; new subscribers gained; low percentage of lost subscribers, etc., with prizes awarded each six months in the form of cash bonuses to the high ones. B. A. T.

What are the "neighbors" of your town doing to combat earwig and insect pests this summer? Ask for letters on this subject, with a dollar prize a day for the best one. When interest in the subject of swatting the insect is at its height obtain a page of ads from the druggists, the department stores and retailers, advertising patent remedies for ridding homes of flies, mice, roaches, earwigs and gardens and orchards of pests.—C. M. L.

"Old Home Week," or "Harvest Home," have been popular festivals for years and may be conducted through newspapers. These should be set for about Oct. 15. Secure a list of oldest subscribers and all subscribers who have moved to other counties or states. Invite them personally and ask for letters telling about themselves, their earlier connection with your community and a few words about their new location. Make it a visit of your out-of-town subscribers, through your columns with the folks at home.

The feature can be large or small as space permits and it is often easy to sell one or more of your oldest mercantile establishments liberal space for institutional copy.

The Old Home Week represented by letters to be published in the paper may be made an annual affair on certain definite dates and publicity given several weeks in advance to create interest.

Think how many home subscribers will read with interest the letters from those who have moved away and who return in this unusual way through your columns for a friendly one day visit.—Wm. O. Wiseman, Omaha.

On each highway leading out of every city are various sandwich shops, barbecue stands, etc. Why not a page each week during the summer months advertising the best of these and soliciting the trade of motorists.—Norman B. Terry.

In the average city daily newspapers with well regulated morgues are frequently annoyed by weekly publications and others borrowing cuts and mats. These borrowers never seem to realize that the dailies spend good money for them. In Scranton one of the newspapers has helped solve the trouble by establishing a "no borrow and no loan rule." It pays for all cuts it uses and makes all others do the same. Other newspapers, program publishers, etc., wishing to borrow are given mats of the original cuts with the cost being one-half of the original engraving charges. In this way the newspaper cuts down its engraving bills while it retains original cuts for its morgue. The rule nets hundreds of dollars income each year that would otherwise not be available.—T. J. B., Scranton.

HUNCHES

One Dollar will be paid for each idea published. Send clipping for payment.

MANY papers are publishing scout pages or sections. A scout-craft question and answer column, conducted by some prominent scout leader in the city, will draw attention and interest to this part of the paper and will establish the publication among the youngsters of the city.—Ralph M. Cohen, Columbus, O.

Church news is good but better if handled in an out-of-the-rut manner. One way that has been proven a hit is "The Sunday Church Visitor." Each Sunday a staff man visits a different church and for Monday's paper writes a feature story in which the sermon is not the main idea. The music, atmosphere of friendliness, any little points of interest, should be woven into the story. After a few are run churches will be eager to have the "Sunday Church Visitor" call.—L. G. S.

What does your public library do for the summer vacationist, in the way of furnishing literature to those absent from the city? A human interest story may be written about the kind of books drawn; how long kept, and whether they are mailed back.—C. M. L.

When things are dull in the office and you have plenty of spare reporters around send one of them out on a tour of the city's park system. Have him write up what he sees during his trip. Many curious and highly entertaining characters inhabit parks during the warm weather and your reporter, especially if he has a sense of humor, can build a real human interest story out of his travels.—C. E. Pellissier, Boston.

A constructive series of comments can be obtained from business men and girls on "Going to an Interview." Some say they get the job when they go without any expectations; others believe confidence of manner is essential. Of course there can't be any universal formula that will land the job, but the suggestions put forth might help a lot of job seekers. —S. S. Smith.

The *Boston Herald* has been running for some months stories on unusual occupations for women. Accounts obtained from women who have established their own business, telling they happened to choose their par line, how they made a start and their success has been.—Z. P. W. Boston, Mass.

The *Charlotte* (N. C.) *Observe* started a Sunday feature series e "The Man in the Street", dealing people in ordinary circumstances, t men and women who have been same job or with the same firm long term of years, and who own homes or have built up a small petence by persistent saving. Th is of course changed when the subj the story is a woman. The artic attracting considerable attention.— Watkins.

SPECIAL CURTIS EDITION

Portland Press-Herald Greets Philadelphia Publisher in Maine

A special edition of the *Portland* (Me.) *Press Herald,* relating in picture and narrative the story of how he had come back to Portland "for a haircut," greeted Cyrus H. K. Curtis, Philadelphia publisher, on his appearance at the Rotary luncheon in Portland last week.

In addition to its humorous features, the Press Herald carried a front page spread dealing with Mr. Curtis's achievements as a publisher and his benefactions to his native state. The publisher spoke briefly in response to the ovation given him. Among the guests at the dinner was Guy P. Gannett, president of the Portland, Maine, Publishing Company.

While in the city, Mr. Curtis, with his family and a large number of guests from his yacht, the Lyndonia, attended the organ recital in City Hall. This organ, one of the largest municipal organs in the world, was donated to the city by the publisher.

BROOKLYN SECTION GROW

The *New York Daily News* is publishing its Brooklyn section five a week. It started as a weekly fe

"Antics of Arabella

A Physical Culture Strip Unique in Structu

A "DAILY DOZEN" FOR THE GIRLS

Widely read in Many Cities

A part of Daily Graphic Servi or sold separated on request.

If you want a circulation getting strip, here it is.

Graphic Syndicate, Inc
25 City Hall Place, New York City

What Do You KNOW ?

A Great Questions and Answers Feature

New Questions Daily

King Features Syndicate, Inc.
New York City

Give Your Readers DAILY HEALTH TALKS by Dr Frank McCoy "The Mayo of Health Writers"

A health service that is different—home treatments without medicine or costly apparatus, based on a knowledge of food chemistry and the mechanics of the body

WIRE OR WRITE
McCoy Health Service
Brack Shops Building, Los Angeles, Cal.

"Today's News Today"

UNITED PRESS

Complete wire reports for evening, morning and Sunday newspapers everywhere.

Sparkling Accurate Reporting and Complete World Coverage of Telegraph News

INTERNATIONAL NEWS SERVICE
63 Park Row, New York City

"That serial story you sold us is going over bigger than any other story we ever ran, and is keeping our end-of-the-month circulation stops lower than anything else ever did."
MEDFORD NEWS

Of course the editor refers to

ABIE'S IRISH ROSE

The biggest serial since the war.

United Feature Syndicate
World Building, New York

We Supply
WEEKLY ILLUSTRATED FICTION

Daily One-Column Mat Features

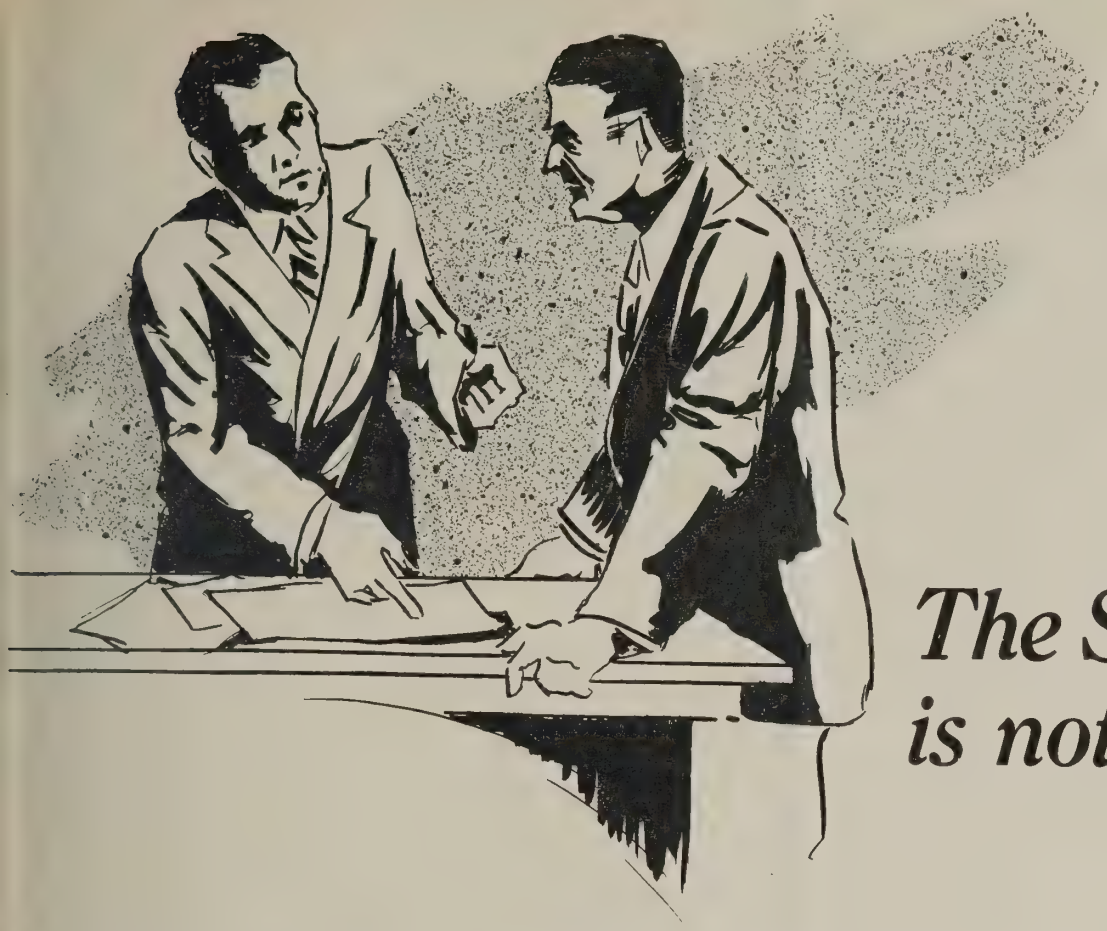
Weekly Special Articles

Serials

Ask Us for Samples

NS

The O'Dell Newspaper Service
55 Fifth Ave., New York City



The South's progress is not Imaginary---

Travel thru any part of the South, whether it's in North Carolina or Florida, Virginia or Alabama—you will find the hum of industry everywhere. You will meet a serious minded class of people, finally awakened to the realization that the proverbial "Acres of Diamonds" have at last been found in their own back yards.

Prosperity is evident everywhere, but it is permanent—not imaginary. With contented labor plentiful, with cheap power, with an excellent climate, and with unlimited natural resources of coal, iron and other minerals that can be taken from the ground cheaply—with good farm lands, producing bumper crops, with good roads and excellent transportation facilities—and with a new realization that the world wants and needs its products—is it any wonder then that the South has opened its eyes wide to its great possibilities, and put both shoulders to the Wheel of Progress?

Come—Don't overlook your own opportunities. If you have a good product it should be known to the South.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
†Birmingham News Age-Herald..(E&M)	124,518	.27	.27
†Birmingham News .....(S)	154,360	.30	.30
*Mobile News-Item .....(E)	13,141	.05	.05
*Mobile Register .....(M)	23,326	.08	.08
*Mobile Register .....(S)	34,630	.10	.10
FLORIDA			
†Daytona Beach News-Journal.....(ES)	9,083	.065	.065
*Lakeland Register .....(E)	7,055	.04	.04
†Miami Herald .....(M)	44,668	.11	.11
†Miami Herald .....(S)	48,751	.12	.12
*Orlando Sentinel .....(M&S)	10,105	.06	.06
*Pensacola News and Journal....(E&M)	9,389	.07	.07
†St. Augustine Record .....(E&S)	3,972	.04	.04
*St. Petersburg Independent.....(E)	12,874	.065	.065
*Tampa Times .....(E)	27,813	.08	.08
*Tampa Tribune (M) 41,400.....(S)	53,248	.10(.14S)	.10(.14S)
*West Palm Beach Post.....(M)	12,081	.07	.07
GEORGIA			
*Augusta Herald .....(E)	14,190	.05	.05
*Augusta Herald .....(S)	14,797	.05	.05
†Macon Telegraph .....(M)	25,011	.08	.08
†Macon Telegraph .....(S)	25,011	.08	.08
*Savannah Morning News (M), 21,766.(S)	22,691	.06(.07S)	.06(.07S)
KENTUCKY			
*The Lexington Leader.....(E)	19,739	.07	.07
*The Lexington Leader.....(S)	19,772	.07	.07
†Paducah Sun .....(E)	9,695	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
*Greensboro Daily News.....(M)	30,066	.08	.07
*Greensboro Daily News.....(S)	33,311	.09	.08
*Salisbury Post .....(E)	7,718	.04	.04
SOUTH CAROLINA			
*Columbia State .....(M)	23,096	.08	.08
*Columbia State .....(S)	25,242	.08	.08
*Greenville News & Piedmont....(M&E)	36,285	.11	.11
*Greenville News .....(S)	25,199	.08	.08
*Spartanburg Journal .....(E)	4,471	.05	.05
*Spartanburg Herald (M) 6,943.....(S)	9,048		
TENNESSEE			
*Chattanooga Times .....(M)	31,623	.10	.10
*Chattanooga Times .....(S)	31,078	.10	.10
†Memphis Commercial Appeal.....(M)	103,168	.18	.18
†Memphis Commercial Appeal.....(S)	136,115	.25	.25
*Nashville Banner .....(E)	59,574	.11	.11
*Nashville Banner .....(S)	59,843	.12	.12
VIRGINIA			
*Danville Register and Bee.....(M&E	15,660	.06	.06
*Danville Bee and Register.....(E&S)	20,919	.07	.07
*Newport News Times-Herald.....(E)	8,394	.05	.05
*Newport News Daily Press.....(S&M)	5,777		
*Roanoke Times & World News..(M&E)	27,321	.08	.08
*Roanoke Times .....(S)	16,912	.07	.07
*Staunton News-Leader (M), Leader.(E)	7,064	.035	.035

* A. B. C. Statement, March 31, 1927.
† Government Statement, March 31, 1927.

Distinctive Dispatches
make
Distinctive Newspapers
and in mergers
and consolidations
Distinctive Newspapers
Survive

A memorandum describing the distinctive dispatches of the Consolidated Press will be sent on request.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York
Eighth Floor
World Building

Chicago
Third Floor
Daily News Building

San Francisco
Third Floor
Bulletin Building

Paris
Fourth Floor
19 Rue d'Antin

THIS ISSUE: TEX RICKARD BUYS HIS FIRST ADVERTISING

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1927

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.P.

JOURNALISM LIBRARY
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Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1926; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 60. No. 9 | NEW YORK, JULY 23, 1927 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign. | 10c Per Copy

We Build a City of Youth to Keep Us Young

FOR many years The Chicago Daily News has been building a CITY OF YOUTH to keep itself young . . . young in purpose and practices . . . young in its appeal to the young heart and vigorous mind of every generation.

Many newspapers seek to appeal to youth. In no newspaper in America, we believe, is this appeal so answered in terms of actual enrolled confidence as it is in The Daily News.

Behind The Daily News is one of the greatest bodies of organized youth in the world, a veritable metropolis, with a registered population of more than 270,000. Many newspapers claim youthful readers. The Daily News has an enrolled nucleus greater than the population of all but 23 actual cities of the United States as proof of its remarkable following among the young hearts and young minds of Chicago.

This CITY OF YOUTH is built upon three activities sponsored by The Daily News, unique in their program, record-breaking in their size:

Topsy Turvy Time, probably the largest radio club for boys and girls in the world, with a registered membership of 225,000, its own hour of broadcast over The Daily News Radio Station, WMAQ, and its own newspaper on the back page of The Daily News. As an evidence of its loyalty and responsiveness it raised over $5,700 toward The Daily News $113,500 Mississippi flood relief fund.



Wide-Awake Club: A 21-year-old organization for older boys and girls with a membership of over 36,000 and its own weekly page in The Daily News.

A citywide program of park and playground competitions which in 1926 had an entry list of over 9,000 and an attendance record of hundreds of thousands.

This CITY OF YOUTH graduates its thousands into the ranks of adult readers yearly. They carry with them a continued appreciation and enjoyment of the newspaper that made their youth joyous.

Through this CITY OF YOUTH The Chicago Daily News lays deep the foundations of prestige and security . . . . increasing and strengthening that loyal lifetime readership that is a distinctive characteristic of

JOURNALISM LIBRARY
Not to be taken from this room

THE CHICAGO DAILY NEWS

Member of The 100,000 Group of American Cities

Advertising Representatives:	NEW YORK J. B. Woodward 110 E. 42d St.	CHICAGO Woodward & Kelly 360 N. Michigan Ave.	DETROIT Woodward & Kelly Fine Arts Building	SAN FRANCISCO C. Geo. Krogness 253 First National Bank Bldg.

Average Daily Net Paid Circulation for Six Months Ending June 30, 1927—441,414

DOUBLE AUDITS

Memphis Press-Scimitar Circulation

SHOW OVER 93,000

AUDIT BUREAU OF CIRCULATIONS
CHICAGO

AUDITOR'S REPORT

1. The Press-Scimitar
2. Memphis
3. Tennessee — 4. Year Estab. See Par. 29.
5. Published evening except Sunday
6. Report for twelve months ending March 31, 1927.

Date Examined June, 1927.

QUARTER	AVERAGE NET PAID— *Memphis Press	*Press Scimitar
2nd 1926	46332	
3rd 1926	45314	
10-1 to 11-15-26	45843	
11-16 to 12-31-26	91354	
1st 1927	94115	

7. Population City (Corporate Limits) 1920 U.S Census 162,351 Present Estimate 211,056.
Population Trading Territory (Total City and Suburban) 676,526

8. Daily Average Net Paid Circulation For Period Covered By Paragraph 6

	* Memphis Press 4/1/26 to 11/15/26 Evening		* Press-Scimitar 11/16/26 to 3/31/27 Evening			
*City						
**Carriers (Regular)	34525		47981			
Dealers and Ind Carriers	1530		2216			
Street Sales	3936		5102			
Counter Sales	3		14			
Mail Subscribers						
Total City		39994		55313		
*Suburban (Trading Territory)						
**Carriers (Regular)						
Dealers and Ind Carriers	3584		17771			
Mail Subscribers	212		2628			
Total Suburban		3796		20399		
Total Local (City and Sub'n)		43790		75712		
Country						
Agents and Dealers	1660		13993			
Mail Subscribers	375		3465			
Total Country		2035		17458		
TOTAL NET PAID		45825		93170		
†Bulk Sales (Average)		1		2		
Total Net Paid (Includes ***)		45826		*93172		

9. CITY CIRCULATION AS SHOWN IN PARAGRAPH 8: is all that within the city carrier delivery limits of Memphis, Tenn.

10 NAMES OF EIGHT LARGEST TOWNS AND RADIUS OF AREA INCLUDED IN TRADING TERRITORY:

Helena, Ark. — Jonesboro, Ark. — Marianna, Ark. — Clarksdale, Miss.
Covington, Tenn. — Brownsville, Tenn. — Forrest City, Ark — Wynne, Ark.

SUBURBAN CIRCULATION AS SHOWN IN PARAGRAPH 8: is all that within an average radius of 69 miles, and extends as follows: north to northern boundary of Lauderdale County, Tenn., 65 miles; east to eastern boundary of Hardeman County, Tenn., 70 miles; west to western boundary of Cross County, Ark., 85 miles; south to southern boundary of Coahoma County, Miss., 55 miles; and includes all intervening points excepting those designated as city circulation.

* City refers to corporate limits unless exception is made as shown in paragraph 9. "Suburban" is the trading territory. See paragraph 10.
** Regular Carrier is one whose route lists showing names and addresses or addresses only of subscribers are on file in the publisher's office.
An Independent Carrier is one whose route lists showing the names and addresses of subscribers are NOT on file in the publisher's office.
A report is for a quarterly (except to public libraries) and all copies paid for by other than the recipient, whether annual or term subscriptions, is issued one day late, see contract Par. 4 and 13 (f).
A "Bulk Sale" item is a subscriber served by mail or carrier who has paid not less than 50% of either the regular advertised subscription price for one year or the price and who is four months in arrears, also short term and trial subscriptions not in arrears.
A "Bulk Sale" item is a subscriber who has paid for a period of less than one year. Copyright 1914 by Audit Bureau of Circulations
*See Par. 28.
**Includes Predate edition carrying the following morning date line. (See Par. 12).

HASKINS & SELLS
CERTIFIED PUBLIC ACCOUNTANTS
OFFICES IN THE PRINCIPAL CITIES OF THE UNITED STATES OF AMERICA AND IN LONDON PARIS BERLIN SHANGHAI MONTREAL, HAVANA, MEXICO CITY

PLANTERS BUILDING
SAINT LOUIS

July 1, 1927.

Memphis Press-Scimitar Co.,
Memphis, Tennessee.

Dear Sirs:

We have audited the records pertaining to the circulation of the Memphis Press-Scimitar for the period from November 16, 1926, to March 31, 1927.

The gross circulation was verified by examination of charges to accounts receivable arising from circulation and by examination of the records of cash receipts relating to circulation.

Deductions were made from gross circulation for City carriers of 1.76%, City dealers 6.63⅓, Suburban dealers .96%, and Country dealers 1.02%. These deductions represent actual returns and allowances for late, non-delivered, and unsold copies, together with left over and unsold copies arrived at through audit of the records and the customary outside investigation.

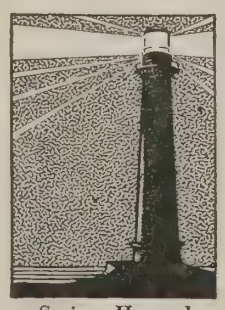
WE HEREBY CERTIFY that in our opinion the daily average net paid circulation for the period from November 16, 1926, to March 31, 1927, was 93,164 papers, as shown in the accompanying statement.

Yours truly,
Haskins & Sells

Completely Disprove Allegation by Competitor

On April 10, 1927, the Commercial Appeal charged:

"The recent press runs and circulation records show that The Press-Scimitar has far less than 93,562 paid subscribers. Probably not more than 73,000. A mere difference of more than 20,000 between fiction and fact—between falsehood and truth."



Scripps-Howard

The Press-Scimitar repeats what it said immediately following the publication of the strange charge:

"Either The Press-Scimitar lied or it didn't.

"If it did it should be branded as the greatest newspaper cheat in the history of the publishing business, should be thoroughly discredited by the public, should be entitled to no further confidence from its readers and no further support from its advertisers.

"If it did not then the Commercial Appeal, having put forth such a charge, should be made to pay in proportion to enormity of charge."

The Press-Scimitar

A Scripps-Howard Newspaper

National Representatives—Allied Newspapers, Inc., 250 Park Ave., New York City; 410 N. Mich. Ave., Chicago; Cleveland, Detroit, San Francisco, Los Angeles, Seattle, Portland.

Eloquence Could Not Sway This Jury

¶ Neither honeyed words nor polished phrases can sway the department head of a department store. His opinion of the value of advertising is based on results. He might not know the difference between a milline and a monotype—but he does know which paper brings the crowds to his counters.

¶ On Saturday the department head knows whether Friday's advertisement did its work or fell down on the job. He doesn't have to wait for any outlying districts to be heard from. The sales slips for the day are all he requires in the way of evidence.

¶ A jury composed of department store executives is the hardest-boiled and at the same time the fairest jury before which a newspaper can present its case. In Baltimore, that jury gives a unanimous verdict in favor of the Sunpapers, day after day, week after week, year after year.

¶ For only in the Sunpapers will you find the *complete* advertisements of all the department stores. Eloquence didn't win that case—indisputable evidence in the form of results did!

Average Net Paid Circulation for Months of June, 1927

Daily (M. & E.) 252,467
Sunday 196,828

Gain of 5,351 Daily and 8,072 Sunday Over June, 1926

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York
GUY S. OSBORN
360 N. Michigan Ave., Chicago
C. GEORGE KROGNESS
First National Bank Bldg.,
San Francisco

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"



Ask me another—

Through which Philadelphia newspaper can you dominate America's third largest market?

3,005,090 people live and buy in the Philadelphia retail area.

One newspaper sells 546,527 copies daily

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication, by The Editor & Publisher Co.
J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway,
New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau
of Circulations. Member Associated Business Papers Inc.

Vol. 60 NEW YORK, JULY 23, 1927 No. 9

Dedicate Handsome Memorial To Mellett As Martyr's Enemy Is Convicted

New Canton News Building to Stand as Monument to Murdered Editor—Former Chief of Police Gets Life—Newspapermen Contribute to Lectureship Fund

WHEN Don R. Mellett, editor of the *Canton* (O.) *Daily News* was slain from ambush on July 16, 1926, by a cowardly gunman hired by the Canton underworld to "get" him for his fearless newspaper attacks upon them and their police confederates, his associates on the News and newspaper men everywhere vowed that his murder should be avenged and that his name should be written indelibly in the history of American journalism.

On Saturday, July 16, one year to the very day after the murder, two events took place which demonstrated that his sacrifice has not been forgotten by his associates, and will not be forgotten by the citizens of Canton.

The first was the conviction of Saranus Lengel, former Canton chief of police, of first degree murder for his connection with the editor's death, carrying with it a sentence of life imprisonment. It was against Lengel and his connection with the organized vice of Canton that Mellett's bitterest attacks were made, and his conviction justifies the editor's charges.

The second event, and one notable in journalism, was the laying of the cornerstone of the new $300,000 Canton Daily News plant dedicated as a monument to the martyred editor, whose campaign won for his paper the 1926 Pulitzer gold medal for the most disinterested and meritorious service of any paper to its community.

To make the new building truly a memorial, the Pulitzer gold medal will be placed in a permanent niche in the lobby, together with a portrait of Don Mellett. The faces of the medal will be worked into the ornamental frieze across the front of the building, and on the cornerstone the following inscription will appear: "The Canton Daily News—Pulitzer Gold Medal 1926—Erected 1927."

Of shining white stone with marble trim, the new building will serve as a perpetual reminder of Don Mellett's heroism and devotion to his city, and as a constant warning to the forces of crime everywhere that editorial freedom cannot be curbed by threats or assassins' bullets.

By the apprehension and conviction of the murderers, the cleansing of Canton, and the erection of the new building as a memorial former Governor James M. Cox, publisher Charles E. Morris and Mellett's other newspaper associates have kept their solemn pledge that his martyrdom should not be in vain.

And in the larger field of journalism a movement is making steady progress which aims to make Mellett's name a guiding light for future editors and newspaper workers—the campaign for $5,000 to found the Don R. Mellett Lectureship in New York University. Editors in all parts of the country are contributing to the fund, a report made by Prof. James Melvin Lee, treasurer, shows.

Lengel, the former chief of police is the fifth man to be convicted for sharing in the crime. The others are:

Patrick McDermott, gunman imported and hired to commit the murder. Serving life.

Ben Rudner, who hired and paid McDermott. Life.

Louis Mazer, who turned state's evidence. Serving five to 20 years.

Floyd Streitenberger, former Canton policeman, who aided the conspirators. Life.

Lengel was convicted on the testimony of Streitenberger, who testified that the chief knew of the plan to "beat up" Mellett, and when the plan ended in murder, assisted Streitenberger to fix up an alibi.

Lengel's attorneys will ask for a new trial on the grounds that the chief did not know the plot was to end in murder. The Ohio law, however, holds that any person who conspires with others to commit a crime is "fully responsible to the fullest extent to which the conspiracy may go."

The former chief was overcome when the verdict was announced.

"As God is my judge, I had nothing to do with it," he cried.

Lengel was arrested on the 20th anniversary of his connection with the police department. He had planned to retire at that time on a pension of $137.50 a month.

Editorially, the Canton News said in part:

"It should strike terror to the hearts of those other guilty ones that on the anniversary of Don R. Mellett's deliberate execution, a jury of twelve selected men and women, should find guilty the one who appeared most secure against conviction because of the powerful influences behind him; on which anniversary the institution he served and loved and animated should be reconsecrated in solemn and sacred service to 'Carry On.'

"The work of Don R. Mellett has been vindicated. His inspiration rules. Neither his spirit nor those who loved him have vengeance in their hearts. But true to his ideals, true to his memory, they must carry on his work until the rule of criminals, and those who guide them, in high or low place, is ended; until all the smug manipulators, who never soiled their hands, regardless of their smudgy hearts, are driven from the market place of vice."

The laying of the cornerstone of the new Canton News plant was made a formal civic function and every speech made by notables on the program paid tribute to the heroic spirit of the slain editor.

Attending the exercises were Mrs. Florence E. Mellett, widow of Don Mellett, and their four children Evan, who has been re-christened Don R. Jr., Jean Catherine, Elizabeth Lou and Martha Jane; Mrs. Margaret A. Mellett, mother of Don Mellett and his brothers John and Lloyd of Indianapolis, and a number of their friends.

The ceremonies were conducted by Charles E. Morris, who succeeded Mellett as publisher of the News and who has directed the work which Mr. Mellett had undertaken, in addition to promoting the investigation of his predecessor's murder and the prosecution and conviction of the plotters.

Former Senator Atlee Pomerene, a native of Canton, made the principal address. Mayor Stanford M. Swarts and Henry A. Roemer, president of the Canton Chamber of Commerce, assisted in the program, which was opened by Rev. Fr. A. B. Stuber of St. Peter's Roman Catholic church, who rendered the invocation. A brief statement and prayer were given by Rabbi Charles B. Latz of the Jewish Synagogue. Benediction was pronounced by Rev. W. E. Bridge, pastor of the First Baptist church and president of the Canton Ministerial association.

In laying the cornerstone, Mr. Morris said there could be no building of any worth unless builded by clean hands directed by a pure heart and that of all structures for public service not excepting the church or the school, the newspaper possessed the greatest power for good or evil.

Mr. Pomerene, praising the courage of Don Mellett, said:

"With the ideals of Don Mellett, I would say we need the leadership of more Don Melletts, which would help to make a better community, a better state and a better nation. It is such men that this country needs to solve such problems as Don Mellett started to solve here. The world is better for his having lived.

"My heart goes out to that mother and her children, to Don Mellett's mother and his brothers who are gathered here to take a part in these ceremonies. My tribute to them is that God give us more such men as Don Mellett.

"Today we lay this cornerstone. It is a memorial not only to Don Mellett but to the right kind of journalism, to courage, to clear thinking. May the Canton Daily News and its organizations and its policies be instrumentalities toward good in this community and to the country at large.

"I am sure that the spirit of Don Mellett will be keeping watch over this building and what transpires therein. May we always remember those great ideals which Don Mellett conceived for the betterment of his community, and may we continue to follow his example."

Among the articles placed in the leaden box in the cornerstone of the News building were the following:

Copies of the Daily News, beginning with the issue of July 16, 1926, covering the events of the year, showing how Can-

ARCHITECT'S DRAWING OF NEW CANTON NEWS PLANT, MEMORIAL TO SLAIN EDITOR



ABOVE is a perspective view of the new home of the *Canton Daily News*, the cornerstone for which was laid July 16, the first anniversary of the death of Don R. Mellett. The building is to be a permanent memorial for the editor.

It is to be 66 feet wide and 200 feet deep, two stories on Market avenue and three stories on Piedmont avenue. It will be constructed of white stone and marble trim, is of Italian architectural design with red tile overhanging roof, and will be used exclusively for publishing purposes by the Canton News. In a permanent niche in the foyer will be placed the Pulitzer Gold Medal recently awarded the Canton Daily News with a fine painting of Mellett.

The building is being erected by Former Governor James M. Cox, owner and publisher of the News League of Ohio, of which the Canton News is a member.

It is estimated that the cost will be in the neighborhood of $300,000. A large amount of new equipment, including a double sextuple Scott press will be installed in the building, which will be ready for occupancy on Jan. 1. Leonard Schultze of New York is the architect, and the building is being erected under direction of the George Fuller Company of Chicago.

SCENE AT DEDICATION OF CANTON NEWS PLANT AS MELLETT MEMORIAL



Gathering of notables at the ceremony of laying the cornerstone of the new Canton News building. In the center is shown Mrs. Florence E. Mellett, the widow, Mrs. Margaret Mellett, his mother and the four Mellett children. At the right is former U. S. Senator Atlee Pomerene, principal speaker at the ceremony, Mayor S. M. Swarts, who has thoroughly cooperated with the Canton News both when Don Mellett was fighting to break up the vice collusion with police officials and since with Charles E. Morris, present publisher; Henry Roemer, president of the Canton Chamber of Commerce, Mr. Morris, and Rev. Dr. Brundige, close friend and associate of the martyred editor. On the left are H. W. Miner, managing editor of the News and prominent civic leaders of Canton

ton has worthily met the challenge by vice leaders.

A list of all present employes of the News.

The certificate of award of the Pulitizer Gold Medal for most meritorious and unselfish service by an American newspaper.

Replica of the Pulitzer Gold Medal.

Photograph of Don R. Mellet and family.

Photograph of former Gov. James M. Cox, owner of the News League and the Canton Daily News, taken with President Wilson when both occupied official place.

Photograph of former United States Senator Atlee Pomerene, who presided at cornerstone laying.

. Copies of EDITOR & PUBLISHER, telling of Mellett's fight against vice, his death, and the conviction of the conspirators.

The services of Don R. Mellett to American jornalism will be recalled annually in New York City through the Don R. Mellett Memorial Lectureship. This Lectureship, the gift of various newspapers scattered throughout the United States has been etrusted to the keeping of the Department of Journalism at New York University. The University itself through its consolidated endowment has guaranteed the principal of the funds raised and also guarantees an income of five per cent.

The task of selecting each year the man to deliver the address will be asigned to a special committee. This committee will also select the time for delivery so that the lecture may have the widest possible influence in setting forth those principles of dynamic journalism which will be forever linked with the name of Don R. Mellett.

In order to make the Lectureship assured it was fixed financially at the low figure of $5,000. The income, of course, will in no way compensate the man who delivers the address, but it will be an honorarium to pay his traveling expenses, etc.

According to the original plan a distinguished journalist was to be selected each year to deliver the lecture. The *New York Evening Post,* in an editorial endorsing the Lectureship, suggested that at times it might be well to go outside the field of journalism and have some distinguished jurist or publicist make the address. This suggestion is one of the things to be considered by the committee which will function just as soon as the funds collected yield the honorarium mentioned.

Among the newspapers which have contributed to the Mellett Memorial Lectureship are: *Canton* (O.) *Repository; North Canton* (O.) *Sun; Barbourville* (Ky.) *Mountain Advocate; Cloverport* (Ky.) *Breckenbridge News; Plymouth* (Mass.) *Old Colony Memorial Press; Langdon* (N. D.) *Republican; Eaton Rapids* (Mich.) *Review; Hillsboro* (Kan.) *Varwaerts; Aledo* (Ill.) *Democrat; Breckenbridge* (Minn.) *Gazette Telegram; Brinkley* (Ark.) *Argus; Liberal* (Kan.) *News; Osage City* (Kan.) *Free Press; Birmingham* (Mich.) *Eccentric; Lumberton* (N. C.) *Robesonian; Cleveland* (O.) *Plain Dealer; Harington* (Neb.) *Cedar County News; Cavalier* (N. D.) *Cavalier Chronicle; Wallace* (N. C.) *Enterprise; Berkeley Springs* (W. Va.) *Morgan Messenger; Morris* (Minn.) *Tribune; Berryville* (Va.) *Clarke Courier; Gloucester* (Va.) *Gazette; Hollister* (Cal.) *Advance; Van Wert* (O.) *Times; Moundsville* (W. Va.) *Echo; Alexandria* (Minn.) *Citizen News; Hailey* (Idaho) *Times-News-Miner; Wolfeboro* (N. H.) *Granite State News; Beeville* (Tex.) *Picayune; Wheeling* (W. Va.) *Telegraph; Lockland* (O.) *Millcreek Valley News; Fort Fairfield* (Me.) *Review; Houlton* (Me.) *Times; Louisville* (Ky.) *Courier-Journal; Minerva* (O.) *News; Canal Point* (Fla.) *Everglades News; Elmwood Place* (O.) *Blade; Bar Harbor* (Me.) *Times; Woonsocket* (R. I.) *Call; Lexington* (Ky.) *Leader; Aberdeen* (S. D.) *American News; Cadiz* (O.) *Republican; St. Louis* (Mo.) *Star; Haverhill* (Mass.) *Record; New Orleans* (La.) *Item; Columbus* (Ga.) *Inquirer Sun; Waterbury* (Conn.) *Republican; La Salle* (Ill.) *Daily Post-Tribune; Worcester* (Mass.) *Telegram-Gazette; Washington* (D. C.) *Evening Star; Washington* (D. C.) *Times; Independence* (Mo.) *Examiner; Paducah* (Ky.) *News-Democrat; Calexico* (Cal.) *Chronicle; Janesville* (Wis.) *Gazete; Chickasha* (Okla.) *Daily Express; Bloomington* (Ill.) *Pantagraph; Hickory* (N. C.) *Daily Record; Kittanning* (Pa.) *Simpson's Daily Leader-Times; Punxsutawney* (Pa.) *Spirit; Christian Science Monitor,* Boston; *Nebraska City Daily News-Press; Columbia* (S. C.) *State; Jeffersontown* (Ky.) *Jeffersonian; Harrodsburg* (Ky) *Herald; Pueblo* (Col.) *Star Journal; Wakefield* (Mass.) *Daily Item; New Orleans* (La.) *Southwestern Christian Advocate.*

AKRON EDITOR HAILS NEWSPAPER MEN WHO AVENGED MELLETT'S DEATH

THE following editorial by L. E. Judd, editor of the *Akron* (O.) *Times-Press* appeared Monday in that newspaper following the conviction of S. A Lengel, former Canton chief of police, for his connection with the murder of Don R. Mellett:

"CANTON'S SORDID DRAMA ENDS

"With the conviction of Stranus A. Lengel on a first degree murder charge, the full story of Canton's shame has been told.

"Lengel, former police chief and for many years an outstanding figure in the civic life of our neighboring city, must go to the penitentiary to spend the remainder of his life.

"There he will join a sinister group—a group that sneered at the law, commercialized the bad instincts of men and women, prostituted the processes designed to protect the public and, finally, snuffed out the life of a brave editor who dared tell the truth that he might arouse the conscience of his city.

"It has been a strange sordid drama. Its quickly changing scenes have brought out in bold relief the hideous corruption that lurks in the shadow of public indifference and civic lethargy. Across the stage have marched a vicious cast and, as the plot unfolded four of them have made exit to living deaths behind prison bars.

* * *

"First to the exit was Pat McDermott, weazened rat, who for a paltry sum, fired his bullets from the darkness and stilled the merry whistled tune of a man who threatened the security of Canton's underworld.

"Following Pat was Ben Rudner, son of a so-called millionaire junk man—'Big Ben' they called him and he gloried in his reputation as a dangerous man.

"Then there came Louie Mazer, trafficker in women, dope and bootleg liquor. As he stood out in the spotlight for a few brief minutes, he sniveled and whined. Then he told.

"Next came Floyd Streitenberger, brutal and ignorant—Streitenberger of the police department—Streitenberger, the pawn of Lengel and the willing tool of the underworld. His cloak of bravado melted away under the spotlight and he, too, told.

"Bringing up the rear of this fantastic procession was Lengel himself. Sworn to protect the public, he lived for years hand-in-hand with the element that seeks to destroy orderly processes and substitute therefor the rule of the jungle. It was against Lengel and Lengel's methods that Don Mellet aimed his hottest fire. And it was primarily to save Lengel's job that the forces of the jungle plotted the death of Mellett.

* * *

"The drama has not been without its cleaner side.

"There was Henry Timken, Canton's big manufacturer and leading citizen. It was he who verbally lashed the timid little men of Canton into a sense of their own responsibility. It was he who scorned the threat of the underworld to expose his personal dealings with a bootlegger. It was he who said: 'If I have contributed in any way to the death of Don Mellett, I want to take my punishment along with the rest.'

"There was Earl Hexamer, director of public safety, who fired Lengel out of the police department.

"There was Charles Morris, who succeeded Mellett on the Canton Daily News and who carried on Don's fight, tirelessly and intelligently. There was Judge Pontius who worked shoulder to shoulder with Morris.

"There were Ned Doyle and Bob Larkin, of the *Cleveland Press,* and Clyde Mason of the Times-Press, and many other newspapermen who worked and fought, pleaded, threatened and cajoled, moved heaven and earth to keep the investigation alive and bring the murderers to justice.

"And finally, there was Prosecutor McClintock. At the outset he was hesitant and timid—apparently somewhat in awe of the strength of the underworld and the smugness of the respectables. Then he became militant, vigorous and effective.

* * *

"The story has been told.

"Perhaps it is lacking in some of its details but the main essentials are known.

"Canton's timid respectables at first resented the nationwide exposure. But they now realize that the spotlight has been cleansing.

"The murderers can never atone. But they are in safe keeping.

"A new Canton has been born, clean and decent.

"A victory has been scored for civic righteousness.

"Don Mellett, brave crusader, can rest in peace."

TEX RICKARD STARTS TO BUY ADVERTISING

But the Newspapers Take a $10,000 Free Ride from Promoter, Who Places His First Paid Space Amounting to $15,000 in New York and Brooklyn Dailies

By PHILIP SCHUYLER

FOR the first time in his 21 years as a fight promoter, Tex Rickard, who has made millions through free publicity given him in the newspapers, this week bought his first five-cent piece in paid advertising. A 1,000 line advertisement was placed for the promoter by the Hanff-Metzger advertising agency in 17 New York and 4 Brooklyn papers at a cost of $15,000 on the day of the Dempsey-Sharkey fight, July 21.

While making his first advertising investment, the astute pug exploiter overlooked no possible bid for free publicity. Rickard gave to newspaper men more than $10,000 in Dempsey-Sharkey fight tickets, a block which speculators considered worth in the neighborhood of $30,000.

The actual selling talk that made Rickard a paying customer of the press, instead of, like the newspapers themselves, on the "free list," was delivered by Harry Ahearn, advertising manager of the *New York Evening Graphic*.

EDITOR & PUBLISHER for several years has been calling attention to the existing condition which gave professional fighters as an industry, free space in the news columns. This year the New York Evening Graphic also took up the crusade.

Mr. Ahearn was introduced to Rickard by Ed. Sullivan of the Graphic's sports department. He sold the promoter simply on the business value of paid advertising. He told him of the good-will obtained by telephone and gas companies through paid advertising, which, for selling purposes, they perhaps did not need to buy. He also explained to the promoter that he could sell the public the idea that fighting is now a "clean sport."

Rickard agreed to advertise the Dempsey-Sharkey fight and also place advertising in New York papers for all other boxing contests held at Madison Square Garden. His decision to be, as Mr. Ahearn described it, "business-like" and void of the cheap free space crowd," followed a month's free ballyhoo in the press and the $10,000 ticket present to the newspaper men.

No New York newspaper, as far as EDITOR & PUBLISHER could learn, offered to pay for the working press tickets. "They weren't for sale," was the naive explanation of a sports editor. All the stuff Dorgan had to give away were robbed up, and he was besieged for more.

On Wednesday Rickard gave out, as an exhibit in the ticket speculator's tax investigation, a long list of names of men who had purchased fight tickets, including many prominent newspaper executives. There was also a list of newspaper names on the "complimentary exempt" list.

One of the biggest buyers of seats was Paul W. Gallico, sports editor of the *New York Daily News*. He took 98 seats and informed EDITOR & PUBLISHER they were for officials of the paper. Most of the big block, he said, went to the advertising manager, who "probably either sold them to space buyers at box-office prices, or gave them away to clients." Other big buyers among newspaper executives made the same explanation of their purchase of big blocks.

Before reversing his policy and buying paid advertising, Rickard in jovial mood had long boasted he could get all he wanted for nothing from the generous American press. "Just get your name in the papers and you are sitting pretty," was a slogan he frequently quoted.

The copy, on this occasion, was headed: "A Message from Tex Rickard About the Dempsey-Sharkey Bout."

At the top was a map showing people how to reach the Yankee Stadium, and on the right hand side of the copy was the legend explaining the various prices in detail. A reproduction of Tex Rickard's signature was under the message which filled the left hand half of the copy, and explained the problem faced in seating 80,000 fight patrons, the methods he was adopting to meet that problem, and advice offered the fans to cooperate with him.

This copy idea was sold to Rickard by Mr. Ahearn, who introduced the promoter to the Hanff-Metzger agency. According to Mr. Ahearn, the story actually dates back to the Joe Dundee-Pete Latzo fight, several weeks ago.

Ahearn was with Sullivan of the Graphic's sport department on the night of the fight and on the way to the grounds stopped off at the home of Johnnie Dundee, the ex-champion, for a few minutes. Humbert J. Fugazy was there, and the newspaper man gave him a sales talk. He advised Fugazy, Rickard's rival, to steal a march on the rest of the professional boxing world and be the first to buy space in the newspapers.

Sullivan, the sports writer, heard this talk and was impressed. He is a friend of Rickard's and told the promoter about it. On July 19, he arranged for Mr. Ahearn to talk to Rickard.

A business office opinion on Rickard's decision was expressed by J. F. Bresnahan, business manager of the *New York World*: "Apparently Tex Rickard is acquiring some horse sense. He's beginning to realize that his business is a real business, and from the point of view of gaining and maintaining public good-will, it is just as necessary for him to advertise in paid space as it is for the telephone or gas companies."

E. H. Gauvreau, editor of the Graphic, said: "I have long considered that commercialized sport should buy advertising in the newspapers. Newspapers have given them free space for actual advertising long enough. Editors would be freer to tell the truth about fights and also the theater if they refused to accept free passes, and paid their own way. Relations between newspapers and commerce should be on a purely business basis, and not connected with any exchange of courtesies."

Reporting the fight on Thursday was a regiment of newspaper men, which outnumbered the correspondents sent from this country in 1917-18-19 to cover the World War. The press representation was said to be greater than at the "Battle of the Sesqui" in Philadelphia last year, and greatest since the Dempsey-Carpentier fight in Jersey City. Four rows of seats accommodated the writers and telegraphers. Sixty wires were installed.

The Scripps-Howard newspapers purchased the right to have their name connected with the radio broadcast of the affair over a vast network of stations.

Typical of a single newspaper's coverage of the fight was the arrangement made by *New York Herald Tribune* which had a "fight staff" of nine men and one woman. The actual fight itself was reported by three sports writers, W. O. McGeehan, Harry Cross and Grantland Rice. A society editor was present to spot people of prominence in the crowd. Ned McIntosh was assigned to write a humorous story, while Ishbell Ross reported "the woman's angle." In addition there were three general reporters present to handle a "crowd story."

The reporters described the fight as a $1,000,000 sell-out. Some placed the attendance at 90,000, while others said 80,000. The sports writers claimed there was more interest in this fight than any other in history, which was not for a championship. Odds were on Sharkey, but the few news men who indulged in prediction were fairly divided.

A very few minutes after Dempsey won by the unexpected K. O., newspapers were on New York streets.

Stories telegraphed and telephoned from the field were set on linotype machines in short takes, so that when the fight ended the paper was all set ready to start the presses on an extra.

Editors in New York insisted the story was not over-played. In the words of A. R. Holcombe, managing editor of the Herald Tribune, the newspapers were "satisfying a legitimate curiosity."

"Of course," he added, "in covering a big show of this sort there is a tendency among newspaper men to give it an artificial stimulus. In other words, a big story in itself rolls up news. I think the big play given this fight is a healthy sign. It shows the responsiveness of editors to news situations. Maybe over-emphasis can be charged. Personally, I believe the majority of newspaper readers were interested in this fight and were leading the newspapers, rather than the newspapers leading the public. It is known that men paid as high as $200 a ticket to see this fight."

Most of the preliminary publicity was given to Dempsey. The Western Union disclosed that for the period from July 1 to July 15, 255,781 words were sent from Saratoga Springs, N. Y., by 49 newspapers and news agency correspondents. According to a dispatch to the *New York Times* July 16, the total file exceeded 300,000.

The file from the Dempsey camp was transmitted by staff correspondents to newspapers in San Francisco, St. Louis, Cleveland, Minneapolis, Pittsburgh, Chicago, Boston, Philadelphia and New York. Press associations also carried stories to members and clients in the U. S., Canada, South America and Europe.

The *New York Journal* joined the *NewYork Sun* this year with the slogan: "Don't Bet on Fights."

BRITISH ADVERTISING CONVENTION AND EXHIBITION HELD AT OLYMPIA

Rt. Hon. C. A. McCurdy, K. C., Presides at Opening Session July 19—All Advertising Interests Represented in First Publicity Exposition

(*Special to* EDITOR & PUBLISHER)

THE third annual convention of the British Advertising Association (formerly District Fourteen of the International Advertising Association) opened July 19.

Rt. Hon. C. A. McCurdy, K. C., president of the Advertising Association, presided at the opening general session in the grand concert hall of Olympia, London, where the convention and the accompanying Advertising Exhibition are being staged from July 19 to 22. Speakers included Rt. Hon. L. S. Amery, M. P., Secretary of State for Dominion Affairs and for the Colonies, who referred to the "British Empire" atmosphere of the convention, where the British Empire Marketing Board, the official organization to boost the selling of Empire produce within the Empire, has acquired the largest stand in the building. He was followed by Sir Robert Horne, M. P., H. H. Charles, president of the Charles Advertising Service, New York, and Percy C. Burton, director of the London Press Exchange, Ltd. There was a convention service at the "Newspapermen's Church," The Church of Saint Bride, Fleet Street, when the Dean of Windsor (who also led the discussion on church publicity at the Church Advertising Session on July 21) was the special preacher, and the Rev. Arthur Taylor, vicar of the church, conducted the service.

Sessions held on following days were:

TUESDAY—British Poster Advertising Association; National Advertisers' Group; Advertising Agents; Newspaper Executives, B. F. Crosfield, *Daily News*, presiding, Community Advertising.

WEDNESDAY—General Session Viscount Burnham presiding; Sales Managers' session; Poster Advertising; Printing; Press Representation Section; Women's Session.

THURSDAY—General "Empire" Session, Sir William S. Crawford presiding; Business Research; Church Advertising; Club Executives; Direct Mail.

FRIDAY—General Business Session.

H. R. H. the Duke of York visited the Exhibition on Tuesday, July 19. The Exhibition itself was opened on Monday, July 18, by Rt. Hon. L. S. Amery, M. P. It contains 81,700 square feet of floor space, the whole of which was sold out nearly three weeks before the opening. There were 200 exhibitors, including the British Government, all the great newspapers, printers, advertising agents, publishers, block makers, poster artists, steamship and railway companies.

To the general public Olympia represents the world's first advertising city. It consists of some four hundred stands of pure white plaster, ornamented by bands of color, lit by flood lights, and equipped with business houses, model streets, amusements centers and gardens. In a model street there are twenty-one model shops, and visitors were invited to compete in a £250 ballot competition. Another prize of £300 was offered in a poster ballot in connection with a display of Britain's best posters. In the World's Press Exhibit the first British advertisement of a Fleet Street beauty parlor, was shown. The progress of an advertisement in a newspaper from the wood pulp to the finished production was another attractive exhibit.

NEW COMPLAINT ISSUED

Technicality Invalidates First Charge Against Fall River Editor

Because of a technicality in the text of the complaint, the charge of attempted blackmail against Louis Bernier, editor and pubisher of the *Fall River* (Mass.) *Call*, tabloid, was dismissed in Fall River court July 19 and a new complaint was issued. Arraigned on the latter, Bernier's case was continued until Aug. 9 and he was released in $1,000 bail.

The complaint alleges that Bernier demanded Walter O'Hara, prominent Fall River mill man, and a brother of Neal O'Hara, newspaper columnist, pay him $500 for not printing a story concerning O'Hara.

LENNETT TO SAN ANTONIO

C. W. S. Lennett has succeeded William Armor as circulation manager of the *San Antonio Express and News*. Lennett formerly was circulation manager of the *New Orleans Item-Tribune*.

FIRE IN BOSTON PLANT

Fire on the fourth floor of the *Boston Post* building, Washington street, Boston, caused slight damage July 13. The cause of the fire was undetermined.

STRIKE TALK HEARD AS OPERATORS AND WIRE SERVICES WAIT ARBITRATION

Decision of Arbitrator Towne Expected Next Week in Wage Dispute—Union Asking Printer Operators Be Placed on Same Scale as Morse Men

STRIKE talk was heard this week among both sides in the wage scale negotiations between union operators and the closed-shop news services, despite the fact that the controversy had been placed in an arbitrator's hands and his award was expected to be handed down early next week.

The arbitrator appointed by the department of labor is Judge Edward Owings Towne, former corporation counsel of Chicago, and his appointment has been approved by the union and the managements of the United Press Associations, International News Service, and Universal service, the three associations concerned.

Karl A. Bickel, president of the United Press, admitted the possibility of a strike to EDITOR & PUBLISHER. Subsequently it was learned that W. F. Lynch, chief wire superintendent of the U. P., had sent a letter on July 13 to eight U. P. wire chiefs, declaring that it "seems morally certain we are going to have a strike" and asking these men to notify him whether they were pro or anti-management.

Union opinion was that this was merely a smoke-screen and propaganda, and A. T. Maddux, of Knoxville, member of the union scale committee, said to EDITOR & PUBLISHER: "I see no reason in the world for a strike, but we will fight if it is forced upon us."

The expected procedure is that Judge Towne will make his award on July 25 or 26. He must make his decision before July 31, when the contract automatically expires and a technical lockout would go into effect.

Both sides have five days in which to accept or reject the arbiter's findings.

"We mean to insist on a three year contract," Mr. Bickel said. "We cannot afford to have new negotiations coming up next year in the middle of the national conventions."

Mr. Bickel said the men were asking increases in wages this year ranging from $15.25 a week to $19.25 a week and were demanding that the machine printer operators be placed on the same scale as the Morse operators, with a minimum of not less than $60 a week.

If there is a strike, a total of 450 operators will be affected. The United Press is said to employ about 300 and I. N. S. and Universal Service 150.

The management offered to sign the old agreement which expired July 1 and the men are held at work now by a clause of the contract providing for an attempt at arbitration.

"If the management throws over Judge Towne's award that probably means a strike," Mr. Maddux said.

"If it comes to a strike we will give them the whole works. We have been working for low wages so long the men are, I believe, thoroughly disgusted. There are printer men now working for $39.25 a week, a wage under the figure given by the department of labor as the minimum living cost for a man with a family."

Other members of the union scale committee with Maddux are Leonard F. Solt, for the United Press; Arthur Markel and L. M. Black for Universal Service and International News Service.

The union is asking for a minimum of $60 a week for cities under 100,000; $65 a week for cities over 100,000 and $70 for the relay points, New York and Chicago.

The contract that expired July 1 was drawn up three years ago following negotiations between Roscoe Johnson, president of the press division of the Commercial Telegraphers Union, and Mr. Bickel, president of United Press. Judge Highwell Davies ruled that the men accept a raise of $1 a week each year for three years, and the union rejected the long-term contract. Bickel and Johnson got together and agreed on an increase of $2 a week for the first year and 50 cents a week for the second and third years, a total raise of $3 and the inclusion of a clause in the contract providing that wage negotiations might be re-opened at any time during the life of the agreement if the Secretary of Labor declared a major economic crisis existed.

Mr. Johnson so far has not taken part in any negotiations in New York with the U. P., I. N. S. and Universal. He is in Canada where the scale of the Canadian Press is being negotiated.

Mr. Johnson is supposed to be on hand when the arbitrators award is handed down, but it was stated by Maddux that possibly Frank B. Powers, international secretary and treasurer, would be empowered to act in Mr. Johnson's absence.

CIGARETTE ADS LEGAL NOW IN KANSAS

Supreme Court Upholds Temporary Injunction Making Non-Advertising Clause of Law Inactive —Publishers Bring Case

Cigarette advertising is now permitted in Kansas newspapers, following successful termination July 9 of court action brought by the publishers of the *Alma* (Kan.) *Enterprise* in behalf of themselves and other members of the Kansas Press Association.

An injunction has been obtained restraining the state from enforcing the non-advertising clause which was left standing when the ten-year-old anti-cigarette law in Kansas was repealed.

O. W. Little and Frank Sage are publishers of the Alma Enterprise. They were first granted a temporary injunction by Judge A. McClure and the injunction was upheld in the Kansas state supreme court last week.

The court ruled that the legislature exceeded its authority in passing a bill allowing the sale of cigarettes, yet barring their display and advertisement.

"That action," the court stated, "was taking away the property of the newspapers and magazines, the right of freedom enjoyed by other interests."

EDITOR & PUBLISHER CALENDAR

Aug. 1-6—Oregon Editorial Assn., annual meeting, Bandon, Ore.
Aug. 5-6—North Dakota Press Assn., summer meeting, Carrington, N. D.
Aug. 5-6—Northeast Missouri Press Assn., summer meeting, Paris, Mo.
Aug. 18-20—Maine Press Assn., meeting, Lakewood, Me.
Aug. 20-25—Nat'l Assn., of State Press Field Managers, Detroit, Mich.
Aug. 22-24—Georgia Press Assn., annual convention, Eaton, Ga.
Aug. 24—International Press Conference, League of Nations, Geneva.

HABEAS CORPUS WRIT DISMISSED

Court's Action Expected to Send Boston Post Man to Trial

Judge James A. Lowell in Federal Court, Boston, Tuesday, dismissed the writ of habeas corpus issued last month in the case of Fred H. Thompson, *Boston Post* reporter, wanted in New Hampshire on a charge of having procured the theft of a copy of an article prepared by Governor Alfred E. Smith of New York for *The Atlantic Monthly*.

The court's action is expected to send the case back to the state courts unless an appeal is taken. Governor Fuller had signed extradition papers permitting Thompson's removal to New Hampshire and his counsel went into the Federal Court alleging illegality in the extradition order.

DAILY CAPITALIZED AT $2,000,000

Reorganization of the Herald Printing Company, Ltd., of Montreal was completed recently. The newly organized company will have a capital of $2,000,000 divided into 20,000 shares of $100 each. Signatures to the incorporation are Hon. Joseph Philippe Baby Casgrain, Duncan McTaggart Martin, Charles Lintern Sibley, Joseph Reilly and Arthur C. Morton.

STARTS PLAYGROUND CAMPAIGN

The *Northwest Ledger*, Chicago community weekly, has launched a campaign for more parks and playgrounds in its section. M. Goldberger is editor.

24 EDITORS SAIL TO VIEW EUROPEAN AFFAIRS AT CLOSE RANGE



Party of American editors and their wives photographed on board the Minnetonka July 16, just before they sailed from New York for a tour of Europe as guests of the Carnegie Endowment for International Peace. Twenty-four editors are in the party.

A. N. A. IS STUDYIN TREND OF AD RATES

Advertisers' Body Issues to Memb Compilation of Newspaper Circul tions and Line Rate Increases or Decreases for Two Years

How closely the Association of N tional Advertisers is studying newspa advertising rates and circulations is de onstrated by a compilation issued t month to members by the associatio publication and data department.

The compilation shows the two ye record of circulation and rate changes newspapers in the 23 largest cities in t United States. The tables, divid alphabetically into states and newspap shows the gain or loss in circulation figures and percentages; the agate li rate increases or decreases; and su divides the distribution of increased decreased circulation into city, suburb or country.

In introducing the tables the associati stated: "The interest displayed by n tional advertisers in trading territori and in the coverage of them by vario publications, has led us to spend a great effort in tying up circulation distrib tion to the only available trading ra now being reported on. As we all kno newspapers, the subject of this stud have in some cases extended their su scription effort far beyond the reach the logical shopper in their areas. O endeavor has been to check up those pa ticular papers whose circulation gai during the past two years have been ma in what is called 'country,' i. e., are outside the logical trading zones."

The cities included in the A. N. A tabulation are Los Angeles, San Fra cisco, Washington, Chicago, Indianapoli New Orleans, Baltimore, Boston, D troit, Minneapolis, St. Louis, Jersey Cit Newark, Buffalo, Rochester, New Yor City and Brooklyn, Cincinnati, Cleve land, Portland, Philadelphia, Pittsburg Seattle, Milwaukee.

VALPARAISO DAILIES MERGE

Vidette and Messenger Combined wit Vidette Publisher as President

The *Valparaiso* (Ind.) *Daily Videt* and the *Valparaiso Messenger*, evenin papers, have been merged as the *Vidette Messenger*, published by the Vidett Printing Company, Inc.

J. M. Mavity, owner of the Vidette, i president of the new corporation. J Earle Mavity, business manager of th Vidette, retains that position on the new paper. Lynn M. Whipple, managing edi tor of the Messenger, is managing edito under the consolidation.

Inland Newspapers, Inc., Chicago an New York represent the Vidette-Mes senger in the national field. The pape is being published from the Messenge plant, which is being completely remod eled and medernly equipped. A twenty four page Scott rotary press is being installed.

The Vidette was established in 1842 the Messenger in 1856.

Mr. Mavity has owned the Vidette since 1902.

A. P. INSTALLING 60 PRINTERS

New Machines to Be Placed in Operation in Kansas Aug. 1

A total of 60 new printer machines will be put into operation by the Associated Press in Kansas, Aug. 1, serving 33 member newspapers, W. J. McCambridge, traffic executive announced this week. The A. P. has installed 240 printers in the last three months, McCambridge said. This caused temporary loss of work to 150 Morse operators, but practically all of them have now been placed at other points, he claimed.

Iowa members of the A. P. will be printerized commencing Aug. 14-15. Forty-two serving twenty-seven newspapers will be put into operation in this state.

CHARGE PRESS FAKED IN DR. HOUCK CASE

Many Distinguished Scientists and Educators Issue Remarkable Statement to Clear Individual of "Outrageous Charges" and Awaken Press to Abuses in Sensationalized Science

SWEEPING and circumstantial charges of fact-distortion by the press are contained in a statement issued and signed by 25 distinguished scientists and educators, acting under the auspices of Harold de Wolf Fuller, the editor of the social organ of New York University. This extraordinary indictment of the press bears on the case of Dr. Knute Houck, whose disappearance from his home in Washington, followed by the finding of his wife's body in the Potomac River, last winter, was given wide publicity. The purpose of the statement is declared to be "not merely to clear one individual of outrageous charges, but to illustrate by this grievous instance a widespread abuse which will only be corrected when both the public and the press fully understand its dangers." The reference is to the alleged "sensationalizing of scientific investigations."

The statement is signed by the following: E. T. Bell, Professor of Mathematics, California Institute of Technology; Calvin B. Bridges, Department of Zoology, Columbia University; Charles Watts Burr, Professor of Mental Diseases, University of Pennsylvania; Robert Daniel Carmichael, Professor of Mathematics, University of Illinois; Ross McC. Chapman, Superintendent, Sheppard and Enoch Pratt Hospital, Towson, Md.; Sherwood Cobb, Principal, Chevy Chase Country Day School; David Fairchild, Botanist, Department of Agriculture, Washington, D. C.; Philip S. Graven, Psychotherapist, St. Elizabeth's Hospital, Anacostia, D. C.; Harry LeRoy Haywood, Editor, *New York Masonic Outlook*; C. Judson Herrick, Professor of Neurology, University of Chicago; L. O. Howard, Chief of Bureau of Entomology, United States Department of Agriculture; Smith Ely Jelliffe, Neurologist; Jeremiah W. Jenks, Research Professor of Government, New York University; David Starr Jordan, Author and Educator; Cassius J. Keyser, Professor of Mathematics, Columbia University; John T. Madden, Dean, School of Commerce, Accounts, and Finance, New York University; Basil Maxwell Manly, Director, People's Legislative Service, Washington, D. C.; Thomas J. McCormack, Principal, LaSalle-Peru Township High School and Junior College; William Allan Neilson, President, Smith College; Alexander Petrunkevitch, Professor of Zoölogy, Yale University; Walter Nicholas Polakov, Engineer; G. Y. Rainich, Professor of Mathematics, University of Michigan; William E. Ritter, President, Science Service, Washington, D. C.; William Morton Wheeler, Dean, Bussey Institute for Biological Research, Harvard University, and Cora L. Williams, President, Cora L. Williams Institute for Creative Education.

The statement was also approved in principle, but without reference to the accuracy of the facts, by Edwin E. Slosson, Director of Science Service; Vernon Kellogg, Secretary, National Research Council, and Earl Raymond Hedrick, Professor of Mathematics, University of California.

Following is the full text of the statement:

On Saturday, December 18, of last year, a man of thirty, scantily clothed, walking aimlessly, and muttering incoherently, was discovered on the streets of Hornell, N. Y. He was Dr. Knute Houck, the police discovered, a physician attached to the staff of St. Elizabeth's Hospital, an institution for the insane in Washington. Three days before, Dr. Houck had disappeared from his apartment in Anacostia, a suburb of Washington, leaving his two-year-old son alone. His wife, it transpired, had left the same morning; she never returned.

Enter science, escorted by a sensational press. Reporters covering the case for a Washington paper, on December 20, proceeded to introduce a mysterious Polish count with an unearthly device. "The device known as an 'anthropometer,' was supposed to register the innermost thoughts of a person and aid them in a psychoanalysis of themselves." "Dr. Houck," said the report, "had permitted the thing to prey on his mind so much that it had become a Frankenstein that struck him down." "Leading physicians at the hospital," the report continued, "admitted their own inability to understand the device, but Dr. White (head of the institution) expressed a belief that it had possibilities to a certain extent." "One of the devices was found in the Houck home, and relatives said they had been informed that it had even enticed Mrs. Houck into a study of its possibilities."

The device was photographed and the captions on the picture read "Mystery laid to 'Thought Machine.'" "Deep study of the 'Anthropometer,' designed by its inventor, a Polish count, to 'diagnose thoughts' is blamed by associates of Dr. Knute Houck for his breakdown." It should be said in passing that only a few of the physicians who, according to the article, had expressed their inability to understand the anthropometer had given any attention to it.

These are extracts from a long account which was extended in a later edition. The case was one which was sure to attract nation-wide attention because of its strange circumstances, because of Dr. Houck's position as a member of the staff of St. Elizabeth's Hospital, and because of the promise he had shown professionally. He had graduated with honors from the medical school of Northwestern University and for more than two years had worked at the Mayo Clinic in Rochester, Minn. At the time of this mental breakdown it looked as though he might have killed his wife, whose body was found three months later floating in the Potomac, a clear case of suicide, the evidence showed.

A murder "story" containing strange elements appeared to be in the making. The mysterious count, it should be noted, had not been asked for an explanation of his relation to the case when the report went to press. The next day the reporters visited him and, after seeing the nature of his work, apologized for the article. They attempted to make amends by quoting Dr. White as saying, "Dr. Houck's mental breakdown was caused by circumstances that were not born while he was connected with St. Elizabeth's Hospital."

But the mischief had been done. The account appearing in the one Washington paper of December 20 furnished sensational copy for papers in Baltimore, Philadelphia, New York, Boston, Chicago, Milwaukee, and other cities. In a few days, by means of newspaper syndicates, the wild story, made progressively still more sensational, had been spread widely over the land, reaching even Texas and Florida. The Polish count in all these versions was provided with a "thought machine" capable of diabolical machinations. The headlines left no doubt about that: "Victim of mate crazed by thinking machine. Police hold to killing theory; wife, too, deranged by device." "Houck mystery laid to his study of 'mind meter.'" "Mental meter floored Houck." "Friends believe 'thought meter' drove wife of demented doctor to suicide." "Thought machine sends Dr. Houck mad," etc., all of which was said to be the opinion of St. Elizabeth's physicians, a statement which if true would be a very serious reflection on the count's work.

Now for a few facts. Dr. Houck had suffered a previous mental breakdown while working at the Mayo Clinic, though this was not generally known by the physicians at St. Elizabeth's Hospital. His mother and his wife were greatly worried about his condition and, as the papers reported, there had been serious quarrels at home in the weeks preceding his disappearance. Dr. Houck was manifestly approaching another mental collapse. Some of his colleagues feared this and had urged him to go away for a rest.

The mysterious count is no other than Count Alfred Korzybski, author of *The Manhood of Humanity*, a volume which at the time of its appearance, some six years ago, was highly praised by leading scientists of this country.

In 1924 Count Korzybski presented a paper before the International Mathematical Congress in Toronto under the title, "Time-Binding, the General Theory," introducing on that occasion a relief diagram, called the anthropometer, to illustrate his theory. In 1925 he began to study and to carry on researches in St. Elizabeth's Hospital. During the two years that followed he was invited to address the Washington Society for Nervous and Mental Diseases and the Washington Psychopathological Society. These addresses were published with the title "Time-Binding, the General Theory (second paper)." His time-binding theory, of which the anthropometer is a convenient diagram, nothing more, expresses a point of view as to man's capacities compared with those of plants and animals. There is nothing occult about it. Count Korzybski is attempting to build a non-Aristotelean system, which would put the study of man on a modern scientific basis.

As to the merits of his theory this is not the place to speak, but he has labored in the ways of strict science and in the company of distinguished men. To manhandle this work, to sensationalize it and link it with insanity and the possibility of suicide or murder, as numerous representatves of the American press repeatedly did, was to treat this talented visitor to our country with criminal brutality.

And there was little or no excuse for such misrepresentations. For whatever others may have said, Dr. White, a man of international reputation, had told the reporters that in his judgment the anthropometer served a useful purpose. What, if any, Dr. Houck's personal relations with Korzybski were was not known to the reporters. These, it transpired later, had been casual.

On November 27, 1926, thus approximately two weeks before the disappearance, Count Korzybski became acquainted with Dr. Houck for the first time. It was at a scientific meeting which both attended. Dr. Houck asked him about his theories, expressing a desire to study them. The anthropometer which Dr. Houck bought for the purpose a few days later is, as *The New York*, (organ of New York University) stated in its issue of February 12, merely "the kindergarten method of visualizing an idea." There were a few other meetings with the count of similar nature. On the day of the disappearance, December 13, 1926, Korzybski, quite by accident, called at Dr. Houck's home. A staff physician of St. Elizabeth's Hospital asked the count to accompany him on a visit to Houck, who had summoned the physician by telephone. The visit lasted but a short time, both men trying to cheer up Houck, about whose condition they were very much concerned. Mrs. Houck the count had met twice for five minutes at a time after November 27, 1926. It is important to remember this chronology and the nature of the count's acquaintance with the Houcks, in view of what the newspapers made of it.

Such, in brief, is the story of the way in which the press linked a bit of dignified, scholarly research with an alleged murder mystery. But the case unfortunately does not end here. There has been no genuine effort on the part of the press to correct the wrong impressions given. One of the New York papers, to be sure, showed a half-hearted desire to undo its former mischief.

The result is that numerous false impressions concerning Count Korzybski and his work have been spread abroad and have been allowed to take root. Persons unfamiliar with psychiatry may assume that this work is dangerous. One particularly unfortunate result is the fact that in newspaper offices, all of which have "morgues," or space in which reference material is filed, the name of Korzybski will be associated for years with the Houck mystery, and if new factors in the case are discovered, he will be trotted out again in that connection. He apparently has no redress.

This is no fanciful conjecture. An illustration of the relentless way in which newspaper machinery may operate unless closely watched is furnished by the very New York paper which, as we have seen, attempted to correct its former misstatements—this in spite of the fact that the managing editor had been fully acquainted with the situation. Thus, on March 23 Mrs. Houck's body was found. The following day this same New York newspaper put the fat again in the fire. In a long résumé of the case, the "thought machine," with its infamous connotations, was repeatedly mentioned, the name "Korzybski," wrongly spelled, being lugged in. For Istance, "He (Dr. Houck) had studied at Northwestern University and under the Doctors Mayo at Rochester, Minn., and was gaining fame at St. Elizabeth's as an expert in the treatment of the mentally afflicted when the course of his life was changed by the 'Thought Machine.' This is the invention of Count Alfred Kurzypyski (sic), a Polish mathematician living in Washington. To the layman it is a meaningless contraption but the inventor claims that through elaborate mathematical formulae it will disclose to one who has mastered it, the innermost thoughts of any person using it." And the article concluded as follows: "Washington believes that the 'Thought Machine' brought discord and tragedy to the little home on Congress Heights."

Again the story seems to have been syndicated, for it appeared, further embroidered, in a Detroit paper and a Minneapolis paper, both bearing the date of April 17 (Sunday) the anthropometer being pictured. In the account Dr. Houck's mother was made to say: "When I would find my son poring over that thought machine or studying the occult, and my daughter-in-law reading up on psychiatry, I would caution them both not to take life too solemnly." As a matter of fact Mrs. Houck senior had not seen her son for some weeks before he met the count and first became acquainted with the latter's work on November 27, 1926.

This is a distressing bit of injustice brought about not with any malicious intent, but through the willingness of the press to seize upon anything for sensational purposes.

If it were an isolated case, there would perhaps be no reason to make much of it. But everyone is familiar with the tendency of the press to sensationalize science, especially scientific discoveries. It was only a few months ago that the headlines announced, on the authority of no less a person that Professor Pupin, that the sun was sending messages to the earth. A bit of figurative language, which was clear in the context, had been thus distorted. This sort of thing will go on unless newspaper proprietors can be made to see their responsibility in the matter.

We desire to give this particular case wide publicity in the hope that as an awful example it may have a wholesome effect both on the reading public and on the press.

JUNE LINAGE SLIGHTLY LESS THAN 1926 IN 36 LEADING CITIES

ADVERTISING volume carried by large newspapers in 36 important cities of the United States during June totalled 140,568,599 lines as compared with 147,240,905 lines in June, 1926, a loss of 6,681,306 lines, according to records gathered by the New York Evening Post Statistical Department, Inc., and EDITOR & PUBLISHER. All of the figures published below were obtained from the *Evening Post* service except those for the cities of Atlanta, Kansas City, Memphis, Newark, Pittsburgh, and Portland, Ore., and of the *Seattle Post-Intelligencer*.

SUMMARY OF ADVERTISING BY CITIES

36 cities listed	7 show gain	29 show loss
152 papers listed	42 show gain	98 show loss
	12 no comparison	

	1927	1926	
New York	14,346,018	14,822,812	476,794 Loss
Chicago	7,622,649	7,770,381	147,732 Loss
Philadelphia	6,651,673	7,127,937	476,264 Loss
Detroit	4,911,990	5,498,010	586,020 Loss
Cleveland	3,679,500	3,886,125	206,625 Loss
St. Louis	3,820,880	4,121,620	300,740 Loss
Boston	6,371,211	6,640,608	269,397 Loss
Baltimore	4,256,157	4,653,800	397,643 Loss
Los Angeles	6,904,319	6,920,147	15,828 Loss
Buffalo	3,318,056	3,670,378	352,322 Loss
San Francisco	4,424,119	4,509,167	85,048 Loss
Milwaukee	3,148,628	3,047,253	101,375 Gain
Washington	4,311,359	4,704,398	393,039 Loss
Cincinnati	3,498,600	3,380,400	118,200 Gain
New Orleans	3,718,174	3,972,848	254,674 Loss
Minneapolis	2,958,398	3,139,903	181,505 Loss
Indianapolis	3,141,825	3,142,737	912 Loss
Denver	2,753,100	2,388,344	364,756 Gain
Providence	2,764,949	2,993,273	228,324 Loss
Columbus	3,372,099	3,574,490	202,391 Loss
Louisville	2,831,208	3,441,235	610,027 Loss
St. Paul	2,271,290	2,532,572	261,282 Loss
Oakland	2,521,330	2,576,728	55,398 Loss
Omaha	1,587,586	1,891,400	303,814 Loss
Birmingham	2,494,548	2,660,182	165,634 Loss
Richmond	1,833,664	2,083,886	250,222 Loss
Dayton	2,971,472	2,973,068	1,596 Loss
Houston	2,820,776	2,631,398	189,378 Gain
Des Moines	1,529,700	2,022,935	493,235 Loss
Seattle	2,958,746	2,925,636	33,110 Gain
Atlanta	1,861,083	1,845,117	15,966 Gain
Kansas City	3,173,629	3,391,699	218,070 Loss
Memphis	2,533,391	2,519,020	14,371 Gain
Newark, N. J.	1,808,246	1,888,742	80,496 Loss
Pittsburgh	5,392,940	5,601,748	208,808 Loss
Portland, Ore.	3,046,540	3,364,272	17,732 Loss
Totals	140,568,599	147,240,905	6,681,306 Loss

NEW YORK

	1927	1926	
American	1,050,114	1,120,416	70,302 Loss
Herald Tribune	1,527,106	1,564,934	37,828 Loss
Times	2,428,394	2,408,058	20,336 Gain
World	1,341,806	1,545,308	203,502 Loss
*Mirror (Tabloid)	220,018	305,282	85,264 Loss
News (Tabloid)	720,722	631,026	89,696 Gain
*Evening Graphic	286,940	325,570	38,630 Loss
*Evening Journal	1,148,294	1,189,390	41,096 Loss
*Evening Post	433,472	390,536	42,936 Gain
*Evening World	824,212	823,862	350 Gain
*Sun	1,332,278	1,327,910	4,368 Gain
*Telegram	487,086	512,490	25,404 Loss
Brooklyn Eagle	1,572,172	1,653,326	81,154 Loss
Brooklyn Times	505,982	570,834	64,852 Loss
Standard Union	467,422	453,870	13,552 Gain
Totals	14,346,018	14,822,812	476,794 Loss

CHICAGO

	1927	1926	
*Daily News	1,847,892	1,888,122	40,230 Loss
Tribune	2,583,810	2,702,622	118,812 Loss
Herald-Examiner	1,086,729	1,065,348	21,381 Gain
*Post	466,362	545,916	79,554 Loss
*American	1,250,652	1,143,738	106,914 Gain
*Journal	387,204	424,635	37,431 Loss
Totals	7,622,649	7,770,381	147,732 Loss

PHILADELPHIA

	1927	1926	
Inquirer	1,663,500	1,865,100	201,600 Loss
Record	789,600	758,400	31,200 Gain
Ledger	1,289,065	1,322,751	33,686 Loss
*Evening Ledger	1,255,608	1,345,986	90,378 Loss
*Bulletin	1,653,900	1,835,700	181,800 Loss
Totals	6,651,673	7,127,937	476,264 Loss

DETROIT

	1927	1926	
News	2,527,644	2,939,020	411,376 Loss
Times	1,064,658	1,086,666	22,008 Loss
Free Press	1,319,688	1,472,324	152,636 Loss
Totals	4,911,990	5,498,010	586,020 Loss

CLEVELAND

	1927	1926	
Plain Dealer	1,471,425	1,551,450	80,025 Loss
News-Leader	980,025	1,024,725	44,700 Loss
*Press	1,228,050	1,309,950	81,900 Loss
Totals	3,679,500	3,886,125	206,625 Loss

BOSTON

	1927	1926	
Herald	1,362,198	1,334,429	27,769 Gain
Globe	1,352,312	1,377,342	25,030 Loss
Post	1,006,821	1,050,282	43,461 Loss
Advertiser	443,925	452,487	8,562 Loss
*American	451,216	422,473	28,743 Gain
*Traveler	1,104,949	1,099,317	5,632 Gain
*Transcript	649,790	692,891	43,101 Loss
*Telegram	.....	211,387	.....
Totals	6,371,211	6,640,608	269,397 Loss

Telegram discontinued November, 1926.

* No Sunday edition.

ST. LOUIS

	1927	1926	
Post-Dispatch	1,838,480	2,021,320	182,840 Loss
Globe-Democrat	1,170,600	1,184,700	14,100 Loss
*Star	497,100	575,700	78,600 Loss
Times	314,700	339,900	25,200 Loss
Totals	3,820,880	4,121,620	300,740 Loss

BALTIMORE

	1927	1926	
Sun	1,332,341	1,530,608	198,267 Loss
*Evening Sun	1,421,659	1,565,613	143,954 Loss
American	477,488	552,768	75,280 Loss
*News	694,928	651,688	43,200 Gain
*Post	329,741	353,123	23,382 Loss
Totals	4,256,157	4,653,800	397,643 Loss

LOS ANGELES

	1927	1926	
Times	2,027,998	2,189,768	161,770 Loss
Examiner	1,840,561	1,846,519	5,958 Loss
*Express	862,848	803,544	59,304 Gain
*Herald	1,467,116	1,483,790	16,674 Loss
*Record	433,664	412,412	21,252 Gain
News	272,132	184,114	88,018 Gain
Totals	6,904,319	6,920,147	15,828 Loss

BUFFALO

	1927	1926	
Express	.....	203,943	.....
Courier	816,723	755,646	61,077 Gain
Times	1,157,183	1,179,193	22,010 Loss
*Star	.....	132,258	.....
*News	1,344,150	1,399,338	55,188 Loss
Totals	3,318,056	3,670,378	352,322 Loss

Express combined with Courier, June 19, 1926.
Star combined with Courier, June 19, 1926.

SAN FRANCISCO

	1927	1926	
Chronicle	919,240	929,012	9,772 Loss
Examiner	1,543,059	1,561,467	18,408 Loss
Bulletin	483,266	534,142	50,876 Loss
*Call	818,510	845,376	26,866 Loss
*News	660,044	639,170	20,874 Gain
Totals	4,424,119	4,509,167	85,048 Loss

MILWAUKEE

	1927	1926	
Journal	1,530,090	1,662,050	131,960 Loss
S. T. & A. M. S.	650,480	513,574	136,906 Gain
*Leader	190,847	242,677	51,830 Loss
*Wisconsin News	777,211	628,952	148,259 Gain
Totals	3,148,628	3,047,253	101,375 Gain

WASHINGTON

	1927	1926	
Star	2,299,214	2,406,947	107,733 Loss
Post	742,416	892,366	149,950 Loss
*Eve Times	578,828	645,711	66,883 Loss
Herald	502,491	546,417	43,926 Loss
*Eve News	188,410	212,957	24,547 Loss
Totals	4,311,359	4,704,398	393,039 Loss

CINCINNATI

	1927	1926	
*Post	830,400	824,700	5,700 Gain
*Times-Star	1,293,300	1,204,500	88,500 Gain
Enquirer	1,109,400	1,076,700	32,700 Gain
Tribune	265,800	274,500	8,700 Loss
Totals	3,498,600	3,380,400	118,200 Gain

NEW ORLEANS

	1927	1926	
Times-Picayune	1,465,947	1,655,573	189,626 Loss
Item	980,801	874,373	106,428 Gain
States	741,991	804,944	62,953 Loss
*Tribune	529,435	637,958	108,523 Loss
Totals	3,718,174	3,972,848	254,674 Loss

MINNEAPOLIS

	1927	1926	
Tribune	1,190,930	1,313,943	123,013 Loss
Journal	1,227,867	1,326,366	98,499 Loss
*Star	539,601	499,594	40,007 Gain
Totals	2,958,398	3,139,903	181,505 Loss

SEATTLE

	1927	1926	
Times	1,406,244	1,376,116	30,128 Gain
Post-Intelligencer	911,512	823,732	87,780 Gain
*Star	545,146	573,944	28,798 Loss
*Union-Record	95,844	96,824	980 Loss
Totals	2,958,746	2,925,636	33,110 Gain

INDIANAPOLIS

	1927	1926	
*News	1,583,715	1,584,786	1,071 Loss
Star	1,138,392	1,092,351	46,041 Gain
*Times	419,718	465,600	45,882 Loss
Totals	3,141,825	3,142,737	912 Loss

DENVER

	1927	1926	
News	785,220	617,736	167,484 Gain
Post	1,280,580	1,285,032	4,452 Loss
*News	687,300	485,576	201,724 Gain
Totals	2,753,100	2,388,344	364,756 Gain

Times changed to Denver Evening News November 22, 1926.

LOUISVILLE

	1927	1926	
Courier-Journ.	1,095,967	1,250,194	154,227 Loss
Herald-Post	241,745	†508,205	266,460 Loss
*Times	1,059,746	1,158,771	99,025 Loss
*Post	433,750	524,065	90,315 Loss
Totals	2,831,208	3,441,235	610,027 Loss

Herald-Post morning edition discontinued with issue of March 5, 1927.
†Includes 204,554 lines of morning issue.

PROVIDENCE

	1927	1926	
Journal	851,460	903,291	51,831
*Bulletin	1,237,715	1,286,074	48,359
Tribune	359,891	389,411	29,520
*News	315,883	414,497	98,614
Totals	2,764,949	2,993,273	228,324

COLUMBUS

	1927	1926	
Dispatch	1,736,578	1,931,146	194,568
Journal	635,131	658,873	23,742
*Citizen	1,000,390	984,471	15,919
Totals	3,372,099	3,574,490	202,391

ST. PAUL

	1927	1926	
*Dispatch	794,346	898,492	104,146
Pioneer	751,100	885,094	133,994
News	725,844	748,986	23,142
Totals	2,271,290	2,532,572	261,282

OAKLAND

	1927	1926	
Tribune	1,464,582	1,531,894	67,312
*Post-Inquirer	1,056,748	1,044,834	11,914
Totals	2,521,330	2,576,728	55,398

OMAHA

	1927	1926	
World-Herald	970,718	1,022,770	52,052
Bee-News	616,868	472,780	144,088
News	.....	395,850	.....
Totals	1,587,586	1,891,400	303,814

News combined with Bee February 7, 1927.

BIRMINGHAM

	1927	1926	
*Age-Herald	524,412	†637,546	113,134
News	1,475,992	1,531,040	55,048
*Post	494,144	491,596	2,548
Totals	2,494,548	2,660,182	165,634

†Sunday Age-Herald merged into Sunday News, June 1, 19 includes 247,488 lines in four Sunday issues.

RICHMOND

	1927	1926	
*News-Leader	1,032,136	1,143,464	111,328
Times-Dispatch	801,528	940,422	138,894
Totals	1,833,664	2,083,886	250,222

DAYTON

	1927	1926	
News	1,458,982	1,449,938	9,044 G
*Herald	906,500	845,180	61,320 G
Journal	605,990	677,950	71,960 L
Totals	2,971,472	2,973,068	1,596 L

HOUSTON

	1927	1926	
Chronicle	1,167,768	1,186,514	18,746 L
Post-Dispatch	988,022	929,880	58,142 G
*Press	664,986	515,004	149,982 G
Totals	2,820,776	2,631,398	189,378 G

DES MOINES

	1927	1926	
Register	686,270	682,828	3,442 G
*Tribune	843,430	869,649	26,219 L
*Capital	.....	470,458	.....
Totals	1,529,700	2,022,935	493,235 L

Daily Capital discontinued with February 12, 1927, issue

ATLANTA

	1927	1926	
Constitution	.....	.....	.....
Georgian-American	656,418	632,380	24,038 G
Journal	1,204,665	1,212,737	8,072 L
Totals	1,861,083	1,845,117	15,966 G

KANSAS CITY

	1927	1926	
Journal	429,795	572,378	142,583 Lo
*Post	382,762	430,133	47,371 Lo
Star	1,503,200	1,518,464	15,264 Lo
*Times	857,872	870,724	12,852 Lo
Totals	3,173,629	3,391,699	218,070 Lo

MEMPHIS

	1927	1926	
Commercial Appeal	1,164,443	1,351,833	187,390
*Evening Appeal	652,393	.....	
*News-Scimitar	.....	597,765	
*Press	.....	569,422	
*Press-Scimitar	716,555	.....	
Totals	2,533,391	2,519,020	14,371 Gai

NEWARK, N. J.

	1927	1926	
Ledger	.....	.....	.....
*News	1,808,246	1,888,742	80,496 Los
*Star-Eagle	.....	.....	.....
Totals	1,808,246	1,888,742	80,496 Loss

PITTSBURGH

	1927	1926	
*Chronicle-Telegraph	1,052,688	1,029,224	33,444 Gain
Gazette-Times	740,558	835,350	94,792 Loss
Post	794,878	833,448	38,570 Loss
Press	2,088,464	2,112,768	24,304 Loss
*Sun	716,352	790,958	74,606 Loss
Totals	5,392,940	5,601,748	208,808 Loss

PORTLAND, ORE.

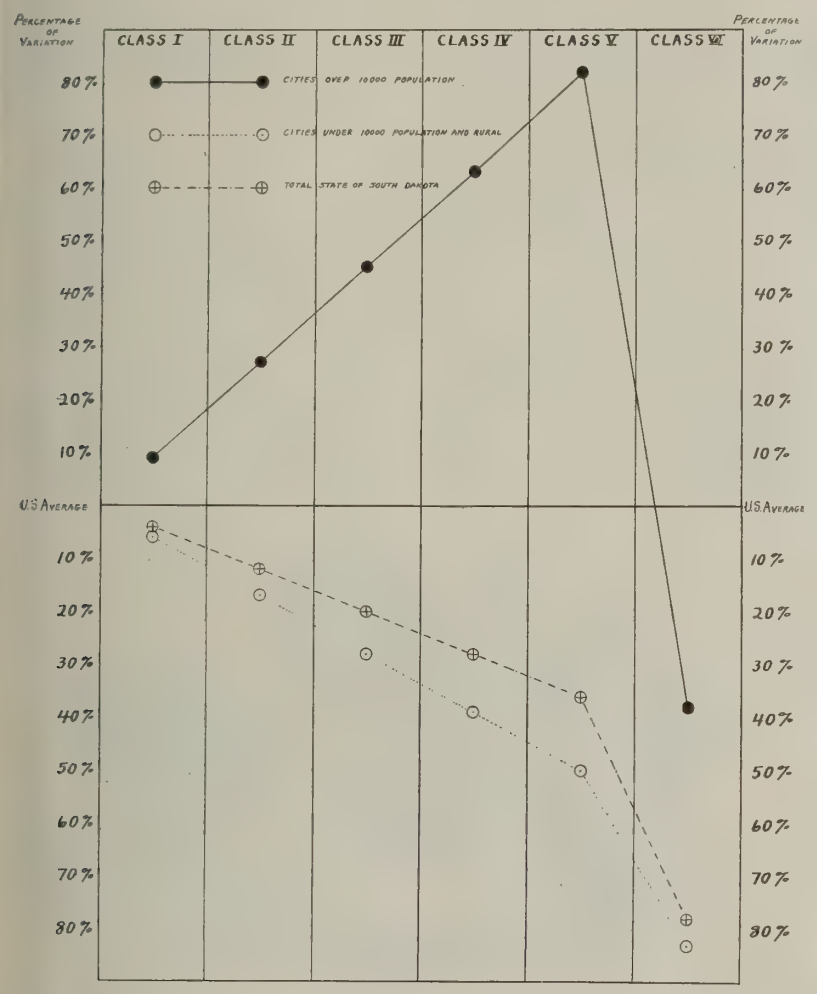
	1927	1926	
*News	523,544	506,184	17,360 Gain
Oregonian	1,097,306	1,223,992	126,686 Loss
Oregon Journal	1,111,656	1,099,184	12,472 Gain
*Telegram	314,034	534,912	220,878 Loss
Totals	3,046,540	3,364,272	17,732 Loss

KEY TO CONSUMER BUYING ABILITY

Statistical Rating of South Dakota Counties and Cities for Products of General Appeal, in Six Major Classes of Quality and Cost—An Original Simplified and Tested Formula from Basic Data

By NELSON H. SEUBERT

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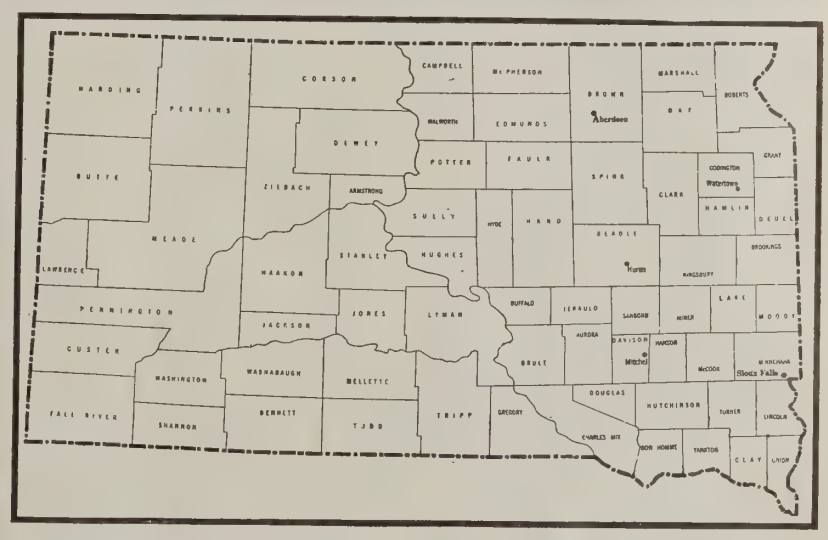


This chart shows the relative variation for the State of South Dakota above or below the United States average for cities of 10,000 or more population, cities of less than 10,000 and rural population and the entire State of each merchandising class.

BUYING POWER ANALYZED BY PRODUCT CLASSES FOR SOUTH DAKOTA

Note: Figures below represent percentages of U. S. total carried out to four places: To use, mark off four places and insert decimal point.

Counties in bold face capitals—Cities in capitals and lower case	CL No. 1	CL No. 2	CL No. 3	CL No. 4	CL No. 5	CL No. 6
SOUTH DAKOTA	5756	5283	4810	4337	3864	1333
ARMSTRONG	3	2	2	1	0	0
AURORA	62	53	44	35	26	7
BEADLE	194	188	183	178	173	43
Huron	95	104	113	122	131	27
BENNETT	25	20	14	8	3	3
BON HOMME	98	83	68	54	39	11
BROOKINGS	142	122	102	83	63	25
BROWN	287	323	359	395	432	125
Aberdeen	149	182	216	250	283	80
BRULE	68	61	53	47	40	22
BUFFALO	18	14	11	7	3	2
BUTTE	55	50	45	40	35	9
CAMPBELL	46	39	32	25	18	5
CHARLES MIX	153	136	119	103	86	20
CLARK	93	80	66	53	40	14
CLAY	88	77	66	56	45	30
CODINGTON	157	160	162	164	167	61
Watertown	96	106	116	125	135	48
CORSON	70	59	48	37	26	8
CUSTER	37	34	31	28	25	4
DAVISON	141	140	140	140	139	52
Mitchell	91	96	101	106	111	40
DAY	124	106	87	69	51	17
DEUEL	73	61	49	36	24	8
DEWEY	46	39	32	24	17	5
DOUGLAS	59	51	43	35	27	10
EDMONDS	71	60	49	37	26	8
FALL RIVER	62	65	67	70	73	6
FAULK	57	48	40	31	22	10
GRANT	92	80	68	57	45	17
GREGORY	106	88	70	53	35	12
HAAKON	37	31	26	20	14	4
HAMLIN	67	57	47	36	26	11
HAND	81	68	54	41	28	16
HANSON	52	43	33	25	16	6
HARDING	28	23	18	13	8	3
HUGHES	50	50	50	49	49	19
HUTCHINSON	112	95	77	60	43	12
HYDE	33	28	23	18	13	7
JACKSON	20	17	14	10	7	2
JERAULD	51	42	33	24	15	6
JONES	30	26	22	17	13	3
KINGSBURY	107	92	76	62	47	15
LAKE	106	96	86	76	66	29
LAWRENCE	142	168	193	219	244	51
LINCOLN	117	104	90	76	63	23
LYMAN	59	48	37	25	14	7
McCOOK	93	77	62	46	30	14
McPHERSON	66	54	43	31	19	7
MARSHALL	79	66	53	39	26	12
MEADE	77	65	54	42	30	12
MELLETTE	41	32	24	16	7	8
MINER	67	56	45	33	22	7
MINNEHAHA	442	491	539	588	636	260
Sioux Falls	297	360	424	487	550	217
MOODY	82	69	56	43	30	9
PENNINGTON	131	134	138	141	144	51
PERKINS	58	49	40	31	22	13
POTTER	41	35	29	23	17	4
ROBERTS	132	109	86	63	40	25
SANBORN	63	54	45	35	26	7
SHANNON	17	14	11	7	4	9
SPINK	136	125	114	105	94	21
STANLEY	22	19	16	13	10	6
SULLY	31	28	25	22	19	3
TODD	38	30	23	15	7	4
TRIPP	114	96	79	61	43	23
TURNER	123	108	92	76	61	13
UNION	98	85	71	57	44	18
WALWORTH	72	73	75	77	78	11
WASHABAUGH	23	18	13	8	3	3
WASHINGTON	23	18	13	8	3	3
YANKTON	136	126	116	107	97	38
ZIEBACH	32	25	19	13	6	4



All cities of more than 10,000 population, according to latest census estimates, are indicated on this outline map of South Dakota.

Base County and Town Map Copyright by American Map Co., N. Y.

McKISSICK HEADS SCHOOL

Named Dean of Journalism at University of South Carolina

J. Rion McKissick has been named dean of the School of Journalism in the University of South Carolina, it has been announced by President Davison M. Douglas of that institution. He succeeds Dr. W. W. Ball who resigned to become editor of the *Charleston News and Courier*.

Mr. McKissick has had 16 years' newspaper experience, having served as reporter, assistant editor and chief editorial writer of the *Richmond* (Va.) *Times-Dispatch*, editor of the *Greenville* (S. C.) *News* and editor and owner of the *Greenville* (S. C.) *Piedmont*. In 1926 he sold the last-named newspaper and retired to enter historical work, serving as lecturer on South Carolina history in Furman University, Greenville, S. C. For two terms he was president of the South Carolina Press Association.

At present he is attending the summer session of the School of Journalism in the University of Wisconsin.

FREE RIDES DREW BUYERS

Trolley Company Aided Daily's Made-in-Springfield Week

In connection with its special 48-page edition June 29 celebrating the 75th anniversary of Springfield, Mass., as a city, the *Sunday Union-Republican* and the Chamber of Commerce sponsored a week's display of made-in-Springfield products in the various retail stores of the city.

On Friday, July 1, the local trolley company gave free transportation on all lines leading into the city during three hours in the morning. Merchants advertised special bargains and it was estimated more than 50,000 out-of-town residents visited the business district during the day.

FORD DEALER SUES OVER NEW MODEL STORY SENT BY PRESS SERVICES

Asks $10,000 Damages from Watertown (N. Y.) Times Claiming Libel Upon Business But Judge Dismisses Case—Alleged His Sales Fell Off

AN attempt of a Ford dealer in Watertown, N. Y., to collect $10,000 damages from the *Watertown* (N. Y.) *Times* for publication of the "new Ford car rumor story" failed recently when the Supreme Court of Jefferson county, N. Y., dismissed the case with costs to the plaintiff.

The Perl W. Devendorf Corporation, the Ford dealer, alleged that the firm's business was injured by the newspaper's stories, and in the complaint sought redress on the grounds of "slander of title or property" and "libel upon business or occupation."

The court held the plaintiff had insufficient cause for action, declaring there was no malice shown by the defendant newspaper, that the dealer did not own the Ford cars and therefore could not claim slander of title, that the words in the published story were not actionable per se, and no special damage was shown.

The story upon which the Watertown dealer sought to base his unsuccessful suit was one sent out by all press associations last March, and was not the recent false report based upon specifications which N. W. Ayer & Son claim were stolen from its offices in Philadelphia.

The dealer alleged that he had informed the Times directly that these rumors were without basis and on this ground tried to support his allegation of malice. He alleged that the stories were published "with a deliberate disregard for the effect thereof upon this plaintiff; with knowledge that the publications thereof had and would cause this plaintiff financial loss, and with every reasonable and ordinary ground for believing that said statements so published were mere rumors, and without basis; and that said articles were published after direct information had been given to the defendant that the said rumors were without basis or foundation in fact."

In the decision the court held in part:

"Slander of title has been defined as 'a false and malicious statement, oral or written, made in disparagement of a person's title to real or personal property, or of some right of his, causing him special damage'. The first essential cause of action for slander of title is ownership of the property involved.

"There is no allegation in the complaint that the plaintiff was the owner of any Ford or Lincoln automobiles, the only allegation being that the plaintiff is engaged in the business of selling Lincoln and Ford automobiles and automobile parts, and is the exclusive distributor of and has the exclusive agency for the sale of products of the Ford Motor Company and for the sale of Lincoln automobiles in and abut the city of Watertown, N. Y. If the articles in question can be considered as a slander upon the products of the Ford Motor Company, the cause of action is vested in the Ford Motor Company, and not in the plaintiff in the absence of any allegation that it was the owner of any of those products.

"The second essential of a cause of action for slander of title is that the words were maliciously spoken or written and published. The words contained in the articles are not libelous per se. Therefore, it is necessary that it be alleged and proven that defendant was actuated by malicious or a wilful purpose of inflicting injury. There is no allegation in the complaint that the articles were maliciously published or with a wilful purpose of inflicting injury to the plaintiff * * *

"The third essential of the cause of action for slander of title is that it should be followed as a natural and legal consequence by pecuniary damage to the plaintiff which must be specially alleged and proved. There is in the first count of this complaint no allegation of special damage, the sole statement being 'that by reason of the foregoing facts, the plaintiff has sustained damage in the sum of $5,000.

"It is therefore evident that the complaint cannot be held to state a cause of action for slander of title.

"In the second cause of action the plaintiff has reiterated the allegations of the first count and has added certain allegations in the nature of an innuendo for the purpose of connecting the plaintiff with the articles. It will be noted that the plaintiff is nowhere mentioned or referred to in any of the articles complained of. Plaintiff has not availed itself of the simplified method provided for by Rule 96, Rules of Civil Practice, of connecting itself with the publication by alleging that the defamatory matter was published concerning it. Therefore it is necessary that there should be in the complaint allegations of extrinsic facts showing the application to plaintiff of the defamatory matter.

"The allegation relied upon to meet this situation is as follows: 'That said articles referring to Ford automobiles and Lincoln automobiles necessarily by innuendo and by direct application, referred to the plaintiff's business and that the defendant had knowledge of such reference; and that the said articles above referred to, when published, as a matter of fact, referred to Ford and Lincoln distributors and created the impression in the minds of the readers of defendant's newspaper that the distributors and representatives of the Ford Motor Company were carrying out the policy ascribed to the said Ford Motor Company, and that by concealing or attempting to conceal the facts, plaintiffs and its representatives were not dealing fairly with the buying public.'

"I am of the opinion that the words in the published articles are not actionable per se. The ordinary test is whether the words charge the plaintiff with the commission of crime or expose him to contempt, ridicule or disgrace and that in determining that question they are to be considered as a whole and in their ordinary meaning. There is, however, another class of words, which are libelous per se. and that is words used concerning a person in his business, which are defamatory in themselves and injuriously and directly affect his credit and directly occasion pecuniary injury, and it is for words of that character only that a corporation can maintain an action of slander or libel.

"The ordinary rule for determining the character of the words is from the words themselves and there is respectable authority for the contention that words cannot be actionable per se, if aid to their meaning must be sought within coloquim, inducement or innuendo. That rule, however, does not seem to be in force in this state.

"The quoted portion of the complaint does not contain any allegations of fact, but is purely in the form of an innuendo, and as was said in Corr vs. the Sun Printing and Publishing Association: 'An innuendo does not enlarge the matter set forth specifically in other portions of the complaint. It only explains the application of the words employed and when not justified by the antecedent facts to which it refers, so that rejecting it the words are not actionable, a demurrer will lie.'

"There is not a single allegation in any of the articles referring to the distributors or representatives of the Ford Motor Company or that they were carrying out the policy ascribed to the Ford Motor Company except to bring out a new model and to reduce the price of the present models; nor is there any allegation anywhere in the complaint or in any of the articles that plaintiff or its representatives were concealing or attempting to conceal the facts from the buying public. There is nothing, therefore, from which it can be inferred that the publication assails the credit or management of the business of plaintiff or directly occasions pecuniary injury to it. The publications, therefore, are not libelous per se.

"When the published words are not actionable per se, no action can be maintained unless they have occasioned actual damage to the plaintiff. Damages of this character are termed special damages, and a complaint is fatally defective unless those special damages are specifically set forth. There is in the complaint in this case no allegation of special damage, and it is, therefore, insufficient to state a cause of action."

WISCONSIN PRESS ON TOUR

150 Take Four Day Trip Through State—Glenn Frank Speaks

One hundred and fifty Wisconsin editors, members of the Wisconsin Press Association, completed their annual four day motor tour of the state Monday night, July 18, with a program at the state capitol building in Madison at which they were addressed by Dr. Glenn Frank, president of the University of Wisconsin.

The tour began at Black River Falls in 50 automobiles, continued to Winona, Minn., for a dinner and meeting with Minneapolis editors, and included among its stops, La Crosse, Prairie du Chien, Richland Center, Cuba City, Monroe and Madison. The editors were entertained in each city.

John Kuypers, De Pere, president of the association, led the party.

NEW I. A. A. OFFICERS

Vice-Presidents Named for Engl and Pacific Coast

H. H. Charles, New York adverti agent, now in England, this week offici informed the Rt. Hon. C. A. McCu K. B., president of United Newspa Ltd., of his appointment as vice-presi of the International Advertising Asso tion, representing England. Mr. Curdy is publisher of *London D Chronicle* and president of the Bri Advertising Association, holding its nual convention this week. He succe Col. Lawson, *London Daily Telegraph*

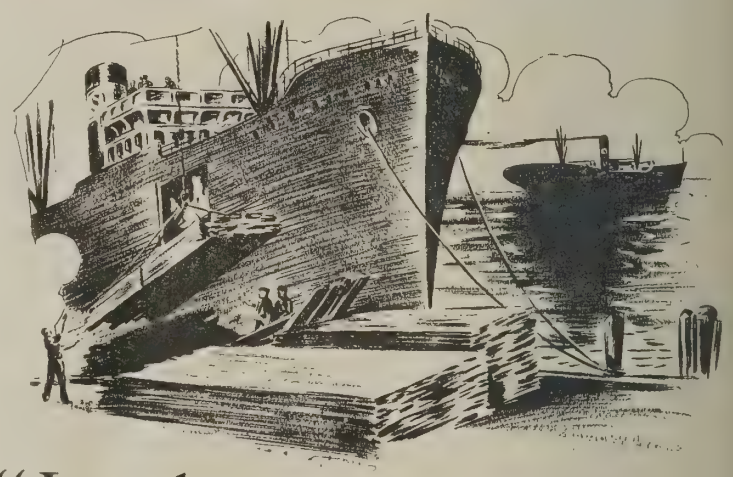
H. J. Stonier, retiring president of Los Angeles Advertising Club, was this week appointed vice-president o A. A., representing the 12th district, Pacific Coast. Mr. Stonier is v president of the University of South California.

NEWS COMES FIRST

Sorrow Must Wait on Reporter W Covered Byrd's Arrival

"I'd like to go for the day now, if will be all right. My father died t morning."

David P. Sentner said this late Mond afternoon to Barry Faris, associate e tor of International News Service. had covered the news of the return Commander Byrd, a trying day. He h had the assignment over night, and kn there was no time to get in touch w his office and obtain relief.



"Lumber Capital of the South"

THE largest lumber market from Maine to Texas is at Jacksonville, Florida. About 60,000 carloads or more than a billion feet of lumber pass through Port Jacksonville each year.

These shipments consist chiefly of Southern Pine, Gulf Red Cypress and Southern Hardwoods. Their total value is more than $35,000,000 annually.

Jacksonville is also the world's largest shipping point for naval stores, about ten million dollars' worth of these products being shipped from here yearly.

These basic industries account in part for Jacksonville's continued and steadily growing prosperity. No dull seasons; no dull years. Always a ready market for good products that are favorably known.

Make your products known to this market by advertising in Florida's greatest newspaper (daily and Sunday)—

The Florida Times-Union

JACKSONVILLE, FLA.

What the 12-hour News Service of the **St. Paul Dispatch & Pioneer Press** means to advertisers

THE 12-hour news service of the St Paul Dispatch and Pioneer Press is one of the unique features of these newspapers

It is the most valuable reader-interest asset any newspaper can offer an advertiser

It is offered, so far as we know, by one or perhaps two other newspapers in the entire country

WITH these unusual newspapers the newsday is divided into two 12-hour periods. The news from 9 P. M. to 9 A. M., is gathered into the morning issue, the Pioneer Press, served by the Associated Press and other important news services and supplemented with suitable morning paper features. The news from 9 A. M. to 9 P. M., is assembled in the afternoon edition, the St. Paul Dispatch, served by the afternoon Associated Press and other important news services and augmented liberally with suitable evening paper features. In the city of St. Paul and in 76 other Northwest cities and towns where the carrier delivery organization is similar to that of St. Paul, the St Paul Dispatch and Pioneer Press are delivered by carrier right into the homes of our people. This 12-hour home delivered service represents approximately 134,500—80%—imagine it!—of the combined daily circulation.

The morning and evening editions within St. Paul and these 76 other cities and towns are absolutely distinct. Not a line of news matter, not an editorial, not an illustration or feature which appears in the Pioneer Press in the morning is repeated in the Dispatch in the evening. Each paper is complete in itself and represents the full newspaper service of the 12-hour period in which it is issued.

Beyond these "12-hour" cities and towns and out in the country where a less intensive news service is required, the morning and evening papers are considered separately, and go to separate homes and subscribers. These mail editions of both the Pioneer Press and the Dispatch cover a 24-hour news period. They constitute approximately 33,500 of the combined daily circulation which added to the 12-hour editions already referred to, together with news-stand and street sales, makes up the total combined daily circulation of more than 168,000. So far as we know, there are but one or two other strictly 12-hour newspapers in America which thus fully meet the news requirements of their people, furnishing the speedy 12-hour service to the urban and suburban reader and the 24-hour service which fully meets the needs of the outlying towns and rural districts.

In every other city . . . save these exceptions . . . the national advertiser or his agent must study the newspaper situation with great care. He must consider the morning *versus* the evening, must analyze the character of the papers and the classes of their readers.

As far as St. Paul is concerned, *the problem of medium does not exist!* The problem of fully reaching the families and fully reaching ALL the individual members of these families with a sure, strong, solid newspaper coverage adapted to their requirements, is solved by the St. Paul Dispatch and Pioneer Press.

These unique papers alone and unaided give the advertiser the same remarkable access to the homes which these papers themselves enjoy.

And there is a notable reader responsiveness to these papers which is hardly to be found in the customary 24-hour newspaper.

Morning, evening and Sunday home delivered circulation gives the advertiser contact with every member of the family, regardless of his preference for a morning or evening paper. Because of this almost perfect coverage of homes, and perfect coverage within the family, the advertiser passes over no part of the available market. His message is presented to every one concerned with the distribution, purchase and consumption of his product, regardless of which member of the family is the buyer, or what his habits of reading a newspaper may be. *St. Paul and its rich trading territory are thoroughly and effectively covered at one low cost by the St. Paul Dispatch and Pioneer Press.*

The St. Paul Dispatch & Pioneer Press

Represented by O'MARA and ORMSBEE, Inc., New York · Chicago · Detroit · San Francisco.

Total Net Paid Combined Daily	City Home Delivered	Total Net Paid Sunday
more than	*more than*	*more than*
168,000	**100,000**	**152,000**

3 Months Ending March 31, 1927.

NEARLY FIVE MILLION BEING SPENT FOR COMMUNITY ADVERTISING

51 Cities and 5 State Groups Investing $4,703,333 This Year A. N. P. A. Reports—Much of This Sum Going to Newspapers

FIFTY-ONE cities and five state groups of the United States are investing $4,703,333 in community advertising this year according to a compilation which will be published shortly by the Bureau of Advertising of the American Newspaper Publishers' Association.

The cities in the list, from Maine to California, account for $4,350,000 of the Bureau's total, with the five state or regional associations having a total appropriation of $353,333.

The Bureau's book, which William A. Thomson, the director, announced this week is now on the press, will be entitled "The Panorama of Community Advertising." Well illustrated with cuts of modern types of community advertisements, the contents are designed to help other communities in their advertising plans and to comprise a sort of clearing house of ideas on this branch of advertising. The book cites the Department of Commerce as authority for the statement that 329 cities invested an average of $11,000 each in advertising during 1926.

C. G. Milham, executive secretary of the All Year Club of Southern California is quoted as saying:

"A survey of the community advertising panorama at the beginning of 1927 is bewildering.

"It is doubtful if anyone can say how many community advertisers there are and just how much they are spending. There are dozens in the national field, scores advertising on a regional basis and hundreds engaged in more or less local appeals."

The list of 51 cities compiled by the Bureau shows only a portion of the community advertising appropriations for 1927. These appropriations range from as low as $1,000 to as high as $700,000.

California can probably still claim leadership among the boosters. The citizenry of two cities of the state, anxious to have easterners come there to live and spend their money, contributed $1,100,000 this year for advertising, while it is Vancouver that has only $1,000 to spend on advertising. The two proud California cities are Los Angeles, with an advertising appropriation of $700,000 and San Francisco with $400,000.

Other California cities are also advertisers, including Oakland with an appropriation of $36,000; Pasadena with $2,500; and San Diego with $150,000.

Florida as a state is second to California as a believer in the power of advertising. Some of the cities with money available this year to be used to tell about themselves include Daytona Beach, Jacksonville, Key West, Miami, Palm Beach, St. Petersburg, St. Augustine, and Tampa.

It is noted by the Bureau of Advertising that there is a trend toward the use of newspaper advertising by cities with appropriations.

"Most communities which advertise, do so in the newspapers," the book will declare.

"The reason for this is apparent. Community advertising is no longer merely 'general publicity.' Community advertisers like other modern national advertisers are selling their goods in selected markets. The economical—the ideal—method of covering adequately any market chosen is, of course, offered by newspaper advertising.

"Community advertising has evidently become a recognized factor in our social and economic life. An ever-growing number of states, cities and localities appear to be discovering that they have something which they can offer with profit to residents of other localities. Then they do it—usually through newspaper advertising.

"Community advertisers are growing in number so rapidly it is probable a compilation made at the end of 1927 will disclose a larger list even than that recently announced by the government."

The Bureau's list of community advertising appropriation follows:

Albuquerque, N. M.	$ 10,000
Asheville, N. C.	100,000
Atlanta, Ga.	250,000
Biloxi, Miss.	15,000
Birmingham, Ala.	10,000
Chattanooga, Tenn.	65,000
Colodaro Springs, Colo.	50,000
Charleston, S. C.	25,000
Corpus Christi, Tex.	60,000
Daytona Beach, Fla.	20,000
Denver, Colo.	100,000
Detroit, Mich.	350,000
Duluth, Minn.	12,000
El Paso, Tex.	35,000
Fort Worth, Tex.	10,000
Great Falls, Mont.	50,000
Greensboro, N. C.	30,000
Indianapolis, Ind.	2,000
Jacksonville, Fla.	135,000
Kansas City, Mo.	150,000
Key West, Fla.	23,000
Los Angeles, Cal.	700,000
Longview, Wash.	100,000
Miami, Fla.	250,000
Memphis, Tenn.	50,000
Minneapolis, Minn.	30,000
New Orleans, La.	20,000
Norfolk, Va.	100,000
Oakland, Cal.	36,000
Orlando, Fla.	50,000
Palm Beach, Fla.	50,000
Pasadena, Cal.	2,500
Portland, Ore.	32,000
Portland, Me.	15,000
Sapulpa, Okla.	2,500
Savannah, Ga.	50,000
St. Paul, Minn.	12,000
St. Petersburg, Fla.	250,000
St. Augustine, Fla.	100,000
San Diego, Cal.	150,000
San Francisco, Cal.	400,000
Sacramento, Cal.	125,000
Salt Lake City, Utah	63,000
Seattle, Wash.	75,000
Spokane, Wash.	25,000
Syracuse, N. Y.	4,000
Tampa, Fla.	145,000
Tacoma, Wash.	60,000
Tulsa, Okla.	25,000
Vancouver, Wash.	1,000
Wilmington, N. C.	25,000
State of Maine	100,000
State of Massachusetts	83,333
State of Minnesota (10,000 Lakes Ass'n)	20,000
Northeast Minnesota (Minnesota Arrowhead Association)	50,000
State of New Hampshire	100,000

PRINTS QUALITATIVE SURVEY

St. Louis Post-Dispatch Completes Elaborate Circulation Analysis

The *St. Louis Post-Dispatch* has just completed a qualitative analysis of its circulation and published the findings in an elaborate promotion booklet.

Unusual precautions were taken to insure freedom from prejudice and bias, the booklet states. A Bureau of Advertising Research was formed with quarters in a downtown office building with instructions to conduct the research in such a way that no one concerned in gathering information would know that it was being done for the Post-Dispatch.

More than 120,000 homes were visited and interviews obtained from 91,756 families. The cost of the survey totaled $20,000.

CHANGES PAGE SIZE

The *Victoria* (B. C.) *Daily Colonist* on Aug. 2, will appear as an 8-column paper instead of 7 columns as heretofore.

CANADIAN PUBLISHE SUES FOR $1,200,000

C. E. Campbell of Edmonton Bulle Claims Sum as Commission on Paper Sale—Paper Company Is Defendant

Pleadings have been filed in the act in which Charles E. Campbell, of Va couver, publisher of the *Edmonton Bul tin* and *Calgary Albertan*, is plaintiff a claim for $1,200,000 against E. Wallberg, of Toronto, and the Lake John Power and Paper Company, Mistassini, Quebec.

Campbell alleges that Wallberg, w is president of the defendant compar promised him commission on all sales newsprint resulting from introductions him. He says that as a result of intr ducing Lester J. Clarke, president of t Newspaper and Magazine Paper Cor pany, of New York, that company e tered a contract for 60,000 tons of new print a year for 10 years, the value which would be about $40,000,000.

The defendants deny that Wallberg wa authorized to make any such arrangemer as to commissions, or that any such a rangement was made. Wallberg admi that Campbell introduced him to Clark in Toronto, but says he thought Campbe was acting for Clarke. The defendant deny that the contract was the result c the introduction or that there is an guarantee that $40,000,000 will be re alized thereunder.

TO STUDY RATES

Charles J. Eastman, advertising man ager of Taylor, Ewart & Company, Inc. Investment Securities, Chicago, has bee appointed chairman of the Standardiza tion Committee of the Financial Adver tisers Association. An inquiry and re port will be made by that committee rel ative to newspaper and magazine adver tising rates as they affect banks.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

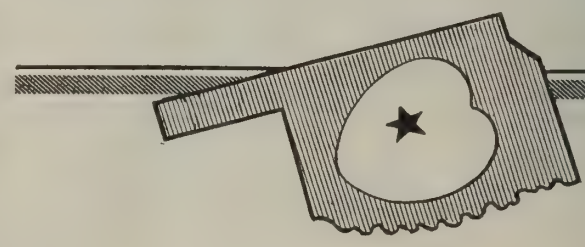
Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, RICHMOND, ATLANTA, BUFFALO, PITTSBURGH, CLEVELAND, DETROIT, CHICAGO, CINCINNATI, ST. LOUIS, MILWAUKEE, MINNEAPOLIS, KANSAS CITY, DES MOINES, DENVER, LOS ANGELES, SAN FRANCISCO, PORTLAND, SPOKANE, WINNIPEG



78,757 Copies
every morning

72,512 Copies
every evening

92,366 Copies
every Sunday

. . . a daily combined circulation of 151,269 in a prosperous trading area of 728,624 population.

The DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Represented by E. Katz Special Advertising Agency
New York, Chicago, Detroit, Kansas City, Atlanta, San Francisco.



William H. Gargan

Head Machinist

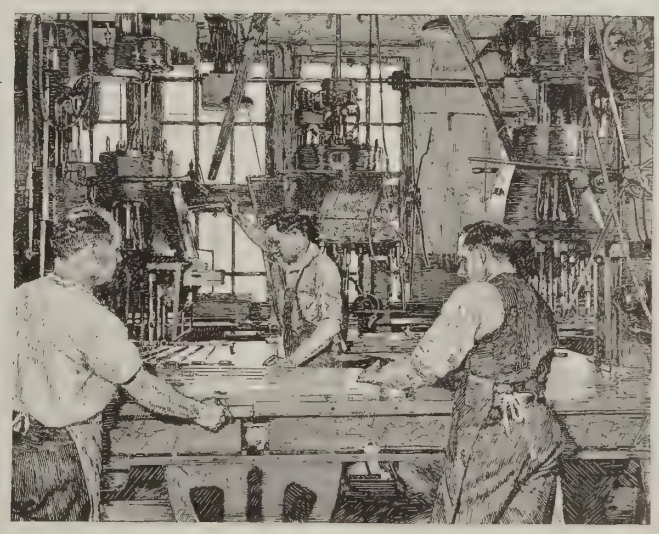
Rochester, N. Y., *Journal American*

....."The high degree to which standardization and interchangeability of the various parts of a Linotype is maintained has always been a marvel of manufacturing to me. The smoothness with which a replacement part snaps into its place gives a feeling of keen satisfaction and freedom from thought of future trouble."

GOOD WORK
GOES INTO IT

TRADE LINOTYPE MARK

GOOD WORK
COMES OUT
OF IT



AN INVESTMENT . . . *in precision*

Even the Linotype Company's enormous production of magazines can't keep this machine busy. It drills all the holes in Linotype magazines and does it so quickly that it stands idle much of the time. But its speed is only incidental. The important thing is that it drills every hole in every magazine in exactly the right place. It helps to insure standardization in Linotype magazines, so that no matter what machine they go on they will fit right and work right.

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

CHICAGO SAN FRANCISCO CANADIAN LINOTYPE LIMITED
NEW ORLEANS TORONTO, CAN.

Representatives in the Principal Cities of the World

LINOTYPED IN GARAMOND AND GARAMOND BOLD

A. P. PICTURE SERVICE TO START AUG. 1 SERVING 100 MEMBER PAPERS

Richard G. Massock of New York Staff Named Picture Editor —Arrangement Made with Paramount for News Reel Enlargements

RICHARD G. MASSOCK has been appointed editor of the Associated Press News Photo Service which will start operation serving close to 100 member papers on Aug. 1. Announcement of the appointment was made this week by Norris A. Huse, member of the A. P. executive staff, who explained to EDITOR & PUBLISHER the detailed plans of the new service inaugurated by the co-operative news distributing agency.



RICHARD G. MASSOCK

"The new service will start out furnishing members who desire it with about 60 pictures a week," Mr. Huse said. "No mats will be sent out, glossy prints only being used.

"Ours is not a complete service. It will be merely supplementary to what the members are already receiving for the present. But we expect to grow. Members are to be assessed to cover the cost of this new service. The assessment is relatively low."

Mr. Huse explained the arrangements made between the Associated Press and Paramount News Service, a moving picture concern which will furnish the Associated Press with "clips" from the news reels.

"The reason that motion picture clips have not been used in the past for still pictures for newspaper reproduction is that up until very recently the enlarged pictures have been full of what is technically known as grain," Mr. Huse said.

"Our arrangement with Paramount was contingent upon the moving picture company's ability to have a process worked out to eliminate the grain. During the last four months lens experts have worked out a method for enlarging the clips which is entirely satisfactory. The grain has been eliminated and the resulting pictures are admirable for newspaper reproduction.

"What is more, the Paramount company has designed a special machine which prints the enlargements at a rate of more than 1,000 an hour. We will receive news pictures from the moving picture firm far in advance of the screen showing. The moving picture reels brought to the Paramount studio in New York from all parts of this country and abroad will be in our office within three hours and we will have them in the mails to our member papers."

The pictures furnished by Paramount will be copyrighted by the moving picture company and must be so slugged in the A. P. member newspapers, Mr. Huse said. Pictures obtained by A. P. member papers and correspondents will probably be slugged "Picture by Associated Press."

Mr. Massock, who will edit the Associated Press News Photo Service is at present a member of the staff of the A. P. Feature Service. He became a member of the old A. P. general mail staff after an experience in the Middle West which extended from Texas to Wisconsin. He was interested in newspaper writing and editing at the University of Illinois.

His first connection after leaving college in 1919 was with the *Springfield Illinois State Journal*. Entering the A. P. at Chicago as assignment man, he was later identified with three state mail services.

As the first bureau correspondent of the A. P. at Jefferson City, he established the Missouri state mail service. In the subsequent three years, he was correspondent at Fort Worth, Tex., state editor at Austin and pony and wire editor at Dallas. He was sent to Madison, Wis., as correspondent and after two years there was transferred to New York.

G. D. Seymour of the Chicago A. P. staff has succeeded Massock on the New York feature staff.

SOURCE OF ATTACK ON U. S. WRITERS SOUGHT

Swing of N. Y. Post Credits British Foreign Office with Saying Steel Trust Dominates Geneva Correspondent

That intangible line between private conversation and a statement for publication may possibly be behind an amazing statement credited to the British Foreign office this week charging that the American correspondents at Geneva are dominated by the "steel trust" and other armament interests. At this writing that is the only answer EDITOR & PUPLISHER was able to obtain to a mysterious cable dispatch which came from London on July 19 under the by-line of Raymond G. Swing, correspondent of the *New York Evening Post*.

No other paper or press association, as far as could be ascertained, carried any statement comparable to that sent by Swing, leading EDITOR & PUBLISHER to start an inquiry.

Julian S. Mason, editor-in-chief of the New York Evening Post, checked up with his London office by cable on July 21, and received word that the statement had been made to a member of the Post's London staff other than Swing by the head of the press department of the Foreign Office.

Kent Cooper, general manager of the Associated Press, likewise cabled his London office, and informed EDITOR & PUBLISHER that his staff correspondent abroad confirmed the Swing dispatch, saying the statement had been made "in confidence" and that the Foreign Office had "nothing against the Associated Press correspondent at Geneva."

F. T. Birchall, acting managing editor of *New York Times*, explained that he had checked on the Swing dispatch and was satisfied that a "private conversation and not a formal statement for publication" had been the source of the British Foreign Office attack. He had decided, therefore, not to handle it.

Assisting EDITOR & PUBLISHER further in its inquiry, A. R. Holcombe, managing editor of the *New York Herald Tribune*, cabled his Geneva correspondent, Harold Scarborough. He reported that no statement had been given out by the British Foreign office, attacking the American correspondents, and asserted there were no steel trust propagandists at Geneva.

Mr. Swing's story credited the British Foreign office with accusing the American correspondents at Geneva of "behavior unparalleled in the history of journalism." The story continued: "According to the British view, correspondents at Geneva have been dominated by 'men in big Panama hats, with big stomachs, smoking big cigars and spending money freely, who, disguised as journalists, are, in fact, secret agents of the steel trust and other armament interests.'

"Instead of trying to get the facts on the British viewpoint first hand from W. G. Bridgeman, head of the British delegation, the American correspondents, the British charge, have taken their information from these secret agents who deliver to them alleged facts supposed to have just come from Mr. Bridgeman and which, upon being published, are proved to be absolutely false.'"

NEW DAILY INCORPORATED

Okmulgee, Okla., Oil Men Backing Paper—Plan First Issue Oct. 1

Articles of incorporation have been filed with the secretary of state for the incorporation of the Okmulgee News Publishing company. Capitalization is $100,000. Incorporators are W. E. Wood and J. T. King, officers of the Kingwood Oil Company; Ed. H. Moore, president of the Independent Oil and Gas Company; J. J. Moroney, oil producer and former editor of the *Okmulgee Democrat*.

The new paper, which will be independent, will begin publication about Oct. 1. It will appear afternoons and Sundays. George S. Thurtle, formerly with the Cox publications in Ohio will be publishing manager. John O'Connor, newspaper man of Youngstown, O., will head the editorial staff.

$100,000 PATENT SUIT

Richmond Times-Dispatch Defendant in Van Dyck Gravure Action

Suit for $100,000 has been entered against the *Richmond* (Va.) *Times-Dispatch* Publishing Company in the United States court for the Eastern district of Virginia here by the Van Dyck Gravure Company, of New York, charging infringement of patent.

The plaintiff alleges that the publishing company conspired with the Art Gravure Company in the alleged infringement. It was declared that in 1909 Charles W. Saalburg obtained a patent on certain improvements in pictures, and that since that date the publishing company has infringed upon the rights of the Van Dyck Gravure Company, which was assigned the patent by Mr. Saalburg.

HURST ELECTED HEAD OF PHOTO-ENGRAVERS

Association Unanimously Indorses Five Year Co-operative Advertising Campaign—Research to Be Made to Determine if Profitable

Victor W. Hurst of the Hurst Photo Engraving Company of Rochester, New York, was elected president of the American Photo-Engravers Association which ended its 35th annual convention in Washington, D. C., last Saturday. He succeeds Charles A. Stinson of Philadelphia.

The convention formed a trade extension council to conduct a survey to determine whether or not an advertising campaign would be profitable for the industry. The Gardner Company, St. Louis advertising agency, was in the field seeking to create this new account, urging advertising in newspapers, magazines and trade papers.

V. C. Houser, of the Barnes-Crosby Company of St. Louis, and chairman of the association's publicity committee proposed a five-year co-operative advertising campaign involving an expenditure of $1,000,000. The proposal was unanimously indorsed.

The Gardner Company prepared a series of tentative advertisements around the theme of photo-engraving as an "interpretive art." The types and processes of photo-engraving and its use in depicting various human activities are shown.

STAFF PAPER LAUNCHED

"The Galley Proof" a monthly organ for the employes of the *Norristown* (Pa.) *Register* made its first appearance recently.

Better Service Means More Profit

Making its appeal directly to the far-sighted newspaper executive who is building for steady, healthy growth, the Ludlow system is constantly advancing in popularity.

Long ago a majority of the great newspapers of the country accepted the Ludlow as standard equipment for improving the quality and power of their advertisements, and every year the list of Ludlow users keeps growing impressively.

When the Ludlow is on the job, more composition is turned out, work is handled more easily, and advertisers are better satisfied with results secured from their ads.

Familiarize yourself with this powerful factor in making your advertisements worth more to your advertisers—which means more business for you. This information will cost you nothing.

Ludlow typelines are slug-cast from hand-set matrices in sizes from 6 to full-width 72 pt. caps and lower-case and even 84 pt. caps, without mold or machine changes.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

Boston: Harbor Bldg., 470 Atlantic Ave.
New York: World Bldg., 63 Park Row
Atlanta: Palmer Bldg., 41 Marietta St.
San Francisco: Hearst Bldg., 5 Third St.

LUDLOW QUALITY SLUG COMPOSITION

The IOWA NEWS

Vol. I, No. 4 July 23, 1927 Price, Two Minutes

IOWA FARM INCOME GAINS $60,000,000

FARMERS WANT NEWS AND PAY TO GET IT

Daily Newspaper Has Become a Farm Habit in Iowa

To executives whose mental pictures of Iowa are taken from the days before the war, it may seem difficult to regard Iowa as a daily newspaper state, but reading habits during the last ten years have shown a decided trend toward daily papers.

Iowans are no longer content to take their news in one or two installments a week. Instead they want news while it is news and they are willing to pay in order to get it.

Circulation of Iowa daily newspapers, according to latest publishers' statements and A. B. C. reports, is nearly 600,000. Comparison of this total with the 550,000 families in the state, shows how completely Iowa has become a newspaper reading state.

The annual expenditure of Iowa families for Iowa newspapers is nearly five million dollars, more money than is spent for all other periodicals. This preference for home daily newspapers, as expressed by the money Iowa families actually pay for them, will help executives to understand the tremendous influence of Iowa's daily newspapers in the sales of products both to farm and to city homes.

Tabulation of Gross Income to Iowa Farmers From Ten Leading Agricultural Commodities

	1920	1921	1922	1923	1924	1925	1926
Hogs	$ 269,760,000	$ 164,127,000	$ 199,801,000	$ 213,138,000	$ 233,447,000	$ 278,884,000	$ 305,750,000
Cattle	152,288,000	105,476,000	109,617,000	137,444,000	141,417,000	147,337,000	153,748,000
Sheep	5,644,000	3,305,000	3,912,000	3,548,000	4,656,000	4,422,000	4,695,000
Corn	137,386,000	70,170,000	73,024,000	86,361,000	73,893,000	50,947,000	70,449,000
Oats	62,584,000	24,156,000	22,743,000	30,630,000	37,529,000	32,670,000	24,415,000
Wheat	16,875,000	7,521,000	9,064,000	9,082,000	7,733,000	5,893,000	6,614,000
Barley	2,699,000	895,000	746,000	784,000	897,000	1,221,000	1,094,000
Butter*	84,686,000	79,619,000	79,300,000	86,394,000	86,184,000	96,356,000	106,631,000
Eggs	32,899,000	21,177,000	24,135,000	27,466,000	24,084,000	27,384,000	30,098,000
Poultry	17,119,000	11,003,000	12,565,000	14,271,000	12,516,000	14,234,000	15,651,000
Total	$ 782,140,000	$ 487,449,000	$ 533,907,000	$ 609,118,000	$ 622,356,000	$ 659,348,000	$ 719,145,000

*Data for butter includes income from creamery butter, ice cream, sweet cream, market milk, cheese, cottage cheese and condensed milk converted to butter equivalent.

TOTAL OF RETURNS FROM TEN SOURCES OVER $719,000,000

Farmers Have Better Year Than Any Since 1920

LIVESTOCK SALES GROW

Hog Income Alone Totals Almost $306,000,000

Ames, July 23.—Iowa's income from agricultural products last year increased nearly $60,000,000 over the year before, according to a tabulation recently completed by statisticians of the Iowa State College of Agriculture.

Total income for the year was $719,145,000, as compared with $659,348,000 for 1925.

Up More Than $200,000,000

Gross Iowa farm income, according to the report, far exceeds that of any other year since 1920, and represents an increase of more than $200,000,000 over the low point in 1921.

The greatest single factor in the growth of Iowa's agricultural income in the steady increase in the value of livestock products during the past six years. Since 1921, the income from livestock and livestock products has increased about 60 per cent, while the returns from grain have remained about the same. In 1926, less than 15 per cent of the agricultual income of the state came from the sale of grain, while nearly 86 per cent of the income came from the sale of livestock and livestock products.

$26,000,000 Gain on Hogs

Hog sales alone totaled nearly $306,000,000 in 1926. This represents a gain of more than $26,000,000 over the previous year and, all conditions considered, sets a new high mark for returns from this source for any state, and probably represents a higher net profit on pork production than Iowa has ever before made in a single year.

Proportioned among Iowa's 213,000 farms, the gross income shows an income per farm of more than $3,500. This figure has special significance for the executive charged with the selection of markets and establishment of sales quotas. It shows the completeness of Iowa's recovery from conditions following the World War, and gives a true picture of the opportunities which the Iowa market holds for profitable sale of any general product.

Expects to Reach Increased Quota

Cedar Rapids, July 23—"Our quotas are set for approximately one-third increase for the balance of the year, and there is no reason to believe that these will not be made," according to T. F. Winans, district manager for The Hoover Company.

"We are using newspaper advertising extensively to connect up with our national magazine program, and our results this year, particularly during the spring, have showed a substantial increase over previous years."

LOAN RECORD SHOWS FINANCIAL STRENGTH

Federal Land Bank Reports Little Interest Overdue

Council Bluffs, July 23.—"Farming conditions in Iowa are better than they are ordinarily pictured," said John Carmody, secretary of the Federal Land Bank here referring to the amount of delinquency on installments due the bank from farmers of the state.

"We have out more than $68,000,000 on first farm mortgages in Iowa upon which the farmers are paying interest and a part of the principal semi-annually. Delinquency on installments, sixty days over due, amounts to only $15,900, a record which surpasses the three other states in this district.

"Any institution which has outstanding nearly $150,000,000 in loans, and has been lending on farms for the last ten years, is bound to accrue some farms," continued Mr. Carmody. "The fact that we have such a small number of farms shows the stability of Iowa farms and their intrinsic worth from a farm production standpoint."

Mr. Carmody's statement reflects the experience of virtually all companies which have extensive loans on Iowa farms. The Equitable Life Insurance Company, which has loaned more than fifty million dollars on Iowa farms, reports: "The large majority of farmers are making a profit."

ADVERTISERS who understand the Iowa situation know from experience that the consumers' market there cannot be properly sold without the use of newspapers in these twenty-one key cities.

IOWA DAILY PRESS ASSOCIATION
DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette & Republican
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat & Leader
Davenport Times
Dubuque Telegraph-Herald and Times Journal
Fort Dodge Messenger & Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times-Republican
Mason City Globe-Gazette & Tribune
Muscatine Journal & News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

DALE ESCAPES PRISON SENTENCE FOR CONTEMPT BUT MUST PAY FINE

Penal Farm Trustees Recommend Parole and Gov. Jackson Assents—Editor Views Fight as Victory for Journalism

GEORGE R. DALE, editor of the *Muncie* (Ind.) *Post-Democrat,* will not have to serve 90 days on the state penal farm to which he was sentenced by Judge Clarence W. Dearth.

After a hearing of the state parole board last week Governor Ed. Jackson on July 15, acting on the recommendation of the parole board, declared it his intention to parole the editor. Editor Dale, however, will have to pay the $500 fine which was imposed by Judge Dearth in connection with the prison sentence. Three trustees of the penal farm voted for the parole and one against.

Payment of the fine is expected to be the last chapter in the bitter fight waged by Dale in which he sought to establish truth as a defense in a contempt of court case. The case was the outgrowth of the editor's fight against the Ku Klux Klan and attracted nation-wide attention. It was appealed to the U. S. Supreme Court but the appeal was dismissed for lack of jurisdiction. During the progress of the fight Judge Dearth was impeached and tried before the state senate, resulting in his acquittal. The trial followed Judge Dearth's attempt to suppress an issue of Dale's newspaper by having newsboys brought into court and their papers taken from them.

Editor Dale's editorial comment on his parole follows in part:

THE END OF A LONG FIGHT

"The action of Governor Jackson and the parole board of the state penal farm in striking out the imprisonment part of the 'contempt' penalty inflicted on the editor of the Post-Democrat, and at the same time requiring that he pay the $500 fine, may seem to some to be an inconsistency.

"But taking everything in consideration the governor and his board conceded much more than many politicians would have done under similar circumstances.

"The Post-Democrat fought the Klan and Ed Jackson to a standstill. Our close personal and political friends are bitter enemies of the governor. Tom Adams and Boyd Gurley, who stuck to us thorugh thick and thin, have done more to embarass Governor Jackson and his administration than all other agencies in the state, combined.

"Right at this time Governor Jackson's back is to the wall as charges of his connection with Stephenson are being hurled in his teeth by the *Indianapolis Times,* which newspaper had much to do with bringing about the impeachment of Judge Dearth.

"Governor Jackson knows that the Post-Democrat will not allow a sense of gratitude for 'mercies' bestowed to deter it from publishing truthful criticism about Governor Jackson or any other individual on earth.

"The governor knows that some of his own intimate friends, political and otherwise, were demanding that the pound of flesh be exacted. From a political and factional standpoint, and from the standpoint of the old Klan mania, Jackson and his pardon board might reasonably have turned thumbs down and said, 'send him to the penal farm where he belongs.'

"Thus, in merely demanding the payment of a fine, it may be considered that Governor Jackson and his board conceded a great deal, even if they did refuse to 'go the whole hog' and wipe out the fine as well as the prison sentence.

"Of course we feel, personally, that being compelled to pay this fine is an enormous injustice all things considered. We feel that the Post-Democrat has performed a public service for the citizens of Muncie and Delaware county and that it should not be compelled to pay out a large sum of money in the way of a fine for speaking truthfully concerning the acts of public officials.

"If some one should knock at your door in the night and tell you your house was on fire, you would hardly knock him down because you didn't like the way he parted his hair, or because he was a Ku Kluxer, or a negro, or a Catholic, or a Jew.

"Four years ago the Post-Democrat knocked at your doors and told you that Muncie was on fire. We didn't start the fire, but we saw it threatening destruction. We yelled 'fire' and asked patriotic citizens to help quench the flames.

"Instead of thanking the Post-Democrat, and putting out the fire, a majority of the citizens in whose behalf we sounded the alarm, took the peculiar view that all hands should take a swat at the one who was warning them of the peril they were in.

"Business boycott and burdensome penalties in the way of fines and jail sentences were inflicted. but good has come of it all. Never again, we believe will any newspaper man in the state of Indiana be compelled to go through the fiery furnace whose heated blasts have all but destroyed our confidence in the boasted freedom of the press and the vaunted right of citizens to free and open discussion of governmental affairs.

"Unfortunately the dictum of the court, that 'the truth is no defense,' still stands as the law in Indiana, but when the Post-Democrat pays the $500 fine, and the incident is closed, we believe that no other judge will ever again attempt to enforce it on any other newspaper in the confines of Hoosierdom.

"Public opinion, the greatest court of all, will never again permit a repetition of the experience which has cast disgrace upon the state of Indiana.

"In the termination of this long fight we are obsessed with mingled feelings of triumph and defeat. We have failed so miserably in some things and have won so magnificently in others, that the balances are about even, so we will go forward, with enthusiasm and optimism, fighting the good fight for good government and political decency."

MORGAN SUCCEEDS PRESTON

Gene Morgan, who has been conducting the sports column, "Right in Morgan's Mitt" for the *Chicago Daily News,* is now conducting the "Hit or Miss" column on the editorial page of the News which was conducted for years by Keith Preston, who died July 9 after a short illness. John Keys of the rewrite staff is conducting Morgan's old column under the title "Right in the Mitt."

WORLD PRESS MEET IN GENEVA AUG. 24

Newspapers and News Agencies Will Be Represented at International Conference Under League of Nations

Representatives of the important newspapers of the world and news distributing agencies will attend the International Press Conference under the League of Nations to be held in Geneva, Aug. 24.

Scheduled for action is the enactment of a resolution unanimously passed last year at a preliminary conference attended only by heads of news agencies.

The resolution was passed under the leadership of Roy W. Howard, chairman of the board of directors of the Scripps Howard Newspapers, who was representing the United Press. It reads as follows:

"Convinced that the fullest and freest exchange of news and information between nations constitutes one of the surest guarantees of international understanding and friendly relations as well as one of the most certain means for preventing those misunderstandings betw nations and peoples that often lead war, and

"Whereas, the Telegraphic News Ag cies constitute at the present time p haps the greatest as well as the quic est means for this exchange of news a information between nations, and

"Whereas every facility thus accord these agencies for the fulfillment of th national and international task cons tutes a safeguard for the peace of t world as well as a sure furtherance those highest ideals of internation understanding and collaboration that a the fundamental basis of the League Nations, therefore,

"Be it resolved: That all governmen of the world be requested to grant ar to assure absolute equality of treatme to all telegraphic news agencies, whethe official or independent:

"1. In the matter of distribution of a official news;

"2. In the matter of priority or orde of transmission of their telegrams;

"3. In the matter of telegraph, tele phone, radio and cable rates;

"4. In the matter of treatment by th censor, whenever the internal or interna tional situation of any country may ren der the establishment of a censorship o press dispatches necessary."

Karl A. Bickel, president of the Unite Press, is planning to attend the confer ence, as is George B. Parker, editor-in chief of the Scripps-Howard News papers. Kent Cooper, general manage of the Associated Press, who just thi week returned from a European trip, tol EDITOR & PUBLISHER that he may attend but said it has not yet been decided. Otto Tolischus, head of the Berlin bureau, will represent the International News Service.

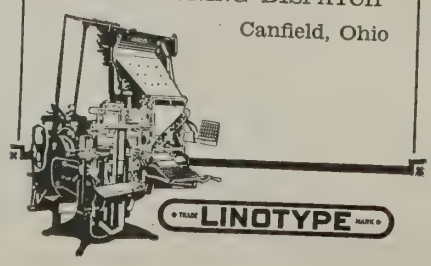
From the Linotype Mailbag

"Keeping Abreast of the Times"

"Keeping abreast of the times, The Mahoning Dispatch today appears in a new type dress. The face is seven point Ionic No. 5, developed after several years of research and experiment in which eye specialists as well as type designers had part. Readability radiates from every letter and figure, inviting reading, it is held by these experts; that its even tone is restful without being monotonous. The letters themselves are full, round, clear and well proportioned, and, as a whole, the pages of The Dispatch will be found to be more attractive in appearance and greater in capacity than in the old dress with which readers are familiar. The Dispatch, we believe, is the first Ohio small town newspaper to adopt the Ionic face although it has been taken on by a number of large city papers. The Dispatch follows no ruts."

THE MAHONING DISPATCH

Canfield, Ohio



Akron 2nd 2nd 5th in Ohio

Akron ranked 2nd in the State of Ohio in amount of wages and 2nd in value of manufactured products, according to the latest figures from the United States Industrial Census Bureau, although it is 5th among Ohio cities in population.

Cleveland, four times as large as Akron, led the list. Cincinnati, with twice the population of Akron and seven times as many industries, was over $100,000,000 behind in the value of manufactured products for the year (1925).

These Facts—

—explain the high per capita wealth of the Akron market.

—show the buying power you can reach through the Akron Beacon Journal.

—give the reason why the Akron Beacon Journal carried enough advertising in 1926 to rank 1st in Ohio and 6th in U. S. in advertising linage among six-day newspapers.

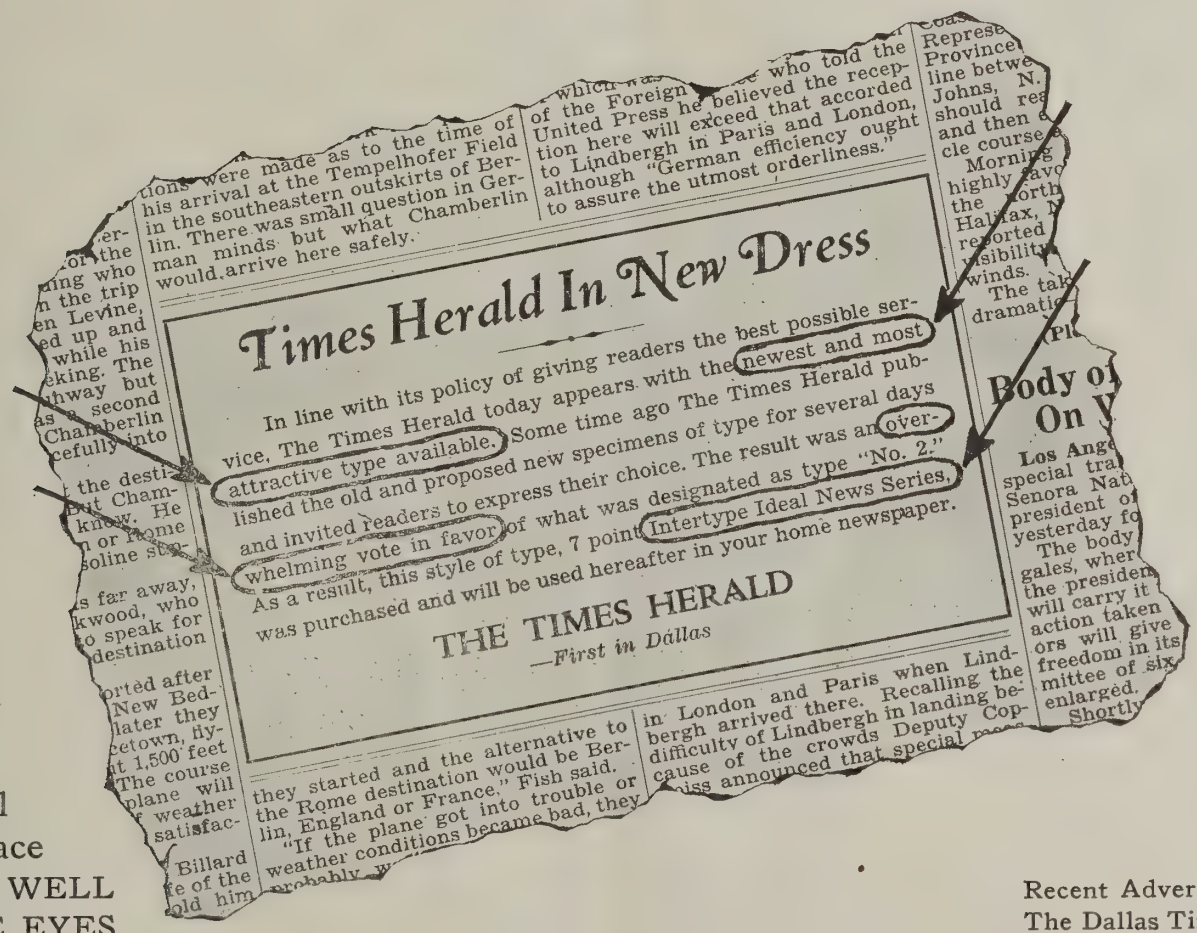
AKRON BEACON JOURNAL

Member of the 100,000 Group of American Cities

STORY, BROOKS and FINLEY, Representatives

New York Chicago Philadelphia Los Angeles San Francisco

THE READERS OF THE DALLAS TIMES HERALD CHOOSE INTERTYPE IDEAL NEWS



Times Herald In New Dress

In line with its policy of giving readers the best possible service, The Times Herald today appears with the newest and most attractive type available. Some time ago The Times Herald published the old and proposed new specimens of type for several days and invited readers to express their choice. The result was an overwhelming vote in favor of what was designated as type "No. 2." As a result, this style of type, 7 point Intertype Ideal News Series, was purchased and will be used hereafter in your home newspaper.

THE TIMES HERALD
—First in Dallas

Like an Old Friend the Ideal News Face WEARS WELL ON THE EYES

Recent Advertisement in The Dallas Times Herald

Intertype matrices will run in other slug-casting machines

Standardized INTERTYPE TRADE MARK

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St.; *London; Berlin*

EDITORIAL

THE GREAT CANTON MORAL

IT was true, as Don Mellett charged—Saranus A. Lengel, Chief of Police of Canton, O., sworn champion of law and order, a man approaching sixty years of age, of venerable appearance, living in a family environment of respectability and culture, was the secret ally of thieves, scoundrels, dope peddlers, white slave traders, bootleggers and assassins. It took a year of legal process, whipped on by a coterie of newspaper men who would not permit Mellett's supreme sacrifice to go for naught, and supported by a few such honest and courageous citizens as Henry Timken, to establish the ghastly fact and send Lengel to the penitentiary for life as a conspirator in the murder of Canton's best citizen. The story is now all in—four underworld criminals of the lowest type and the former Chief of Police of a leading American city have been convicted of the conscienceless jungle plot. The unholy alliance of law and crime that the editor had alleged, that "respectable" Canton had long refused to believe, and that many officials of government were pitifully slow to punish, was all too true. The convictions seem a paltry, almost meaningless social revenge.

How wierd, almost idiotic, seems the babble of those who would suppress the unpleasant facts of life, on a sweetness and light theory, when the Mellett case is taken into consideration. If the suppressionists had prevailed at Canton, two years ago, *Canton News* would not have published any of the ghastly "crime news" that Mellett gave to the community. All the "nice people," in the security of their homes on the beautiful, wide, elm-lined avenues, would have basked in a fool's paradise, ignorant of what was happening at their doorstep. What would have happened? How far would the Canton "underworld" have extended its poisonous tentacles into the Canton "upperworld" by this date on the calendar? How many of those shallow critics of Don Mellett would have learned the poignant lesson, perhaps from family tragedies, that vice is an insidious monster? How many of their daughters would have found the way from good homes to brothels? How many of their sons would have tasted the hell-fire of dope? How many wives would have turned faithless and husbands been submerged in secret debauchery? What, in a single year, would have been the crop of insanity, poverty, criminality and general defeat of the principles of right-living and honor?

It must never be forgotten that Don Mellett's righteous crusade was opposed by many of the most respectable and most powerful people of his community. Here is the great moral that journalists may find in the Canton case. It was a signal proof, confirming an established American journalistic rule, that editorship must be both fearless and independent, making no compromise with conscience.

Many small advertisers beat a few big ones.

HELPFUL CO-OPERATION

ONE of the achievements of the Better Business Bureaus, recently observed, is in bringing about co-operation between the newspapers of a city and their local advertisers. It is sometimes possible for a third or conciliatory party to accomplish harmonious relationships that would be difficult of attainment by the principals. The manager of a local bureau in a Western city the other day called a conference of the heads of six local department stores and representatives of the newspapers to discuss the question of correcting errors in advertising, always a vexatious problem. It was decided to adopt a correction and retraction system, a committee to assist the bureau in the operation. The advertiser who has published a statement which is in violation of any of the advertising statutes or is otherwise in error is required to publish a correction in the same paper in which the error was made. In case of dispute the committee will hear the facts and if the advertiser refuses to make amends to the public the newspapers will be requested to refuse further advertising until the correction has been made. This same committee, if composed of representatives of all of the papers and stores, under the auspices of the bureau, might also adjust such differences as may arise from typographical errors, when the newspaper management has failed to agree with the advertiser on terms.



The sun shall be no more thy light by day; neither for brightness shall the moon give light unto thee; but the Lord shall be unto thee an everlasting light, and thy God thy glory.—Isaiah, LX; 20.

NOVEL INTERVIEWING

NEWS enterprise is highly developed in America, but the same spirit that animates our reporters and editors is present in many foreign lands. We recently received from George Groom, of the *Melbourne* (Australia) *Herald,* an account of a reportorial adventure which is novel in our experience. Two newspaper men, one reporter and the other a photographer, were assigned by the *Melbourne Sun News-Pictorial* to cover the grounding of the liner *Riverina,* during a terrific storm, at an isolated spot on the coast some 300 miles away. The men covered the distance in motor car, by horse, on foot, wading through mud to their hips, and by swimming, in driving rain and fog, finally to reach the scene of the disaster and find it apparently impossible to communicate with those on board or do anything save make long-distance photographs. However, the ingenious pair suddenly hit upon a means of communication that has perhaps never before been used in newspaper interviewing. They found a long, sloping bar of sand which they believed was visible from the decks of the stranded steamer. The top sand was wet and brown, but when dug into several inches showed white. The reporter, with a shell as a tool, wrote questions in huge letters in this sand, asking the crew of the ship to reply by floating bottles containing messages. By these extraordinary means the newspaper men learned the facts and after two sleepless days and nights returned to Melbourne, the reporter in the meantime having made a side journey of more than 100 miles to file telegraph copy. The incident offers an insight into the spirit of journalism in the antipodes, where some of the most wonderful newspapers we see are produced.

"There isn't a writer in the world, from the greatest down, but would be benefited by a careful course of advertising writing. Every writer would be made better if, for a change, he had to pay so much for every word he wrote, instead of being paid FOR it."—Arthur Brisbane.

AN ADVERTISING HUNCH

IN this day of bally-hoo advertising, wherein vast spaces are used in all sorts of fantastic appeals to the mere, unreasoniing, gregarious multitude, there is an excellent opportunity for dealers in quality merchandise to cash-in on advertising that appeals to the common sense of the average intelligent man or woman.

As a nation we may be a bit flightly and easily convinced, but everyone isn't foolish in this civilization of ours. There are people who want to buy goods that are well-made, that possess quality, that will stand the test of wear and use. High-powered salesmanship has been effective, no doubt, but to many people the unsupported assertions of the blow-hard have become rather painful to hear. Smart slogans may impress a name and bring response, but there are people who are not taken in by the snappy sayings of the ad-writers. Oh, yes, many will walk a mile for this or that, but we have in mind intelligent people who will do no such thing, and are really craving for advertising that tells the story of the merchandise—that is information, not hot air.

How startling and interesting it would be to read an advertisement for an automobile, for instance, that would plainly and authentically state what grade of material has been used in the manufacture of parts that drivers know are subject to early replacement if of inferior quality. Would it not be str to read such a line such as, "The high-class mate used in this car give it a natural use expect of 150,000 miles, with ordinarily careful driving."

It is but a mere generality to say that a refriger is "economical"; but why not tell the story in figu It does not suffice to say that an oil burner is "c easy to operate, inexpensive"; why not tell many gallons it will consume per month at ave stated temperatures? Excellent grades of fab metals, chemicals, woods and so forth should depend merely upon brand names, since imitat and quacks may also have brand names that are q as interesting, but should be announced to the pu for their splendid worth. Our point is that the vertiser of quality goods is making a serious blu and neglecting a natural advantage if he is u the same advertising methods and copy allurem that are common in the announcements of advertis of inferior goods who cover their faults with pala

"Who will believe us?" someone asks. "The fa can yell as loudly as can we." Yes, as loudly, but in the same tone of voice, if you have the goo There is such a thing as writing advertising wh commands the full confidence of intellingent peo Certainly, the way for quality merchandise to co pete with shoddy is not actual imitation of che hedging copy. Nail the facts to the good old ba door of common sense and you will be belie by folk who are dead weary of exaggeration a empty puffery and are also dead sore on merchand that is made to sell and fail in use.

Flexible first pages, displaying the news big when it is big and small when it is small, with inside feature pages of inflexible high quality is a formula that stands the test of time.

ONLY A "BUSINESS"?

"THE truth about the newspaper business is— is a business," was the profound observati of a "heady" young man of this writer's a quaintance a few months after he had been promot to a position of power on the editorial staff of h paper. Naturally we have watched the progress that newspaper with considerable interest since th remark was made, about four years ago.

It was once the leading paper of its town—it isn now, and its friendly readers wonder what has hap pened to it. The temper seems to have gone ou of the metal and it easily bends. The circulation off—very badly—and as a consequence advertisin patronage has lessened to a rather startling degre The paper is not bright, except in a few old, familia places, and its enterprises are weak and ineffectiv It is painfully conservative, speaking to its reader in the tone of the wheedling business man to hi good customer, the latter always being "right." Some weeks ago it was necessary to reduce the staf How much of a loss the proprietors are suffering, w may only estimate.

The newspaper business is a business that, operate strictly as a business, is no business worth owning in about five or six years. Every successful pub lisher is aware of that fact. Therefore men who have qualities that are diametrically opposed to those of the cautious business man are usually selected to fill editorial positions and men with first-class busi ness sense are put in charge of the paper's commercial affairs. It is just as much of a tragedy to get a good business man upstairs as it is to get a good editor man downstairs.

Good editors, now as 25 years ago, all statements to the contrary notwithstanding, do not get their inspiration in the business office. Good business men have sense enough to let good editors have their way. That system works—always has, and always shall. It is based on a fundamental principle.

The truth about the newspaper business is—it is a business, plus vital elements that are wholly unbusinesslike.

It is a trifle odd to read in an English newspaper a condemnation of the "pornographic literature" now running in the press of the United States. The rottenest English language newspaper we have ever read is published in London and claims one of the world's largest circulations.

PERSONAL

RTHUR E. BRAUN, president of the Post-Sun Publishing Company of ittsburgh has been elected president of te Reliance Life Insurance Company.

Willis J. Abbot, editor of the *Christian Science Monitor,* and Mrs. Abbot were among the party which greeted Tsuneo Matsudaira, Japanese ambassador to the United States, on his recent trip to Boston, Mass.

Edward B. McLean, publisher of the *Washington Post,* has purchased "By-the-Sea," the property of August Belmont of New York, at Newport, R. I.

ohn B. Callaghan, editor of the *Springfield* (Mass.) *Daily News,* was given an norary degree of master of arts at the mmencement exercises at Holy Cross llege. Mr. Callaghan has been conected with the Daily News for 30 years.

. E. King, managing editor of the *Middlesex Advertiser and County Gazette* Uxbridge, England, has arrived in ntreal on his way home from an que mission. He carried congratulaes and a message of good will to the abitants of Uxbridge, Mass., who held -centenary celebration on June 25-27, visited the town of Uxbridge, Ont., well, as the official representative of native city.

. F. Hofmann, publisher of the *Long nd Daily Press,* Jamaica, N. Y., and family are spending a vacation at yan, N. H.

irgil Lee Highland, president of the ntly merged *Clarksburg* (W. Va.) *onent* and *Telegram* and president of Empire National Bank of that city, d for Europe July 16 on the Mac.

wo New York state publishers, G. S. rwold of the *Batavia Daily News* and in S. Underhill of the *Corning Leader* and former Democratic member of ngress from the 33rd New York dis-, accompanied by their wives, have ved in Paris from Ostend, Belgium, re they attended the International ry convention. They will make an nded tour of the continent, returning e in the fall.

J F. Halladay, editor of the *Iroquois* D.) *Chief,* has been elected president e South Dakota Board of Charities Corrections.

Jnes M. Langley, editor and publisher e *Concord* (N. H.) *Daily Monitor-iot,* has returned to work following vek's vacation spent at the parental in Barre, Vt.

Roy Ronald, editor and publisher e *Mitchell* (S. D.) *Republican,* was a director of the Conservative Life ance Company of Sioux City at the 's quarterly meeting last week.

rold B. Johnson, editor of the *rtown* (N. Y.) *Times,* accompanied rs. Johnson and their son, John, are l for Europe for a 10 weeks' trip e continent. Mr. Johnson will write ies of letters for the Times while d.

N THE BUSINESS OFFICE

LLIAM S. CADY, on July 15 became advertising manager of the *land Press,* succeeding J. D. Meilink, usiness manager.

t. and Mrs. Charles K. Brown of tton, Va., have returned from a two motor trip to Canada. Mrs. Brown siness manager of the *Staunton Evening Leader and News Leader.*

E. Gibson, business manager of the (Utah) *Standard-Examiner,* has ed from a month's motor tour of orthwest and Pacific Coast.

D. Wallis, editor and business manf the *Hollis* (Okla.) *Post Herald unday Times,* has resigned to e business manager of the *Leonard Graphic.*

C. McMillan has gone from advermanager of the *South Pasadena Federated News* to general manf the *Pasadena Morning Sun.*

The engagement of Samuel Chester Herman, of Wilkes-Barre, Pa., promotion manager of the *Albany* (N. Y.) *Times-Union,* to Miss Emma F. Brody of Albany, a law clerk, was announced this week.

IN THE EDITORIAL ROOMS

AYTON F. SMITH, city editor, *Worcester* (Mass.) *Gazette,* sails shortly for a vacation trip to Paris. He will travel through France and expects to attend the American Legion convention in Paris.

William J. Waters of Poughkeepsie, former Cornell graduate, has joined the editorial staff of the *Ithaca* (N. Y.) *Journal-News.*

Austin Lake, sports writer for the *Boston* (Mass.) *Transcript,* and Nick Flatley, sporting editor of the *Boston American,* were among the speakers at the testimonial banquet given Charles H. Bates, retiring Middleboro, Mass., superintendent of schools, by the Middleboro Elks July 5.

Gordon Shearer, former Austin correspondent for the *Houston Press,* has become United Press correspondent at Austin.

J. M. Cavanaugh, for the last eight years a reporter on the *Saratoga Springs* (N. Y.) *Saratogian,* has resigned to become deputy assessor in the office of the municipal commissioner of accounts. He is succeeded by Charles G. Haskell of Whitehall.

John S. Ormsby, city editor of the *Niagara Falls Gazette* for the past 20 years, accompanied by his son, Stanley Ormsby, have arrived in Ireland, where they plan to remain about six weeks.

Harold L. Cail, formerly with the *Portland* (Me.) *Press Herald* and later with the *Meriden* (Conn.) *Morning Record,* is now news representative in Bangor, Me., for the three Portland papers, the Morning Press Herald, *Evening Express and Sunday Telegram.*

The home of Frederick K. Raybold, managing editor of the *Wilmington* (Del.) *Every Evening,* located at Lansdowne, Pa., was burned on the night of July 9. The loss was about $15,000, largely covered by insurance.

Clyde P. Allen has been appointed Hudson Falls representative of the *Glens Falls* (N. Y.) *Times.*

Cameron Hyde, night news editor of the *Albany* (N. Y.) *Knickerbocker Press,* is on his annual vacation.

Hubert M. Dustin, for four years assistant sports editor of the *Minneapolis Tribune,* has assumed the editorship of the *Ten Thousand Lakes Golfer and Outdoor Magazine,* a monthly published at Robbindale, Minn.

J. O. Thomas, editor-in-chief of the *Spray* (N. C.) *Arrow,* recently returned from Fort Bragg, N. C., where he was stationed for training the first two weeks in July. Thomas is a member of the Officers Reserve Corps and holds the rank of lieutenant. James Butler, assistant editor and advertising manager, was in charge of the Arrow during the absence of Mr. Thomas.

Charles M. Conway, copy reader at the *Cleveland Plain Dealer,* is a councilman in Brady Lake, a village 25 miles out of the city. He was nominated by both political parties.

V. J. Gregory of the *Minneapolis Tribune* copy desk, has returned from Camp Sparta, Wis., where he spent two weeks at the reserve officers training camp. Gregory is a first lieutenant in the U. S. artillery reserve corps.

Leon W. Anderson of the *Concord* (N. H.) *Daily Monitor-Patriot* reportorial staff is on vacation.

Duncan Cassidy, New Orleans publicity man has joined the reportorial staff of the *Bridgeport* (Conn.) *Herald.*

(*Continued on page* 20).

FOLKS WORTH KNOWING

J. T. HORAN, recently appointed Rome correspondent of International News Service, has lived a human interest story more interesting, perhaps, than he will ever write as a newspaper man.



J. T. HORAN

A native of the sidewalks of New York, born on the east side, Horan worked his way by job and scholarship through Columbia University, from which he was graduated in 1921. While in Columbia he was on the staff of Henry E. Krehbiel, at that time the dean of music critics in New York. In the fall of 1921 on a scholarship given by the French government he went to the University of Paris, where he attended courses in the Sorbonne, the Institute Catholique and the Ecole des Sciences et Politiques.

During 1924-25, he returned to New York and took several courses in Columbia Law School. That same year he began tutoring the sons of William Randolph Hearst, W. R. Hearst, Jr., and John Hearst. In the fall of 1924 when William, Jr., entered the University of California, Mr. Horan returned to Paris on the staff of International News Service, where he covered Geneva and the League of Nations. Now his cable dispatches are reaching this country from Rome.

Some McNaught Features

Will Rogers, daily and weekly.
O. O. McIntyre, daily and weekly.
Rube Goldberg, daily.
Harry J. Tuthill, daily and weekly.
Gus Mager, daily.
Albert Payson Terhune, weekly.
Irvin S. Cobb, daily.
W. T. Hornaday, weekly.

You'll see others listed in this space from week to week.

HEADLINERS—STARS—CELEBRITIES

The McNaught Syndicate, Inc.

V. V. McNITT, President — **Times Bldg. New York, N. Y.** — CHARLES V. McADAM, Vice-President

PINNACLE FICTION

Remember—

"The Metropolitian for Fiction"

The Most Readable Short Stories by the Best-Known Authors Specially Chosen for Newspapers

ZENITH FICTION

Metropolitan Newspaper Service,

Maximilian Elser, Jr., General Manager, Earl J. Hadley, Associate

150 Nassau St., New York City

(*Continued from page* 19)

Arnie R. Vesoga has succeeded Morrill Folsum as reporter on the *Seattle* (Wash) *Daily Journal of Commerce.*

Ray Kenneston has rejoined the *Sioux City* (Ia.) *Journal* staff as night city editor after graduating from the University of South Dakota law school. He succeeds Harold Howard. Leonard Orth has rejoined the staff after several months on the *Baltimore* (Md.) *Post* staff.

MARRIED

ARTHUR J. KELLY, Trenton, N. J., correspondent of the *New York Sun,* to Miss Alice M. Beattie of New York City, recently.

Fred. A. Walters, formerly Southbridge (Mass.) representative of the *Worcester* (Mass.) *Gazette,* to Miss Julia Murphy, recently, in Washington, D. C.

Harold Scherwitz, sports editor, *San Antonio Light,* to Miss Maude Riley in San Antonio recently.

Arthur Warren Ingalls of Newton, Mass., and a member of the firm of O'Connell & Ingalls, advertising agents of Boston, to Mrs. Doris Thompson Hammond of Malden at the Municipal Building in New York City recently.

Grant Rigby, connected with the reportorial staff of the Tri-State News Bureau, Pittsburgh, to Mrs. Mae Hart of Dormont, recently.

Leo Gelinas, a compositor on the *Manchester* (N. H.) *Union,* to Miss Yvonne Routhier of that city, July 11.

G. Fairfax Brown, connected with the *Elkins* (W. Va.) *Randolph Enterprise* and a graduate of West Virginia University, to Miss Margaret M. McKain, July 12.

Frederic R. Oakley of the editorial staff, *Peoria* (Ill.) *Star,* to Miss Alice Marie Dolan, Peoria teacher, July 5.

Stanley E. Babb, poet and literary editor of the *Galveston News,* to Miss Alma E. Buchan, in Galveston, recently.

Francis Zaverian Reardon of the *Richmond* (Va.) *Times-Dispatch* art staff, to Miss Carolyn Lee Thurston, in Richmond, recently.

SPECIAL EDITIONS

VICTORIA (B. C) COLONIST, Vancouver Island edition, July 10.

Worcester (Mass.) *Evening Post,* special vacation and summer resort edition, July 14.

Concord (N. H.) *Monitor-Patriot,* 32-page edition celebrating the city's 200th anniversary, July 5.

Hartford (Conn.) *Courant,* special "Hail Lindbergh" edition on the occasion of the flyer's visit to Hartford, July 20.

PRESS ASSOCIATION NOTES

ARTHUR HARMON, Associated Press telegraph operator on the *Portland* (Me.) *Express,* recently completed 25 years service in that job. Warren C. Jefferds will complete a quarter of a century on one job, A. P. Maine correspondent, next month.

J. Francis Corcoran, Associated Press telegraph operator at Ogdensburg, N. Y., is recovering from injuries suffered in an automobile accident.

William Hillman, Paris correspondent of Universal Service and who accompanied Colonel Lindbergh to this country aboard the U. S. cruiser Memphis, was guest of honor on July 14 at a dinner given for him aboard the Italian steamship *Conte Rosso.* The hosts were Col. M. Serretti and George Peck, officials of the Lloyd Sabaudo line. Hillman sailed for France aboard the *Paris* on July 16.

NEW PLANTS AND EQUIPMENT

COLOMBO (CEYLON) TIMES, is planning to build what will be the largest newspaper building in the Middle East, according to C. A. Galpin, general manager.

A. E. Hartman, publisher and owner of the *Reseda* (Cal.) *Banner,* is building a new home which will combine a residence for his family and a plant for his paper.

A new building is being erected for the *Coos Bay Harbor,* weekly newspaper of North Bend, Ore. Edgar McDaniel is the owner.

Granger (Wash.) *Enterprise* has purchased the building in which its printing plant is located.

ASSOCIATIONS

MORE than 200 members of the CLEVELAND ADVERTISING CLUB enjoyed their annual outing at Regnatz's Inn, in the outskirts of the city, July 15.

BUFFALO NEWSPAPER MEN'S GOLF ASSOCIATION has been reorganized with William J. Kelly, sports editor of the *Courier-Express,* as president. Other new officers are: Bob Stedler, vice-president; Harry Yorke, secretary; William Hippler, treasurer; Charles H. McChesney, chairman of the board; Tommy Hughitt, Eddie Tranter, Chester Youll, Charles Murray, Gene Korzelius and E. H. Diezter, directors. Hughitt has been made club handicapper.

ADVERTISING CLUBS OF WORCESTER, Mass., and Fitchburg, Mass., held a joint annual outing at Paxton on June 20.

CHANGES OF OWNERSHIP

E. Z. SMITH, formerly display advertising manager of the *Spokane* (Wash.) *Spokesman-Review,* has purchased the *Spokane Valley Herald* of Opportunity, Wash., a weekly. Purchase was from the estate of the late Buell Felts.

M. D. Hinshaw, editor of the *Park Falls* (Wis.) *Herald,* has purchased the *Park Falls Independent* from R. E. Smith, founder and publisher of the paper.

Charles W. Pierce of Waltham, Mass., has purchased an interest in the *Barre* (Mass.) *Gazette,* one of the oldest weekly papers in New England. Mr. Pierce for 18 years was the publisher of the *Waltham Evening News,* which he sold in 1923, to Albert P. Langtry.

Adrian A. McMullen, former secretary of the Sutter County Chamber of Commerce, has bought from L. K. Newfield the *Yuba City* (Cal.) *Sutter Independent.*

W. L. Davis and J. P. Carroll, owners of the *Randsburg* (Cal.) *Times,* have bought from Robert Turner the *Mojave* (Cal.) *Record.*

A. S. Griffith, owner and publisher of the *Valley* (Cal.) *Herald* and *Glendale* (Cal.) *News,* has bought the *Verdugo City* (Cal.) *Tribune.*

Warren E. Read and G. B. Beardlee of Sacramento, have bought the *Jackson* (Cal.) *Amador Dispatch.*

C. O. Broxson of San Francisco, has bought the *Pixley* (Cal.) *Enterprise.*

George Sterling, formerly connected with the *Sanger* (Cal.) *Herald* is the new owner of the *Hilmar* (Cal.) *Enterterprise.*

O. W. Sarrett of Poplarville, Miss., has bought the *Safeguard,* which had suspended at Sinton, Tex., and will revive it as the *Sinton Enterprise.*

J. Arthur Browning and E. A. Snider have purchased the *San Fernando* (Cal.) *Sun,* a semi-weekly, from R. H. Glenn, L. A. Glenn and K. K. Hooper.

Emil H. Ahrens, southern Michigan newspaper man, has purchased the *Tecumseh* (Mich.) *Herald.*

Bayfield (Wis.) *County Press,* published since 1882 by the Bell Printing Company, has been sold to Glenn F. Scott of Guttenberg, Ia.

G. R. Puckett has sold the *St. Croix Falls* (Wis.) *Standard-Press* to W. R. Vezina, formerly engaged in Montana newspaper work.

SCHOOLS

WALTER WILLIAMS, dean of the school of journalism, University of Missouri, sailed recently from San Francisco on the Taiyo Maru for Japan to spend two months on a tour of the Orient. He will return in September.

Norman J. Radder, associate professor of journalism at Indiana University, is in charge of special promotion work for the *Sheboygan* (Wis.) *Press* this summer. Sheboygan county is Professor Radder's home county and in 1916 he was a reporter on the Press and before that a printer on the *Sheboygan County News.*

A major in journalism will be offered at the University of Idaho, beginning next fall. Instruction will be given by Edward F. Mason, associate professor of journalism, with the assistance of Alan Dailey, assistant university editor, and Oren A. Fitzgerald, director of publicity, now on the *Salt Lake Telegram* staff.

NEW PUBLICATIONS

CAMARILLO (Cal.) NEWS has started publication under the editorship of C. F. Hoffman, publisher of the *Moorpark* (Cal.) *Enterprise.*

Sunland (Cal.) *Free Press* started publication recently as a weekly.

Cypress (Cal.) *Enterprise,* a weekly newspaper, has started publication with W. C. Miller as editor.

ON THE MECHANICAL SIDE

KENNETH TALMAGE, pressman for the *Ritzville* (Wash.) *Journal-Times* was severely burned on the chest, back and hands recently when gasoline from a blow torch with which he was attempting to melt some metal spilled on his body and caught fire.

Orville C. Gaudette of the *Concord* (N. H.) *Monitor* mechanical staff, is taking a course in flying under the tutelage of a commercial aviator in that city.

Edward Hlava, make-up man on the *Chicago Daily News* was seriously injured July 13 in an automobile accident.

MANY STUDY JOURNALISM

Students from widely separated sections of the country are studying journalism in the summer session of Columbia University, under the direction of Prof. Allen Sinclair Will. One is a Roman Catholic priest. Another is a woman who was a court stenographer Kentucky. The Rev. F. J. Sexton, t priest, said his aim was to write f religious publications. Jean Thomas pla to write feature articles about the Ke tucky mountaineers.

FLASHES

If politics makes strange bedfellow it is due to their fondness for the san bunk.—*Florence* (Ala.) *Herald.*

Our idea of a paragrapher's heave would be a job in Giggleswick, Englan —*J. R. Wolf in Milwaukee Journal.*

This young Oklahoma bandit who ti a marshal to a tree and got away wi his automobile seems to be about rea for promotion to the Chicago branch.— *Little Rock Arkansas Gazette.*

As a newspaper man Mr. Ford w guilty of the greatest sin known to t profession. He didn't read his ow paper.—*Worcester* (Mass.) *Telegram.*

Likewise it is possible to marry in a inside paragraph and repent in a fron page column.—*Little Rock Gazette.*

When we sit down and talk with a v vacious girl it is hard for us to enj the conversation, on account of feelir so sorry for the cotton industry.—*C lumbus Ohio State Journal.*

Aviation casualties are various. Char berlin and Levine fell out. Byrd and h companions fell in.—*Louisville Times.*

It is funny none of the ocean flyers h shaved en route, considering the splend facilities for geeting rid of the us blade. —*Detroit News.*

A preacher at Milton, Fla., has rais a chicken with three legs. If traditi is to be believed, that kind would ju suit a preacher.—*Florence Herald.*

Pressruns vs. Prospects

There's no limit to what you can buy—but there's a very definite one to what you can sell.

The newspaper publisher can inflate circulation to almost any extent you want but he cannot create a single new prospect for your product.

To be specific: Harrisburg's population of 83,422 justifies an advertising expenditure of 11c per line and a newspaper circulation of 45,000 . . . . but very little more.

The advertiser has the alternative of paying a rate that is sufficiently large to cover most cities of 150,000—but his sales here must inevitably be those of any average city of 85,000 population.

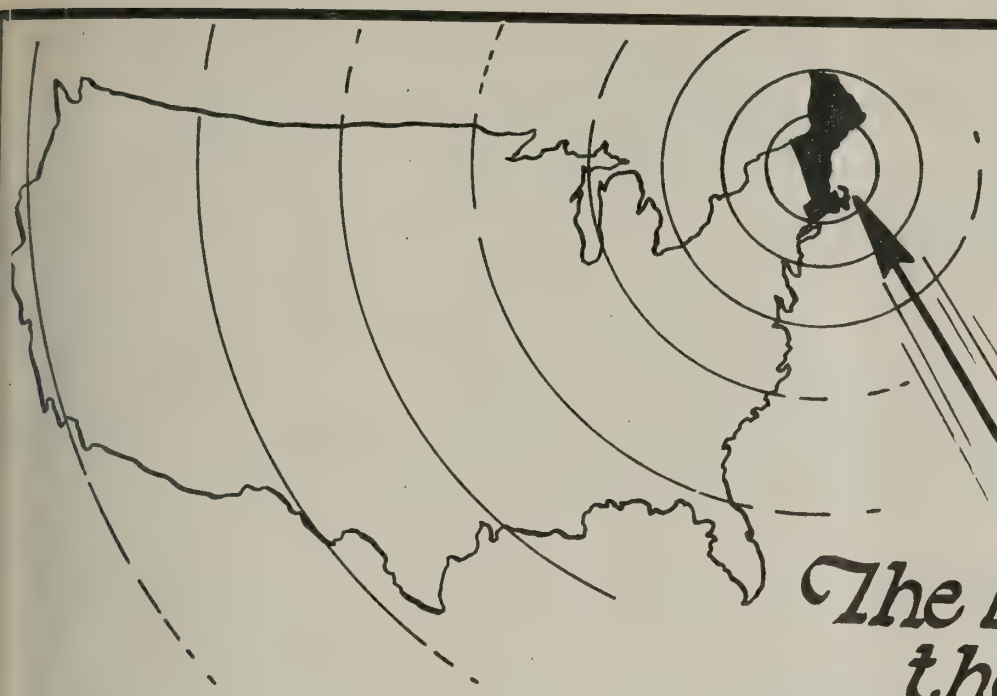
HARRISBURG TELEGRAPH

Central Pennsylvania's Greatest Daily

Nationally Represented

STORY, BROOKS & FINLEY

New York Philadelphia Chicago San Francisco Los Angeles



The Busiest section of the Country!

"Comparatively New England will do more business this year, than any other section of the country," is the confident report of E. B. Freeman, Vice President of the B. F. Sturdevant Company of Boston.

"New England is gradually but surely readjusting its organizations, plants, equipment and distributing facilities, to the new condition and requirements, and will retain its better quality by comparison is the summary of a highly favorable report.

New England, according to the last census of manufacturers, holds first place in 36 leading commodities, and takes high rank in 42 others.

New England with 7% of the population and 2% of the United States area, has 15% of the depositors and 16% of savings deposits, the savings per capita being the highest in any region.

You can't make any mistake by concentrating your advertising energy on this market—particularly where business is good and where there is so much wealth and buying power.

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
*Attleboro Sun	(E)	5,786	.03	.03
*Boston Globe	(M&E)	286,361	.50	.50
*Boston Globe	(S)	333,452	.55	.55
†Boston Transcript	(E)	88,245	.20	.20
*Boston Post	(M)	394,851	.60	.60
*Boston Post	(S)	350,627	.55	.55
*Fitchburg Sentinel	(E)	12,069	.06	.045
*Haverhill Gazette	(E)	16,415	.065	.05
*Lynn Item	(E)	17,004	.065	.05
†Lowell Courier-Citizen and Evening Leader	(M&E)	20,621	.07	.07
*New Bedford Standard Mercury	(M&E)	32,607	.10	.10
*New Bedford Sunday Standard	(S)	29,262	.10	.10
*North Adams Transcript.	(E)	10,427	.05	.04
*Pittsfield Eagle	(E)	18,264	.05	.05
*Salem News	(E)	21,495	.09	.07
*Taunton Gazette	(E)	9,414	.045	.035
*Worcester Telegram-Gazette	(M&E)	99,207	.28	.25
*Worcester Sunday Telegram	(S)	52,740	.21	.18

CONNECTICUT—Population, 1,380,631

		Circulation	2,500 lines	10,000 lines
**Bridgeport Post-Telegram	(E&M)	44,370	.15	.15
**Bridgeport Post	(S)	23,171	.10	.10
**Hartford Courant	(M)	33,017	.09	.09
**Hartford Courant	(S)	58,674	.13	.13
††Hartford Times	(E)	56,077	.13	.13
**Middletown Press	(E)	8,560	.05	.03
††New Haven Register.	(E&S)	48,507	.145	.135
**New London Day.	(E)	12,293	.06	.045
††Norwich Bulletin	(M)	12,842	.07	.05
**Norwalk Hour	(E)	6,429	.04	.04
††South Norwalk Sentinel.	(E)	5,320	.04	.03
**Stamford Advocate	(E)	10,937	.05	.04
**Waterbury Republican-American	(M&E)	25,234	.08	.08
**Waterbury Republican.	(S)	15,903	.08	.08

MAINE—Population, 768,014

**Portland Press-Herald Express, Sun & Telegram	(M&E)	59,356	.20	.16

NEW HAMPSHIRE—Population, 443,683

**Concord Monitor-Patriot.	(E)	5,773	.0375	.025
††Keene Sentinel	(E)	3,980	.036	.023
**Manchester Union Leader	(M&E)	32,585	.15	.12

RHODE ISLAND—Population, 604,397

		Circulation	2,500 lines	10,000 lines
††Newport Daily News	(E)	6,249	.0336	.0293
**Pawtucket Times	(E)	28,449	.08	.08
**Providence Bulletin	(E)	71,443	.20	(B).27
**Providence Journal	(M)	38,599	.12	(B).27
**Providence Journal	(S)	74,009	.20	.20
**Providence News	(E)	28,021	.08	.08
**Providence Tribune	(E)	21,162	.10	.09
**Westerly Sun	(E&S)	5,273	.03	.03
**Woonsocket Call	(E)	14,880	.05	.05

VERMONT—Population, 352,428

**Barre Times	(E)	7,282	.03	.025
††Brattleboro Reformer	(E)	3,520	.035	.02
**Burlington Free Press.	(M)	14,265	.05	.05
**Rutland Herald	(M)	11,816	.05	.05
††St. Johnsbury Caledonian-Record	(E)	4,061	.03	.02

** A. B. C. Publisher's Statement, March 31, 1927.
†† Government Statement, March 31, 1927.
(B) Combination rate Daily Journal and Eve. Bulletin.

WHAT'S WHAT IN THE FEATURE FIELD

Wardell of Famous Features Spends 12 Minutes in France—Harry Staton Ill in New York Hospital—"Ritzy Rosey" Taken Over by King

W. L. WARDELL, vice-president of Famous Features Syndicate, Inc., is back in New York from a European trip with a record in his pocket. He sailed July 5 and was back on July 18, and this is the record: he spent 12 minutes on the continent.

Mr. Wardell went to Europe with Leslie Fulenwider, the syndicate's president, to confer with Lt. George O. Noville, flight engineer of the America, whose first personal story of the trans-Atlantic flight was handled by Famous. Enroute they learned the flyers would leave July 13, the day their ship, the Mauretania, would arrive.

It was agreed that Fulenwider would go on to Paris and London to attend to some business affairs, while Wardell would return on the Leviathan, if connections could be made. It seemed that the connection would be a matter of minutes, and so the syndicate men radioed Lt. Noville asking if he could arrange some means of rapid transportation from the Mauretania to the Leviathan. He did.

When the Mauretania came to rest in Cherbourg harbor, Wardell boarded the first tender to leave the ship. At the pier he was the first to land, and there he found American Vice Consul Fred H. Houck. The vice-consul, under the direction of Consul S. H. Wiley, had already arranged to have the French customs authorities dispense with baggage examination, so Wardell was able to rush through to a waiting automobile of the French naval aviation unit. The car speeded through Cherbourg to the naval aviation station where departure ceremonies had just been held for the American airman. There Wardell climbed aboard a fast launch with Lieut. Noville, Bert Acosta and Lieut. Balchen, and in a few minutes was aboard the Leviathan.

Harry Staton, manager of the New York Herald Tribune Syndicate is ill at St. Francis hospital, New York. He was taken there June 30, following an infection which developed after he had a tooth extracted. An operation was performed, and for several days Mr. Staton was in a critical condition, but on Wednesday of this week he was reported to be improving.

A series of "Fifty American Soldiers of Fortune," a picture strip with text by Albert Payson Terhune, is being offered by the New York World Syndicate.

King Features Syndicate, Inc., New York, has obtained the rights to "Ritzy-Rosey," a one-column daily cartoon by Faith Burrow.

John Johns is author of a new feature called "The World's Greatest Extremes" now being handled by the New York Herald Tribune Syndicate. Mr. Johns is on the road selling the feature to editors himself. It is a series of 54 articles.

George McManus, creator of "Bringing Up Father," left July 25, on an extended trip to the Pacific Coast with a group of railroad executives. McManus will be the guest of J. M. Davis, president of the Delaware and Lackawanna Railroad.

BUILDING NEWSPAPER CIRCULATION

Organized Local Teams as a Promotion Stunt—Now Is the Time to Entertain Your Newsboys—And Here Comes "A Perfect Foot" Contest

THERE are circulation managers who swear by the promotion idea of organizing teams among the young boys of the city. Such a one is O. O. Scattergood, circulation manager of the *New York Evening Graphic.*

New York, Mr. Scattergood has found, is nothing but a big overgrown town, after all, and, he has added to this none too novel thought, the idea that a paper in New York can get close to its readers by playing with the reader's children. For the second year, therefore, the Graphic is conducting its "punch ball tournament." Literally hundreds of boys all over Manhattan are organizing teams and reporting their scores to the Macfadden tabloid. It sells papers, says Mr. Scattergood.

Out in the desert country also, the *Salt Lake City* (Utah) *Telegram* has organized the Telegram's Kid Baseball League, open to all boys of the city, and about 500 have already joined, divided into 32 teams. The paper provides the balls and the umpire.

All-year-round, of course, is the time to keep the newsboys happy; but just about at this present writing entertainment of the newsies outdoors is most easily arranged for by the circulation staffs. Still, if you want some tips on what to do for that carrier staff of yours, you might get in touch with A. M. Weinrich, of the circulation department of the *Chicago Daily News,* which treated 2,000 newsies to their annual frolic on July 18; Charles A. Comiskey, *Chicago Herald and Examiner,* who entertained 1500; or Eddie Reilly, circulation manager of the *Bridgeport* (Conn.) *Herald,* who was host to 47 agents and distributors at Savin Rock, New Haven, Conn., last Tuesday.

The *Boston* (Mass.) *Evening American* is conducting a Perfect Foot Contest. Because of the large number of entrants, the newspaper has been forced to open its own photographic studio. The contest, open to all in New England, will result in the winner receiving a prize of $100 in gold from the American and the Kid Tanners' Association. The next 24 "near winners" will also receive prizes.

Nearly $1,000 in prizes were distributed July 16, at the *Sioux City Tribune's* free picnic and water carnival at Crystal Lake, sponsored by that paper with the support of nearly half a hundred local merchants.

In conjunction with a local theatre the *Spokane* (Wash.) *Press* was host to all red-headed girls of that city at a performance recently.

NEA Service newspictures are always on top of the news—*or ahead of it.*

NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

AD TIPS

Aitkin-Kynett Company, 1516 Chestnut **street,** Philadelphia. Reported to have secured account of the American Appliance Company, Raytheon radio, Cambridge, Mass.

Ajax Advertising Agency, 232 **Madison avenue,** New York. Has secured account of the Improved Office Partition Company, Elmhurst, N. Y.

Blackman Company, 120 West 42nd **street,** New York. Placing 13-time 3 column orders with newspapers that have contracts for the Vacuum Oil Company, New York.

Glen Buck Company, 39 So. LaSalle **street,** Chicago. Has secured account of the Electrical Research Laboratories, Erla radio, Chicago. Placing orders for a summer campaign with newspapers in various sections for the W. A. Sheaffer Pen Company, Fort Madison, Iowa.

Calkins & Holden, 247 **Park avenue, New** York. Placing orders with newspapers in selected sections for the National Biscuit Company, "Slim Jim Pretzel," New York.

Cowan, Dempsey & Dengler, Inc., 25 West 45th street, New York. Now handling account of the American Agricultural Chemical Company, New York.

Dorland Advertising Agency, 101 **Park avenue,** New York. Have secured the following accounts. Fitzgerald Manufacturing Company, Electrical Goods, Torrington, Mass. and W. L. Douglas Shoe Company, Brockton, Mass.

Federal Advertising Agency, 6 East 39th street, New York. Placing orders with newspapers that have rotogravure sections for the North Star Woolen Mills, Minneapolis.

Joseph E. Hanson Company, 85 **Lincoln Park,** Newark, N. J. Has secured account of the Sillocks-Miller Company, South Orange N. J.

Henri, Hurst & McDonald, 58 E. **Washington** street, Chicago. Reported to have secured account of the Blue Valley Creamery Company, Chicago.

A. P. Hill Company, 233 Oliver **avenue, Pittsburgh.** Placing special copy with newspapers in selected sections for the American Window Glass Company, Pittsburgh and New York.

Kenyon Company, 260 Tremont **street, Boston.** Reported to have secured account of Le Crossett Company, shoes, North Abington,

Lord & Thomas and Logan, 247 **Park a** New York. Placing orders with some Coast newspapers for the International cantile Marine Lines, New York.

Frank Presbrey Company, 247 **Park a** New York. Placing orders with newspape have rotogravure sections for Warner Company, corsets, Bridgeport, Conn.

Patterson-Andress Company, 244 **M** avenue, New York. Placing orders with mid-west newspapers for the Quaker O fining Company, Oil City, Pa.

E. P. Remington Agency, 1280 **Main** Buffalo, N. Y. Again renewing newspap tracts for the Frontier Asthma Co Buffalo.

Russell M. Seeds Company, Consol Building, Indianapolis. Again renewing paper contracts for the Pinex Company, m Fort Wayne, Indiana.

EDITOR PROTESTS ARREST

Director of Spanish Paper Ap Before Governor of Coahuila

Louis Carillo Rocha, editor of *Noticias,* Spanish paper at Del Rio, has gone to Saltillo to protest t governor of the Mexican state of huila about his alleged unwarranted in Villa Acuna, Mexico, across th Grande from Del Rio, recently.

Rocha, who had been attacking officials of Villa Acuna for their ported failure to enforce laws, said he was thrown into jail in the Me town without a warrant or ju charges, and held for several days.

Americans have interested them in Rocha's case, as he has been ducting a campaign in behalf of Me officials' co-operation with those o side of the border to check smuggli other offenses peculiar to the bord

The Providence Journal

(Established 1829)

and

The Evening Bulletin

(Established 1863)

have never given a premium to a single subscriber, nor have they ever conducted a circulation contest.

These newspapers have built their circulation by publishing all the news in an unbiased way, and without sensationalism; by fair dealing; and by prompt service to dealers and subscribers.

The Editorial, news, and advertising columns are clean which makes them respected and welcomed regularly into the great majority of English speaking homes in Rhode Island.

Average net paid circulation for the six months ending March 31, 1927

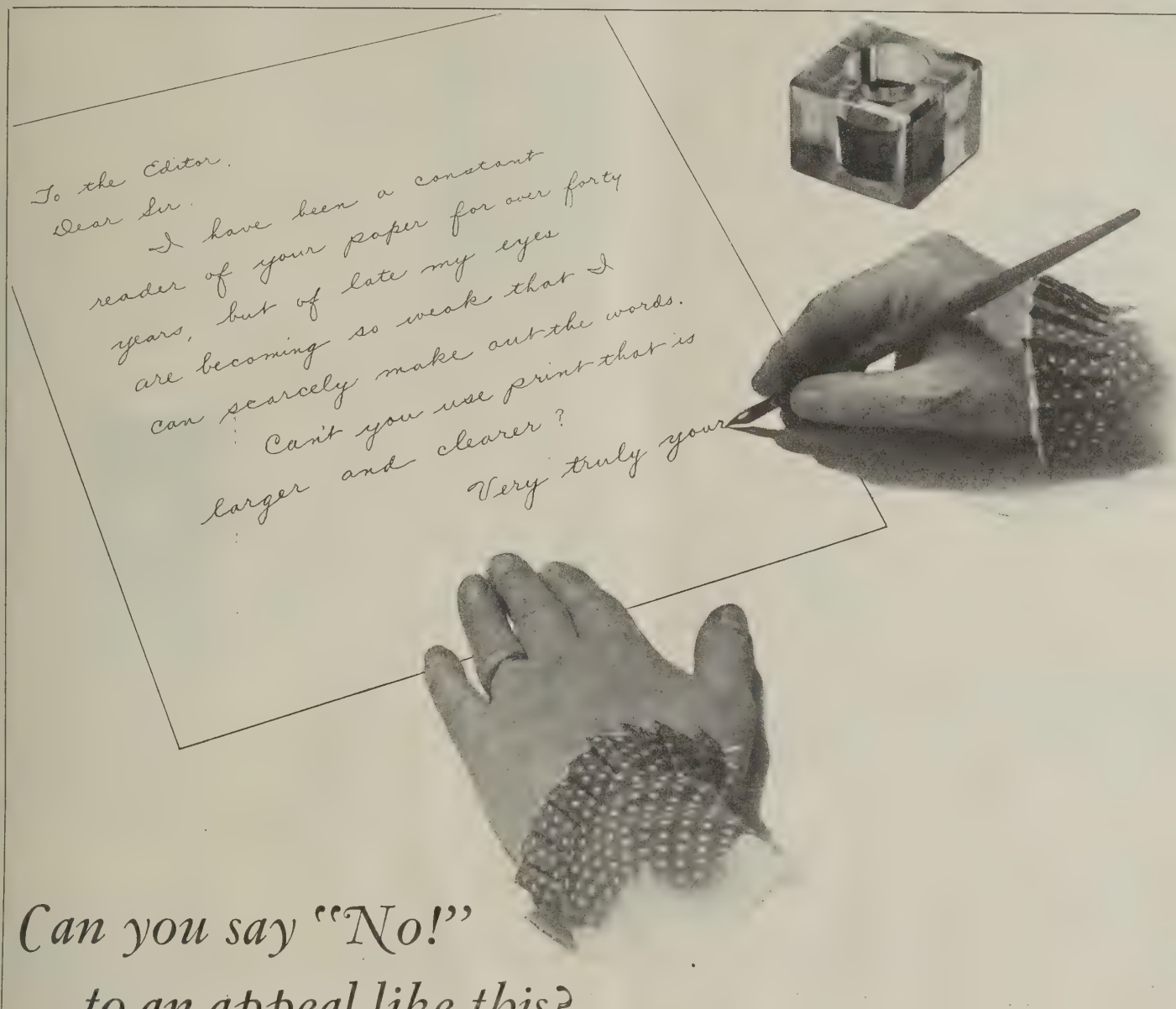
110,042

The circulation of The Providence Journal and The Evening Bulletin is within 1,101 of the total circulation (111,143) of the eight other daily newspapers in Rhode Island combined.

Providence Journal Company
Providence, R. I.

Representatives

CHAS. H. EDDY COMPANY — Boston New York Chicago
R. J. BIDWELL COMPANY — Los Angeles San Francisco Seattle



Can you say "No!"
to an appeal like this?

IONIC NO. 5

TRADE LINOTYPE MARK

Ionic No. 5 is made in a complete range of sizes to meet every requirement. For news matter there is 6½ point if you want the greatest possible word count; 7 point if you want maximum legibility; 6¾ point if you want to strike a happy medium.
And for classified, markets, and legals there is 5½ point.

. . . when it is so easy to change to a type that is clear and readable and yet so skilfully designed that it will give you as many words to the page as types that are hard to read. Over 425 newspapers are now using Ionic No. 5 and are reaping their reward in the gratitude of readers, young as well as old, who have found relief for weary eyes in their clearly printed pages.

MERGENTHALER LINOTYPE COMPANY
BROOKLYN, NEW YORK
SAN FRANCISCO CHICAGO NEW ORLEANS CANADIAN LINOTYPE LTD., TORONTO
Representatives in the Principal Cities of the World

530.27.7-F

LINOTYPED IN THE GARAMOND SERIES AND IONIC NO. 5

TABLOID ADVERTISING SECTIONS NEW "SALES DYNAMITE" FOR STORES

Offer Opportunity for Special Treatment When Public Is Accustomed to Pages and Double Trucks—Successful in Birmingham

By HAMMOND EDWARD FRANKLIN

THE use of special eight and twenty page tabloid sections by department and other retail stores as "sales dynamite" to get big, quick response as a change from straight full pages and double trucks is advocated by "Charlie" Miller, former newspaper executive now assistant general manager of the Pizitz department store of Birmingham.



CHARLIE MILLER

"A wide field exists for newspapers to sell additional space through the means of tabloid sections" states Mr. Miller, after a convincing experience in this form of advertising the past month. "The tabloid idea has proven itself so popular with readers that it offers a new and profitable field for large local advertisers.

"For 25 years, I have sold newspaper space to local as well as national advertisers and, frankly, I believe that the newspapers are diminishing their value to department stores by constantly urging them to use more and more pages—I believe the public is overfed with the multiple pages used by department stores.

"How can Mrs. Housewife have any faith in newspaper advertising when in one issue she sees a double page spread from one store, three pages from another or four from another, all yelling that they are offering the best values in town?

"I believe that the best proof of my convictions is one of our recent sales. Last year when conditions in the retail business world were considerably better than they have been this year, we used 12 full pages and this year we used only 10 full pages, but to the public presented 20 pages in tabloid form and did 28 per cent more business when conditions were fully 15 per cent off.

"The public has seen so many full-size 8, 10 and 12 page sections from department stores that they have become tired of them, so in presenting a 20 or even a 16-page tabloid, the public is seeing something new, more compact and easier to keep and refer to. I believe further proof of this statement can be had by asking the large space users in New York who are finding it profitable to use space in the tabloid papers."

The store's 28th anniversary sale, which opened June 16, was preceded by an eight-page tabloid section of bargains printed partly in two colors on Wednesday, the day before, as part of the *Birmingham News*. The front page showed a line drawing of Louis Pizitz, his modest store in 1899, larger headquarters in 1910, still bigger building in 1924, and huge present establishment. Free parking was offered. The public was asked to carry small parcels. A page blowing a horn with the slogan, "You will never forget," acted as an announcer.

Inside page after page of specific items at slashed prices gave the appearance of a mail order catalog. The use of red was reserved for front and back pages and the inside spread.

The store ordinarily would have used four or five full page announcements and let it go at that, but by buying 16 tabloid pages or the equivalent of eight full pages, the store was able to make a noise which echoed far and near around Birmingham and identified the birthday as something more than "just another sale."

During the event, generous space was used steadily by the store. Several times an advertisement spread all the way across two pages with a column of reading matter at each end yas put to work. Prior to the sales event, teaser copy with the figure of the herald was released.

"Charlie" Miller for nearly five years was assistant to the publisher and advertising manager of the Birmingham News. Later he became business manager for W. R. Hearst on the *Atlanta Georgian*, assistant publisher of the *Baltimore News and American* and for three years was president of the National Association of Newspaper Executives. Since returning to Birmingham because of Mrs. Miller's health, he has been attracting much attention through his sensational use of the medium, newspaper space, he long sold, and through the many unusual stunts he has pulled off.

With the 16-page tabloid as the heavy dynamite, Mr. Miller employed newspaper space on another day of the sale to offer $100 free for birthday cakes to celebrate the store's 28th anniversary, with four prizes, $50 for the best, $25 for the next best, $15 for the third and $10 for the fourth. The judges were three authorities on cake-baking. To enter, women called at the cashier's desk of the home furnishing department on the fourth floor and filled out an entry blank. All cakes had to be delivered at the call desk of the store not later than Friday, June 27. The entrant agreed the cake would not be larger than 12 inches in diameter and eight inches in height, and that her cake, with all others entered, would be distributed among charitable institutions in the city. The public also was asked to write suggestions for articles to be sold during the anniversary sale. More than 500 cakes were entered.

Two young ladies, one garbed as the 1927 flapper and the other a belle of 1899, appeared in boxes of theatres, baseball games, local functions, etc., and distributed "lucky tickets" which explained, "June, 1899, was lucky for Pizitz when he located in Birmingham—to show his appreciation for your patronage, he is going to make June, 1927, lucky for you. Watch Pizitz windows for the June celebration bargains and if you find the lucky number shown at the left, you will be given the merchandise on which it appears free of charge. When you see the duplicate number in our windows, simply present this ad to our advertising offices for your free gift."

Lucky number slips also were dropped from airplanes. Twenty-eight 20-feet-high candles each with a 1,000 watt lamp decorated the outside of the store. Roses and birthday cakes adorned the inside of the establishment. The sales force was divided into two teams which opened the sale with a confetti battle.

Last March the store broke southern records for volume of business when it sold $128,000 in merchandise in a single day, as previously described in EDITOR & PUBLISHER. In connection with this event a 20-page tabloid was published.

Any newspaper can print a tabloid as part of its regular edition. With the Pizitz example in mind, doubtless many sizable local advertisers will see the possibilities in this form of advertsing.

J. E. WHEELER INDICTED IN PORTLAND

Former President of Telegram and Former Bank Official Charged with Misappropriation of Bank's Funds

A Federal grand jury, sitting in Portland, Ore., on Wednesday returned indictments charging Emory Olmstead, former president of the Northwestern National Bank, defunct, and J. E. Wheeler, former president of the Telegram Publishing Company, with misappropriation of funds of the bank.

Both were taken into custody by deputy United States marshals.

The charges state that the alleged peculation was accomplished by Wheeler's issuance of checks against the McCormick Lumber Company, of which he is president. The checks, the indictment sets forth, were held in a Pennsylvania bank and destroyed when they were returned to the Northwestern National Bank whereupon Olmstead permitted Wheeler to draw new checks upon the Northwestern National Bank in sums more than sufficient to cover the original checks.

These excess sums, it is alleged, accumulated to the figure of $796,000, and the action of the pair is believed by local financiers to be responsible for the failure of both the bank and the newspaper.

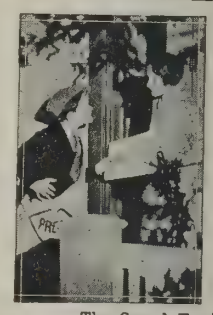
The Northwestern National Bank was subject to a run March 28, and that night was taken over by two other banks. Olmstead had been replaced as preside O. L. Price, trustee of the Pittoc tate, owners of the *Morning Ore* and other large holdings, early in M

The *Portland Telegram,* orig owned by the Oregonian, was own J. E. Wheeler and his brother, Wheeler, from 1914 until Nov. 11, when J. E Wheeler asumed entire o ship.

The Telegram went into bankr April 12, 1927, and was subsequentl through the bankruptcy courts to E. Lofgren, Portland attorney, r senting unnamed interests, which continued publication.

STARTS AVIATION COLUM

The *Chicago Herald and Exam* catering to the nation-wide interes aviation at present, has started a department called "Aviation" cond by Capt. Homer M. Berry, a pi pilot. Capt. Berry through the de ment replies to questions on va phases of aviation from readers.



Over 260,000 Homes i Michiga served b Booth Newspap

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN
50 East 42nd Street
New York City

J. E. LUTZ
6 N. Michigan A
Chicago, Ill.

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
RESULTS COUNT
OCCIDENTAL BLDG.
INDIANAPOLIS, IND.

OUR POLICY
ONE SIZE
all mats 20" x 24"
ONE QUALITY
only the best we can make
ONE PRICE
15c
on standing order

Certified Stereotyping is Simplified Stereotyping

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue New York, N.Y.
For wet mat printing with DRY MAT facility — use CERTIFIEDS MADE IN U.S.A.

MADE IN CERTIFIED DRY MATS THE U.S.A.

VASHINGTON PAPERS WIN RATE CASE

Iterstate Commerce Commission .wards Reparations on Newsprint hipment Complaint—Finds Freight Charges Were Unreasonable

y telegraph to EDITOR & PUBLISHER

/ASHINGTON, July 21.—Reparation in h amount of alleged overcharges on hment of newsprint paper in carloads, rn producing points in New England, Nw York and Canada to Washington, z awarded by the Interstate Commerce Cmission today to eight Washington nishing companies. The companies dh will benefit under the award are ning Star Newspaper Co., Washingn Post Co., Washington Times Co., Vhington Daily Newspaper Co., Washgn Herald Co., Pathfinder Publishing o and the National Tribune Co., all hich are corporations, and Capper's Vkly, published here by Senator rur Capper. The exact amount of the rations to be awarded in each case not stated, however, in the Comision's order.

Te order of the Commission brings to ose one of the rate cases instituted everal Washington publishing corpotns, and upholds their contention that rates on newsprint paper from points igin to Washington have been unreanle. Several months ago the Comson found that the rates on newsr paper in carloads from various ts in New England, New York and rda to Washington were unreasonable t extent that they exceeded the rates fect to Baltimore by more than 2 t per 100 pounds and that the rates Philadelphia to Washington were rsonable to the extent that they exed the rates to Baltimore by more n3 cents per 100 pounds.

Te Commission found the parties to in reparation is to be paid made shipr of newsprint from the points of g covered by their complaints to ington; that upon such shipments ypaid and bore the charges at rates ie the Commission found were unsnable; that they were damaged ny in the amount of the difference wen the charges paid and those ie would have accrued at the rates n reasonable in previous reports, and they are entitled to reparation with erst.

Aorneys for the railroads contended treparation should not be awarded th ground that the proceedings before ommission involved a general readtent of rates and that under such cstances the Commission does not irily award damages.

GIFTS TO AVIATORS

Advertising Clubs Honors Byrd and Chamberlin

Gd cigarette cases were presented to mander Byrd and his crew, and rce Chamberlin, pilot of the Co-h, by the Advertising Club of New lat a luncheon in honor of the avia- in July 21. The presentation was loy Gilbert Hodges, *New York Sun,* sident of the Club. Talks were made Cmmander Byrd, Chamberlin, George Nville, Bert Acosta, and Bernt Bal-n. A testimonial written by Hector le was read, praising the work of rin Wanamaker, who has spent 13 rs in efforts to popularize aviation.

LEWIS A REPORTER

rlair Lewis, hunter of Babbitts, tonillers, and naughty clergymen, e revolutions this week in Vienna. rn thrilling airplane ride with Dorhompson, the *New York Evening* rrespondent, from Berlin to Vienh landed to find that the revolution dded. Nevertheless, Lewis wrote ntertaing stories for the Evening

NAVY HONORS McCLATCHY

Veteran Coast Newspaper Man Given Naval Reserve Commission

V. S. McClatchy, former publisher of the *Sacramento Bee,* and former chairman of the State Reclamations Board in California, has been commissioned a lieutenant commander in the U. S. Naval Reserves. Mr. McClatchy will be 70 years old next month, having been born in Sacramento Aug. 29 1857. He is the father of eight grown children and has ten . grand-children. Three sons served in the Army during the World War, two of them overseas. A daughter was with the American Red Cross forces in Poland.



V. S. McCLATCHY

Mr. McClatchy's commission comes as a result of what the navy regards as his thorough knowledge of communications systems. He is the author of a number of monographs and reports on the question of trans-Pacific communication. He appeared before Congress, and otherwise took a leading part, in the the campaign that resulted in the existing legislation under which the naval radio can be used for transmission of press messages across the Pacific.

VIRGINIA PRESS NAMES WHITMAN PRESIDENT

Publisher of Wytheville Enterprise Elected to Succeed J. Barrye Wall at Williamsburg—Legal Printing Discussed

John A. Whitman, editor and publisher of the *Wytheville Southwest Virginia Enterprise,* was elected president of the Virginia Press Association at the final business session of the thirty-ninth annual midsummer session held July 15 in the Phi Beta Kappa hall at the College of William and Mary, at Williamsburg.

He succeeds J. Barrye Wall, editor of the *Farmville Herald.*

The chief matters brought to the attention of the association were failures of counties of the state to publish reports required by state laws and the necessity of a full-time secretary of the association.

The business of the delinquent county reports was referred to the legislation committee for further action, and it is expected that at least a temporary full-time secretary will be placed in the field as soon as finances can be arranged.

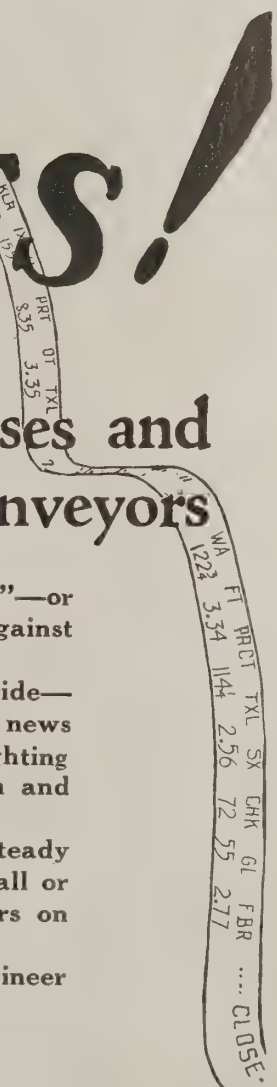
Other officers of the association elected are: C. L. Weymouth, secretary, editor of the *Ashland Herald-Progress;* George O. Green, treasurer, of the *Clifton Forge Review;* Col. E. G. Mosley, chaplain, Danville; L. E. Luckabill, *Roanoke Sunday Critic,* sergeant-at-arms, Vice-presidents: W. Y. Morgan, *Warsaw Northern Neck News,* first district; T. B. Taliaferro, *Virginia Beach Weekly,* second district; R. B. Edwards, *West Point News,* third district; George Killpatrick, *Lawrenceville-Brunswick Times,* fourth district; R. A. James *Danville Register and Bee,* fifth district; Claude Harrison, Bedford, sixth district; George Buck, *Warren Sentinel,* Front Royal, seventh district; W. F. Carne, *Fairfax Herald,* eighth district; Charles Harkrader, *Bristol Herald-Courier,* ninth district, and Col. Heirome L. Opie, *Staunton Leader,* tenth district.

Charles M. Meredith, president of the National Editorial Association, spoke at the closing session.

A pilgrimage to Yorktown, Newport News, Langley Field and Buckroe Beach on Saturday brought the meeting to a close.

FIGHTING MINUTES!





Cutting the time between presses and the "street" with C-H Dispatch Conveyors

A SHOUT—"Go Ahead." The ticker has tapped out "Close"—or ball teams are trotting to the showers—and the race against time in the newspaper plant begins.

For that special edition in which your paper takes especial pride—that edition you headline as an example of your speed in getting news on the street *first*—C-H Dispatch Conveyors will aid you in "fighting minutes" between the "Go Ahead" of the press-room foreman and the first "Here's your paper, Mister" of the boy on the corner.

Right off the presses, these conveyors take the papers in a steady stream as fast as they are printed. Around a corner, thru a wall or floor—plant arrangement makes no difference in getting papers on the delivery tables in record time.

Gone are shouting, struggling "fly boys"—the skill of the engineer again triumphs over manual labor.

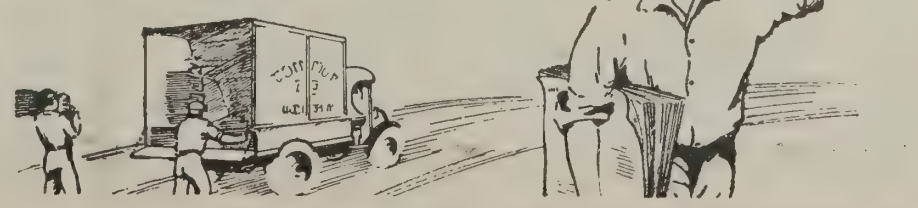


C-H Dispatch Conveyors take papers to the delivery room as fast as they are printed. The illustration is from the plant of the San Francisco Daily News.

As the first step in "fighting minutes", arrange for a C-H engineer to visit your plant—to tell you what C-H Conveyors will save and what they accomplish.

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1203 St. Paul Avenue MILWAUKEE, WISCONSIN

CUTLER C-H HAMMER
Press Room Efficiency Depends on Electrical Control



CLASSIFIED ADVERTISING

F. L. Crafft Appointed Classified Manager of Philadelphia Public Ledger—An Advance Tip for Labor Day—A Denver Stunt

F. L. CRAFFT has been appointed classified advertising manager of *Philadelphia Public Ledger* and *Philadelphia Illustrated Sun,* Curtis-Martin newspapers. He was formerly associate classified advertising manager of the *New York World,* and, between the time of his resignation from the World and his coming to Philadelphia, was in charge of advertising development for *Denver Post.*

Labor Day holiday is coming, and stunts that worked well last Fourth of July are being filed away for repetition or first try-out, as the case may be, on this date. One stunt that worked well for A. H. Todd, classified manager of *Cincinnati Commercial Tribune,* required the special heading "Get Your Car Ready for that Fourth of July Trip," and was used over the auto supplies and repairs classification. Some 25 advertisers used spaces of 20 lines for three days, June 30, July 1 and 2, to advertise their products and services. *Commercial Tribune* also used a special holiday appeal to obtain advertising for their summer classification "Vacation Suggestions." The subhead "Where to Go and What to Do on the Fourth" was used under the classification head. Seven-time orders were obtained from bus lines, eating places, and picnic parks around Cincinnati. This started July 1 and after the Fourth the subhead was changed to apply to week-end and evening trips. A first page promotion advertisement was used.

A feature that has no actual relation to the classified advertising page, but which, nevertheless, gets readers thinking along classified advertising lines, and which is easy to read, is making a hit on *Denver Morning Post.* It is being printed in classified ad style headed: "Space in this column is governed by your conduct. It is not for sale, and therefore cannot be bought. If you break into the news of the day, either favorably or unfavorably, you may 'make' this column."

Missing children and animals are mentioned and quirky briefs from the police runs, treated humorously. Samples are:

"NEEDED—One pair of pants by John Flavin, Jr., 10 years old; original trousers stolen while John swam in Charles park pool, near 38th st. police station; youth forced to walk to his home, 3254 Marion st., a la what he had.

"WANTED—Solution of a mysterious report to police last night that a restaurant at Eighteenth and Larimer streets was held up by four unidentified Negroes. Police found no restaurant there. They found no holdup. They found no negroes."

Lancaster (Pa.) *News Journal* has cleaned-up its classified pages in a creditable manner, listing 142 different classifications, and following the A. B. C. method.

ADVERTISING AGENCY AFFAIRS

Federal Trade Commission Dismisses Complaint Against Agency—Means with C. P. McDonald Company—New Firms in Toledo and Reading

THE Federal Trade Commission has dismissed its complaint against the Kling-Gibson Company, which it had attempted to prosecute on the ground that it handled copy for Hobart Bradstreet, Inc., charged with fraudulent advertising.

Explaining the dismissal the trade commission said that the agency had severed its connections with Hobart Bradstreet, Inc., 18 months before issuance of the complaint.

A cease and desist order has been issued against Bradstreet. Advertisements showing "before and after" pictures claimed to be taken five weeks apart, but in reality only taken a few minutes apart with a professional model posing, was one of reasons for the federal citation against the advertiser, which is a seller of physical exercise instructions called "Spine Motion."

Advertisements had been placed through the chief copy writer of the agency, William R. Durgin, and he was also cited by the commission and the complaint against him now is dismissed.

S. C. Cole, formerly on the *San Francisco Call,* is now with the Western Agency, Inc., as director of production at the Seatle, Wash., office.

The Kolb Building Company, Inc., New York City, manufacturers of sectional bungalows, garages, churches, and schools, have placed their advertising account with the C. P. McDonald Company, Inc., advertising agency, same city. This company also has secured the accounts of the Dover, Milburn, and Gramercy Park Hotels, all of New York City.

J. W. Sanger, Director of Foreign Service, Frank Seaman, Incorporated, New York, sails for England on July 29th, in the interests of the clients of that agency.

Horace B. Means has joined the C. P. McDonald Company, Inc., New York advertising agency, as account executive. He formerly was a special representative for the Westinghouse Electric Company and, until recently, was with the Street Railways Advertising Company.

The Campbell Advertising, Inc., has been incorporated at Toledo, O., with a nominal capital by Glen H. Campbell, P. L. Sanford, Fred W. Thomas, and others.

A Pennsylvania charter has been granted to the Mayes Advertising Service of Reading, Pa. The incorporators are A. H. Mayes, Robert F. Heller and Henrietta Schnable. The capital stock totals $10,000.

If Quality

of circulation is your first consideration.

The Evening Star

With Sunday Morning Editions

Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll

Chicago Office—Tower Building
J. E. Lutz

WOMEN IN ADVERTISING AND JOURNALISM

Sportswoman on Society Desk in Springfield, Ill.—Two Women Reporte Given Joy Ride in Worcester—Writes Series on Prohibition

A SPORTSWOMAN is on the society desk of a Springfield, Ill., newspaper. Frances Krimmel, society editor of the *State Register,* rides horseback, plays golf, and is rated high in a number of other outdoor games.

Not long ago she won first place in the flag tourament of the Grand View Country Club in Springfield. She is considered one of the best horsewomen in her city.

Mary O'Keefe, reporter for the *Worcester* (Mass.) *Telegram,* and Eleanor Casey of the *Worcester Gazette* women's page, had the honor of being the first women to fly in an aeroplane from the new aviation field at Worcester. Both young women wrote feature articles on their impressions.

Miss Muriel Vernon, a reporter on the staff of the *Chicago Daily Journal,* recently made a tour of Chicago's flying fields with Chief Pilot Nimmo Black.

Miss Jane Shenrock, head of the La-Vers Advertising Company's office, Boston, Mass., was given a farewell party and shower last week in honor of her approaching marriage to John A. Burland of Malden. Miss Shenrock was presented with a solid silver service by the firm.

Mrs. Inez E. Bowers of East Douglas, Mass., for many years a member of the *Worcester* (Mass.) *Telegram* suburban staff has returned to her duties following an operation.

Mrs. Jessie Ozias Donahue, society editor of the *Chicago Daily News,* left June 29 on a vacation trip to New England and Canada.

Mrs. Corrine Thompson of the sta the *Brockton* (Mass.) *Enterprise* recently honored by her Enterprise a ciates with a purse of gold on the of her graduation from the Portia School, Boston.

Miss Gertrude Dotson, editor of *Nicholas* (W. Va.) *Republican,* ov by her father, has resigned to be assistant editor of the *West Vir School Journal* at Charleston, W. V

Miss Ethel Berkowitz, film edito the *Utica* (N. Y.) *Observer-Disp* is passing her vacation at Indian I Camp, near Lake George.

People who *read* the best *buy* the best

Consolidated Press dispatches "go where money is"

ADVERTISERS KNOW THE VALUE OF

THE ALTOONA MIRROR

AS AN ADVERTISING MEDIUM

They know their message is read daily by over thirty thousand families. That's why the Mirror published 31,724 more lines in June 1927 than it did in 1926.

172,088 lines

of national advertising were published during the month of June.

And the daily net paid circulation reached the high water mark of

30,591

THE ALTOONA MIRROR

Business Direct — Fred G. Pearce, Manager of Advertising

OIL HEATING INSTITUTE MODIFIES ITS FREE PUBLICITY CAMPAIGN

Abandons Idea of Flooding Editors with Free "Features" but Will Furnish Material on Request—May Eventually Use Dailies

MODIFICATION of publicity plans of the Oil Heating Institute was announced to EDITOR & PUBLISHER this week by Rufus Richart, the assistant director.

The Institute, organized by leading manufacturers of oil burners, has a fund of $300,000, half of which is being spent for paid space in the magazines. The remaining $150,000 was to be spent in research work and to furnish newspapers with "features and news" in the now more press agent manner. EDITOR & PUBLISHER in its issue of May 7 told of these later plans under the heading: "Multi-Millionaire Advertisers Beg Space." This week Mr. Richart said:

"Mature consideration has resulted in modification of the publicity plans of the Oil Heating Institute.

"We don't want to push our story down the editors' throats. We are not going to beg free space in the newspapers. We realize that editors are confronted with an overwhelming pile of free publicity requests daily and we don't care to add to their burden.

"We have so many requests for information, however, that it keeps three men busy writing it and sending it out. It is our opinion that newspaper editors are always receptive for news and information that is truthful and helps them increase their circulation. If they wish information about the oil burning industry or about oil burners in general, we are equipped here to furnish it to them.

"While we, as an association, are so committed for the present that we must use only magazines exclusively to tell our positive story, this does not mean that we don't appreciate the value of newspaper space. We may eventually be in position to buy paid space in this medium. Until then we must depend upon the newspaper advertising which is carried on by the oil burner manufacturers who comprise this organization.

"The 27 oil burner manufacturers who make up the Oil Heating Institute will spend $1,345,000 in newspaper advertising during 1927, out of a total advertising appropriation of $3,500,000.

"And this newspaper appropriation can be increased if the newspapers themselves will sell the advertising idea to the local distributors. Lord and Thomas & Logan, the advertising agency which directs the account for the Oil Burner Manufacturers Association, will supply mats which can be used for local advertising purposes."

Mr. Richart said that the requests for information which the Oil Heating Institute is receiving were largely from people using the coupons in the magazine advertisements. He had, he said, received some requests from writers for business magazines and general magazines, and he thought that staff writers on newspapers might also wish to take advantage of the research work which the Institute is doing.

"We believe," Mr Richart continued, "that there are many writers for the home economics departments of the newspapers who are at their wits end to know what to write about. We believe we may be of assistance to them.

"Newspapers are always looking for up-to-date information to pass on to their readers. The topic of oil burners ought to interest them. We will not bother them with our own feature ideas, but we invite them to bother us with requests for information. They can write the story to suit themselves."

In the May 7 issue of EDITOR & PUBLISHER, an official of Lord and Thomas & Logan was quoted as saying that in addition to news of the oil burner industry the plans of the Institute would include the issuance of "features" to be sent out to the home economic editors. This official stated that there were at least 111 newspapers who "fell" for free publicity.

JOINS RICHMOND DAILY

William R. Wright Named Assistant Publisher of Times-Dispatch

William R. Wright, has been named assistant publisher of the *Richmond (Va.) Times-Dispatch,* according to announcement by the management. He is already entered upon his new duties.

Mr. Wright has been advertising manager of the *Kansas City Journal,* publication manager of the American Beet Sugar Company, director of advertising for the *Baltimore American,* and vice-president of Emerson B. Knight, Inc. With this agency, Mr. Wright handled accounts of newspapers, including one contracted for the Times-Dispatch some months ago.

W. P. Hasbrook is publisher of the Times-Dispatch.

NEW OKLAHOMA DAILY

W. K. Leatherock Begins Publication of Clinton Daily News

Publication of the *Clinton* (Okla.) *Daily News* was started July 11 by W. K. Leatherock, who recently purchased the *Clinton Chronicle,* weekly. Publication of the weekly will be continued.

The new daily is a six day evening paper. It uses Associated Press wire service and NEA Service, Inc., features. It is the only daily within a radius of 30 miles and the first daily paper ever published in Clinton. W. B. Warren is advertising manager.

Leatherock published the *Perry* (Okla.) *Daily Journal* for several years, selling it in March to James S. Skewes, of Meridian, Miss., and Ira J. Williams, of Litchfield, Ill. Previous to going to Perry he owned the *Augusta* (Kan.) *Daily Gazette* and other Kansas papers, and was for a time connected with newspapers on the Florida East Coast.

N. Y. NEWSPAPER CLUB TO MOVE

Organization Will Occupy 3 Floors Adjoining Old Quarters Aug. 1

Dennis Lynch, new president of the New York Newspaper Club, will make good his campaign promises Aug. 1, when the club is moved to larger quarters, adjoining the present club rooms in the Bush Terminal Building.

The club has leased for five years the three top floors of the old five-story building No. 136 W. 42nd street, a few doors east of Broadway. Owners of the building have spent $50,000 altering and decorating the new club, which will be served by private elevator.

The third floor will be a lounge and library, the entire fourth floor will house the dining room and kitchen, while the top floor will be the billiard room.

BACKING SWIM MARATHON

Hundreds of entries are being received from Chicago and out-of-town women for the second annual lake marathon for women under the auspices of the *Chicago Herald and Examiner.* Every woman who retains her amateur standing by never having competed professionally is eligible to compete. The swim will be held August 28.

STUDENTS VISIT THE HAGUE

A party of 26 American journalists, students of journalism and teachers, headed by Prof. H. F. Harrington, director of the Medill School o Journalism at Northwestern University, is now at The Hague in the course of a study trip through Europe.

Why have to *Tinker* with *Dry Mats?*

The new process mill conditioned WOOD DRY MAT reaches you ready for molding. No preparation in your plant is required. It needs no conditioning or seasoning. Simply take from storage box and roll it. No babying or petting. Always ready and always alike. Has eliminated 90% of troubles with dry mat.

The mechanical superintendent of a prominent metropolitan newspaper has written us:

"After giving your conditioned mats a good trial have decided to use them altogether. They are a decided improvement over our own humidoring, and eliminate the little troubles which sometimes caused delay at the crucial moment. The plates are better, too, giving improved printing."

The call for these scientifically perfected dry mats from newspapers hitherto using German or transplanted German mats indicates the insistent demand for dry mats that can be depended upon at the "crucial moment" and to cast better printing plates.

Once tried your stereotyper will use no other dry mat. Cuts his responsibilities in half. Is a boon for him.

Wood Flong Corporation

Stillwater, New York



By MARLEN PEW

YOU were saying, Mister Sweeney, that "them were the good old days," but it is my opinion, based on some painful experiences, that they were not so blankety-blank good and your ideas of romance give me a stitch in the seventh vertebra. What I got out of the "good old days" was a humped spine, a streak of grey over the left temple, a bare living from a mule skinner's hours of toil and a soul so tainted by fraud and deceit that it has taken a life-time to fumigate it. Mr. Sweeney, sir, I could give you some history that would shatter your glowing retrospect and convince you that the public service that is rendered by the present generation in journalism compares with that of a quarter of a century ago as the iceless refrigerator compares with the old brine pork barrel. Indeed, if you will sit with me for ten minutes, I shall exhume just one relic of the past which should indicate how great has been the progress of our journalism in 25 years. My story may now be told, skinning nobody's nose.

* * *

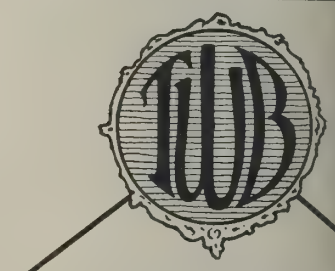
THE years 1899, 1900 and 1901 were notable for the following world events: The South African war was begun; the Philippine war started; the Windsor Hotel in New York, one St. Patrick's day, burned and 45 guests died in the flames or by leaping to the pavements; the Paris Exposition opened; the Boxer Insurrection occurred in China; the Hoboken docks burned and a dozen ships, wrapped in flames, drifted in the North River while 145 sailors and firemen roasted or perished in the water; Queen Victoria died; Aguinaldo was captured by Gen Fred. Funston; Jacksonville was swept by fire; President McKinley was assassinated by Czolgosz while attending the Buffalo Exposition; Marconi signalled the letter "s" across the Atlantic; and—the Publishers' Press, by force of circumstances, suddenly entered into competition with the Associated Press in the Saturday night field, undertaking to supply to about a dozen newspapers whose publishers could not get A. P., a complete, world-wide, telegraph and cable service. Of course you know, Mr. Sweeney, that the Publishers' Press was at that time a thriving evening service, co-operating with the Scripps-McRae Press Association, and that in later years it was sold and became one of the component parts of the United Press Associations of this day. Your humble servant was selected as manager of the Saturday night service. The decision to start this wire report was suddenly made when an important newspaper in the West decided to get along without A. P., or, perhaps, the act was dictated by the A. P. directorate. At any rate, P. P. A. opened a Saturday night wire from New York. My original staff consisted of Charles DeCamp, newspaper man of sterling ability, one telegraph operator and a husky newsboy to carry copy and other things. It was later augmented by a dear old gentleman who was once on Charles A. Dana's staff and could write the long windedest alleged cable despatches from far-away ghostly correspondents that have ever killed wire space for any service. We had no wire to Washington, but we got a fellow down there to send overhead a skeletonized story if anything "big" broke loose—such as the collapse of the dome of the Capitol; one of the regular day men, in London, promised to bulletin anything important, like the fall of the French Government or the death of the Kaiser, if he could pick up the fact along Fleet Street; we might have had a dozen correspondents in American cities willing to tip us if the story were really good, such as a theatre fire or shipwreck, but I solemnly declare that there were whole tiers of states in our own dear country that might have been blown from the map without the P. P. A. having the slightest inkling of the tragic truth—until the New York Sunday morning papers hit Park Row. What the clients along our leased line didn't know concerning our slender resources naturally didn't bother them and we edged along, as a rule, very well, but not without a certain nerve pressure on the P. P. A. staff. However, we were alert and not too modest and I happily recall receiving from one client editor a very glowing message congratulating us on our "beat" on a story which we had lifted from an A. P. paper. The way we made Funston leap from isle to isle in the Pacific in pursuit of the savage brown men who were defying Uncle Sam's authority; the way we trekked Gen. "Bobs" over the South African veldt in pursuit of Botha and Oom Paul Kruger, kraags vs. Bibles; the dope we ground out of the thin night air on the world consequences of the Boxer uprising and other trifles too numerous to mention, was quantitatively, if not qualitatively, astonishing, and I wish to inform you that our lone telegraph operator, by use of the fast Phillips code, could scarcely keep pace with the deliveries made to his desk by De Camp and I, gloriously aided from the rear by our husky newsboy messenger. The immensity of our responsibility to the readers of our client papers did not bother my conscience, then. It has only been in recent years that the hot iron has rankled in my bosom.

* * *

YOU understand, Mr. Sweeney, that those were free and easy days. The New Honor had not then been born. News "lifting" was not stealing—it was a journalistic institution practised by all clever newspaper folk. What the other fellow had, which you didn't have, was yours by right of appropriation in the next edition. The Supreme Court had not yet decided that current news was "property" and if the A. P. had something that read interestingly it was not only my privilege, it was my bounden duty to seize it as quickly as might be and in select language get the facts on our wire. We were not always even very careful to camouflage the swag. I distinctly recall pasting up, when hurried, long "lifts" from Shanghai, or Manila, or Cape Town, pencilling in here and there my own improved synonyms, antonyms, prepositions and other little, sly changes in phraseology all calculated to keep Melville E. Stone from suspecting that his new night rival was not wholly capable of taking care of the business in hand. Our wire opened at 6 p. m. and closed at 3 a. m. What with stock tables and sports, lifted from late editions of the evening papers, and bits of imaginary news from safely distant places, we were able to keep the sending key busily clicking in our tiny Park Row news-room until shortly after midnight when the tide of real information began to sweep our way. Its source was the husky newsboy messenger, who would come puffing up the stairs with the first edition of the Sunday *New York Press* under his arm. For hours he had been lurking in Spruce and Frankfort streets awaiting this boon from heaven. He always had a couple of dollars to shove to a press-room assistant for the first copy off the press, and it would come to my desk with the damp ink all smudged and smelly but when it revealed that 19 were dead in a Cincinnati wreck, or that Mark Hanna had had another secret conference with the President, or that Queen Victoria was sinking, or such tidbits, we would stand over the operator and flash, flash, flash, bulletin, bulletin, sub-bulletin and lead-all to our heart's content. How jolly that all was, Mr Sweeney! How pleasantly did our Sabbath morning dawn!

* * *

IF we had time, you the patience and I the breath, quite a long story could be spun from those dear old times, but I'll only take you down the line for one story, at this session, and from it you may draw your own conclusions about the moral responsibilities of at least my section of the press in the golden era you so feelingly bespeak. On June 30, 1900, something happened, right on our doorsill, that figuratively tore the suspender buttons from our worldwide news service. The event was far too tragic to warrant jests even at this late date. I shall give you the unhappy facts. On the evening of that memorable date, which was Saturday, along about six p. m. I heard the stock ticker in our office rattle and saw tape spin out. The market had long been closed an afternoon sports were out of the and I assumed that the operator wa ing his machine, but inspection re this flash: "Fire has broken ou Hoboken docks—two ships blzg at —Hoboken mayor asks N. Y. fir for aid—Good-night." I glanced o our Park Row window toward the River and in the distance could column of oily smoke. To the op I yelled: "Flash—fire raging Ho (N. J.) docks." "Bulletin. New June 30.—A fire that threatens a caust broke out on the docks tha the North River in Hoboken, op Manhattan, shortly after 5 o'clock evening. In an incredibly short tim flames had communicated to two merchant ships that were tied t docks A huge column of black s mushroomed against the sky and dreds of thousands of New Yo witnessed a wondrous spectacle in th Crowds quickly gathered on the Ma tan piers breathlessly watching the gry flames leap from dock to dock.



IF YOU WANT TO GET
MORE LOCAL DISPLA
WITHOUT EXTRA COS
WRITE OR WIRE
THOS. W. BRIGGS C
Columbian Tower Building
MEMPHIS, TENN.

now
195,000 Daily
425,000 Sunday
And The largest home-delivered circulation of any paper in its territory
Los Angeles Examiner

Building and Flying Model Airplanes

An aviation feature that will capitalize on the present interest in flying, enthuse boys and girls, obtain cooperation of your playground leaders, tie-in with national aviation contest headed by Wright and Lindbergh.

Released August 1. Daily construction articles, illustrated. The author, Paul Edward Garber, is a national model airplane authority.

WIRE to option your territory and obtain details.

SCIENCE SERVICE
21st and B STS. WASHINGTON, D. C.

Mayor of Hoboken, realizing that the conflagration was beyond control of the local fire department requested aid from the New York fire department. Ferry boats have been ordered to stand by to convey apparatus across the river. At 9:14 the fire was spreading and millions of dollars worth of ships and merchandise stored on the docks were in peril. More, more." Charlie DeCamp looked at me and I looked at Charlie—which should it be? Fate decreed that one half of the editorial staff of the P. P. A. must rush over to Hoboken while the other half remained to keep the wire busy. Charlie took the reporter role and scampered down the stairs, calling back that he would telephone when he arrived at the scene. I filed the stock tables and box scores, lifted from late editions of the evening papers. The wire ran on for half an hour when some impetuous, blundering editor, out west, wanted to know what progress the Hoboken fire was making. I cautiously replied that we would bulletin the facts after the stock tables had been cleared. It was nearly 7 o'clock before our trusty Artful Dodger came in from Park Row with an extra edition of an evening paper, I think the *Journal*. From it I gleaned a few additional facts, but they were disappointing. Darkness was falling but I could see the smoke from the window and I flashed a few little messages about the spread of the conflagration and the possibility that lives had been lost. Eight o'clock came and no word from Charlie DeCamp. The operators along the line were tipping us that client editors were busy and wanted the lead to start. I began to pull out my hair. Where was Charlie? The hand of the clock was beginning to reach nine and an editor had sarcastically reminded the P. P. A. that he was in the habit of sending a bull-dog edition for country consumption to the press room at 10 o'clock—did we think we could make a showing on our chicken feed from Hoboken? Forty times I had fought to get a telephone call through to Hoboken, but without success. At 9:30 I did manage to get a call through to the *Hoboken Observer*, and the very frail editor of that paper listened to my tale of woe. He had sent an extra to each street an hour before and he proceeded to read from it. My startled ear caught: "Police estimate more than 100 dead and 200 injured * * * hospitals filled * * * corpses line floor of armory * * * seven blazing ships drifting North River, imperiling ferryboats and other minor craft * * * agonizing scenes, sailors roasted alive in hulls of ships, heads protruding port-holes * * * police boats and small craft picking up scores of bodies in river * * *," at which point I urged my Hoboken friend to hold the line, while I rushed to my own leased wire rudely breaking into a salt-water editor that the disgusted operator was cursing, and started the big "lead all, Hoboken fire," deciding that it would be time to waste wire space with bulletins when editors wanted to set type and go to press.

* * *

Indignation at poor Charlie DeCamp turned to awful fear. As I was grinding out the details of the historic disaster my mind was picturing my dear and faithful assistant on a blazing excursion boat drifting off Ellis Island. Dying short of death, I felt, could account for his failure to deliver on such a story, in the circumstances here related. My agonizing thoughts concerning him, however, suddenly vanished when he dashed into the office, shortly before midnight, a bundle of copy in his outstretched hand. "In God's name, are you fined?" he begged and then babbled that he had gone aboard a Hoboken ferryboat whose captain had decided, while in mid-stream, not to risk making his way to the opposite shore and had run straight out down into New York bay and then here for more than five hours before returning to Manhattan, "shanghaing" every per cent of the total staff of the P. A. Good old Charlie had exhausted all his resources to get ashore and had then written a marvelously picturesque feature story of the harbor circle. But when I told him the news, that some 150 were dead, and the loss high in the millions, he learned a startling truth that he had no way of getting on the ferry-boat or on the streets leading from the New York slip to our office. Presently the Artful Dodger brought in the first edition of the *New York Press* and our night's troubles and worries were at an end. We ran the wire a half hour overtime, to clear the casualty list. On Monday one client editor wrote the "boss" that the fire story was "all right when it came, but it was slow and ragged at the start."

* * *

YEA, I tell you those were the good old days, Mr. Sweeney, and I have a mind, at some later session of this "thirty" congress, to relate more incidents along the same line. It does seem to me that the information might tend to make the present generation of journalists more appreciative of modern luxuries in the newspaper trade.

MIXING POLITICAL OIL AND WATER SMOOTHLY

Unusual By-Laws Adopted to Cover Policies of Merged Clarksburg Exponent (Dem.) and Telegram (Rep.)

How the problem of merging two newspapers of different political affiliations under the combined direction of the former owners was solved in Clarksburg, W. Va., is revealed in the by-laws drawn up for the new company and printed recently.

The *Exponent*, morning, and the *Telegram*, evening, were the papers involved in the merger. The former was Democratic and the latter solidly Republican.

The by-laws follow:

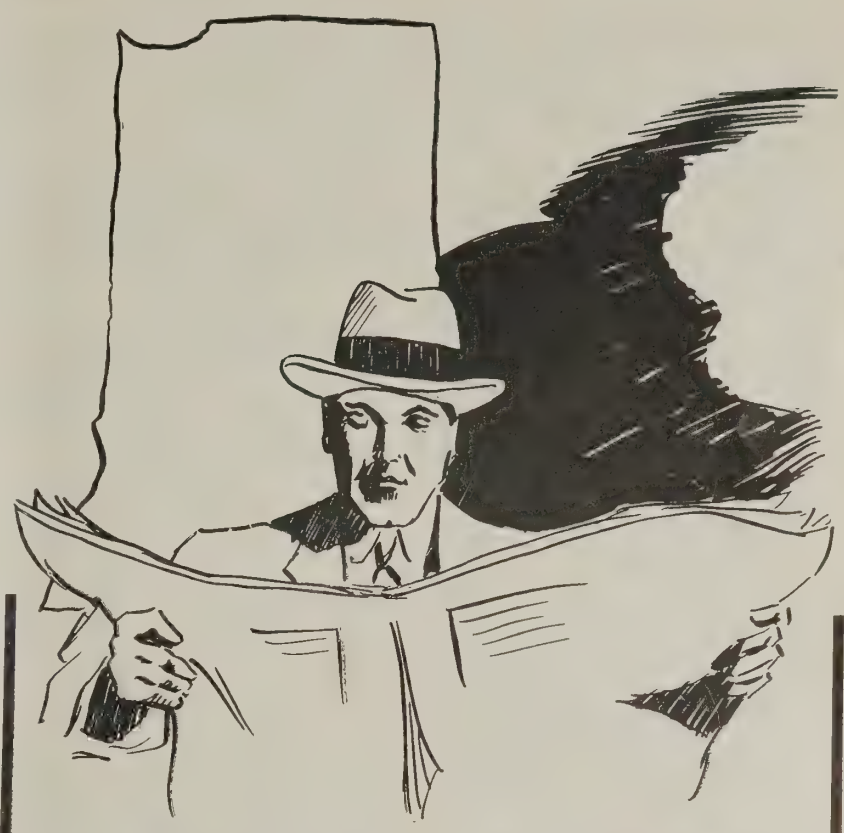
"Political Policy; By-Laws—The parties hereto agree, and the by-laws of the Clarksburg Publishing Company shall provide, that the political activities and policies of the Clarksburg Telegram, as well as the particular matter it shall or shall not publish in its columns, shall at all times be and remain wholly under the control and within the discretion of the three directors who were nominated by the holders of shares of the Telegram stock, and that the political activities and policies of the Clarksburg Exponent, as well as the particular matter it shall or shall not publish in its columns, shall at all times be and remain wholly under the control and within the discretion of the three directors who were nominated by the holders of shares of the Exponent stock.

"Political Parties; By-laws—The parties hereto agree, and the by-laws shall provide, that the three directors exercising the control of the political and economic policy of the Clarksburg Telegram may freely, and without interference on the part of the remaining directors, in their discretion, in and by the said paper, and through its columns, support or advocate any political party, organization or faction, or the policies thereof, which they may or shall at any time desire to support; and that the three directors exercising the control of the political and economic policy of the Clarksburg Exponent may freely, and without any interference on the part of the remaining directors, in their discretion, in and by said paper, and through its columns, support or advocate any political party, organization or faction, or the policies thereof, which they may or shall at any time desire to support."

The Devine-Wallis Corporation, which represented the Telegram will represent the combined papers in the national field, with the George B. David Company continuing to represent the Exponent, for the time being.

DAILY IMPORTS PULP

Fifteen hundred and fifty tons of Canadian spruce wood pulp were brought to Chicago for the *Chicago Daily News* on the Norwegian freighter Biskra from Oslo. The wood pulp was consigned to the Waterway Paper Products company, a subsidiary of the Daily News, which manufactures paper in a large plant at 32nd street and Kedzie avenue.



INDIANA'S
Buying Power is worth cultivating

The desirable feature about the Indiana Market is that it does not constitute two markets, one urban and one rural. Urban and rural populations are so closely united, so blended together, so homogeneous, that they are practically indistinguishable, from any point of view, particularly so for the distribution of merchandise.

It is worth while cultivating the buying power of this compact, unified market, because the Hoosier State is a thriving industrial community, set in the very heart of the country's richest agricultural region.

Its people are thriving and industrious. They live in accordance with the standards of our American well-to-do families. They are intelligent, most of them are educated, nearly all are literate and practically all newspaper readers.

The newspaper is the logical way to reach them. If your product has special merit, if it has a utility in the home, by all means enlist the aid of the newspapers listed below.

		Circulation	Rate for 5,000 lines
**Columbus Republican	(E)	5,027	.03
**Fort Wayne Journal-Gazette	(M)	38,539	.08
**Fort Wayne Journal-Gazette	(S)	30,255	.08
**Fort Wayne News-Sentinel	(E)	44,217	.10
†Frankfort Times	(M&S)	8,231	.04
**Gary Evening Post-Tribune	(E)	17,002	.06
**Huntington Press	(M&S)	5,058	.03
**Indianapolis News	(E)	130,079	.25
**Lafayette Journal & Courier	(M) 7,931 (E)13,813	21,744	.06
††La Porte Herald-Argus	(E)	6,830	.04
**Marion Leader Tribune	(M&S)	9,898	.04
††Shelbyville Democrat	(E)	4,063	.25
**South Bend News-Times	(M) 9,858 (E)18,288	28,146	.07
**South Bend News-Times	(S)	26,421	.07
**South Bend Tribune	(S) 23,482 (E)	24,351	.07
**Terre Haute Tribune	(E&S)	22,973	.06

**A. B. C. Publisher's Statement, March 31, 1927.
†Government Statement, October 1, 1926.
††Government Statement, March 31, 1927.

WITH THE GENERAL ADVERTISERS

Postum Cereal Company Buys Walter Baker & Co.; Ad Policy Unchanged; Something New in Book Advertising—Kellogg Does a Little Entertaining

A NEW style in book advertising has been set by Simon and Schuster, successful publishing house of New York, and the other day in its regular paid space in the *New York World,* some of the theories they have evolved were passed along to readers generally.

The copy carries the masthead "From the Inner Sanctum of Simon and Schuster," and the advice it contained on book advertising follows:

One of the phases of publishing that is discussed more often perhaps than any other is what sells books, and what sort of advertising is best.

Our own theory as to the former is this: A book sells itself. No matter how good the reviews, no matter how large the advertising space, fully three-quarters of the books sold are by word of mouth recommendation.

Now as to advertising: It seems to *The Inner Sanctum* the height of futility to use shortt quotations from the reviews. "An excellent book," "Splendid writing," "Excellent prose style," "One of the finest novels of the year" . . . Were we members of the lay public, encomiums such as these would keep us from a book rather than attract us to it. Excerpts from reviews are easy enough to find, and the use of them seems to us to denote:

1. A lazy advertising man.
2. A book that can not bear the publicity of extended, full length quotations.

Postum General Company has bought Walter Baker & Co., famous makers of chocolate, and a big user and believer in newspaper space. Ralph Starr Butler, advertising manager of the Postum company, is authority for the statement that the Baker advertising will continue to be handled by Barton, Durstine & Osborn.

W. K. Kellogg of the Kellogg Toasted Corn Flake Company at Battle Creek, Mich., entertained western magazine and newspaper representatives at the Battle Creek County Club Tuesday, this week.

Photographers are being asked to advertise locally in newspapers, but, according to plans announced this week, the Photographers' Association of America are spending their entire advertising appropriation in magazines and trade papers. The Association is said to have raised "the greater part of a $2,000,000 fund." The Millis Advertising Company of Indianapolis is handling the account. Free publicity is being sought in the dailies.

Shippers and Growers Clearing House of the Northwest, a consolidation of the prune growers, has established headquarters at Walla Walla, Wash., and is starting a newspaper campaign through the Izzard Company of Seattle. J. H. McBirney, Boise, Idaho, is president of the association, and Frank Shields, Walla Walla, is secretary treasurer.

Ralph M. Douglass has been made assistant director of advertising of the Kelvinator Company, succeeding George G. Whitney, resigned.

ADVERTISE TO MAKE MEN BUY SHOES

Retailers Hope to Raise $1,000,000 for Campaign to Be Handled by Kenyon Ad Agency of Boston

Men are buying shoes for mothers, sisters, wives and sweethearts, but not for themselves. What they do buy are heavy brogues and are marking deep footprints in the sands of time. And, even the soles are lasting longer than they should, because they are being used merely to press down the accelerators of automobiles.

These, it was explained, were some of the reasons that prompted the National Retail Shoe Association meeting in Boston last week to announce a four-year campaign of national advertising to increase the consumption of men's shoes, with a contemplated expenditure of $1,000,000 annually.

Anthony Gueting, of Gueting's, Philadelphia store and president of the association, made the announcement. Newspapers, trade papers, and magazines will be used, he said. The Kenyon Company of Boston will place the copy.

The retailers of the country will be supplied with an advertising service to tie up during the four years of the campaign with the national movement. It is expected the campaign will start Jan. 1, 1928.

Statisticians of the shoe trade have figured that from 1914 to 1925 there has been a 17 per cent decrease in the manufacture of men's shoes. When this percentage is compared with the increase of population, it is estimated that the drop in consumption amounts to about 25 per cent.

For about five years now advertising has been discussed. The Boston action is the first positive step towards a comprehensive campaign.

A. N. A. DIRECTORS MEET

Directors of the Association of National Advertisers were guests of S. E. Conybeare, association president, and advertising manager of the Armstrong Cork Co., at Scranton, Pa., on July 21. Plans were discussed for the Fall convention of the Association, and the directors played golf in the afternoon. The plant of the Armstrong Cork Company was also inspected.

WILLIAMS GOES ABROAD

J. B. Rickatson-Hatt Substituting for New York Reuters' Chief

J. B. Rickatson-Hatt is temporarily in charge of the New York office of Reuters Limited, during the absence of F. Douglas Williams, on vacation in England. Mr. Williams is expected to return late in August.



J. B. Rickatson-Hatt

Mr. Rickatson-Hatt was a lieutenant in the Coldstream Guards when he first became associated with Reuters in 1923. At first he was assigned to the London office. In December, 1924, he was sent to Egypt as a special correspondent to cover the uprisings following the assassination of Gov. Gen. Stack.

Last year he went around the world with Sir Roderick Jones, managing director of Reuters.

He was with Sir Roderick when the latter was in New York last October, and was then assigned as assistant to Mr. Williams in the New York bureau.

HEARST'S RANCH GETS ZOO

An express car bearing a small zoo destined for William R. Hearst's ranch at San Simeon, Cal., left the Union Station Nashua, N. H., Wednesday. The consignment included two giraffes seven zebras, five Australian ostriches, three kangaroos, and two black antelopes.

UTAH PRESS MEETS

The annual summer outing of the Utah State Press Association was held July 11 at Cedar City. Preceding the meeting the members toured Southern Utah.

A. B. C. GROUP MEETS

Mason Britton, of the McGraw-Company, who represents the busi paper departmental of the Audit Bur of Circulations, was host last Thurs to other members of the departmer Philip Thomson, president of the A Bureau of Circulations, discussed ref ments of standard A. B. C. forms.

OFFERS $1,000 REWARD

The *Spokane* (Wash.) *Spokesman-view* has offered a reward of $1,000 the apprehension of the person who cently attempted to blow up its buil with a dynamite bomb.

U. P. WRITER HONORED

Dr. Vergilio R. Beteta, United P correspondent in Guatemala, has been pointed envoy extraordinary and m ister plenipotentiary to Hondurus to se a boundary dispute.

The value of our Complete Checking Proof Service can easily be ascertained from any or all of our 412 newspaper subscribers . . . or any Agency or Advertiser (trial test offer on request).

The Advertising Checkin Bureau, Inc.

NEW YORK—79 Madison Aven
CHICAGO—538 S. Clark Stre

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

Have you a friend in Kansas City

Ask him if he doesn't read The Kansas City Star

Read in 4 Out of 5 Homes In PEORIA

PEORIA JOURNAL-TRANSCRIPT

"The Try-Out Medium In the Try-Out City"

ADVERTISERS who understand the Iowa situation know from experience that the consumers market there cannot be properly sold without the use of newspapers in these twenty-one key cities.

IOWA DAILY PRESS ASS'N
DAVENPORT, IOWA.

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat & Leader
Davenport Times
Dubuque Telegraph-Herald
Fort Dodge Messenger & Chronicle
Fort Madison Democrat
Iowa City Press Citize
Keokuk Gate City
Marshalltown Times Republican
Mason City Globe-Gazette & Times
Muscatine Journal & News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Courier
Waterloo Tribune

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday news papers *combined.*

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

After All

It's not so much how many read your story as how many put credence in it.

THE PHILADELPHIA RECORD

Goes not only into the homes but also into the hearts of 150,000 substantial families daily.

Second Largest Morning Daily in Philadelphia

Always Reliable

H W. CLENDENIN, OLDEST U. S. EDITOR, DIES—SPENT 75 YEARS ON NEWSPAPERS

Publisher of Springfield (Ill.) State-Register Was Nearing 90th Birthday—Served in Civil War—Began on Burlington, Ia., Paper

ENRY WILSON CLENDENIN, editor-in-chief and one of the publishers of the *Springfield Illinois State ester,* died at his home Monday. He ed but two weeks of being 90 years and had been a newspaper man for ears. Mr. Clendenin had been in health until a week before his death, h he was taken with an acute attack indigestion followed by a paralytic ke on Sunday. He lost consciousness died shortly after.

to the time of his illness, he had to the office nearly every afternoon. ead continued to write editorials for e Register until about two years ago, h he devoted his efforts to the com- on of his 400 page autobiography was published a year ago.

Tomas Rees, co-publisher with Mr. elenin, who was at Colorado Springs, when word of Mr. Clendenin's ill- reached him, with Mrs. Rees ar- in Springfield Tuesday.

Mr. Clendenin's newspaper experience gan on the *Burlington* (Ia.) *Hawk-Eye* he was 15 years old. Born in hilsberg, Pa., he had gone west with parents when he was two years old. he was 20 he put himself in the tory of tramp printer by working his nto Philadelphia by means of employ- in various print shops on the way. serving in the Civil War in the Pennsylvania Infantry. He returned to Hampton, Ill., and did farm n. Believing himself a better news- man than farmer he successively be- connected with a number of papers linois and Iowa.

While working for William Rees on Keokuk (Ia.) *Constitution* on a profit ing basis, there started a friendship ween young Clendenin and Thomas e brother of William, which has t 60 years. The two young men, ener with George Smith and John ons, bought the Keokuk Constitution 76, with Mr. Clendenin as business nger. At the close of the first year, r. Gibbons withdrew from the firm. e remaining three partners purchased linois State Register at Springfield 31.

Mr Clendenin served as Springfield staster for four years and for several was secretary of the Northwestern ociated Press.

Mr Clendenin was a close friend of n notables in journalism and when mpleted his autobiography Melville tone, of the Associated Press, oh Ochs, of the *New York Times,* lliam Allen White, and others wrote Clendenin complimenting him upon ork.

Arangements were being made for e.l services on Friday. Mr. Clendenin is survived by four children: George M., Clarence R. and Harry F. all of Springfield, and Mrs. Roscoe L. Ghering of Spokane, Wash., and five grandchildren. George M. Clendenin is business manager of the Register.

Vincent Y. Dallman, managing editor of the Register, who has been chief editorial writer since Mr. Clendenin's cessation from that work, will succeed Mr. Clendenin to the title of editor-in-chief, it was announced.

Obituary

WILLIAM H. RODGERS, of the *Chicago Tribune* Sunday staff, died July 6 at the home of his parents at Macomb, Ill., where he had been ill for several weeks.

MRS. MARY PROCTOR WILSON, former editor and manager of the *Lebanon* (O.) *Patriot,* died a few days ago at the home of her daughter, in Williamsburg, Va. She was buried at Lebanon. For more than a quarter of a century she owned the Patriot.

JOHN W. COCHRAN, for ten years a member of the news staff of the *Portland Oregonian,* died on July 10. At the time of his death he was chief assistant collector of internal revenue at Portland.

S. W. GILMAN, 52, owner and editor of the *Baddeck* (N. S.) *Victoria News* for the past 20 years, died suddenly at midnight, July 12.

EDWIN G. BUTLER, formerly foreman in the stereotype department of the *Boston Post,* died July 8 at his summer camp at Billerica, Mass. He had been employed on the Post for more than 30 years.

MARK M. DUBOIS, 60, editor of the *Poughkeepsie* (N. Y.) *Sunday Courier* for many years, died Friday, July 15, in Vassar hospital, Poughkeepsie, after a long illness. For many years he was local correspondent for the *New York Sun.*

G. A. SEIPEL, 61, for 20 years a printer in the plant of the *Seattle Times,* died July 5 at his home following a paralytic stroke.

JOHN B. KERR, widely-known editorial writer on the *Toronto Globe,* died suddenly of heart disease while at work in the newspaper's office July 17.

JAMES J. HARRINGTON, 52, city hall reporter on the *Fall River* (Mass.) *Herald-News,* died suddenly, July 11, as he was leaving the newspaper office to go to lunch. He had been engaged in newspaper work the past 30 years.

W. C. HARCUS, 62, a member of the Typographical Union for 41 consecutive years and at one time a printer on the *Worcester* (Mass.) *Telegram,* died suddenly of heart disease in Oakland, Cal., recently, where he had been employed six years on the staff of the *Oakland Tribune.*

HERBERT S. BRINKERHOFF, 55, for the past 20 years connected with the composing room of the *Pittsburgh* (Pa.) *Post,* died at his home in that city on July 15.

MRS. J. L. NICHOLS, mother of L. M. Nichols, editor of the *Bristow* (Okla.) *Record,* and N. A. Nichols, publisher of *El Reno American,* died July 10 in Trenton, Mo.

TWO BOSTON MEN DIE

Two Boston newspaper men were stricken suddenly Wednesday and died within a few minutes. Albert H. C. Mitchell, 60, editor and publisher of the *Fox Breeder's Gazette* and former sports editor of the *Boston American,* died while being taken to the Haymarket Relief Hospital after collapsing in the downtown district. Irving Pierson Fox, 67, President and treasurer of the Spatula Publishing Company and publisher of the *Church Militant,* official organ of the Protestant Episcopal Church, Diocese of Massachusetts, died at his West End offices before help could reach him. Years ago he was managing editor of the *Boston Sunday Courier.*

C. J. GEYER

President of Dayton Agency Dies—Former Newspaper Man

C. J. Geyer, 62, president of the Geyer Company, advertising agency of Dayton, O., veteran in both newspaper and advertising fields, died July 9, at his home in Dayton, following an extended illness.

As general manager of the *Dayton Herald* during most of 27 years spent with that company, and later as president of the advertising company bearing his name, Mr. Geyer achieved a circle of acquaintances covering the entire country.

Born at Columbia Farm, Pa., June 17, 1865, Mr. Geyer accompanied his parents to Ohio in 1877. In 1884 he entered the employ of the Dayton Herald, remaining with this newspaper until 1911, when he left to found the Geyer agency. Until some months ago, Mr. Geyer was active in the affairs of his company.

The Morning Telegraph

th leading newspaper in The- atricals, Turf, Finance and Mo- tion Pictures, prints all of the rld's worth while general news, wh exclusive features covered by a great staff of special writers.

It has the largest professional culation of any newspaper in h United States.

The largest evening paper circulation in Baltimore

151,059

May, net paid

May, 1927, sets a new circulation record for daily papers in Baltimore.

The NEWS, with its May net paid circulation of 151,059, enjoys a margin of 24,141 copies over that of the Evening Sun, its nearest competitor.

You reach more of Baltimore through the

BALTIMORE NEWS

Largest circulation of any daily paper in the South

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

first! in OHIO

Dispatch Sets the Pace

During the first six months of 1927 The Columbus Dispatch carried more paid advertising than the second Columbus paper by 4,639,750 agate lines.

For years The Columbus Dispatch has enjoyed the distinction of being first in Ohio in paid advertising volume.

NET PAID CIRCULATION

City	60,216
Suburban	28,937
Country	24,525
Total Circulation	113,678

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

in

Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

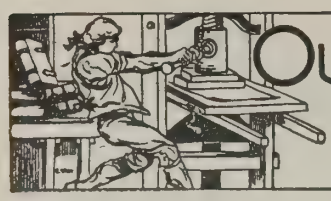
America's Complete Newspaper

NEW YORK Herald Tribune

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.



Our Own World of Letters

By JAMES MELVIN LEE

ARE German newspapers becoming like those published in America? That is the question with which Emil Dovifat opens his book, "Der Amerikanische Journalismus," (Deutsche Verlags-Anstalt, Stuttgart, Berlin, und Leipzig). In some places in Germany American journalism is admired without limit, but in others it is very much condemned.

To get first hand information Mr. Dovifat came to the United States in 1926 to study how American newspapers are edited and made. The results may be found in his book. He thinks the United States is almost an ideal country to study the evolution of modern journalism. In the first place the history of the American press is comparatively brief when compared with that in European countries. Consequently there is not a long period for the research to cover. In the next place official statistics have been compiled by the United States census from time to time. He commends the practice of circulation statement which the press today must furnish twice a year to the postal authorities. In passing it may be said that Mr. Dovifat has both an academic and a practical interest in journalism.

The first part of "Der Amerikanische Journalismus" he devotes to the historical development with separate chapters for the colonial press, the beginning of the political press, the party bound press, the penny press, and a chapter which he calls the flower of the press that molds public opinion. In the chapter last mentioned great praise is found for those American editors of yesterday who molded public opinion through what they wrote for their editorial pages. Possibly the reason why he commends so highly Greeley of the *Tribune,* Raymond of the *Times,* Godkin of the *Evening Post,* etc., is that these editors produced papers more like those appearing today in Germany. Consequently he can understand them better.

Part II is devoted to American Journalism of today. He practically gives America first place in the gathering and printing of news. The American machinery for publishing news (Die Nachrichtenmaschine) gets a very fine tribute for its wonderful efficiency. For the American reporter who gets the raw material for the news machine Dovifat has great admiration.

Mr. Dovifat quotes, evidently with approval, the words of Horace Greeley to a young friend about to start a newspaper: "Begin with the clear conception, that the subject of deepest interest to an average human being is himself." Dovifat's comment about this remark by Greeley is "Das ist der Kern aller amerikanischen Zeitungsarbeit" (That is the kernel of all newspaper work in America). The ideal of American journalism Mr. Dovifat finds in the tablet erected in the *World* building to the memory of Gregory T. Humes, who mortally wounded in a wreck at Stanford still covered the story for his newspaper (Die Tafel zeigt das grösste Ideal des Journalismus in Amerika. Dies Ideal ist der Rekord).

A separate chapter in Part II concerns itself with technical news writing. The stereotype news story which gives the gist of the matter in the opening paragraph and answers the six questions of who, what, when, where, why and how Mr. Dovifat commends for its clearness and its force in the presentation of news.

Another chapter has for its subject matter the mechanical make-up of the American newspaper in general and the first page in particular. For the first page make-up Mr. Dovifat finds three typical forms. These forms are determined by the arrangement of the headlines on the page. First is the arrangement of the headlines in the form of an inverted pyramid such as is so frequently found on the first page of the *New York Times.* The next type specifically noted by Mr. Dovifat is the headline for the big story at the right hand side which together with the other headlines make a sort of brace as is illustrated frequently in the *New York World.* The third type is the seemingly haphazard make-up known as the "circus." The illustration for this unsymmetrical page selected by Mr. Dovifat is the *Detroit Times.*

The place of pictures in American journalism has a chapter by itself. While the news photo gets its attention, the wordless editorial (the cartoon) is overlooked. For the sensational pictures printed in some of the tabloids Mr. Dovifat has only contempt and anxiety lest this practice spread to Germany.

The chapter which has the most interest for the American reader is the one that limits itself to a discussion of public opinion. For the editorial page of the American newspaper Mr. Dovifat has no such admiration as he has for the news pages. He opens his discussion of editorial writing with these words from the pen of Arthur Brisbane: "Editorial writing is the art of saying in a commonplace and inoffensive way what everybody knew long ago." A fair criticism of Mr. Dovifat's comment would be that he gives too much space to the human interest editorials and not enough to the instructive editorials of those newspapers which address themselves to an intelligent clientele.

The chapter on the ideology of American journalism leaves the reader with the impression that the newspapers in the United States do not practice what they preach, especially if they take their text from the Bible. Mr. Dovifat reprints the "Journalist's Creed" compiled by Walter Williams of the School of Journalism of the University of Missouri, but it is evident that he does not think that most American newspaper men live up to this creed—especially those who work on the so-called sensational papers.

Still another chapter takes up the social and economic side of the American newspaper. Here Mr. Dovifat seems to find too much commercialism to suit his ideal. He does not overlook, however, the saying of Adolph S. Ochs of the New York Times—quoted under a chapter heading—"More readers, more independence." Another thing that Mr. Dovifat does not like is the influence of the press agent upon American journalism.

The volume concludes with a comparison of the newspaper press of the United States with that in Germany. The fundamental distinction is that in Germany the press stresses views while in the United States it stresses news. In Germany every paper is hooked up with a political party as a sort of official mouthpiece, while in the United States the newspaper, though supporting party measures, boasts of its independence. In Germany even those papers which have adopted American make-up have not surrendered their emphasis on political views. The German papers that show the greatest American influence are said to be, by Mr. Dovifat, the evening papers of Berlin.

In conclusion Mr. Dovifat thinks that the professional standing in Germany is higher than in the United States, for in the former country the publisher cannot interfere with the expression of opinion by the editor. The latter must be allowed to write what he thinks is for the best interests of the state regardless of what may be the views of the publisher.

As a sort of appendix Mr. Dovifat adds to his volume a description of the system for teaching journalism in the colleges. This part of the volume practically appeared previously as a special article and was mentioned in "Our Own World of Letters" at the time of its appearance.

"Der Amerikanische Journalismus" is illustrated with numerous pictures and diagrams and one map which shows the telegraph connections of the Associated Press. Among the charts given are those which show the plan of organization of the New York Times and the Chicago Tribune.

Mr. Dovifat has unquestionably given a great deal of time and thought to his research work in American journalism. He has produced a book that is extremely well proportioned in its distribution of material illustrating various phases of American journalism. He is to be commended for his lofty conception of what an ideal paper should be and he may be pardoned if at times he thinks the American newspaper is commercial when it is acting from altruistic motives. It is interesting to get the view point of how American newspapers appear to an outsider. That point of view is well given in "Der Amerikanische Journalismus."

Read Editor & Publisher classified columns for opportunities.

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
QUALITY MARK SERVICE TRADE
CLINE WESTINGHOUSE
Cline-Westinghouse
Double Motor-Drive
with full automatic
push button control
is used by
Seattle Post Intelligencer
Seattle, Wash.
Ask them about it
CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

60,000
FAMILIES
With incomes in excess of $84,000,000 annually reside in the trading zone of
Bridgeport
(Connecticut)
98% of these people read the
Post-Telegram
Space buyers are urged to investigate this industrial market where people can afford and do desire the better things that make living more than mere existence. 236,000 potential buyers in a compact easily covered area.
National Representatives
GILMAN, NICOLL & RUTHMAN
New York, Boston, Chicago, San Francisco.

The Value of
The New York Times
CENSORSHIP
The New York Times' rules of censorship operate to the advantage of both avertiser and reader. Readers are protected against frauds, catch-penny offers and all extravagant claims, while the confidence established by Times' censorship gives additional value to all space in its advertising columns.

The Boston Evening Transcript for the first six months of 1927 outstripped immeasurably every other strictly evening Boston newspaper (i. e., not part of a compulsory combination) in financial advertising lineage.
And more than that even—The Boston Evening Transcript showed a gain of 31,683 lines in financial advertising, while the compulsory combination that exceeded it in total showed a loss of 16,524 in its A. M. editions—and a loss of 21,516 lines in P. M. editions.
Boston Evening Transcript
Highest Ratio of BUYERS to Readers
National Advertising Representatives
CHARLES H. EDDY CO.
Boston New York Chicago

IT WILL PAY YOU TO HIRE TRAINED MEN
Ambitious young men, schooled in every branch of the newspaper or magazine field, may be secured to fill that opening on your publication by simply making your wants known to the Personnel Bureau of Sigma Delta Chi, professional journalistic fraternity.
No Charge To Employers
Avail yourself of this free service to replenish your staff whenever the occasion requires. Write or wire John G. Earhart, 836 Exchange Ave., Chicago, Ill., and he will put you in touch with the right man.

WHAT OUR READERS SAY

ER CHARLES' STATEMENT

To Editor & Publisher: Will you ow me to express, through the medium ver journal which, as I know, reaches only the newspapers throughout ea, but is also closely read by my fession—advertising—something of the de I have felt over some carping icm that has been published regard- a interview I gave out during my nvisit to the United States in which nne of President Coolidge was used. one who knows how assiduously I worked during the last decade to e international advertising a more n medium for a better understanding a closer friendship between the old nd the new, could possibly believe a moment that I would speak of the f executive of the United States with hg but the deepest respect. But i not all glum and serious, and g sometimes my countrymen are so of being a bit thick in grasping rous point, I must say that we o much sense of humor to regard 1 interview as I gave out—and I only when solicited—as anything a ocular attempt to give the hasty ion made on a British advertising l the distinguished gentleman who te head of your affairs of state.

epart I was able to play in so it the claims of Great Britain to be rged as an advertising force that e lt was the securing of the Adver- Convention for London in 1924; h with other services which I have ppy to render in the cause of ional advertising good-will, has n in such a position that when I y annual trip to the United States, s of my profession, the newspapers ol enough to think that my views rry public matters are of interest. y when they have interviewed me, e ought to say something that was rtive and designed to build up and ntue that cordial harmony of busi- rest between America and Eng- vich advertising has played so part in bringing about.

I must be well aware of the fact wen in 1924 your advertising and aer men were received by their sts at Buckingham Palace and af- r by the Prince of Wales, and the York and other of our men mffice, there was no lack of good re comment, not only in the man- which they were received at the s unctions, but also on the clothes b royalty, and I am not aware that d accused the people who wrote itns or who gave out such inter- f displaying bad taste, or of self-aggrandizement.

in this intrusion of the personal n ublic interviews is preeminently ndican invention; and used good- ely and without thought of malice, one a great deal in a quiet way ce he two peoples who are divided load Atlantic, better understood. v never failed when in America ntout that if I have attained to e ure of success in the field of s g in England, it is because I ny training in advertising in a because I have been able suc- lyto apply the methods I learned r ountry, to the conditions I find I am happy to believe that one result of my untiring efforts has been a very much closer union in sympathy and understanding between the advertising men of the United States and England, and to the end that these bonds may be drawn still closer together, so that the high ideals which we mutually hold may spread world-wide, I hope to be able to work, so long as I have any right to be called by what I consider my private title—an international advertising man.

Yours very sincerely,
C. F. Higham,
Imperial House, Kingsway,
London, E. C.

RURAL INCOME TAXES

To Editor & Publisher: Can a farmer pay an income tax if he wants to?

A nearby Vermont farmer (name on request) with a yearly income of $10,000 to $25,000 depending upon how many registered cattle he sells in each year submitted his return in 1923 and offered to pay a tax.

"What! A farmer paying a tax! Have you depreciated your cows 20 per cent?" they asked him.

No, he hadn't. But he did, and found that his taxable income was less than zero.

The income tax was not designed for farmers. Talk with any Federal Collector and you will learn why this is so. The reasons political, practical, psychological are too intricate to take your space here.

During the years of low exemptions, that is up to and including 1924, the Federal income tax yielded data, which properly interpreted and understood, was of tremendous value in analyzing markets.

The world that is looking for short-cuts had to wait until 1927 for the Seubert formulas. He alone of all market analysts has that blind faith in income tax returns that shows forth on every page of his "Key to Consumer Buying Ability" series in the Editor & Publisher.

On page 20 of your July 9 number he overstates his case so strongly as to show himself as the faithful zealot rather than a cautious analyst.

After this series has run its course and has been variously classified by space-buyers as of great, possible, or dubious value, may I suggest that Editor & Publisher supplement it with some practical field investigations before going on record as calling it a dependable formula.

For example, take the actual sales of Cadillac cars and stack them up against the simple formula. Take Buicks, Frigidaires and possibly Victrolas if you can get access to the figures and find out where these units (which can be traced to definite consumers and which are marketed with fairly uniform efficiency and pressure) are being bought. Take the national figures of any such products and have them laid down side by side, state by state by some cool market analyst, whose mind and pencil do not slip.

In the meantime other fields are calling Mr. Seubert to practice his doctrine of simplification. A soup canner might let him simplify a recipe of a dozen ingredients down to two and mix up a trial batch. In that field, however, even Mr. Seubert on tasting might admit that extremely simple formulas need the addition of many grains of salt.

Very truly yours,
Burlington (Vt.) Free Press,
David W. Howe.

EL PASO TIMES CO.

To Editor & Publisher—The quoted item from your issue of July 2 is misleading, and it is requested that a correction be published as soon as practicable.

"The *El Paso Times*, El Paso, has filed an amendment to its charter changing its corporate name to El Continental Publishing Company, Inc., and increasing capital stock from $1,000 to $75,000."

It is easy to understand how the error occurred, but we do not like the item to stand that way.

"El Paso Times Company" (capital stock $100,000) owns the El Paso Times (Morning and Sunday English language newspaper established 1881).

The stock of "El Paso Times Company" changed hands in November, 1925, but the purchaser did not acquire the stock of a subsidiary corporation called "El Paso Times *Publishing* Company" and issuing a Spanish language weekly newspaper. The Spanish language paper changed its name to "El Continental" but retained the corporate style of "El Paso Times *Publishing* Company." The use of this corporate style caused so much confusion in the mixup of mail deliveries, official documents, financial affairs, etc., that the Spanish publication was induced to change its corporate style from "El Paso Times *Publishing* Company" to "El Continental Publishing Company."

Please make it clear that the original item referred only to a Spanish language newspaper which has no connection whatever with the El Paso Times; and that the El Paso Times has not changed its name nor has the authorized capital stock been changed.

H. D. Slater, Publisher,
El Paso Herald and *El Paso Times.*

MAGNIFICENT WORK

To Editor & Publisher—In your issue for July 9, 1927, we find a splendid tribute to Mr. William Yeates written by Mr. Fred. L. W. Bennett.

There seems to be no doubt that both Mr. Yeates and the Telegram of Salt Lake City did a wonderful piece of work in exposing fraudulent Building and Loan Associations operating in Utah.

Nowhere in the article written by Mr. Bennett is there any reference to criminal prosecutions growing out of the 50,000 words of exposure original with Mr. Yeates.

In the County Prison of Philadelphia, Pa., you will find records covering twenty-two men committed to that institution for Building and Loan frauds. These men were sentenced to terms in prison ranging from six months to ten years. All of the exposures and all of the material that landed these men in the Philadelphia County Prison was "dug-up" by Mr. Mark Mason of the *Sunday Transcript* who not only sent the swindlers to prison but forced the complete reorganization of the Building and Loan Associations involving nearly $100,000,000. As most of Mr. Mason's men are still in prison with from three to seven years yet to serve the facts are easy to verify. Putting the matter on the basis of mathematics Mr. Mason sent a man to prison for every 2,000 words written by Mr. Yeates.

This information is sent to you simply in the interest of historic accuracy.

A. B. Clarke, Secretary
Philadelphia Sunday Transcript.

CANADIAN A. B. P. MEETING

Canadian members of the Associated Business Papers, Inc., were hosts to the officers and executive committee of the association at a meeting held in Toronto, July 15 and 16.

Used Presses to Fit Your Needs

Fully guaranteed

Write us

THE DUPLEX PRINTING PRESS CO.
Battle Creek
MICHIGAN

Detroit
Fourth Largest City

For most complete and economical coverage concentrate in one paper—

The Detroit News.

Offers advertisers unusual opportunities

Buffalo, The Wonder City of America
Buffalo—a profitable Market for Advertisers

Sales in Buffalo are splendid for advertising goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes

EDWARD H. BUTLER
Editor and Publisher
KELLY-SMITH COMPANY
Representatives
Graybar Bldg. New York, N. Y.
Atlantic Bldg. Philadelphia
Tribune Tower Chicago, Ill.
Waterman Bldg. Boston

Largest Circulation and Largest Volume of Advertising every Daily west of the Missouri river
LOS ANGELES EVENING HERALD
REPRESENTATIVES
JOHN H. LEDERER, 910 Hearst Bldg.
Phone, A. J. NORRIS HILL, 810 Hearst Bldg.
Or HERBERT W. MOLONEY, 604 Times Bldg.

Space is space—but the BEST Classified Advertising publicity justifies its daily appearance in your newspaper

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

Thorough Coverage in One of the World's Richest Buying Centers—Coupled with the Ability to Produce Results

Pittsburgh Gazette Times
(Morning and Sunday)
AND
PITTSBURGH CHRONICLE TELEGRAPH
(Evening except Sunday)

These newspapers in News and Advertising have the confidence of their readers. Their readers have the power to purchase.

Sold Singly or Combined

URBAN E. DICE, Nat'l Advg. Mgr.
Gazette Square, Pittsburgh, Pa.
E. M. BURKE, Inc.,
1457 Broadway, New York.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL COMPANY,
742 Market Street, San Francisco, Cal.
Times Bldg., Los Angeles, Cal.
White-Henry-Stuart Bldg., Seattle, Wash.

ROTO-GRAVURE *Sections for* Newspapers & Magazines
STANDARD *Gravure Corporation*
LOUISVILLE, KENTUCKY

BARS HANGING EXTRA

Joliet Herald-News Refuses "To Capitalize Morbid Interest"

The *Joliet* (Ill.) *Herald-News* handled the hanging of three prisoners in the Illinois state penitentiary July 15 for the slaying of a prison guard during a desperate jail break attempt a few months ago, as routine news. The night before the executions it announced in a front-page black-face boxed statement, its attitude toward sensationalizing such news.

"Indications are that morbid curiosity concerning the hanging tomorrow morning will create an unusual market for extra editions of newspapers," the Herald-News stated.

"Thousands of copies doubtless can be sold. Viewing the prospect entirely from a commercial point of view a newspaper in the situation of the Herald-News should issue one or more extras.

"However, we believe that a newspaper should have higher ideals than the commercialization of morbid curiosity. In accordance with this belief the Herald-News will not issue extra editions tomorrow, if the execution of the sentence is carried out as scheduled and with no unexpected interference or development. If however, there should be attempt at another jail delivery or resort to violence in behalf of the three convicts or developments of an unexpected nature and of legitimate news interest, the Herald-News will be prepared to and will issue extras."

The hanging went off as scheduled; there were no untoward demonstrations —and the Herald-News printed no extras.

FREE "PUFFS"

The fire insurance underwriters of the country are due for a setback. Not financially, perhaps, but indirectly their business may be affected. According to EDITOR & PUBLISHER, proposals for a million dollar co-operative advertising campaign by fire insurtance firms using paid newspaper space were turned down, temporarily at least, and the national board of fire underwriters accepted a "free puff" plan as advocated by the insurance advertising conference.

Now, the "free puff" plan of mooching space from the newspapers of the country has reached such proportions in the past few years that editors generally have developed the gentle habit of dropping all of it into their waste baskets. Every day the mail arriving at *The Gazette* office contains from a dozen to 50 such so-called news articles—more than enough to replace all The Associated Press dispatches received the same day, if set into type. The time soon will come when a large number of companies realize that their efforts to get free advertising under the disguise of news are wasted, that they are spending money foolishly. EDITOR & PUBLISHER is one magazine which had taken the lead in exposing all such schemes and hundreds of newspapers have been forced to adopt a rule against printing stories of any kind which give "free puffs."—Editorial in William Allen White's *Emporia Gazette.*

CARREL GENEVA DELEGATE

Hon. Frank E. Carrel member of the legislative council of Quebec and publisher of the *Quebec Chronicle-Telegraph,* has been named official delegate for Canada at the League of Nations conference on newspaper matters, at Geneva, during the latter part of August. Mr. Carrel's appointment has been endorsed by Premier Mackenzie King on the recommendation of E. H. Macklin, of Winnipeg, Man., president of the Canadian Daily Newspaper Association and J. H. Woods, of Calgary, Alta., president of The Canadian Press.

WINS DECORATION PRIZE

The *Cincinnati Enquirer* won first prize for the best decorated office building during the national convention of Elks held in that city during the week ending July 15. The decorations were featured on the Enquirer's new $3,000,000 building recently completed.

Classified

EDITOR & PUBLISH

Classified Advertising Information

RATES

SITUATIONS (Cash with Order)
1 Time — .50 per line
3 Times — .40 per line
ALL OTHER CLASSIFICATIONS (Cash with Order)
1 Time — .75 per line
4 Times — .60 per line

White space charge at same rate per per insertion as earned by frequency o sertion. Minimum Contract space, 1 lines. The Editor & Publisher reserves right to classify, edit or reject any ad tisement.

ADVERTISING

General Promotion

If You Want More Local Advertising p to work for you selling our "Worthw Features. Write F. G. Hogan Syndi Lemcke Bldg., Indianapolis, Ind., or Kans

Supplies

Shading Sheets for Art work and Benda fects. Bourges Service, Inc., 144 West St New York.

(*Continued on following page*)

Supplies and Equipment

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work, also Goss Sextuple.

HOE Pony Quadruple, Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Metropolitan Quadruple stereotype presses—print up to 32 pages.

Available for Early Delivery

WALTER SCOTT & COMPANY
Main Office & Factory.....Plainfield, N. J.
New York Office..Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Block

The man who Manufactures meets the man who Buys in the advertising pages of Editor & Publisher.

GOSS STEREOTYPING MACHINERY Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Rebuilt GOSS & HOE PRESS BARGAINS

ALL TYPES
SEND for LIST

THE GOSS PRINTING PRESS CO.
CHICAGO—NEW YORK—LONDON

BLANKETS
of all kinds for all makes o
Rotary Newspaper Printing Machines
Automatic Efficiency Fel Blankets
Monocork Blankets
Oil-proof-face Rubbe Blankets
Cutting Rubbers and Conveyor Wire.

You can save waste paper, in crease production and obtai better printing when your ma chines are properly blanketed.

We specialize in the manufactur of Newspaper Printing Blanket and carry a complete line, includ ing all widths and thicknesses.

New England Newspaper Supply Company
Worcester, Mass., U. S. A.
Cable Address NENSCO
Worcester, Mass.

Drive and Control for Newspaper Presses

A representative installation on the Pacific Coast is that of a 75-h. p. alternating-current drive on a Goss Press at the Seattle Star.

GENERAL ELECTRIC

Two Matrix Scorching Ovens For The Price Of One



THIS Hoe Improved Combination Curved and Flat Matrix Scorching Oven is equipped with four gas burners to provide the high temperature necessary to scorch dry mats quickly and uniformly.

The curved saddle and the flat mat chamber are both covered with asbestos.

R. HOE & CO., INC. 504-520 Grand St., New York City
Sharon Bldg. SAN FRANCISCO — 7 So. Dearborn St. CHICAGO — Pere Marquette Bldg. NEW ORLEANS — 7 Water St. BOSTON

Employment—Equipment—Services

BUSINESS OPPORTUNITIES

Brokers

Newspapers—Field, Plant, Management, spell ness. With a fair field, adequate plant and ner management, you must succeed. A espaper, like a fruit tree, grows while you lo. If you have fair ability, experience and cy, I have some desirable daily and weekly ications to offer, and will guide you in cting the right one. J. B. Shale, Times Bg., New York.

Trade Journal, established, in good condition, able of expansion. Gross about $20,000. ing price, $17,500 cash. Harris-Dibble Co., 4 Madison Avenue, New York City.

Interest for Sale

Opportunity—Owner of a daily newspaper in rida, in one of the best cities in the state, ri consider selling an interest to a highly ified man in either the business or editorial rtment. This holds out a wonderful future portunity and only a man who can furnish best of references as to experience and ty need reply. This is one of the finest lts in the south, equipped for the future. y must make minimum investment of 1000 or can secure larger interest if de- ed. Owner has other interests that require of his time. Address C-825, Editor & blisher.

Newspapers Wanted

Will Buy established daily. Small Eastern preferred. Enterprise must stand close tiny and be now on paying basis. Address 42, Editor & Publisher.

Service

Out of Town Concerns. You can secure all advantages of a New York address, includ- the services of established, fully furnished equipped offices, where your interests, en- ies, callers, literature, mail, or samples be intelligently and properly handled, for minal annual charge. Address (by letter) Suite 1004, at 1841 Broadway (Columbus le), New York City.

CIRCULATION

Promotion

Circulation—When quick, additional circulation erage becomes necessary, remember that twenty years in this one line of endeavor our proof against experimenting. Write or Pacific Coast Circulation Service, Bell lk, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Cen- rave., Reading, Penn. Originators of Sales- ship Club Campaigns.

Are the Man Who's Had One! In over 20 s of nation-wide experience, we have proved uelves always able to produce greater results e dollar expended. Our circulation building paigns, large or small, have all expert man- ent and attention. Address us now, care of World-Herald, Omaha, Nebr., or at any at Box 288, Waterloo, Iowa. Myers' Cir- ion Organization.

Superior Circulation Builders—The W. S. Ken- l Company, 104 North Bailey Ave., Louis- Kentucky. The circulation-building or- zation that has set the standard for aggres- successful circulation campaigns for nearly ty years.

The World's Largest Circulation Building Or- ation—The only circulation-building serv- e in Newspaperdom furnishing publishers' ffavits of the exact results of its every paign. The Charles Partlowe Company, ental Building, Indianapolis.

EMPLOYMENT

Help Wanted

Advertising Manager—Salesman for evening ai , to take complete charge. Other daily oning. Competition keen. Must be high-class n who can design, lay out, write and sell rtising. Useless for has-been or ordinary n to apply. Must be go-getting salesman. te salary and tell all in first letter, with ences, lodges, and exactly when you can e n job. Address C-841, Editor & Publisher.

Reader-Reporter—Newspaper in city of 200, near New York, wants fast, accurate reader; also young reporter, who knows for assignments requiring energy and in- ence. C-852, Editor & Publisher.

Executive Wanted—Established daily e paper near New York, city of 100,000, re- s services of experienced news executive. be a "shark" on news; a man who can build a paper that will first of all be esting; a paper which must stand apart the ordinary badly-edited, over-written, ne newspaper.

must be able to bring to an already com- t staff, including heads of news depart- s an added "punch"; he must bring with the spirit of harmony and an ability to with men, rather than a dominating spirit rection.

ust come from city of 50,000 to 100,000; g-city men or roamers wanted.

rite fully, giving record; record as to ng to jobs will count much. Address . Editor & Publisher.

EMPLOYMENT

Situations Wanted

Ad Executive, six years, exceptional record. Copy writer, publicity department organizer. Daily in Ohio or adjacent.; $50. Ad man; 15 Charles street, Newark, Ohio.

Advertising—Successful metropolitan newspaper advertising executive, now employed on outstanding eastern newspaper, seeks greater opportunity with a publisher impelled to increase linage this year.
Successful record as constructive builder of national and local. Thorough knowledge of advertising; can plan and execute promotion campaign. Twelve years' diversified newspaper advertising experience. Can direct and inspire staff to fullest effort. Age 34, happily married.
Introductory reference: James W. Brown, publisher of Editor & Publisher. Complete list with first letter. Replies will be considered confidential. C-851, Editor & Publisher.

Advertising—Seasoned man desires change. Marked ability in copywriting, layouts and linage building; capably handles local and national advertising. Ten years' experience with leading Canadian and U. S. morning dailies. C-844, Editor & Publisher.

Business Manager—Mr. Publisher, are you in need of a business manager that knows each operation of a newspaper. If your paper needs circulation or advertising I can produce either without incurring heavy expenses. References and full details furnished upon request. Salary to start $5,200 per year and bonus on increased business. Address C-829, Editor & Publisher.

Circulation Manager desires connection on paper in city of 100,000 or less. Twenty years' experience as circulation manager on large and small dailies. Producer of maximum results at minimum cost. Familiar with every detail, also A. B. C. records. Reasonable salary. References. C-830, Editor & Publisher.

Circulation Manager desires position; experienced in all phases of circulation work. Can furnish the very best references. Used to hard work. Member of I. C. M. A. Address C-828, Editor & Publisher.

Circulation Manager—20 years' experience, large and small city dailies; excellent record of accomplishment on second and third papers; familiar with A. B. C. records, promotion and every detail; reliable and earnest worker. References. C-807, Editor & Publisher.

Circulation—High calibre, home delivery circulator; take charge circulation or assist circulator. Good on promotion and detail. Fine record; references; 33, married; competent, steady; real producer. Evening paper preferred. C-833, Editor & Publisher.

Circulation—Young married man with successful record on four publications, who has made intensive study of circulation system, promotion and finance, and who has successful record in sub-executive positions on three publications in different parts of the country, and an excellent record in two years' circulation management on New England newspaper under most adverse conditions, is seeking a location with a paper that will afford him a definite opportunity for personal progress and of permanence. Changes made in positions have been for purposes of advancement, and has never left a position except of his own accord. For a connection with the right publication, is willing to make some salary sacrifice at the outset. In position to assume new connection at once and willing to pay one half of expense in going for interview. Correspondence invited from publishers in cities of 150,000 or less, and assurance is given that letters will be held strictly confidential. C-809, Editor & Publisher.

Circulation Manager—Experience has been from carrier to circulation manager on large and small morning, evening and Sunday dailies as well as combination. Thoroughly familiar with office records and details as well as promotion. Have always prided myself on low cost of maintenance and promotion. Would consider city or assistant's job on large daily. Best of references. C-823, Editor & Publisher.

Classified Manager, age 25, married, 5 years' experience, morning and evening. Now employed on combination paper in city 250,000 population. All experience in organizing departments. Can handle and train street and phone staffs, collections and promotion. Pulled one paper from second to first in 1 year. Can keep overhead down and produce results. Dependable, aggressive. Enjoys keen competition. Best references. Salary now $4,500. Seeking position with full responsibility in larger field. C-814, Editor & Publisher.

Classified Manager, employed at present, wishes to make connection with paper in city of 100,000 population or over. Can furnish best of reference. If I can't increase your production 20% in four months I don't want the job. C-853, Editor & Publisher.

Composing Room Foreman—Resourceful, economical executive, getting maximum production at minimum cost; expert makeup, ad man, operator; locate anywhere. C-818, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Copyreader, 31, married, long experience on large and small dailies, desires position on progressive daily in Ohio, Ind. or Ill. C-843, Editor & Publisher.

Editor, news city, telegraph, copydesk, makeup; abstainer; permanent only; 15 years on metropolitan dailies. J. B. H., 138 Third Ave., Westwood, N. J.

Editorial—Newspaper man of 18 years' experience, largely with dailies, past five years managing editor of same, seeking new connection as editor or managing editor live semi-weekly or daily newspaper. Have handled every department of daily. Strong editorial, and graphic news writer. Married, Mason. Would be interested in securing interest good paper. Finest references. C-837, Editor & Publisher.

Editor—Sports—Damon Runyon says, "If a sports writer can't deliver circulation he isn't worth a dime." Here's one who stood acid test on eight large dailies from coast to coast. Write or wire C-817, Editor & Publisher.

Editor, 40, Protestant, total abstainer, widely experienced metropolitan and small-city papers; now employed; wishes permanent connection small afternoon daily in Southeast. Capable taking complete charge. Address C-822, Editor & Publisher.

Editorial Writer—Vigorous and snappy editorials on Democratic politics and Government activities. Small compensation. C-847, Editor & Publisher.

Executive, 38, eleven years' newspaper experience, last five business manager, desires to make change by September 1st. Has record that is strong recommendation to publisher desiring to build linage and circulation. Last 12 months has given 34 per cent circulation increase under his supervision. Married, good health, 32nd degree Mason, character will stand test. C-806, Editor & Publisher.

Executive—Want to retire? Business and advertising manager wants opening where workable, practical and profitable daily newspaper methods will count. 15 years of success in both business, circulation and news sides at your command. $10,000 to invest with services in 8,000 to 30,000 city. Tell me about your paper and field. Write C-840, Editor & Publisher.

Executive—Available to publisher on two weeks' notice, the services of expert upbuilder of small dailies. Can do work of several ordinary men as editor and general manager. Can hire, fire, buy to advantage and apply modern methods to ad, news and circulation departments at no extra cost. Record shows two successes, third under way. Recommendations from successful publishers, would want eighty, with small increase on each thousand for circulation boost. C-846, Editor & Publisher.

Managing Editor—Young, experienced, editorial executive seeks managing editorship in city of 25,000 to 100,000, on coast or Great Lakes. Employed but seeks greater opportunities. Ask for my record. C-848, Editor & Publisher.

Photographer—News—10 years' experience Metropolitan dailies and services. Would like connection outside New York. C-850, Editor & Publisher.

Service Dep't Manager of three publications open for connection. Prolific writer. $60. Available Aug. 8th. C-849, Editor & Publisher.

MECHANICAL

Equipment for Sale

Consolidation leaves us with the following equipment for sale:

1 Model 1 Linotype
1 Model K Linotype
1 Model 5 Linotype
1 Model 14 Linotype
1 Model 24 Linotype
1 Model D. S. M. Intertype

All in running order and mounted on skids ready for immediate delivery. Terms. The Headlight and Sun, Pittsburg, Kansas.

For Sale: Goss High Speed Straight-line Sextuple Press, 4 plates wide, 3 decks high, roll stands at end. Prints 7 cols. 13 ems; prints 8 col. 12 ems, 6 pt. col. rules, dry mats; prints 8 col. 12 ems, 4 pt. col. rules, wet mats. Sheet cut 21½". Double half-page folder. Sheets cut below former only; equipped with motor-driven roll hoist. Press in first class condition. C-836, Editor & Publisher.

For Sale—Four Mergenthaler Electric pots, 250 volts, 60 cycle. A. C., complete and in excellent order. Changing because of rate. The Daily Pantagraph, Bloomington, Ill.

PUBLISHERS!

We can put you in touch with go-getters—men who have made records and are ambitious for further achievements.

CLASSIFIED SERVICE
EDITOR & PUBLISHER

MECHANICAL

Equipment for Sale

For Sale—One complete photo-engraving plant. Miles Machinery Co., 64 West 23d St., New York.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffman Type & Engraving Co., 114 E. 13th St., N. Y. City.

Printers and Bookbinders:—Two Revolution Presses, Drum Cylinder Presses, Power Paper Cutters, Lever Paper Cutters, Colts and Universal Presses, Chandler & Price Presses, Golding Jobbers, New Style Gordon Presses, C. & P. Presses with Miller Feeder, Multi Color Presses Folders, Punches, Perforators, Wire Stitchers Numbering Machines, Standing Presses, Embossers, Shears, Proof Presses, at greatly reduced prices and upon most liberal terms American Type Founders Co., 96 Beekman St. New York City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

SUPPLIES

Metal

Standard Linotype, Stereotype and Monotype metal at substantial discounts when purchased in ton lots or over. Let us quote you. American Alloys Company, 1939 East Sergeant St., Philadelphia.

LEGAL

INTERNATIONAL PAPER COMPANY

New York, June 29, 1927.

The Board of Directors have declared a quarterly dividend of Sixty Cents (60c) a share on the Common Stock of this Company, payable August 15, 1927, to Common Stockholders of record at the close of business August 1st, 1927.

Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD,
Vice-President & Treasurer.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. **New York**

WE CONNECT THE WIRES

EDITORIAL WRITER, now with metropolitan daily, wants position in smaller city, preferably East or South. Made his mark as news executive; excels as a feature writer. In politics independent, with democratic leanings. "Man of character, personality and unquestioned ability." Age 38; asking $3800. Our No. 10596.

FERNALD'S EXCHANGE, INC.
SECURITY BLDG. SPRINGFIELD, MASS.

Newspaper Properties
Bought, Sold and Appraised
All negotiations confidential
PALMER, DEWITT & PALMER
Business Established in 1899
350 Madison Ave. New York
Pacific Coast Representative:
M. C. Moore, 515 N. Canon Drive, Beverly Hills, Calif.

DOLLAR $ $ $ $ PULLERS

One Dollar will be paid for each idea published. Send clipping for payment.

GET the chamber of commerce or Merchants' Organization in your city to stage an "August Bargain Week." One big edition to start the event properly will be necessary. Business men could also get others in line to sell one item at cost every day in the week to stimulate trade from distances. It would take an ad from each firm every day during the week to turn the trick properly.—Davis O. Vandivier.

BON VOYAGE! Under this general heading may be grouped ads of gift merchants, stationers, florists and the like, who may feature the going-away gift to be sent to train or steamer of departing friends at this vacation season.—C. M. L.

The business staff of the *Kokomo* (Ind.) *Dispatch* noticed the widespread popularity of community golf and put on a good contest. Sixteen merchants took space on a page on which different cartoons of golfers were featured in each ad, each picture making a play that never is made in golf. Cash prizes were given the three highest scorers who figured out the faults the cartoons represented. Some of the false cartoons showed players drving out of the rough with a brassie, driving with a bag on his shoulder, taking a putt with a full stroke, caddy driving for player, etc. It's a good stunt for a page any time this summer.—Don Richardson.

Each week under the streamer heading, "We Believe in St. Louis" the *St. Louis Times* runs a two-page classified, display business directory. The ads range in size from one column one inch to one column 4 inches. These are secured, for the most part, from concerns who do not use other display advertising.—Norman B. Terry.

The "serial ad" has made its appearance on the Pacific Coast, being a development of the newspaper advertising of the City Dye Works of Los Angeles, Cal. From week-end to week-end the serial ad, the only one of its kind in the paper, holds the interest of the reader through the suspense created, and the small chapters or bits of information and suggestion given each week.

The phrase: "To be continued next Saturday," printed prominently in the upper left hand space of each ad, serves to let the public know that there will be more information given next week about "The Plant That Service Built," the slogan that is placed beneath the picture of the cleaning and dyeing plant in its beautifully landscaped setting.

While the layout is the same from week to week, there is a small amount of space available for a paragraph or two of real newsy ad copy. From time to time, announcements of new developments of the plant are made in the serial ad, of new departments of the cleaning and dye works opened, or of new facilities created, such as in the opening of a new fur cold storage vault.—C. M. L.

A Texas newspaper in a town of 15,000 uses a red tag to advantage in its circulation department. The card is similar to those used by the police department to enforce "Two Hour Time Limit" parking ordinances. The circulation department, however, hangs it on the doorknobs of houses where the collector has called and found no one at home. It carries a brief message calling attention to the amount that is due for the paper.—R. W. J.

REPORTER UNWITTINGLY SAVES MAN FROM JAIL

LEONARD ORTH, a reporter of the *Sioux City* (Ia.) *Journal* had a most unusual experience while covering a federal court session recently when his identity was mistaken for that of a bootlegger on trial.

Lester Dunnigan, a worker for the federal prohibition department when on the stand testifying was asked to identify the man who sold him alcohol. He pointed out the Journal reporter. When asked by the commissioner if "Molla" Guire, the legally accused who was seated next to Orth was not the individual, Dunnigan insisted the reporter was his man.

Amidst an uproar of laughter the case was dismissed. The close resemblance of the reporter probably saved defendant from a stiff fine and sentence to jail.

HUNCHES

One Dollar will be paid for each idea published. Send clipping for payment.

"CAN a Criminal Come Back?" is the title of a series of articles published in the *Milwaukee Journal*, based upon records of the probation department of Milwaukee county, Each article deals with an individual person (name disguised), tells the causes of his crime, the details of imprisonment, and the progress after release.—R. L., Milwaukee, Wis.

The *Boston Transcript* carried on Saturday, July 16, a full page of cuts from pictures taken by a staff photographer, of children dressed for recreation. They were singles and pairs, mostly in bathing suits, and the cutlines carried the names of the children and those of their parents. L. D. Chamberlain.

"It was like this, your honor," is the title of a two-column, hand lettered heac under which the *Dayton Daily News* runs short police court items.—Jack Sedwick.

A visit to police headquarters and a survey of the list of missing persons will give you some interesting material for a good story. In Boston, a *Post* reporter found that the list is growing steadily from year to year and that this is rapidly becoming one of the most difficult problems confronted the police.—D. P.

The summer season brings thunderstorms. To some people they are a source of beauty, to others a real terror. Why not write a feature story explaining the cause of thunderstorms, the beauty that can be seen in the flashes of lightening, precautions to be taken during an electrical storm, etc. It will be timely and very interesting. It is also not difficult to obtain.—C. E. Pellissier, Boston.

The *Columbus* (O.) *Dispatch* polled its radio readers on local interference and then, with the co-operation of the local radio fans' organization, succeeded in eliminating a large portion of it. Needless to say, the stunt made a big hit with every fan.—B. A. T.

It will surprise you how many pe will write fifty or 100 words (or mc on any subject if you ask them to. T any topic vital in your community pen a personal or form letter to a or country list stating plainly how m words you can allow. Enclose an stamped return envelope. Or double returns by enclosing a stamped envel

Try this on a rural route list on sc live local question or national if you f fer. About 100 names used weekly w stamped return envelopes on properly lected subjects will bring you in a y fifty snappy columns, connecting y newspaper vitally with 300 to 500 wo while folks.—William O. Wiseman.

ISSUES 100-PAGE EDITION

The *Portsmouth* (Va.) *Star* on J 3, issued a 100-page "Greater Po mouth-Greater Portsmouth Star" editi celebrating the occupancy of that dail new plant. Norman R. Hamilton publisher and W. B. Darden advertis manager.

Read EDITOR & PUBLISHER for lat news in newspaper and advertising fiel

"That serial story you sold us is going over bigger than any other story we ever ran, and is keeping our end-of-the-month circulation stops lower than anything else ever did."

MEDFORD NEWS

Of course the editor refers to

ABIE'S IRISH ROSE

The biggest serial since the war.

United Feature Syndicate
World Building, New York

"Today's News Today"

UNITED·PRESS

Complete wire reports for evening, morning and Sunday newspapers everywhere.

What Do You KNOW ?

A Great Questions and Answers Feature

New Questions Daily

King Features Syndicate, Inc.
New York City

Sparkling Accurate Reporting and Complete World Coverage of Telegraph News

INTERNATIONAL NEWS SERVICE
63 Park Row, New York City

We Supply
WEEKLY ILLUSTRATED FICTION

Daily One-Column Mat Features

Weekly Special Articles

Serials

Ask Us for Samples

NS

The O'Dell Newspaper Service
55 Fifth Ave., New York City

"Antics of Arabella"

A Physical Culture Strip Unique in Structure

A "DAILY DOZEN" FOR THE GIRLS

Widely read in Many Cities

A part of Daily Graphic Service or sold separated on request.

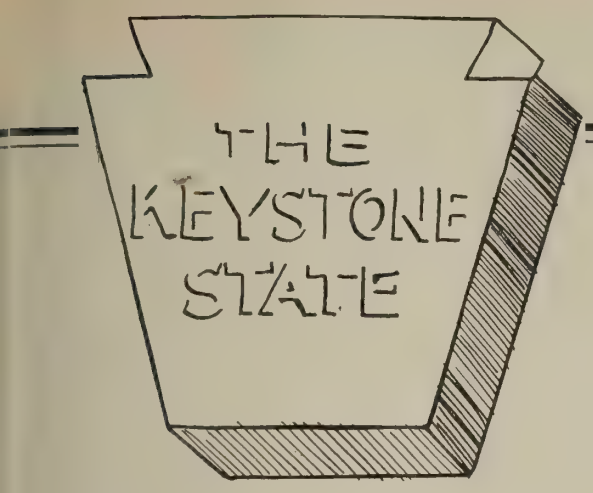
If you want a circulation getting strip, here it is.

Graphic Syndicate, Inc.
25 City Hall Place, New York City

GIVE YOUR READERS
"DAILY HEALTH TALKS
by Dr Frank McCoy
"The Mayo of Health Writers"

A health service that is different—home treatments without medicine or costly apparatus, based on a knowledge of food chemistry and the mechanics of the body

WIRE OR WRITE
McCoy Health Service
Brack Shops Building, Los Angeles, Cal.



Pennsylvania's income tax payments increase 17%

During the first 9 months of the fiscal year of 1926 Pennsylvanians paid income taxes amounting to $141,868,721.63. For the same 1927 period it jumped to $165,897,587.83 an increase of over $24,000,000—or 17%.

It is an established rule that income tax returns are a good index to Buying Power. This 17% increase is conclusive then that the Keystone State's buying power has materially increased this year.

Since it has always been a State noted for its great wealth, its diversity of buying power and a most desirable market for the national advertiser, its present unusual prosperous condition should influence every advertiser to go after this desirable market.

The newspapers listed below can help you materially. They all have a merchandising department which they will place at your disposal. They will furnish route lists, give you facts and figures on each trading area they cover, and their assistance will be especially valuable to reach their readers who represent their market and Pennsylvania's great wealth.

	Circulation	2,500 lines	10,000 lines
**Allentown Call .....(M)	33,300	.11	.11
**Allentown Call .....(S)	23,638	.11	.11
††Beaver Falls Tribune .....(E)	7,141	.03	.03
††Bethlehem Globe Times ....(E)	14,147	.06	.06
††Brownsville Telegraph .....(E)	7,818	.04	.04
**Chester Times .....(E)	19,742	.09	.07
††Coatesville Record .....(E)	6,866	.035	.03
**Connellsville Courier .....(E)	6,012	.02	.02
**Easton Express .....(E)	34,476	.10	.10
**Erie Times .....(E)	30,594	.08	.08
††Greensburg Tribune Review(EM)	14,800	.05	.05
††Hazleton Plain-Speaker....(E) ††Hazleton Standard-Sentinel ...	20,582	.08	.07
**Mount Carmel Item .....(E)	4,340	.0285	.0285
**Oil City Derrick .....(M)	6,903	.04	.04
**Pottsville Republican and Morning Paper .....(EM)	15,887	.08	.07
**Scranton Times .....(E)	43,000	.13	.12
**Sharon Herald .....(E)	7,656	.0357	.0357
**Sunbury Item .....(E)	5,922	.035	.035
**Warren Mirror-Times .....(ME)	9,685	.043	.043
**Washington Observer and Reporter .....(M&E)	18,130	.06	.06
††West Chester Local News ..(E)	11,941	.04	.04
**Wilkes-Barre Times-Leader ..(E)	26,442	.08	.06
**Williamsport Sun and Gazette & Bulletin .....(ME)	28,722	.09	.09
††York Dispatch .....(E)	20,131	.05	.05

**A. B. C. Statement, March 31, 1927.
††Government Statement, March 31, 1927.

How Rich *is* New York?

The Golden Zone

Some idea of the wealth of New York City and its neighborhood is conveyed in the prim figures of the Treasury Department's report, published recently, on the income taxes of 1925. In round numbers 700,000 persons who live in this town or the New York community zone made returns to the Government, as follows:

**New York City	526,126
Westchester county, N. Y.	29,250
Nassau county, N. Y.	8,778
Rockland county, N. Y.	2,260
Hudson county, N. J.	30,368
Bergen county, N. J.	10,697
Essex county, N. J.	37,524
Union county, N. J.	12,542
Passaic county, N. J.	9,514
Morris county, N. J.	3,368
Somerset county N. J.	1,084
Middlesex county, N. J.	5,868
Monmouth county, N. J.	5,643
Fairfield county, Conn.	16,723
	699,745

**New York City:	No. of Returns
Manhattan	342,531
Brooklyn	122,852
Bronx	32,290
Queens	24,820
Richmond	3,633
Total	526,126

Chicago	232,830
Detroit	98,675
Philadelphia	95,177
St. Louis	63,455
Boston	51,655
Cleveland	36,614

As the total number of Americans making returns was 4,171,051, it is apparent that more than one-sixth of them live in and about New York. The residents of the city proper turn in more returns than are written by the people of Illinois, Indiana, Iowa and Kansas combined. Brooklyn sends more returns than Texas or Missouri. The Bronx outdoes Alabama. The sparsely settled Borough of Richmond has more income tax payers than the proud city of Charleston, South Carolina. There are eighteen States that do not score as many returns as Westchester county.

From Manhattan the Treasury received 342,531 individual reports in 1925—more than flowed from rich California—but the Congressmen of the island can't get rid of the gray monstrosity known as City Hall Post Office!

—Editorial from THE SUN *of June 27, 1927*

TO manufacturers and merchants who have commodities of good quality to sell to the people of this wealthy, responsive market, The Sun is the most effective medium available. Its circulation is concentrated among people of moderate and more than moderate means—people who have money enough to buy what they need and want.

The Sun

280 Broadway New York

This Issue: Knocking the "Magic" Out of Retail Advertising

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1927

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.C. MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom. March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 60. No. 10 NEW YORK, JULY 30, 1927 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign. 10c Per Copy

The VERDICT of the MILLION DOLLAR BELLWETHERS

ADVERTISER	NEWSPAPER receiving most money	AMOUNT SPENT in first paper
The American Tobacco Co.	Tribune	$104,581.60
BAYER	Tribune	52,976.90
CALUMET	Tribune	28,056.85
CHEVROLET	Tribune	65,342.20
Curtis Publishing Co.	Tribune	67,100.00
DODGE BROTHERS	Tribune	76,068.00
Frigidaire PRODUCT OF GENERAL MOTORS	Tribune	63,471.00
Kellogg's	Tribune	34,418.00
Lambert Pharmacal Company,	Tribune	82,291.75
LEVER BROS.	American	54,783.75
LIGGETT & MYERS TOBACCO CO.	Tribune	41,387.00
P. LORILLARD CO.	Tribune	20,758.00
Maytag	Tribune	37,500.80
OAKLAND	Tribune	96,215.20
OLDSMOBILE	Tribune	63,682.80
PAIGE & Jewett	Tribune	76,715.20
R. J. REYNOLDS TOBACCO COMPANY	Tribune	95,819.00
Standard Oil Company (Indiana)	Tribune	107,992.30
Studebaker	Tribune	153,713.40
Willys-Overland Motor Co.	Tribune	94,304.00
WRIGLEY'S	Herald-Exam.	18,938.37

JOURNALISM LIBRARY
not to be taken from this room

21 of 23 million dollar Bellwethers

Prefer

The Tribune

above all other Chicago Newspapers

BY a vote of 21 to 2, the "million dollar" national advertisers pick The Tribune above all other Chicago newspapers. All but two of 23 manufacturers who spent $1,000,000 or more for advertising in Newspapers in 1926* gave more of their appropriation to The Tribune than to any other Chicago newspaper.

An overwhelming decision which leaves no doubt as to The Tribune's overwhelming leadership!

Can the man who spends more than a million dollars a year for advertising be far wrong? Could you fool 91% of the largest advertisers in the country? Read the list at the left of big newspaper advertisers and note carefully how they spent their advertising funds in Chicago.

Making It 100%!

All but one advertiser in this list used The Chicago Tribune—and that one, Lever Brothers, is spending approximately $50,000 for advertising in The Tribune during 1927. The other 22 spent more than $1,500,000 in The Tribune. The rest of their appropriations were divided among several newspapers.

Can They Afford to Be Wrong?

Follow the lead of those who have made great advertising successes. When you buy The Chicago Tribune you are getting a tangible force.

You get more families in Chicago and suburbs than any other newspaper can give you.

You get more readers in The Chicago Territory outside Chicago than you can get with any other newspaper. You are given exact information on circulation in the city districts of Chicago and in every city, village and hamlet outside Chicago. You can easily check the quality of the circulation.

There are many evidences of the value of Tribune good will built in The Chicago Territory for 80 years. Manufacturers who have made the greatest advertising successes have not placed their money on the strength of theory and intangible claims. They knew they were buying an actual value which no other newspaper could give them.

Increases in sales in The Chicago Territory have so substantiated their judgment that they have continued to use The Tribune each year in increasing measure.

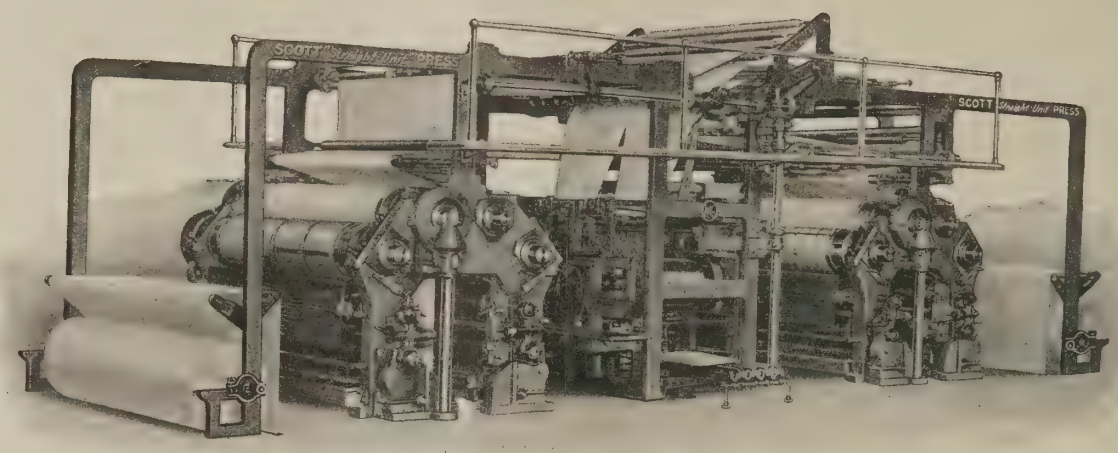
**From the list prepared by the Bureau of Advertising of the American Newspaper Publishers' Association. If there are any "million dollar" newspaper advertisers omitted it is because the bureau of advertising was unable to secure estimates of their newspaper expenditures. In the list are 21 of the 23 million dollar bellwethers. Two who used more advertising in The Tribune than in any other Chicago newspaper asked that their names be omitted.*

zone 7



Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

SUPREME IN CHICAGO
FIRST IN ADVERTISING—FIRST IN CIRCULATION



No Other Folder Can Do This

THERE is only one folder known to Newspaper Publishers that cuts the inside sheets shorter than the outside. There is only one 3 to 2 ratio folder on the market.

It's the Scott High-Speed Heavy-Duty Folder.

The Scott Folder has two knives, spring mounted knife cylinders and steel folding cylinders. It collects without transfer, cuts absolutely no ribbons and can handle the heaviest of papers at high speed. It creases sharply, folds smoothly and makes *easier-handled and better-looking papers for your subscribers.*

Scott High-Speed Heavy-Duty Folders are an integral part of the increased production standards embodied in Scott Manufacture. For maximum output at higher speed and lower cost, install—

Scott

"Multi-Unit" or "Straight-Unit" Presses

WALTER SCOTT & COMPANY

Main Office and Factory - - - - - - - Plainfield, New Jersey, U. S. A.
New York Office - - - - - - - - - - - 1457 Broadway
Chicago Office - - - - - - - - - - - 1330 Monadnock Block

Cable Address: WALTSCOTT NEW YORK

To the better headline type the New York Herald Tribune adds the better body type—

A specimen of typographical presentation from the New York Herald Tribune.

Miss Wills Is Double Victor At Manchester

British Champion Wins in 2d and 3d Round Singles; Triumphs in Doubles Also

By The Associated Press

MANCHESTER, Mass., July 26.—Miss Helen Wills, the new British women's singles tennis champion, and Mrs. Molla Mallory, American titleholder, continued to-day to dominate play in the Essex County Country Club's third annual invitation tournament as play moved forward to the round of eight.

Miss Wills polished off two opponents with the loss of but eight games, her victims being fourteen-year-old Sarah Palfrey, Massachusetts girls' champion, and Miss Penelope Anderson, of Richmond, Va., eighth ranking woman star on the United States list, who last week defeated Miss Helen Jacobs at Maidstone.

Miss Wills eliminated Miss Palfrey, 6—1, 6—2, and then complimented her as "the best player I ever saw fo age." Miss Anderson went dow 6—2, in a baseline duel which able to break the new pion's service i

On Wednesday, July 27th, the New York Herald Tribune began using Ionic No. 5 type for its text matter. This type has been chosen because it conserves eyesight without sacrificing space.

The New York Tribune was the first newspaper to adopt the Bodoni Bold headline in upper and lower case, a style which has since been adopted by hundreds of newspapers all over the world. Careful tests proved that headlines in this type were more quickly read and with less strain to the eye.

To the better headline type the Herald Tribune adds a body type of greater legibility, thus maintaining its standard for typographical excellence among American newspapers.

Easier to read—

NEW YORK

Herald Tribune



Ask me another—

When Philadelphia newspapers are mentioned, which one do you think of first?

What Philadelphia newspaper has the largest circulation?

Which Philadelphia newspaper is sold strictly on its merits as a newspaper, and does not use prizes, premiums, guessing contests or other methods of artificially stimulating circulation?

Which Philadelphia newspaper goes daily into nearly every home, office, store and factory in Philadelphia, Camden and surrounding towns?

In which Philadelphia newspaper do most national advertisers and local merchants concentrate their advertising?

In which Philadelphia newspaper can you buy advertising space at the lowest rate per line per thousand circulation?

Through which Philadelphia newspaper can you reach "nearly everybody" in Philadelphia, Camden and their suburbs at one cost?

Through which Philadelphia newspaper can you dominate America's third largest market?

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

—of course!

The Evening Bulletin goes daily into nearly every home in Philadelphia, Camden and their suburbs. The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

"In Philadelphia nearly everybody reads The Bulletin"

546,527 Copies a Day

Net paid average circulation for six months ending March 31, 1927.

New York—247 Park Avenue (Park-Lexington Building)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit—C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication, by The Editor & Publisher Co.
J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway,
New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau
of Circulations. Member Associated Business Papers Inc.

Vol. 60 | NEW YORK, JULY 30, 1927 | No. 10

Knocks 'Magic' From Store Advertising; Results May Be Accurately Gauged

Analysis of 6,560 Advertisements Show Medium Space Brings High Percentage of Whole-Store Sales Increases When Regularly and Frequently Scheduled

By GUY HUBBART

Copyright, 1927, by Editor & Publisher Co.

During 18 years as retail advertising expert for the Bureau of Retail Advertising Research of the Dry Goods Economist, Mr. Hubbart has analyzed thousands of newspaper advertisements and corresponding sales volume data. Using a uniform standard of measurement, developed by him for gauging the capacity of specific populations to absorb merchandise at retail, he has methodically analyzed volume returns in relation to circulation on the basis of total daily sales and the volume made by departments represented in the space.

Article No. 1, illustrated with cases and facts, deals specifically with the effect of a single newspaper on the daily returns of several stores advertising in it, the same day. Article No. 2 demonstrates how a given circulation affects the returns of a single store, and the relative effect of part and full copy in morning and evening papers.

MERCHANTS who buy advertising as regularly as they restock their shelves and racks, and newspaper men who sell advertising space and concomitant service for their daily bread too often hold in common the belief that the thing they deal in is a subtle kind of magic, magnificently potent to influence sales, but elusive to any and all attempts to gauge or direct its power. This belief isn't universally held, to be sure, but its professors on both sides of the advertising counter are legion, and by their words and acts they fall far short of doing justice to their enterprises and to the wondrous instrument it is their privilege to wield.

This article has only one object. It is to offer merchants and newspaper men like fact-illustrations of two points concerning the direct selling-power of newspaper advertising as utilized by retail stores in general and department stores in particular.

The first point is that newspaper advertising properly used produces definite results far beyond those indicated by the percentage cost of advertising in relation to daily sales volume.

The second is that results from space and circulation (the prime elements of newspaper advertising) are definitely measurable by a practical standard equally fair to merchant and publisher and applicable to any advertisement containing items and prices.

Facts and examples presented here are taken from a special research covering four years—1922 to 1926 inclusive—and include detailed analyses of the newspaper advertisements of 70 department stores ranging in daily selling capacity from $700 to $36,000 volume in cities having populations of 20,000 to 400,000, including trading areas.

A total of 6,560 advertisements were analyzed, together with the corresponding day's sales volume returns furnished by the store management and detailed as to (1) total volume for the day as done by all departments of the store; (2) separate volume as done by each department having space in the advertisement (3) the number of transactions and (4) the average sale at which the transactions were made.

Other data furnished with each advertisement included: daily net paid circulation of papers used, city population and trading area population and a statement of the store's average day and its typical day. The latter figure is the sales volume made on the date of the advertisement the year preceding. Other facts were gathered from the advertisements. These included the specific merchandise advertised, the number of items in the advertisement the prices for each item and the amount of space used.

Originally, the main object of this research and a more extensive one made during the ten years preceding 1922 was to discover the relative movement value in specific populations of different types of merchandise retailing at specified price ranges through stores of varying daily selling capacities, also to develop standard ratios for the variation of retail volume in each month of the year.

Naturally, as the checking of results went on day after day other considerations came to light—among them, the results from different quantities of space applied to different store events and to advertisements mentioning many and few departments, many and few items and prices; results from the same and varying amounts of space by stores catering to high, medium and popular class of trade; results from full copy in more than one paper and from morning, evening and Sunday editions, and in the leader and trailers in circulation in the same field.

Space does not permit lengthy detail on all these points beyond these two outstanding facts:

(1) That without exception medium space advertisements, four to five columns, brought greater whole-store increases and greater direct returns than larger space, seven columns and more, on the basis of population response.

(2) Space scheduled regularly and frequently invariably gave better returns over a specified selling period than larger space concentrated in short periods and scheduled irregularly.

These rules held good ten years ago and hold good today but are given small consideration by either merchants or publishers, in view of the fact that much of the waste and attendant high cost of advertising is due to lack of attention to them.

The idea here is not to present proof that newspaper advertising sells goods—every-day experience of advertisers proves that—but to demonstrate with tangible factors that its pulling power is in the nature of a definite force rather than a variety of sales magic.

A specific example of circulation drawing power in actual sales is illustrated on Chart A. In columns one and two are shown respectively the 1925 and 1926 volumes of five stores in the same city. Volume figures are those of the same business day one year apart; that is, the 1925 figures represent the day the store had to beat the same day in 1926. The advertisements of the five stores appeared exclusively in the same newspaper both days. The day happens to be the poorest business day of the week in this city, the volumes the most typical for all stores and the aggregate space used the smallest average for all stores concerned.

In the fourth column is listed the volume made by the advertised departments for each store, and in column five the volume done by the advertised items and prices by which the advertised departments were represented in the advertisement—direct returns, in other words drawn from space and circulation.

In columns six and seven are shown respectively the number of items advertised by each store and the space used for the day.

The population of the city served by these stores is 70,000 exclusive of trading area, and the circulation of the newspaper used in this instance is 35,000 daily.

Three general principles of newspaper drawing-power and a basic principle of circulation-selling power are illustrated by the situation pictured on Chart A.

First is the fact that the selling power of the newspaper is not diminished by the number of competing advertisements carried, as the aggregate volume of the five stores is $21,000, a population-response of 30 cents per capita on the basis of whole-store sales volume and an average of six cents per capita per single store.

As a matter of fact the excess load apparently increased the paper's selling power since the population response of store No. 1, the largest in whole-store volume capacity, averages 6 cents 300 days a year and on this day ran up to 8 cents. The average of six cents for the entire five is an increase over their aggregate the same day the year preceding when it was 25 cents for all, an average of five cents per single store.

It should be noted that the newspaper on the day in question carried the advertisements of many smaller stores and of other retail establishments. Also in passing, ten ex-

Stores by number in order of daily selling capacity	Typical single day volume, 1925	Typical single day volume, 1926	Volume done by advertised depts.	Direct returns, volume done on advertised items	No. of items in each adv.	Space used by each store for one day
Store No. 1	$5,600	$6,000	$2,600	$1,000	30	5 cols.
Store No. 2	4,200	5,600	2,800	1,400	21	3 cols.
Store No. 3	3,400	4,200	1,680	500	28	4 cols.
Store No. 4	2,500	3,400	1,200	350	50	5 cols.
Store No. 5	1,800	2,000	700	250	42	6 cols.
Five Store Totals	$17,500	$21,000	$7,000	$3,500	171	23 cols.
Per Capita population response on volume	25¢	30¢	10¢	5¢		
Population response per copy on circulation	50¢	60¢	20¢	10¢		
Population response per family-reader (5 to the family)	10¢	12¢	4¢	2¢		

CHART A.

Showing the relative volumes done by five stores on the same day 1925 and 1926 respectively, advertising in a single newspaper the same day, and detailing the response in volume on advertised departments and advertised items and the drawing-power per family-reader of the circulation.

tra columns of space were used by the five stores the year preceding to get the volume shown in column two.

Second, crediting the newspaper with only the volume returns from advertised departments, which include direct returns, the circulation drew 20 cents per copy, or, more accurately, per unit-reader. This amounts to crediting each copy with the entire purchases of all the readers in each family reached by a single copy. The unit-reader (single reader) method is the correct way to credit but since some stores and practically all newspapers compute on the family-reader basis, which is this instance divides the selling power per copy by five, the circulation drew 4 cents per copy on the aggregate volume done by the advertised departments of the five stores, or $7,000, as shown at the foot of column three. This is a third of the total volume done by five stores in one day—a remarkable performance for a single newspaper.

Third, and most important, the drawing-power of this circulation measured in direct returns (that is volume actually done on the specific items and prices appearing in the advertisement) was $3,500—exactly half the volume done by the departments represented by the items. This is a drawing-power of 2 cents per family reader on the 35,000 circulation and should be compared to the population response per capita on direct returns volume which is five cents. (Computing on the unit-reader or per copy basis, the circulation really drew 10 cents per single reader on direct returns and for ordinary purposes should be so credited, especially on the figures of a single store.

Either way, single or family reader, it is an impressive object lesson in newspaper drawing-power, especially in view of the fact that circulation keeps this up day after day. It is difficult to conceive of a direct selling force so powerful as this, even at many times the cost.

These three general principles, while they vary with different stores serving the same population and only then because of differing methods of selecting items to advertise, are definite enough as a basis for gauging circulation drawing-power and to illustrate a basic principle applicable to any store, any population and any circulation.

This is the specific principle:

When several stores, three or more, advertise the same day in a single newspaper the circulation of which is numerically a 25 to 50 per cent of the city population served by the stores, population response per capita invariably increases in relation to the average whole-store volume done by all the stores, and increases in the same relation on the average daily volume of the individual stores.

Chart B illustrates this principle as it applies to a single store.

In the example shown on Chart A Store No. 2, the second of the five in selling capacity, had an average volume of $3,500 in 1925 and the same in 1926. (Average volume is annual sales divided by 300.) Its typical day, Oct. 8, 1925 was $4,200 ($700 above average) and the same day 1926, 5,600, an increase over average of $2,100.: These are normal increases, due to the fact that typical days always run high in October, higher than average and higher than typical days in February or August, because people normally buy more goods in October. This has only one application to the point in question, namely, that on a $3,500 day this store drew its whole-store volume at a population response per capita of five cents, its typical (October) day, $5,600, at eight cents per capita, and with only three columns of space advertising 21 items, it drew its advertised department volume at two cents per capita, one fourth of the whole store per capita response.

During 66 days checking this happened every time the store advertised, *and every time it did not advertise the per capita response fell back to five cents.* Every time space was used, the per capita response on advertised departments was one fourth of the whole-store per capita volume, no matter what the variation might be on whole-store volume day after day.

This is ample indication that the newspaper circulation pulled with the same strength every day and in a definite ratio between advertised and non-advertised departments.

This example is only one of many in more than 32,000 similar analyses made on the returns of hundreds of other stores, many of them covering 100 to 120 days checking and including days representative of satisfactory returns and many admittedly poor days.

Yet, the principle never varied except for the natural variation due to differences in the daily selling capacities of small, medium and large stores. Even with poorly selected items, a not uncommon failing now and then in the best of stores, and adverse business and weather conditions, the per capita response to advertised departments went up much or little on 80 per cent of the days included in the research.

The drawing-power of circulations in both unit-readers and family-readers was plainly discernible and paralleled the degree of increase of volume on advertised departments.

Unless the population served by a store shrinks or expands several thousands overnight that store must draw its daily volume day after day from the actual population within reach of the store, and just as clearly, whatever gain in volume is made, one day against another, must come either from increased expenditure per capita for goods or the purchase of higher-priced goods by an increased percentage of the population.

When volume made by advertised departments shows an increase in per capita response and a corresponding increase per reader of circulation, either a subtle magic is at work along arithmetical lines, or a fundamental principle is operating with startling precision.

Any store owner or newspaper publisher who doubts either the principle or its action can, if sufficiently interested, demonstrate both by doing some careful research work over a period of ten or twenty days, using store volume figures and newspaper circulation as a basis.

For populations of 20,000 to 140,000 the entire population should be used as the basis for computing population-response per capita; in metropolitan cities up to 400,000, 60 per cent of the population gives an accurate basis, providing alike for floating population and allowance for adjacent suburban population.

This particular store, No. 2 on the chart, draws its volume from the same 70,000 people from which the other four draw theirs. It has no better goods and no special facilities or better standing with the public than the others. Its copy and layout are no better. Yet, on the same circulation, the same day, its advertising cost less and drew more volume on advertised departments and greater direct returns than any of the others drew. There is a reason and it will serve to illustrate the practical value to a store of the principle of population-response as applied to newspaper advertising.

On the day described Store No. 2 paid attention to two points the other stores neglected and that the average run of stores neglect every day:

It selected items known to run high in consumer demand in October and priced the items to insure the greatest possible population response.

The list of items are shown in the center of Chart B with three sets of price ranges for each item. The first column of price ranges are base prices, those at which the greatest number of people respond to these items in October; the second column are 20 per cent higher and the third 20 per cent lower than the base prices. Each store in a given city knows best, or ought to know, what values its clientele demands on a specific item of merchandise and by pricing a little above or below that price can get response from a large percentage of the population served. The management of Store No. 2 featured its seven items, each representing a department, at the base price level because it knew from experience that these prices would bring a large volume of direct returns, that is, direct response to items in the advertisement. It also knew that when direct returns run high on a day's advertising the volume on advertised departments, at prices other than those in the advertisement, run high and volume on non-advertised departments is likely to increase. Notice three values on each item were offered, thus making 21 price items.

The totals at foot of the volume columns on Chart B show the volume done that day; direct returns, $1,400; departmental returns, $2,800, non-advertised volume, $4,200, and whole store, including volume from non-advertised and advertised departments, $5,600.

In the average city, 60 per cent of the population responds to advertised items at the prices below the base range, 10 per cent at the prices above base ranges and 30 per cent at the base price on a daily basis.

Store No. 2 is careful of another fundamental of newspaper advertising illustrated by the figure $560, the sums of all the prices in its advertisement, at the foot of the price range columns.

It never allows this figure to exceed one tenth of its typical daily volume, $5,600, because it knows any larger total of prices in one day's advertisement will cut down response.

The reason is plain enough: There are not enough people in the population to respond to larger price sums in view of competition of other retail stores.

There is a direct relation between this $560 (price sum total) and the circulation of the paper used: $16 of price sum for every 1,000 of circulation, and $8 of price sum for every 1,000 of population. These figures go up or down on greater or smaller daily selling capacities of stores and on larger or smaller circulations.

This is the only consistent principle for adjusting prices to newspaper circulation and newspapers interested in definite research could do well for themselves and their advertisers by working up tables to cover the weeks and months of the year on this basis, since the principle varies with normal movement of goods by weeks and particularly by months. But the variation is absolutely definite on specific store volume, specific circulation and population.

Many stores would co-operate with newspapers, especially those stores which most appreciate the selling power of newspaper advertising, if they were convinced that such co-operation would result in better returns and lowered cost. It is perhaps pushing the millennium forward too fast to presume all the stores in a given city would co-operate, but it is a constructive thought anyway, well worth the attention of publishers and merchants.

The second article by Mr. Hubbart will appear in an early issue.

CHART B.

Merchandise items classified into seven groups	Items	Selection of items advertised by Store No. 2 with three price ranges per item, October, 1926 — Base price ranges	20% above	20% below
Group No. 1	Blankets	$3.90	$4.65	$3.15
Group No. 2	China sets	5.95	7.14	4.76
Group No. 3	Pressure Cookers	15.00	18.00	14.00
Group No. 4	Toilet goods	1.25	1.50	1.00
Group No. 5	Handbags	2.65	3.18	2.12
Group No. 6	Sports hats	6.50	7.80	4.20
Group No. 7	Curtains, pr.	12.50	15.00	10.00
7 groups of merchandise	7 items total number of items		$560.00 total of 21 prices	

Total day's volume detailed into:

Returns on advertised depts.		Direct returns on advertised items		Non-advertised depts.		Whole store volume returns
$2800 Adv. total	—	$1400 Direct return total	+	$4200 non-adv. total	=	$5600 Whole store total

Showing groups of goods, items, and price ranges per item as advertised by Store No. 2 in October, 1926, and detailing the volume made for one day to illustrate circulation drawing-power of one newspaper in a population of 70,000, exclusive of trading population.

WAGE RAISE AWARDED PRINTER-OPERATORS

Arbitrator Holds Morse Telegraphers of News Service to Old Scale—Acceptance of Award Not Yet Decided

Judge Edward Owings Towne, arbitrator in the negotiations between the United Press, the International News Service and Universal Service on one hand, and the Commercial Telegraphers' Union on the other, on Thursday handed down his recommendations which would provide a new two-year contract, with an increased wage scale for the printer-telegraph machine operators, but with no increase for the Morse operators.

The press association managements and the men took the recommendations under advisement and have until midnight, July 30, to file notice whether they accept or reject the award.

Judge Towne recommended the following weekly scale for printer machine operators:

	Present Scale	Proposed Scale
Bureau points (day)	$37.25	$40.00
Bureau points (night)	$39.75	$42.50
Bureau-relay points (day)	$37.25	$42.50
Bureau-relay points (night)	$39.75	$45.00

New York and Chicago operators were recommended to receive a $2.50 a week differential in addition to the above scale, thus making the new proposed minimum $40.00 a week, and the maximum $47.50.

Judge Towne also recommended that overtime for day machine operators be increased from .875 per hour to .95, and night machine operators from .975 to $1.05, and that the printer machine operators' scale for Saturday night work be increased from $7.50 to $8.00.

Vacation allowances (two weeks with pay) and provisions for holidays were recommended to remain the same as in the expiring contract.

No indication had been given either by the managements or by the operators up to the time of going to press, whether the recommendations of the arbitrator would be accepted.

The Morse operators had demanded an increase in their minimum weekly scale from $44.75 per week to $60.00, and the union demands called for parity of wages between Morse and printer operators.

DEALERS CEASE SUBSCRIPTIONS

Ford dealers on Wednesday received orders to cease taking subscriptions to the *Dearborn Independent,* Henry Ford's weekly. "If you are in possession of any subscriptions please see that they are returned to the subscribers," the order read. It is believed that the move means that the *Independent* will become a house organ for the Ford company.

PIFFLE DELUGE SWAMPS RADIO COLUMN EDITORS

Publicity Often Untainted by Facts, Fill Waste Baskets, But Studio Chiefs Won't Keep Trained Men Who Hold News Value and Truth Vital to Their Product

By A RADIO EDITOR

I the telegraph or city editor of any metropolitan newspaper believes he is ed upon to exercise his eyes and his ds in reading and tossing press agent erial into the waste basket he should at the radio editor's desk for a week. or the benefit of the uninformed there 697 broadcasting stations in the coun- and that means 697 press agents, re or less and with each of these 697 is agents grinding out from five to fen stories a week about radio artists, lios and whatnot it would be no great der if paper manufacturers welcomed advent of radio.

low it wouldn't be so bad if these press nts, or pardon, the "Directors of Pub- Relations," would write interestingly, he style which would appeal to the spaper editor, for there is a wealth radio material to be written, as evi- ced by matter which radio editors nselves dig up.

ut apparently the question, "Have you a newspaper experience?" is not asked applicant for the position of press nt. For the writer knows of cases re newspaper men have held down e positions only to lose out because didn't write as the owners or studio agers thought they should write.

Puffs" for artists, studio managers the owners of the stations are largely t out in the week's releases, and the es is dispensed with. If Sarah Duff, known local soprano, broke the rophone with one of her high notes, press agent wouldn't write that, but me yokel wrote and proposd to her, "Director of Public Relations" ld write a masterpiece.

he writer knows of one press agent Western city who wrote such fantas- matter that newspapers in this city mptly threw it away, but New York Chicago newspapers gave him feature els and boxes. He was the exception. had been a newspaper man and knew lt would appeal to the editor. How- he never permitted the truth to inter- with a good story, and his gross ggerations sounded good several thou- miles away where editors had no ns of checking his facts.

owever, after several series of yarns ut his station being heard in Australia "two valve set" with a bed spring n aerial and other freaks, apparently York and Chicago editors tried to up the station in question. Not a per. The fact is the station had a re of probably 100 miles, except in e rare winter nights when the small ws occasionally break through after night. And, of course, after that he d to "crash" the better papers.

ere was the press agent, also a er newspaper man, who wrote news. etimes he wouldn't send out a story wo weeks. Clippings increased. He getting results. But that didn't im- the studio manager who insisted newspapers wanted gush, spread ly, about studio romances, love notes e announcers and other worthless er, eleborated to the nth degree. He his job.

t, from the mass of material that s daily to the radio editor's desk the agent who writes generally on such cts which do not appeal to the edi- gets by with his job.

t us cite some examples of bunk h came through the mails only re- y.

in A. Ryan, WGN announcer and r of an interesting column for the *go Tribune,* spotted this one:

demon publicity man of the National casting Company, which shoots out the programs, says, in announcing that the ny has just arranged for appearances of Hoyt: "He has been one of the great rs of baseball and an outstanding star New York Yankees for several seasons. ear in the world series with the St. Louis nals, it will be recalled that Hoyt pitched both games in which Babe Ruth hit home runs." Well, now——"

We grant that Kathleen Stewart is a charming woman and a capable hostess, but the editor who would use the following story must have a space check of 705 columns for the radio supplement:

Judging by a letter recently placed by Uncle Sam's faithful messenger on the desk of Kathleen Stewart, the popular hostess-accompanist at WEAF, her latest romance is now in the making. When the envelope was opened, it revealed a communication which read as follows:

"I enjoyed the evening there and I liked the band. I think you are pretty and you ought to be seen as well as heard. I liked the way they kept our coats. My mother liked the furniture."

The letter was signed in a bold handwriting, indicating that it came from a very young radio listener.

Probably to the uninitiated an explanation of the various sentences of the letter might be in order. The communication came from a boy who had visited WEAF's studios with his mother the evening before. Therefcre, the first sentence referred to the enjoyment he received while seeing a broadcasting station in operation. Th second sentence regarding Kathleen's beauty and manner is one which receives the enthusiastic accord of all her associates at WEAF. The sentence referring to the coats is the young man's comments on Check Room facilities at WEAF, and the closing sentence, the mother's appreciation for the appointments of the WEAF Reception Room.

And then this effusion from KFI's director of publicity, which might be headed, "Who Cares":

In these days of complexes, we have become accustomed to almost any combination of talents and desires, not always of the suppressed variety. But something new has been brought to light by the publicity man at KFI, Los Angeles. He vows that Nellie Callender Mills is not only the excellent violinist that radio listeners know her to be, but also an expert racing car driver, as several of the motorcycle officers of Los Angeles County can testify. She is purely amateur in her speeding proclivities, however, but whenever she can force herself to "put up the fiddle and the bow" for a little while, she hies herself out into the country in her high-powered car and burns up the roads.

But Miss Mills, or rather Mrs. Mills, is primarily a musician. She studied violin for ten years in Minneapolis and Los Angeles, and she possesses good tone and technique and an excellent sense of the fitness of things. She is the mother of two boys, and is training the youngsters to be violinists, too. (She hasn't said anything about teaching them to step on the accelerator yet.) She is a great lover of the KFI Midnight Frolics, and says that her parents in Minneapolis heard her play on 20 consecutive Saturday nights during the past winter.

And right on the same publicity sheet sent out by KFI's publicity seeker is this, and the writer often has wondered why announcers couldn't perform:

If some evening you have your dials set at 468.5 meters for KFI, Los Angeles, and happen to hear the announcement that Leslie Adams or Dean Metcalf is about to play a piano selection, it is a safe bet that some of the artists programmed are tardy or have cancelled at the last minute. Adams and Metcalf comprise the KFI announcing staff, and their ability to play has more than once saved the day. We have often wondered what would happen if the announcers of radio stations were unable to perform.

Good Heavens! Is there no limit to taxing the editor's patience! Imagine making him read this, from WJZ:

Anyone who greets Darl Bethmann, of the Keystone Duo, with a slap on the back these days, will get nothing but a pained look in response to his heartiness. And the reason isn't that Bethmann has lost his good nature, but rather that the young vocalist, who is frequently heard through stations of the National Broadcasting Company's Blue Network, went in for some strenuous exercises over last weekend.

Bethmann has an uncle who lives in the country and who very kindly invited his nephew to spend Saturday and Sunday with him. Darl accepted the invitation. On Saturday Bethmann played six sets of tennis, swam for two hours, rode horseback, and in addition, walked five miles. At 7 o'clock that night he was ready to call it a day.

But his uncle had one more invitation. He wanted to know if Darl would help him carry some books down from the attic into the library. He had recently purchased five new bookcases, and since his nephew was visiting him, certainly he wouldn't mind helping with the books. Three flights of stairs intervened between the attic and the library, and Bethmann claims that there were many thousands of volumes. At any rate, after carrying books until 2 o'clock in the morning, he spent the next day in a state of coma, and he still winces when anyone comes up behind him suddenly.

And while still on the subject of exercise permit us to publish just one more, for chances are it has been printed nowhere else. It is from the Metropolitan Information Service, and here it is:

Even the great American pie has had to succumb, in at least one instance, to the radio. After a knockdown and drag-out affair between the two, the radio won hands down, a New Jersey baker lost a daily customer and the customer, as a result, is saving ten cents a day.

The information, or most of it, is contained in a letter which Arthur E. Badgley, Director of the Tower Health Exercises of the Metropolitan Life Insurance Company, received from a member of his radio gym class, the largest class of its sort in the world.

"Since I have been taking your exercises each morning it has saved me ten cents a day," the letter explains. "I work in a concrete block plant and a baker comes around about ten o'clock in the morning. Before I joined your exercise class I was hungry when the baker came around, and I bought a pie. Now, after I take your exercises, I can eat a good breakfast, and can smile at the rest of the fellows when I do not have to buy a pie when the baker comes around."

But the baker doesn't smile.

But why go on. The above are only a few chosen at random from several publicity sheets. However it is the rule of these publicity yarns that they are worthless to the editor who really strives to give his readers something worth while to read.

If it were only to prevent such matter coming to the radio editor's desk or to save the reader the agony of having to read such stuff, when it does get by, the writer suggests, one of two things:

A central clearing house for publicity, where all publicity could be written in newspaper English and the chaff discarded.

Or the employment of newspaper men as publicity men.

And neither plan will be adopted!

Radio editors are herewith advised to sharpen the shears and order another wastebasket in anticipation of an abundance of bunk during the new radio season.

To which EDITOR & PUBLISHER *adds this suggestive query—If "studio notes" possess any real news interest why cannot they be gathered through the newspaper's own channels? Why give the P. A. houseroom?*

GEORGE HEARST MAKES AIR FLIGHT RECORD



George Hearst (left), son of William Randolph Hearst, standing in front of his new monoplane, with J. H. Frost who drove it from Los Angeles to the Oakland (Cal.) Airport in the record time of three hours and twenty-eight minute. The distance is about 400 miles.

ADVERTISING SHOWS POWER

Patronage of hotels and resorts in the Genesee country, in central New York, is the best in history, according to records in possession of the Genesee Country Association, which has conducted this year, for the first time, a national advertising campaign.

LINAGE LOSS IN 36 CITIES FOR SIX MONTHS IS 3.3 PER CENT

ADVERTISING linage carried in 151 daily newspapers in 36 large U. S. cities during the first six months of 1927 ran 3.3 per cent behind the total for the same papers in 1926, according to figures gathered by the New York Evening Post Statistical Department and EDITOR & PUBLISHER. The tabulated summary follows:

36 cities listed	7 show gain	29 show loss
151 papers listed	49 show gain	93 show loss
	9 no comparison	

	1927	1926		
New York	88,794,175	91,423,760	2,629,585	Loss
Chicago	46,525,053	47,528,787	1,003,734	Loss
Philadelphia	39,585,867	43,020,144	3,434,277	Loss
Detroit	30,247,594	33,069,316	2,821,722	Loss
Cleveland	22,650,900	23,550,825	899,925	Loss
St. Louis	24,419,980	25,770,780	1,350,800	Loss
†Boston	38,599,434	39,596,984	997,550	Loss
Baltimore	26,030,329	27,312,567	1,282,238	Loss
Los Angeles	42,053,830	42,927,248	873,418	Loss
Pittsburgh	32,826,458	34,475,980	1,649,522	Loss
†Buffalo	19,171,448	22,517,201	3,345,753	Loss
†San Francisco	27,663,348	28,811,627	1,148,279	Loss
Newark, N. J.	10,696,976	10,772,033	75,057	Loss
Milwaukee	18,430,613	18,038,506	392,107	Gain
Kansas City	19,589,640	20,426,863	837,223	Loss
Washington	28,045,518	28,742,239	696,721	Loss
Cincinnati	22,029,000	21,477,900	551,100	Gain
New Orleans	22,511,546	23,758,447	1,246,901	Loss
Minneapolis	17,252,361	18,657,343	1,404,982	Loss
Seattle	17,452,946	17,658,368	205,422	Loss
Indianapolis	18,510,151	18,917,592	407,441	Loss
†Denver	16,649,281	13,482,692	3,166,589	Gain
Atlanta	11,202,940	10,928,001	274,939	Gain
Memphis	15,181,816	14,875,630	306,186	Gain
Portland, Ore.	18,531,182	19,949,202	1,409,020	Loss
Providence	16,519,643	17,241,582	721,930	Loss
Columbus	20,491,106	21,318,855	827,749	Loss
†Louisville	18,077,107	19,947,077	1,869,970	Loss
St. Paul	14,611,550	14,769,818	158,268	Loss
Oakland	14,760,914	14,863,800	102,886	Loss
†Omaha	10,372,600	11,938,745	1,566,145	Loss
Birmingham	15,736,168	16,330,864	594,696	Loss
Richmond	11,240,278	11,494,550	254,272	Loss
Dayton	18,157,930	17,717,518	440,412	Gain
Houston	17,953,324	16,699,382	1,253,942	Gain
†Des Moines	9,953,212	11,887,117	1,933,905	Loss
Totals	842,526,218	871,898,843	29,372,525	Loss

† Note references under individual newspaper linage of these cities.

NEW YORK

	1927	1926		
American	6,443,284	6,851,764	408,480	Loss
Herald Tribune	9,665,694	9,642,818	12,876	Gain
Times	14,954,094	15,251,876	297,782	Loss
World	7,986,028	9,173,772	1,187,744	Loss
*Mirror (Tab)	1,618,945	1,810,890	191,945	Loss
News (Tab)	4,443,347	3,832,860	610,487	Gain
*Evening Graphic	1,788,632	1,847,878	59,246	Loss
*Evening Journal	7,297,046	7,725,458	428,412	Loss
*Evening Post	2,869,752	2,618,302	251,450	Gain
*Evening World	4,999,397	5,165,330	165,933	Loss
*Sun	8,465,552	8,402,130	63,422	Gain
*Telegram	2,994,071	3,055,086	61,015	Loss
Brooklyn Eagle	9,027,445	9,359,124	331,679	Loss
Brooklyn Times	3,387,276	3,720,052	332,776	Loss
Standard Union	2,863,612	2,966,420	102,808	Loss
Totals	88,794,175	91,423,760	2,629,585	Loss

CHICAGO

	1927	1926		
*Daily News	10,798,164	11,274,018	475,854	Loss
Tribune	16,332,573	16,829,661	497,088	Loss
Herald-Examiner	6,692,946	6,616,146	76,800	Gain
*Post	2,736,321	3,127,269	390,948	Loss
*American	7,260,825	6,896,649	364,176	Gain
*Journal	2,704,224	2,785,044	80,820	Loss
Totals	46,525,053	47,528,787	1,003,734	Loss

PHILADELPHIA

	1927	1926		
Inquirer	10,496,400	11,193,300	696,900	Loss
Record	4,425,300	4,480,500	55,200	Loss
Ledger	7,637,457	8,327,918	690,461	Loss
*Evening Ledger	7,552,110	8,046,226	494,116	Loss
*Bulletin	9,474,600	10,972,200	1,497,600	Loss
Totals	39,585,867	43,020,144	3,434,277	Loss

DETROIT

	1927	1926		
News	15,561,854	17,427,326	1,865,472	Loss
Times	6,519,296	6,589,450	70,154	Loss
Free Press	8,166,444	9,052,540	886,096	Loss
Totals	30,247,594	33,069,316	2,821,722	Loss

CLEVELAND

	1927	1926		
Plain Dealer	8,936,625	9,444,525	507,900	Loss
News-Leader	6,231,075	6,516,750	285,675	Loss
*Press	7,483,200	7,589,550	106,350	Loss
Totals	22,650,900	23,550,825	899,925	Loss

ST. LOUIS

	1927	1926		
Post-Dispatch	11,882,080	12,689,880	807,800	Loss
Globe-Democrat	7,336,200	7,445,700	109,500	Loss
*Star	3,316,800	3,533,700	216,900	Loss
*Times	1,884,900	2,101,500	216,600	Loss
Totals	24,419,980	25,770,780	1,350,800	Loss

ATLANTA

	1927	1926		
Constitution				
Georgian-American	3,727,850	3,529,414	198,436	Gain
Journal	7,475,090	7,398,587	76,503	Gain
Totals	11,202,940	10,928,001	274,939	Gain

INDIANAPOLIS

	1927	1926		
News	9,261,090	9,131,913	129,177	Gain
Star	6,623,991	6,738,300	114,309	Loss
*Times	2,625,070	3,047,379	422,309	Loss
Totals	18,510,151	18,917,592	407,441	Loss

BOSTON

	1927	1926		
Herald	8,245,043	8,098,005	147,038	Gain
Globe	8,267,920	8,254,182	13,738	Gain
Post	6,192,610	6,420,760	228,150	Loss
Advertiser	2,848,441	2,702,839	145,602	Gain
*American	2,702,437	2,444,553	257,884	Gain
*Traveler	6,660,715	6,376,674	284,041	Gain
*Transcript	3,682,268	3,896,606	214,338	Loss
*Telegram		1,403,365		
Totals	38,599,434	39,596,984	997,550	Loss

Telegram discontinued November, 1926.
* No Sunday edition.

LOS ANGELES

	1927	1926		
Times	13,140,834	13,608,084	467,250	Loss
Examiner	11,230,184	11,626,580	396,396	Loss
*Express	4,838,568	4,702,712	135,856	Gain
*Herald	8,622,376	8,828,736	206,360	Loss
*Record	2,590,196	2,581,194	9,002	Gain
News	1,631,672	1,579,942	51,730	Gain
Totals	42,053,830	42,927,248	873,418	Loss

BUFFALO

	1927	1926		
Express		2,757,933		
Courier	4,862,180	4,029,764	832,416	Gain
Post		81,447		
Times	6,761,430	6,814,105	52,675	Loss
*Star		815,363		
*News	7,547,838	8,018,589	470,751	Loss
Totals	19,171,448	22,517,201	3,345,753	Loss

Express combined with Courier, June 19, 1926.
Star combined with Courier, June 19, 1926.
Post discontinued February, 1926.

SAN FRANCISCO

	1927	1926		
Chronicle	5,804,274	5,858,104	53,830	Loss
Examiner	9,717,616	9,917,451	199,855	Loss
Bulletin	3,034,528	3,398,472	363,944	Loss
*Call	5,191,634	5,168,870	22,764	Gain
*News	3,915,296	3,893,135	22,162	Gain
*Herald		575,596		
Totals	27,663,348	28,811,627	1,148,279	Loss

Herald discontinued May 5, 1926.

MILWAUKEE

	1927	1926		
Journal	9,174,369	9,518,087	343,718	Loss
S. T. & A. M. Sentinel	3,631,225	3,445,120	186,105	Gain
*Leader	1,353,930	1,451,900	97,970	Loss
*Wis. News	4,271,089	3,623,399	647,690	Gain
Totals	18,430,613	18,038,506	392,107	Gain

WASHINGTON

	1927	1926		
Star	14,553,553	14,381,594	171,959	Gain
Post	5,244,584	5,658,519	413,935	Loss
*Eve Times	3,703,946	4,077,020	373,074	Loss
Herald	3,281,193	3,332,384	51,191	Loss
*Eve News	1,262,242	1,292,722	30,480	Loss
Totals	28,045,518	28,742,239	696,721	Loss

CINCINNATI

	1927	1926		
*Post	5,059,200	4,909,800	149,400	Gain
*Times-Star	7,905,600	7,608,600	297,000	Gain
Enquirer	7,342,800	7,272,600	70,200	Gain
Tribune	1,721,400	1,686,900	34,500	Gain
Totals	22,029,000	21,477,900	551,100	Gain

NEW ORLEANS

	1927	1926		
Times-Picayune	9,201,951	9,733,431	531,480	Loss
Item	5,576,541	5,388,369	188,172	Gain
States	4,458,098	4,891,798	433,700	Loss
*Tribune	3,274,956	3,744,849	469,893	Loss
Totals	22,511,546	23,758,447	1,246,901	Loss

MINNEAPOLIS

	1927	1926		
Tribune	7,175,478	7,794,197	618,719	Loss
Journal	7,187,752	7,984,525	796,773	Loss
*Star	2,889,131	2,878,621	10,510	Gain
Totals	17,252,361	18,657,343	1,404,982	Loss

SEATTLE

	1927	1926		
Times	8,322,958	8,271,214	51,744	Gain
Post-Intelligencer	5,281,066	5,255,012	26,054	Gain
*Star	3,246,754	3,390,380	143,626	Loss
*Union-Record	602,168	741,762	139,594	Loss
Totals	17,452,946	17,658,368	205,422	Loss

RICHMOND

	1927	1926		
*News-Leader	6,183,226	6,220,284	37,058	Loss
Times-Dispatch	5,057,052	5,274,266	217,214	Loss
Totals	11,240,278	11,494,550	254,272	Loss

DENVER

	1927	1926		
News	5,099,408	3,267,068	1,832,340	Gain
Post	7,181,833	7,649,144	467,311	Loss
*News	4,368,040	2,566,480	1,801,560	Gain
Totals	16,649,281	13,482,692	3,166,589	Gain

Times changed to Evening News Nov. 22, 1926.

MEMPHIS

	1927	1926		
Commercial Appeal	7,221,774	8,045,884	824,110	Loss
*Evening Appeal	3,553,389			
*News-Scimitar		3,470,586		
*Press		3,359,160		
*Press-Scimitar	4,406,703			
Totals	15,181,816	14,875,630	306,186	Gain

COLUMBUS

	1927	1926		
Dispatch	10,657,355	11,492,383	835,028	Loss
Journal	3,816,146	3,981,959	165,813	Loss
*Citizen	6,017,605	5,844,513	173,092	Gain
Totals	20,491,106	21,318,855	827,749	Loss

LOUISVILLE

	1927	1926		
Courier-Journal	7,230,587	7,330,238	99,651	Loss
Herald-Post	2,189,383	3,421,367	1,231,984	Loss
*Times	6,351,475	6,254,201	97,274	Gain
*Post	2,305,662	2,941,271	635,609	Loss
Totals	18,077,107	19,947,077	1,869,970	Loss

Herald-Post morning edition discontinued with issue of March 5, 1927. Includes 655,243 lines of morning issue.

ST. PAUL

	1927	1926		
*Dispatch	4,977,266	5,042,828	65,562	Loss
Pioneer	4,883,998	5,234,684	350,686	Loss
News	4,750,286	4,492,306	257,980	Gain
Totals	14,611,550	14,769,818	158,268	Loss

OAKLAND

	1927	1926		
Tribune	9,410,100	9,729,412	319,312	Loss
*Post-Inquirer	5,350,814	5,134,388	216,426	Gain
Totals	14,760,914	14,863,800	102,886	Loss

OMAHA

	1927	1926		
World-Herald	6,147,729	6,405,378	257,649	Loss
Bee-News	3,712,751	2,938,593	774,158	Gain
News	512,120	2,594,774	2,082,654	Loss
Totals	10,372,600	11,938,745	1,566,145	Loss

News combined with Bee February 7, 1927.

BIRMINGHAM

	1927	1926		
Age-Herald	3,666,250	4,232,064	565,814	Loss
News	8,830,682	9,227,540	396,858	Loss
*Post	3,239,236	2,871,260	367,976	Gain
Totals	15,736,168	16,330,864	594,696	Loss

DAYTON

	1927	1926		
News	8,761,914	8,460,172	301,742	Gain
*Herald	5,436,760	5,122,026	314,734	Gain
Journal	3,959,256	4,135,320	176,064	Loss
Totals	18,157,930	17,717,518	440,412	Gain

HOUSTON

	1927	1926		
Chronicle	7,521,388	7,649,838	128,450	Loss
Post-Dispatch	6,532,894	6,033,916	498,978	Gain
*Press	3,899,042	3,015,628	883,414	Gain
Totals	17,953,324	16,699,382	1,253,942	Gain

DES MOINES

	1927	1926		
Register	4,291,352	4,082,052	209,300	Gain
*Tribune	5,091,140	4,850,088	241,052	Gain
Capital	570,720	2,954,977	2,384,257	Loss
Totals	9,953,212	11,887,117	1,933,905	Loss

Daily Capital discontinued with Feb. 12, 1927, issue.

BALTIMORE

	1927	1926		
Sun	8,296,420	9,089,197	792,777	Loss
*Eve Sun	8,533,035	9,133,210	600,175	Loss
American	3,026,848	3,026,264	584	Gain
*News	4,133,916	3,922,597	211,319	Gain
*Post	2,040,110	2,141,299	101,189	Loss
Totals	26,030,329	27,312,567	1,282,238	Loss

KANSAS CITY

	1927	1926		
Journal	2,793,029	3,030,299	237,270	Loss
*Post	2,478,954	2,605,810	126,856	Loss
Star (E. & S.)	9,281,967	9,682,559	400,592	Loss
*Star (Morning)	5,035,690	5,108,195	72,505	Loss
Totals	19,589,640	20,426,863	837,223	Loss

PORTLAND, ORE.

	1927	1926		
*News	2,935,170	2,863,302	71,868	Gain
Oregonian	6,962,489	7,590,022	627,533	Loss
Oregon Journal	6,432,958	6,298,964	133,994	Gain
*Telegram	2,200,565	3,196,914	996,349	Loss
Totals	18,531,182	19,949,202	1,409,020	Loss

NEWARK, N. J.

	1927	1926		
Ledger				
*News	10,696,976	10,772,033	75,057	Loss
*Star-Eagle				
Totals	10,696,976	10,772,033	75,057	Loss

PITTSBURGH

	1927	1926		
*Chronicle-Telegraph	6,031,480	6,220,634	189,154	Loss
Gazette-Times	4,839,310	5,356,456	517,146	Loss
Post	4,993,954	5,373,690	379,736	Loss
Press	12,872,832	12,921,958	49,126	Loss
*Sun	4,088,882	4,603,242	514,360	Loss
Totals	32,826,458	34,475,980	1,649,522	Loss

PROVIDENCE

	1927	1926		
Journal	5,118,998	5,275,453	156,455	Loss
*Bulletin	7,063,521	7,171,362	107,841	Loss
Tribune	2,149,741	2,347,630	197,889	Loss
*News	2,187,383	2,447,137	259,754	Loss
Totals	16,519,643	17,241,582	721,939	Loss

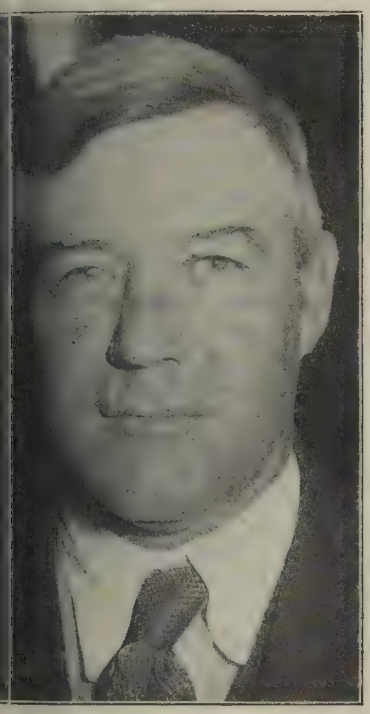
McGEEHAN VIEWS THE "CAULIFLOWER INDUSTRY"

Chief De-Bunker of Prizefighting Says It's No Longer a Sport But a Business—Public's "Insane Sense of Values" Keeps It Alive and Forces Newspapers to Give It Big Play

By WARREN BASSETT

MILLION dollars' worth of mystery changed hands at Yankee Stadium week, the culmination of weeks of paper ballyhoo by the most talented ing writers in the country. Mr. Rickard graciously received the mil- dollars (shy $15,000 spent in adver-), while the fight customers de- d with the mystery. Sports writers, hastily left the Stadium to beat ands of words from their typewrit- n conjecture and explanation.

While the torrent of words was at its t, EDITOR & PUBLISHER asked W. McGeehan, sporting editor of the



W. O. McGeehan

York Herald Tribune, and chief de- ner of what he calls the "cauliflower dustry" and the "manly art of modi- murder," to analyze prizefighting as and prizefight reporting.

It was McGeehan who had termed the um spectacle "the Battle of the ge Coincidences" and had written ollowing:

"his had been ballyhooed as one of reat melodramas of the ring and it rd out to be something that will give t reason for puzzling for no little Somehow there seemed to be an a around this one that not all the mes of Arabia or Mr. Jack Kearns completely deaden."

Ae million dollar hoaxes being sold t public through acres of free news- space under the guise of "sporting ts"? This was the first question.

"izefighting is not a sport, but a ess," was McGeehan's answer.

"s such, it is just about as honest as ican politics, or the average busi- s and probably a little more honest the stock market.

"izefights today are merely enter- nents staged for the box office. The ng element went out when the busi- became respectable and legal. In ld days when fighters had to hop s the county ahead of the sheriff tage a bout on the quiet, prizefight- as more of a sport than it is today."

McGeehan, who says "personally I t give a damn for any fight or any r, except Gene Tunney, who is a nal friend of mine," and who has witnessed a fight except as a news- assignment, does not believe that box office attractions are over- by the newspapers.

he account of the Dempsey-Sharkey fight sold more papers than the trans-Atlantic flights, I am told by the circulation department," he said. "Of course, this reveals an insane sense of values on the part of the public, but there it is.

"There is more hysteria and more maudlin sentiment regarding prizefights than any other public event of like character. I do not believe newspapers force this interest because it has been demonstrated that the public does not respond to fights it does not want.

"At the present time fight fans are interested only in the heavyweights, and bouts in the other divisions cannot draw good houses. A specific reason for this high interest is the colorful character of Dempsey. He is a weird character, began as a hobo and became a millionaire, and the greatest drawing attraction the prize ring has ever seen. Battling Nelson and Joe Gans, in their prime, had, in a lesser way, Dempsey's hold on the public.

"A phenomenon of the public's interest in prize fighters is that their social status rises to a very high level, and is highest in the United States. But even in England, where the 'gentleman amateur' does not associate with professionals, and where Walter Hagen must use the back entrances of golf clubs, the prize fighter is highly regarded. For instance, John Gulley became a member of Parliament and 'Gentleman' Jackson was in high favor. There is no doubt that the average man is interested in fighters, especially a colorful character such as Dempsey, and enjoys reading about them.

"To the disinterested person many of the news stories sent from the training camps seem unnecessarily drawn out and filled with trivial detail. But the true fight fan has an inordinate capacity for such matter, and wants to know the most minute fact pertaining to his favorite."

McGeehan was asked whether many sports writers did not write thousands of words about nothing on dull days at the camps.

"They are there to cover whatever happens as entertainingly as possible," he replied. "I believe all news stories should be entertainingly written. The writer who would report briefly that Dempsey battered a couple of hams and then played poker the rest of the day would probably be replaced.

"Over-writing, however, is most often done by the enthusiast. The man who is too enthusiastic over any given sport is not the best writer or judge of that sport."

Prizefighting is the most difficult sport of all to report, according to McGeehan. A dozen blows are struck while one is being reported.

"The average operator cannot understand anything but the stereotyped phrases such as 'Dempsey led with his right,' 'Sharkey landed a stiff uppercut,' etc." McGeehan explained. "And sometimes they get so entranced by the action in the ring they forget the key altogether. In Toledo when Dempsey knocked Willard down seven times in one round I looked at my operator and found him oblivious to everything but the fight and his key idle. After the fight was over I had to go back and send the missing portion of that round.

"Personally, I care nothing about what happens in the ring; my only concern is to report the story and get it into the office as quickly as possible. There are many stories I get more enjoyment out of than covering a prizefight, the Dayton, Tenn., evolution trial, for instance."

Whether promoters have "pay-off" lists containing the names of sports writer who receive regular gratuities was a question Mr. McGeehan did not discuss in detail.

"I know that none of my men are on any such list," he declared. "If puffery goes on in the sporting pages the managing editors are at fault. They can tell puffery from news at a glance and have ample authority to eradicate the evil where it exists."

The Herald Tribune sporting editor has spent 25 years on newspapers in every editorial department except financial.

His first newspaper work was done for the *San Francisco Examiner* in his home town in 1899. He was 19 then, and had just returned from the Philippines after a year in the First California Volunteer Infantry.

McGeehan remained in San Francisco until 1914, working on the Call, Chronicle, Bulletin, and the now defunct Evening Post. For the Bulletin he was sent to Goldfield in 1906 to cover Tex Rickard's first fight between Joe Gans and Battling Nelson.

In 1914 he came to New York, joining the staff of the *Journal*. He later joined the New York Tribune, and after a time was made managing editor. After Frank A. Munsey bought the *Herald*, McGeehan left the Tribune to become sporting editor of the Herald. When that paper was purchased by the Tribune he remained sporting editor of the merged paper.

To McGeehan, Mencken's "good old days" of journalism is a "hollow shell" phrase.

"The good old days were terrible," he said. "There was no money and no future for newspaper men. Today reporters and editors are better paid and the type of men entering the business is much higher.

"Personally, I never wanted to do anything but newspaper work and I have never done anything else. If I had it to do over again, I would do just as I have done."

WRITER CAN'T ENTHUSE AFTER READING RING "EXPERTS" DESCRIBE FIGHT

The following discussion titled "The Wonderful Fight" appeared in "The Passing World" column of the Winnipeg Free Press recently, signed by T. B. R.

A CORRESPONDENT says we are an old man because we did not work up enthusiasm for the Dempsey-Sharkey fight. Not to become excited over a championship prize fight is, in our correspondent's view, the sure sign that youth has fled. Perhaps it is. We invite his attention to the following excerpts from the newspaper reports of this wonderful encounter.

On July 12, nine days before the fight, one of the newspaper correspondents, describing Dempsey said:

"Everything about the camp suggests the amazing decline of this famous athlete. In the first place, Dempsey's physical appearance has undergone an amazing change, despite the comparatively slight changes in the conformation of the body. If the eyes really are the windows of the soul, then certainly the fighting soul of Jack Dempsey has been materially altered.

"Dempsey's eyes, once keen, sparkling and penetrating, are now almost lustreless and dull. So much so that, studying them carefully, I almost imagined one of them had a cast."

Writing from the ringside on Thursday night another correspondent contributes this:

"The rip-tearing Jack Dempsey of old came back tonight to smash his way to a spectacular knockout over the young Boston heavyweight, Jack Sharkey, and gain the right to a return match with Gene Tunney.

"A terrific left hook to the pit of the stomach doubled Sharkey up and a crashing left hook to the jaw laid the Boston giant low after only 45 seconds of fighting in the seventh round."

This second expert says Sharkey was beaten by:

"A terrific *left* hook to the pit of the stomach and a crashing left hook to the jaw."

A few lines farther on the same expert tells us:

"Sharkey started to claim a foul only to go tumbling down in a moment from the impact of Dempsey's *right* hand."

One expert graphically describes how:

"Sharkey with his greater speed and skill had concentrated his attack on Dempsey's face which he chopped and cut into streams and pools of blood."

And we turn to another account from another ringside expert and learn that after the fight:

"*Two small cuts* showed under Dempsey's eyes, but neither was deep and no stitches were necessary to close the wounds."

Mr. Grantland Rice announces that in the seventh round—

"Dempsey drove a left hook at least *eight* inches below Sharkey's belt line."

He immediately improves on this—

"As Dempsey drove in his low left he followed with a right jab at least *ten* inches below the belt line."

A few more blows and Dempsey would have been pounding Sharkey's knee-caps.

The Associated Press reporter then comments:

"Ringside opinion varied as to Dempsey's right to the body. Some critics expressed the opinion it was dangerously close to the foul mark, at least, and others claimed it was palpably low. To the majority, however, it appeared to have been a *fair blow.*"

Mr. Frank Getty, staring the ring, describes the knock-out as follows—

"The big Lithuanian went down as though he had been hit over the head. He was out with his face in the resin and blood of mid-ring, and the referee's count was superfluous."

Here we have a picture of Sharkey going down like a dead man. But on the same page one of Mr. Getty's colleagues, also sitting by the ringside staring at the fight, tells us—

"A straight left smash to the jaw knocked Sharkey down. Sharkey got to his knees at the count of nine, swayed and fell flat to his face as the referee counted ten."

In the round-by-round description of the fight one correspondent gives the First Round to Dempsey—"Dempsey's Round."

Another describes the end of Round One as follows:

"Sharkey licked Jack with two right uppercuts. Dempsey, reeling and groggy, moved about the ring under a fusilade. Sharkey smashed him again with rights. Dempsey was groggy as Sharkey missed a long right. The bell caught Sharkey half way through a right swing. Dempsey went to his corner very tired."

And still another eye-witness and expert, writing of Dempsey's condition after the battle, says—

"Jack was as fresh as if he were just about to enter the ring rather than at the close of one of the most terrific fights of his career."

All very interesting. We have Sharkey knocked out by Dempsey's left and also by Dempsey's right. We have Sharkey going down like a dead man, and we have him staggering up and then falling down for the final count. We have him a week before the fight a sort of physical wreck with fishy eyes, and we have him on the night of the fight a "ripping, tearing," human panther.

Let our credulous correspondent consider the sort of sport it is which produces such reporting as this. If, after digesting all the heroic letterpress produced by the fight reporters, he feels that he has enough accurate knowledge of what happened in the ring to be enthusiastic about anything connected with this battle, we leave him gladly to his delightful enthusiasms.—T.B.R.

BICKEL FORECASTS GENEVA STRUGGLE OVER "OPEN DOOR" NEWS

League of Nations Conference to Debate 1926 Resolution Giving All News Agencies Equal Rights in Gathering and Transmitting European Intelligence

IMPORTANCE of news sources free of political or commercial bias, especially in the field of foreign affairs, was forcefully described by Karl A. Bickel, president of the United Press Associations, in his address before the 45th annual convention of the Photographers' Association of America at their banquet at the Hotel Astor, New York, July 28.

Mr. Bickel, whose address was entitled "Photography and World Progress," delineated the increasingly important part photographs are taking in the presentation of the day's news, saying that the news photographer, usually without the public recognition that frequently goes to the reporter, risks his life almost every time he leaves the office and has usurped the romantic position in journalism held by the reporter 20 years ago—the unsung hero of the press.

He declared that journalism in America is in a state of transition, nearing the end of "the age of flamboyancy," retaining the outer marks of the "yellow press" although adhering to the highest standards of editorial conduct in the world. He described the difficulties and hazards of gathering news, citing the false conflicting reports of the Byrd party's landing near Paris as an example of the need for resourceful and cool heads at the scene of the news and along the chain by which it is brought to the consumer.

"Many people, surprisingly many, do not seem to be able to understand that a press association does not create the news," Mr. Bickel continued. "A press association is merely a transmitter of the news. Other people, other factors, quite out of our jurisdiction and control create the situations that result in the facts that make the news. The news may be good. It may be constructive. We carry it. It may be bad. It may be destructive. It may destroy in an afternoon a business structure that American citizens have worked for years to create and who may be utterly innocent victims of forces and powers away and beyond their ken—but notwithstanding that it is our duty to carry it.

"A great press association can no more be developed on dishonest news than could a bank on crooked dealing.

"In Europe and Asia certain governments subsidize or maintain governmental news agencies. These agencies carry to their connecting or allied agencies the governmental and other news of their home countries so prepared and so edited as best to advance the policies and ambitions of the supporting nation. Certain nations give these subsidized or governmentally maintained news services special and discriminatory privileges such as advance information on governmental news; faster facilities on the governmentally operated telegraph lines, and more favorable rates. They do this in order to facilitate the transmission of the character of news material that they wish circulated.

"An outstanding asset of the United Press in the development of the world-wide extension of its service is our complete and absolute independence from any character of 'official' or governmentally subsidized or maintained news agencies. This fact alone has gone far, in the minds of publishers everywhere, to develop a sense of confidence in the honesty and impartiality of our report.

"The issue of governmental discriminatory control over official news is going to be brought frankly into the open next month at the meeting of the International Press Conference called at Geneva, Switzerland, by the League of Nations. Newspaper readers the world over should follow the sessions of that conference with keen and unflagging interest.

"At a preliminary conference of press experts a year ago a resolution was introduced by Roy Howard, chairman of the board of directors of the United Press, and unanimously adopted, calling for the elimination of all discrimination in the handling of governmental news; demanding complete impartiality in the matter of news transmission and press rates, and absolute equality and publicity in all censorship. This resolution comes up for approval at the coming August meeting and the issue, for the first time in the history of journalism, will be fairly and openly joined. The advocates of the 'open door' in news will have their chance to put the news gathering organizations of the world on record as to their stand.

"All this is a long way from photography. But above and beyond the fact that you are specialists in your chosen profession is the fact that you are citizens. Ours is a government of public opinion. News is the raw material out of which public opinion is created. If public opinion is to retain its vitality and its strength, the press of America must always have at its command a free and steadily expanding source of news supply, and the sources of this news supply must at all times conform, in every degree and particular to American standards of impartiality, honesty and freedom of the dominating factors in the preparation of the news you read.

"Never before in American history has it been as necessary as now for the American people to be certain that the sources of their foreign news are honest and uncontaminated with propaganda and governmental control."

U. S. NEWS IDEAS PROGRESS IN EUROPE, COOPER FINDS AFTER WARSAW MEET

Bi-ennial Conference of "Official" News Agencies May Lead to Meeting of Newspaper Owners—News Property Rights on Geneva Agenda

KENT COOPER, general manager of the Associated Press, last week concluded a tour of Europe, including attendance at a conference of European news agencies at Warsaw, Poland. He described the purposes and accomplishments of the meeting and other phases of his travels in the following statement prepared for EDITOR & PUBLISHER this week:

"The conference of the directors of the European news agencies at Warsaw, which I attended, appeared to me to be of real value. This was the third of these conferences. They are held every two years. Before the war no such thing was ever heard of. The directors of these news agencies from countries some of which are no larger than some of our states scarcely knew each other before the war. Now they are really getting acquainted through the contacts that these meetings afford. They discuss their problems in the greatest detail in their business meetings and they do not forget the social side. Such contacts are bound to help in the creation of a better understanding between the various European nations and as series of conferences among the proprietors of newspapers in Europe would be another step; in fact, I think that will be the next step of interest in European journalism.

"Some of the agencies in Europe were organized long ago with government affiliations. This may have been necessary owing to the lack of initiative on the part of an independent press in those countries. With the organization of these agencies there at least came into existence, however, some exchange of news between countries through the medium of these agencies. At least each country was made aware of the official position taken on any subject by another country. At one time the news of this character was filed by one agency to another but today practically all of the European agencies have adopted a policy advocated many years ago by Melville E. Stone.

"It was Mr. Stone's belief that the news coming into a country should not be dictated or selected by others than its own nationals. The adoption of this idea in Europe meant that the Wolff Agency in Germany, for example, may have its own representatives making their own interpretation of the news of the agencies of Poland, Bulgaria, England, France and elsewhere, including America, in order that the news from such countries for the German reading public may be selected and forwarded by Germans.

"Mr. Stone long ago made this policy effective as far as the Associated Press is concerned and the enlargement of the Associated Press staff abroad, obtaining much news of a controversial character from its own independent reporting, has made possible an even greater effectiveness of the policy in recent years. We do not today select from the Associated Press report in New York the news transmitted from the United States to the important countries of Europe and, likewise, the agencies of those countries do not transmit to us in America what they think should be published in the United States. We do that through the activities of an American enrolled staff.

"Further and further extension of this idea among the agencies of Europe is bringing greater independence and reliability to each of them, in our opinion. In the nature of things, of course, the agencies pretty much rely upon each other in the matter of spot news which has no controversial character. The result is that if one agency errs in announcing a death or an assassination, or an earthquake, all of the other agencies may be subjected to the error. Certainly they would be thus subjected until such time as their own representatives could investigate and correct the error or until the agency making the mistake could do so.

"Any news collection facility is human in its endeavors and thus may err. It was because the Havas Agency, which is the only really extensive agency in all of France, was imposed upon by a telephone announcement to it that the American fliers had landed at Issy-les-Moulineaux, that all the newspapers of France and many in other countries which were just going to press, suffered through this inaccurate news. It was because the Havas Agency announced the arrival of the American fliers and because a similar announcement was made at Le Bourget that the Associated Press, as well as other agencies, made the erroneous announcement of the landing of the America which, because of the isolation of the landing place, the Associated Press could not correct for an hour. The Havas Agency expressed its deep regret to those who were depending upon it and hopes that the plans that it has made to prevent a repetition of the unfortunate incident will be effective.

"We must not, of course, on this side expect that European journalism would run along the exact lines with which we practice here. Many of the countries offer only limited opportunity for extensive journalistic endeavor. The people do not read newspapers as they do here. However, I did notice that advancement seems to have been made in the last several years in Europe in almost every branch of newspaper making except the matter of rapid and economical transmission between the various countries. Lack of the existence of efficient facilities of this character is a serious handicap to the development of the exchange of news between the European countries. The telegraphs, of course, are controlled by the governments and it is difficult for us to understand why the governments have not long since grasped the desirability of expediting press matter upon an economical basis.

"Perhaps the Geneva Conference press experts which will be held next month under the auspices of the League of Nations will effect something of improvement in the matter of transmission.

"That item of the agenda at Geneva and the one which hopes to accomplish something in the matter of property right in news, in which Mr. Melville E. Stone pioneered, are the most important things to come before the Geneva Conference. We are so far ahead of this country in the matter of news transmission that America has much to contribute in the way of ideas to Europe.

"News reporting on the European continent by European differs quite a good deal from the way that it is carried on in America. There is not enough competition between reporters, as we view it, to make it interesting. In Russia, for instance, I was interviewed by representatives of ten Moscow papers. I do not speak Russian and only one of the reporters spoke English. He was asking me questions and putting down my answers when I said that it hardly seemed fair that the others could not know what we were talking about. The answer was that there is no competition among the reporters and that the interviewer who spoke English would tell the others everything that had been asked and answered. However, to relieve my worry, he thereupon began translating in full everything that he had asked and everything that I had said. It is not far different from this in other countries. Individual reportorial enterprise seemed scarcely to have developed.

"There were, of course, exceptions and the exceptions reflect themselves in the rapid strides that some newspapers are making. It was not an unusual thing to find at least one man on many of the progressive papers who had had varied experience on American newspapers. This was true in Denmark, Sweden, Russia, France and, of course, in England. There may have been other instances which I do not now recall. Thus it was that it was not unusual for an editorial executive of some great newspaper to tell me of his experience in Galveston, Springfield, Mass., St. Louis and, of course, New York. The newspapers with which they are connected I noticed, show the American newspaper making influence.

"I visited the Associated Press bureaus in fourteen countries, the first I had ever made to many of them, and the first visit I have made to any of them in several years. A great deal of credit must be given to these American members of our staff who have accepted assignments away from the homeland and are contributing their best to giving a true picture of what is going on in the old world. They are reporting through their good American eyes from direct contacts with European people and events, and altogether comprise a pretty large staff of American news writers."

EVANS JOINS GEORGIAN

Virgil V. Evans, formerly general sales manager of the Ludlow Typograph Company, and widely known young Southern newspaper man, has been named business manager of William Randolph Hearst's *Atlanta Georgian* and *Sunday American*. Mr. Evans' newspaper career began dating from 1910 when he became classified advertising solicitor for the old *Birmingham Ledger*. Subsequently, he has been publisher of the *Huntsville* (Ala.) *Mercury* and has held other newspaper positions. He served as adjutant general of Alabama when only 22 years of age.

SEND COLLIE TO COOLIDGE

Mary Ann and Robert Scripps, children of Robert P. Scripps, president of the Scripps-Howard newspapers, this week sent "Diana Wildwood," a four-months-old white collie pup, by airplane from Detroit to the Summer White House as a gift to President and Mrs. Coolidge. "Diana" will succeed "Prudence Prim," who died recently.

N. Y. GRAPHIC OCCUPIES NEW $4,000,000 PLANT

Macfadden Tabloid Starts Publication from Eight-Story Structure July 25—Mayor Walker Starts Presses—Daily Using 3 Floors, 90,000 Square Feet of Space

THE *New York Evening Graphic*, a tabloid published by Bernarr Macfadden, on Monday of this week began publication from its new $4,000,000 plant at 350 Hudson street, after nearly three years spent in the plant of the old *New York Evening Mail* at 25 City Hall Place.



WILLIAM O'HARA

An informal reception marked the opening of New York's newest newspaper plant with Mayor Walker as guest of honor. Huge baskets of roses filled the office of Emile H. Gauvreau, managing editor, and members of the staff acted as guides for guests who wished to see the plant in operation.

The new structure is eight stories high and contains 270,000 square feet of floor space. It is of the loft type of construction, with ceiling-high paned windows on every floor, giving the impression of a glass exterior.

Construction work was started in September, 1926. The building, occupying a ground area of 30,000 square feet between Dyer and Charlton streets and extending about half block towards Varick street from the east, was taken over in January, 1927, and from then on a group of workmen which never fell below 250 was constantly engaged in preparing it for occupancy by the Graphic.

This work was in charge of William O'Hara, special representative of the administration department, under the direction of Guy L. Harrington, treasurer of Macfadden Publications, Inc.

The site of the plant is owned by the Trinity Corporation and has been leased for 99 years by the daily.

The Graphic has reserved for its own use the basement, one-half of the first floor, all of the second, and one-half of the third floor, a total of 90,000 square feet of space. The basement is given over to newsprint storage, and it is from here that the big presses are fed. A special chute connects the basement with the loading platform to facilitate the handling of the rolls. Three thousand tons, a six weeks' supply, can be stored in the huge basement.

The press room with its line of four Scott sextuples occupies the Graphic's half of the first floor. Each unit is capable of delivering 36,000 copies of the paper per hour. Installation of the battery began in February, one month after the building was taken over from the contractors, and 20 men under the direction of a Scott press erector have worked continuously on the installation since that time. The presses have General Electric controls and are driven by 75 100-horse power motors.

An opening has been left in the concrete pressroom floor to permit installation of a new octuple within six months, and temporary flooring covers space enough for an entire new line of presses.

The second floor is given over to the editorial department, art and photographic departments, composing and stereotype rooms. Twenty-five Linotype machines have been placed in the spacious composing room, five in a line. Seven of these are new and the others are to be replaced by new models. So large is the room that the alleys between the machines are wide enough to drive an automobile through. The stones and cases, too, are widely spaced, affording ample room for the workers. The ceiling-high windows provide a flood of light for operators and proofreaders.

Adjoining the composing room, and separated by wide open spaces instead of partitions, is the stereotyping department, where two double Junior Auto-plate machines have been placed. As the plates come from the machines they ride onto a chain conveyor belt and are carried down to the pressroom.



New plant of *New York Evening Graphic*

On the third floor are the business offices, circulation, advertising, classified and administration, and also the office of Lee Ellmaker, general manager of the Graphic and the *Philadelphia News*, second Macfadden tabloid.

To provide greater efficiency in the editorial department, a row of separate offices enclosed in metal partitions which do not extend to the ceiling has been provided for editorial department executives and feature department heads. Here Emile Gauvreau, managing editor, and Martin H. Weyrauch, assistant managing editor, have their offices as well as the society, dramatic, radio, sports, art and feature editors.

In recognition of the importance of the photographic department to a tabloid, great care was taken in alloting space to this division. Each of the 18 staff photographers has his own small dark room for developing his plates, and the latest camera equipment has been installed for pictures taken in the building. A dressing room is provided for the principals in specially posed pictures. The reference library adjoins the photo rooms.

To permit for future expansion, every department has been alloted far more space than it can fill at the present time. Some idea of the size of the various departments can be gained by detailing the space allotted each. The photographic department, 60 by 40 feet; library, 40 by 30; art department, 48 by 15; composing and stereo rooms, 15,000 square feet; business and advertising, 15,000 square feet; editorial and associated departments, 15,000 square feet; press room and paper storage, 45,000 square feet.

Mail and delivery departments occupy a space 132 by 26 feet, and in addition there is a huge covered loading platform running the entire length of the building on the north.

From this platform paper and supplies can be sent via metal chutes to the basement storage rooms, and a fleet of trucks can take on their cargo of Graphic's for delivery to points in the city, New Jersey, Long Island, and the railway terminals.

The Graphic is well located for rapid metropolitan distribution and for the swift dispatching of trucks to outlying points along the big communication arteries which radiate from its location, such as the new Holland vehicular tunnel to New Jersey the entrance to which is just a few blocks away.

To make the building ready for occupancy at this time great speed was required and both day and night shifts were employed.

All of the plumbing in the eight-story building was completed in the space of six weeks, plumbers working night and day in order to get the work done on schedule.

Electrical workers have been employed for the past four months on the job of completing the complicated electrical installations necessary.

Eight hundred feet of steel partitions went into the making of the Graphic's new quarters, as did some 600 feet of terra cotta partitioning. The building has four large freight and three passenger elevators.

Space in the building, outside of that used by the Graphic, will be rented. The two top floors have already been taken by the Eastman Kodak Company.

The task of moving to the new plant was begun Friday, July 22, and continued over the week-end without disturbing any of the regular editions.

During the informal reception held at the new building Monday, Mayor Walker read copy, wrote a headline, pressed the button which started the presses on their first run, and followed the first printed edition to the circulation department. The Mayor's headline was: "The Subway Tie-up Must Be Averted."

Mr. Walker and other notables were greeted by Bernarr Macfadden, O. J. Elder, president of Macfadden Publications, and E. H. Gauvreau. Among those who visited the plant were: J. M. Powers, president, and Edward Crinham, Powers Engraving Company; Postmaster J. J. Kiely; Merlin H. Aylesworth, president, National Broadcasting Company; Tex Rickard; Thomas J. Dowling, circulation manager, Scripps-Howard Newspapers; J. J. Winters, circulation manager, *New York Telegram;* C. J. Randau, United Press; Abe Newman, circulation manager, *New York Evening Post;* and Samuel Booth, president, Interborough News Company.

The Graphic was launched by Bernarr Macfadden in September, 1924. Executives of the paper are: Lee Ellmaker, general manager; Harry Ahearn, advertising manager; O. O. Scattergood, circulation manager; William F. Metz, classified manager; E. H. Gauvreau, managing editor; Martin H. Weyrauch, assistant managing editor.

OLDEST LIVING PAPER LEARNS ITS BIRTHDAY

Annapolis Maryland Gazette Was Founded Sept. 19, 1727—Serial Numbers Now Outrun Calendar Six Weeks

That the date of the founding of the *Annapolis, Maryland Gazette*, the oldest existing newspaper in the United States, was Sept. 19, 1727, was announced last week by its editors. The date was arrived at, it was said, after research by members of the staff compiling "200 Years With The Maryland Gazette," the bicentennial commemorative issue of the Gazette, and will be observed each year in the future as the correct anniversary date.

The date of the first issue has been in doubt a long time. Historians of the Colonial period have arrived at several approximate dates, but as the first 64 issues never have been located, the date had not been calculated definitely.

That William Parks, the founder of the Gazette, first issued his journal in 1727 is proved by references to it by other Colonial newspapers of that year. The earliest located copy of the Gazette, however, is the 65th issue, that of Dec. 10, 1728, which is in the possession of the Maryland Historical Society. It was by reference to this issue and a calculation of the dates for more than a year before that the Gazette was able to arrive at the date it now believes to be correct.

A further obstacle in determining the correct date was that the calendar was changed from the Julian to the Gregorian reckoning after it started publication. The change, introduced in 1752 in England and the colonies, advanced the date by eleven days, and this calendar had to be brought into use by investigators for the Gazette.

A complete change of numbering of the issues of the Gazette will be necessitated in the six weeks intervening between August 4 and the new date of the 200th anniversary. The Gazette on July 21 issued its 51st number of the 200th volume, and next Thursday will issue No. 52 of that volume. Until Sept. 19 supplements of No. 52 of the 200th volume will be issued, until the error accumulated in two centuries of publication has been adjusted.

COURSE IN PRESS LAW

Mattison, Attorney and Former Reporter in Charge at Marquette

Marking what is believed to be a new step in the teaching of journalism in American colleges and universities, newspaper law will be offered as a semester course at the Marquette University College of Journalism, Milwaukee, Wis., this fall with Walter J. Mattison, assistant city attorney of Milwaukee and former newspaper man, in charge of the class.

Newspaper law, as it will be handled at Marquette, will include the right to privacy, contempt of court, criminal libel, civil libel, and the law of copyright.

GERMANIC EXTERIOR MARKS BUILDING OPENED BY JACKSON CITIZEN-PATRIOT

Limestone and Minnesota Marble Combined in Striking Artistic Effect—English-Georgian Style in Business Office

THE new home of the *Jackson* (Mich.) *Citizen-Patriot* has just been occupied and thrown open to the public. It is one of the outstanding structures of the city and one of the finest newspaper plants in the state.

Patterned after some of the newer German work, the exterior of the new building is modern in style and presents a striking appearance. Fluted pilasters



Front view of new *Jackson Citizen-Patriot* home

adorn the east and south sides and at the corners, and at salient points in the division of the facades are plain stone pylons. The pylon on the front of the building is topped with conventional and symbolic figures, treated in architectural character. Above and forming the central figure of the parapet is a carved shield bearing the arms of the state of Michigan.

Two stories high, 132 feet long and 70 feet wide, the structure is faced chiefly with limestone, but with east and south facades, facing Jackson Street and Washington Avenue, respectively, based with polished Minnesota pink marble from sidewalk level to a height two feet above the window ledges. The north facade is of limestone full height, and the west facade, or rear of the building, is of good quality pressed brick with glazed surface and of the color of stone.

The main entrance on South Jackson street is of granite of the kind that forms the base, with the words, "Citizen-Patriot," carved on the entablature. A large bronze street lamp is located at enther side of the entrance.

General business offices occupy the front half of the lower floor, this portion of the building being finished in the character of English Georgian work. The double entrance doors as well as all the woodwork in vestibule and general business offices is American black walnut. The floor of the vestibule and public space in the general business office is of napoleon gray marble and the counters are topped with verde antique marble and the baseboards are of the same material. Midway between the main entrance and the entrance to the stairhall are two massive walnut columns from floor to ceiling. In embellishing the walnut finish the architects designed hand-carved molding and scroll work of rare beauty. The ceiling in the general offices is divided into 63 panels, each acoustically treated to prevent noises from echoing. The panels are finished in light ivory with border of the same color. Wide ornamental plaster molding of old gold and ivory in leaf and scroll design divide the ceiling panels.

Six large chandeliers artistically designed in hexagonal shape supply artificial light when needed. The glass is set in frames of bronze, the metal parts being finished in old gold and walnut. Furnishings throughout the general offices are finished to match the general surroundings.

Back of the general offices is the main stairhall leading to the editorial rooms above, and at the extreme rear of the building, are the press and mailing rooms. A new 64-page Scott octuple press has been installed in the press room, with an overhead conveyor attached, which carries the finished product from the press to the mailing-room.

A mezzanine floor houses the telephone exchange, and toilet facilities for all departments, which include shower bath.

Stairhall, mezzanine landing and lobby are wainscoted in golden-veined Tavernelle marble, and the walls of the lobby to the editorial rooms are finished in block effect in caen-stone colors.

Located at the front of the second floor, the larger editorial rooms have numerous large windows. Interiors of all the rooms connected with the editorial department are decoratively treated in keeping with the general offices, wainscots being eight and a half feet high in panels of walnut-stained and waxed gumwood. Ceilings in all the editorial department rooms are acoustically treated. One of the features of the editorial department is a good sized conference room, which may be used by the public.

On the second floor in back of the editorial room are the composing and stereotyping departments, both rooms being large and well arranged. In addition to plenty of windows on the north and south sides of the composing room, this department also has a large light and ventilating monitor, sections of which are opened and closed by an electric motor. The composing room and other mechanical departments are all equipped with the most modern machinery. Included in the equipment for the stereotyping department is a gravity operated plate dropper.

Two low pressure boilers using oil as fuel provide heat for the building. The oil feed is controlled by thermostatic and electrical devices. A modern ventilating system furnishes fresh air.

In the basement are general storage rooms and a large recreation room for carrier boys.

The Citizen-Patriot is published by the Booth Publishing Company, which also publishes the *Grand Rapids Press*, the *Saginaw News-Courier*, the *Muskegon Chronicle*, the *Flint Daily Journal*, the *Kalamazoo Gazette*, the *Bay City Times-Tribune* and the *Ann Arbor Times-News*.

EDITOR & PUBLISHER CALENDAR

Aug. 1-6—Oregon Editorial Assn., annual meeting, Bandon, Ore.

Aug. 5-6—North Dakota Press Assn., summer meeting, Carrington, N. D.

Aug. 5-6—Northwest Missouri Press Assn., summer meeting, Paris, Mo.

Aug. 18-20—Maine Press Assn., meeting, Lakewood, Me.

Aug. 20-25—Nat'l Assn. of State Press Field Managers, Detroit, Mich.

Aug. 22-24—Georgia Press Assn., annual convention, Eatonton, Ga.

Aug. 24—International Press Conference, League of Nations, Geneva.

SMILEY GOES TO TULSA

Thomas F. Smiley, for more than 25 years connected with the Tri-State News Bureau of Pittsburgh, the last 20 years as night manager, has resigned to go with the *Tulsa* (Okla.) *World*, having charge of the desk of finance and the petroleum industry. Mr. Smiley was tendered a farewell dinner in Pittsburgh on July 25.

MORRIS PROMOTED

Heads Appeal Papers as Editor Brown in Charge of Advertisin

Important changes in the admini tion of the *Memphis Commercial A* and *Evening Appeal* were announced week.

George Morris, managing editor o Evening Appeal since it was founded eral months ago, was made editor o Evening Appeal and placed in com charge of the two newspapers. A Mynders, news editor of the Eve Appeal, was made managing ed Thomas Fauntleroy is managing e of the morning Commercial Appeal which post he was advanced shortly a the death of C. P. J. Mooney.

Enoch Brown of Nashville has placed in charge of advertising of two papers. He has been adverti manager of the *Nashville Tennessean* the past six years.

BLACK COMPLETES FLIGHT

Van Lear Black, chairman of the *timore Sun,* who reached Amster July 23, after flying from the Dutch Indies, was entertained with his Dutch pilots Monday at a banquet in sterdam. Among the guests were American Minister and Sir Se Brancker, the British Air Vice Marsh

SUNBURY (PA.) DAILY NOW OPERATING IN $250,000 PLANT



***Sunbury* (Pa.) *Daily's* new plant**

THE *Sunbury* (Pa.) *Daily* recently occupied its new $250,000 three-story home at the corner of Second and Market streets, one half block from its old building. The building has a frontage of 60 feet on Market street and a depth of 77 feet on Second street. Total floor space is 16,000 square feet as compared with 5,000 square feet in the building just vacated.

The new Daily Building is of tapestry brick, Flemish bond style, trimmed with Indiana limestone. The main entrance door, set in a wide mounted frame, opens into a spacious marble vestibule. Passing through the vestibule one enters the public space divided from the main business office by a long steel counter, finished in walnut. On the other side is filing equipment. On the first floor are the business, circulation, advertising and editorial departments. Steel and glass partitions provide three private offices for officials of the company.

On the same floor, back of the departments named, are the press room and mailing room. In the pressroom has been installed a 16-page Duplex Tubular press, electrically controlled and operated by the Cutler-Hammer system. The stereotype foundry is also on this floor.

The editorial room is across the hall from the business offices. Lamson carrier systems are used to communicate w the composing room and business offic A sound-proof steel and glass partition room in the editorial department hous the Associated Press wire and operat

In the basement is the paper stora room, resmelting room and carrier bo room.

On the second floor is the composi room, with seven Linotypes, a Monoty material making machine, a Ludlow typ graph and other modern devices. A m chute is used from the composing roo to the stereotype foundy.

On the third floor is the commerci job printing plant.

All of the office furniture, woodwo and trim throughout the building is fi ished in walnut.

The Sunbury Daily is published b William F. Eichholtz and Lewis Dewar It has been in these two families fo more than half a century.

The paper was founded by Jacob I Eichholtz and William L. Dewart and o Dec. 6, 1927, will celebrate its 55th ann versary.

Samuel C. Price is managing editor Roscoe C. Thurston is city editor; J. S McCombs is advertising manager; Ro H. Eisely, circulation manager; an J. O. Lawrence, composing room super intendent.

AUTOMOBILE FIRMS OPPOSE COMBINATION PAPERS

Advertising Managers Representing 40 Manufacturers Draft Resolution Expressing Dissatisfaction at Detroit Meeting—"Uneconomical" Their Claim

DISSATISFACTION with enforced newspaper combinations was expressed t large automobile advertisers of the cntry at a meeting in Detroit, July 7, dails of which were learned by EDITOR & PUBLISHER this week.

The 40 advertising men in attendance vre members of the advertising man-aers' division of the National Automo-he Chamber of Commerce, and after the qestion of enforced combinations was dcussed from the floor a resolution op-sing the practice was adopted.

The resolution follows:

'Since it is economically sound for the avertiser to be able to purchase the v ume and kind of circulation which nets his sales problem,

'We, the Advertising Managers of the tional Automobile Chamber of Com-nrce, are opposed to the denial by any wspaper publisher of the right to pur-ase space desired in newspapers in-dividually, this denial being effected by eorced combinations."

Believing the matter one of general picy and of interest to all newspaper publishers, the group voted to send the r olution, with the following letter of explanation, to every daily publisher in t country:

"July 27, 1927.

'You are doubtless familiar with the s uation which exists in a number of c es whereby advertising space in two o more papers is sold only in enforced c nbination, the advertiser being permit-t no option.

'The advertising managers of the mem-b companies of this organization are c nfident that any *enforced* combina-n is unsound business practice. They a hereby presenting their view on this tter to the publishers, with the desire t t such papers as now have combina-ns or may be contemplating them, may ve a clearer understanding of the ad-rtiser's problem.

'First of all, compulsion to buy two a icles when only one may be needed c ates an uneconomic situation.

'Furthermore, even if both papers in t combine may be equally good the a ertiser must consider the problem of s ce and repetition. It may be more p portant for his selling job for him to b ten full pages in one paper rather t n twenty half pages in two papers.

In any event it is his responsibility to p lain the greatest possible buyer interest o dollar expended. In the long run t successfulness of his campaigns will d ermine expenditures for the future. A y artificial obstacle to the most effi-c nt business policies cannot be profitable t any one—even to the immediate bene-fi ary—in the long run.

We therefore invite your attention to t attached resolution and we should ap-p ciate any comment you may wish to m ke upon this stand.

"Cordially yours,
"National Automobile
Chamber of Commerce
"JOHN C. LONG,
Secretary, Advertising Committee."

Details of the Detroit meeting, which w not open to reporters, were told E TOR & PUBLISHER this week by Mr. L g.

"The general feeling was that the en-o ed combination is uneconomical," he sa. "It was viewed as a highly unusual p ctice, not to be found in any other b nch of business, which forces the buyer t take what he does not want in order t get what he wants.

"When the publisher says to the adver-s that he can have space in the even-i paper only on the condition that he t space in the morning paper also, or v versa, it is the same as the automo-bile dealer saying you cannot buy a c n unless you buy a roadster too."

According to Mr. Long, speakers declared that present advertising competition is so keen that every dollar expended for advertising must be spent where it will do the most work.

"Automobile advertisers with only a given amount of money to spend in a city, say one page a week, are dissatisfied when compelled to use a combination, a half-page in each paper," Mr. Long reported. "This may or may not be sound merchandising practice from their viewpoint."

The general tone of the meeting was one of friendliness toward combination newspapers, according to Mr. Long, but the opinion was expressed by some advertising managers present that should the situation in individual cities demand such action newspaper copy can be withdrawn and the territory covered by billboards and direct mail.

"As stated at the meeting, the value of the newspaper is that it offers a method of bringing the buyer and the seller into direct contact," Mr. Long said. "Automobile advertising usually carries the names of the local dealers and aims to have a direct local application as far as sales are concerned.

"Newspapers, however, class automobile copy as national, and enforce the combination rule which does not apply to local advertisers. Some automobile advertising managers are saying that if their copy must be placed on a strictly 'national' basis then they might as well use magazines for general prestige and good will effect. They feel that their copy is local in aim and effect and should be given consideration on this basis."

Mr. Long knew of no definite action being contemplated by the automobile men in their opposition to combination papers, beyond the adoption of the resolution quoted above.

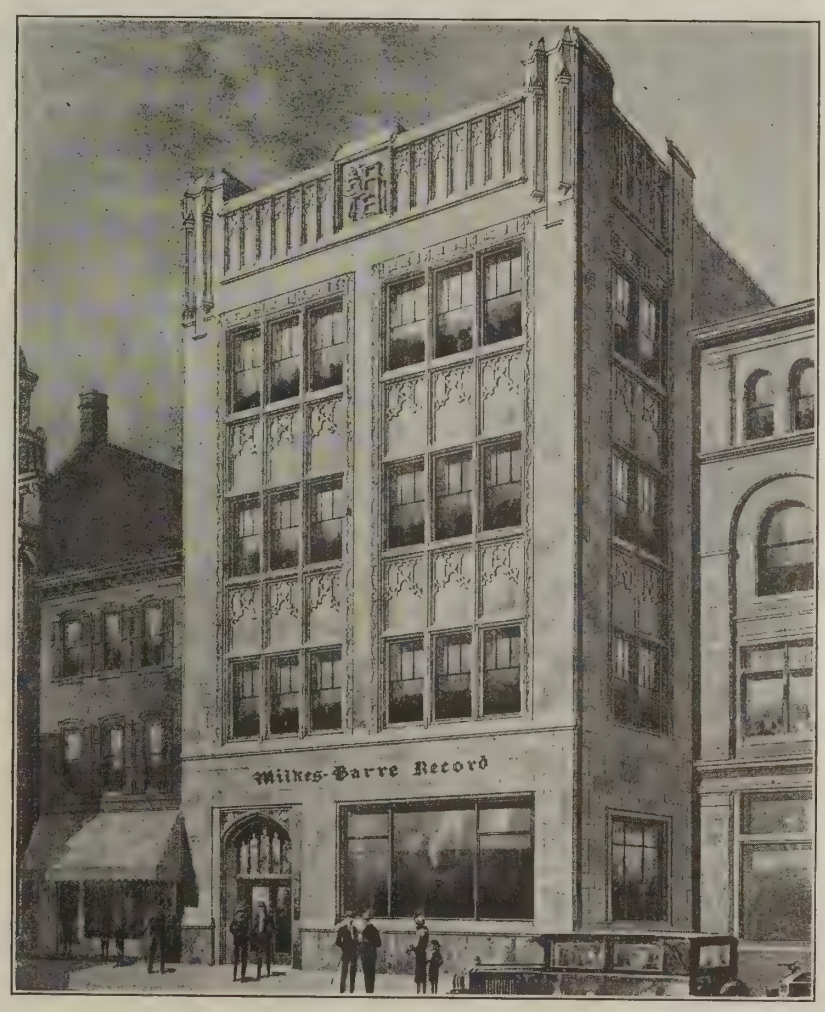
"The entire question is viewed by the automobile firms as one of economy, and they wished to make their position clear," he declared. "The large increase in newspaper advertising volume was cited as one of the reasons why the return per dollar spent by advertisers is growing less. With this in mind they view the enforced combination as uneconomical, forcing them to spread their appropriation for certain cities over two newspapers, when they would prefer to use one.

"It is altogether possible that the companies with volume production would not change their present schedules if allowed to do so, but they would like the freedom of making their own choice."

Advertising rates were discussed at the meeting, but in a minor way, according to Mr. Long. It was stated that rates have gone to higher levels generally, and in some cities on the basis of forced circulation. The consensus was that it is the business of the advertiser to compare circulations with rates and determine in what cities is is economical to place copy.

"The publisher who has advanced his rates on the basis of sound circulation increases in his logical trading area has no reason for worry," Mr. Long said.

WORK STARTING SOON ON NEW $500,000 HOME FOR WILKES-BARRE (PA.) RECORD



Architect's drawing of *Wilkes-Barre Record* plant

CONSTRUCTION operations are to start soon on the new $500,000 home that has been designed for the *Wilkes-Barre* (Pa.) *Record,* one of the oldest morning newspapers in that state. Plans for the newspaper plant have been prepared by Knapp and Bosworth of Wilkes-Barre and the contract has been awarded to Walborn and Barney, Wilkes-Barre, with the management of the Record expecting to have the new plant ready within a year.

The Record's new home will be located at 13-15 North Main street, on the site now occupied by the newspaper. The plant is to be erected in two units. The first unit will occupy a ground site with a frontage of 41 feet and 106 feet deep. It will be four stories high and will house the business office, news bureau, administrative and advertising departments. The second unit will be two stories high and 41 feet wide and 132 feet deep. It will house the mechanical departments, including the press and composing rooms. It will also provide for the mailing departments and the circulation bureau. The second unit will be interconnected with the administrative advertising and news departments with pneumatic tubes.

The erection of the new plant is going to make the task of getting the Record out on schedule a difficult one for the next year but the management has made arrangements to handle the problem in the best possible manner. The news, advertising and business departments along with the composing room are being moved to an adjoining building. The Record intends to have all these departments, including the type setting machines, transferred to the adjoining building in 24 hours.

SANDERS IN LITTLE ROCK

Former Houston and Memphis Editor Now Part Owner of Daily News

G. V. Sanders, until recently editor of the *Memphis* (Tenn.) *Press-Scimitar,* has bought an interest in the *Little Rock* (Ark.) *Daily News* and will be its editor. John R. Frazer is president of the company and L. B. Myers is vice-president and publisher.

Mr. Sanders began his newspaper career 18 years ago with the Scripps-McRae newspapers and did his most notable work for that organization as editor of the *Houston Press* from 1916 to 1922 and as editor of the *Memphis Press* and Press-Scimitar from 1922 until recently. During his tenure in Houston the circulation of the paper increased from 16,000 to 30,000 and the concern's valuation of the paper went from $100,000 to $500,000 in the same period.

Mr. Myers, who is now publisher and principal owner of the News, had his first newspaper experience under Mr. Sanders 13 years ago when the latter was city editor of the Memphis Press, and with the admiration that the cub reporter often retains for his first "boss," believes that Mr. Sanders holds the key to success for his Little Rock newspaper.

FISHER ALIMONY $400 WEEKLY

The former Countess de Beaumont won a further victory this week in her separation suit against Harry C. (Bud) Fisher, the cartoonist, when Referee Herman Joseph filed a report in the New York Supreme Court recommending that she be granted a decree of separation and $400 a week alimony.

STAFF PAPER NAMED

The C.D.N. Circle is the permanent name of the *Chicago Daily News* house organ. A. W. Corbett of the newspaper's composing room was awarded the prize of $25 offered for the best name submitted. The second edition of the house organ, bearing the new name, was issued July 19.

CHICAGO POST TO BUILD $3,000,000 PLANT

Work to Start at Once on 19-Story Publication and Office Structure on Wacker Drive—Daily to U Four Floors—99-Year Lease Signed

CLOSING of a ninety-nine-year lease on Thursday released the announcement by Carroll Shaffer, general manager of the *Chicago Evening Post,* that the newspaper will build a nineteen-story structure, 60 by 150 feet, of the most modern architectural design, costing $3,150,000, on Wacker Drive, Chicago's newest boulevard.

Work on the Evening Post Building will commence immediately along plans already matured and complete.

Founded April 29, 1890, by the late James W. Scott, the Evening Post subsequently became the property of the late Herman H. Kohlsaat, and in 1901 was purchased by John C. Shaffer, present editor and publisher, who also publishes the *Indianapolis Star, Muncie Star* and *Terre Haute Star.*

The site for the new edifice is known as 211-15 Wacker drive and furnishes unusual facilities for development. It is on a corner, with sixty feet frontage on Wacker drive and 150 feet on Fork avenue, which will run from Lake street to the lower level of the drive almost midway between Wells and Franklin streets, while the rear will open on to Haddock court, thus insuring light on three sides.

The property was leased for an undisclosed consideration from the Marshall Field estate, the real estate transaction being conducted through Albert H. Wetten & Co., and Ralph H. Martin of Baird & Warner. Callistus S. Ennis & Co., were the original brokers, representing Mr. Shaffer. The plans were prepared by Holabird & Roche, architects, of Chicago. Contracts for construction have been let to the McLennon Construction company and the financing is being handled by Mosser, Willaman & Co., and A. C. Allyn & Co.

Attractive architects' plans specifying a modification of classic design modernized to meet the demands of a present-day metropolitan office building, assure an artistic exterior, with dignity and beauty blending for a substantial majesty worthy of the impressive drive.

The Post building will be one of the first toward the western end of the city's new river front

The exterior of the building will be faced with a granite base and with ornamental cut stone in the lower six stories with face brick and ornamental terra cotta trim for the upper stories.

The architects' drawings indicate an attractive design, its motif being a modification of the classic, modernized to meet the demands of office building design.

With the exception of the Wacker drive level floor, which is assigned to shop space, the building entrance and elevator lobby, the Post will occupy the building from the basement to the fourth floor, inclusive.

The entrance and lobby will be ornamental in design, with marble floors and walls and the paneling on the walls decorated with paintings. An ornamental stairway will lead from the first floor to the newspaper administration offices on the second floor.

The upper floors of the building are assigned entirely as rental space for general office purposes.

The entrance vestibule and elevator lobby on the first floor will have floors and walls of Roman Travertine marble. This marble will also be used for the wainscoting and stairs leading from the first floor to the administration offices on the second floor. The handrails will be of walnut and the balustrades and newels of ornamental iron.

The entrance lobby also will have an ornamental plaster ceiling and cornice, with spaces for the reception of mural decorations.

All finished wood work in the entrance vestibule, and the interior finish of the private offices will be of American walnut, in a natural finish.

Doors on the first floor will be of steel framing with etched bronze ornamentation.

A niche will be provided in the front stone work at about the second floor level for a statue. Above this there will be a terra cotta band reaching to the seventh floor, and above this the walls will be finished with a Kittaning brick. In the lower stories, on both Wacker drive and Fork avenue, there will be ornamental iron spandrels.

The top of the Post building will resemble the Parthenon—a row of tall, stately columns of stone, will surround the upper part of the building. These columns, blending well in the general architectural scheme of beauty, will balance the columnar stateliness of the lower part of the structure.

Present buildings on the site are to be wrecked immediately to make way for the Post building. Development of construction details is going ahead rapidly and excavating for foundations and sinking of caissons will start immediately after the wrecking work is done. Work thereafter will go forward rapidly, it is expected, thus bringing the building to an early completion.

The building structure will follow what is known as the skeleton type. Structural steel columns, spandrel beams and floor girders will be used, with concrete slabs up to the fifth floor level and re-enforced concrete construction generally above this point. Floors throughout the building will have cement finish, except where marble or terrazzo floors are used.

On the first floor the store fronts on Wacker drive will be of ornamental iron, and ornamental iron frames will be used in all windows up to the seventh story.

Corridors above the first floor will have terrazzo floors with art marble base and thresholds. Floors from the fifth to the eighteenth inclusive will be divided into offices for rental finished with suitable woods and interior trim.

On the eleventh floor will be the women's rest rooms, while a barber shop will find space on the twelfth floor, adjacent to the men's retiring-rooms. The fifth to the tenth and the thirteenth to the eighteenth floors will be similar in plan.

Equipped with four high-speed elevators of the latest type, residents in the Post building will be insured rapid transportation facilities between the various floors. There will also be a freight elevator.

The Post pressroom will occupy most of the basement. Pedestrians will be able to see the operation of the new Post presses by looking through the windows on Fork avenue. Special foundations will be laid to sustain these presses.

Newsprint will be moved from the lower Wacker drive level to the pressroom by means of an elevator at loading platform level, and thence on tracks to a stockroom from which, again on tracks, the rolls will be brought to the presses.

The boiler rooms, equipped with the modern heating and ventilating machinery, will be in the sub-basement at the rear of the building.

On the second floor above the upper level of Wacker drive will be the administration offices, on the third f the composing, stereotyping rooms other mechanical departments, while editorial rooms and publication of will occupy the fourth floor. On floor, also, will be the newspaper libr and artists' rooms.

The city distribution and mailing ro will be located at the lower Wacker dr level, where fine facilities are avail for the traffic incidental to the out of a metropolitan newspaper.

Situated on Wacker drive, the Post building will form an integral p of one of the biggest developments Chicago's history.

Almost directly opposite the site of Post building is the site of the projec Marshall Field building.



How new *Chicago Evening Post* building will tower above Wacker Drive

NEW OHIO ASSOCIATION

Buckeye Press Forms Subsidiary B and Will Employ Field Secretary

The Buckeye Press Association, a meeting at Buckeye Lake, July 22, ganized the Ohio Newspaper Associati a subsidiary, for closer co-operation for the promotion of the interests of newspapers of the state.

Trustees were chosen as follo Granville Barrere, Hillsboro; R. Howard, London; H. E. C. Rowe, M lersburg; H. C. Williams, Leesbu George H. Frank, Cleveland; H. C. P sons, Chardon; G. H. Townley, Le non; Karl Bull, Cedarville. Mr. Ho ard is president of the Buckeye Pr Association.

The association will be incorpora at once, and opportunity to join will given all the newspapers of the st Fifty have already accepted membersh The ultimate purpose is to employ a fi secretary as has already been done w success in a dozen states.

NEW ONE-PAGE DAILY

Los Angeles Bulletin Starts with Too as Editor

Neill M. Toohy, former editor a owner of the Pacific News Service Sacramento, Cal., is now editor of t *Los Angeles Daily Bulletin.* Mr. Too has been connected with many of t leading newspapers on the west coast, i cluding the *Stockton Independent,* which he was managing editor, t *Sacramento Union,* the *Los Angel Herald* and others.

The Daily Bulletin is a one-page new paper, published twice daily, a fashioned after the Daily Bulletin Washington, D. C., which was establish 33 years ago. Oliver Patten, former of New York, is a reporter on t Bulletin staff. The paper carries t I. N. S. report.

PRIZES FOR FIRE PICTURES

The *Rochester Democrat & Chronic* conducted a gravure fire picture conte recently. Scores of pictures were r ceived by the judges. The first pri was given to Frank D. Walker, wh submitted the clearest and sharpest phot graph showing the crumbling of th Sibley, Lindsey & Curr company wall Second prize to Claire L. Stillman, Attica, for a picture entitled "The Re Mill." The third award was made t A. J. Chippendale, whose photograp depicts a scene at the fire of the Upto Cold Storage plant.

NAMED HEALTH CHIEF

Dr. Edward Durney, music editor an critic of the *Buffalo Evening News,* ha been appointed acting health commis sioner for the city of Buffalo in th absence of Commissioner Franczak F Fronczak who became seriously ill whil on a European trip.

The News Is Preferred By Every Type of Automotive Advertiser



THE DETROIT NEWS

Leads for the First 6 Months of 1927 in Total Automotive Advertising, Retail Automotive Advertising, Passenger Car Advertising and General Automotive Advertising

THOROUGH home coverage of 54 years, standing plus great circulation concentrated in the local trading area has given The News outstanding leadership in automotive advertising just as it has in every other selling classification of advertising. The Detroit News, situated in the heart of the automotive industry, early took the lead in giving its public authoritative and important news of things automotive. The Detroit News was one of the first newspapers in America to publish a separate Sunday section devoted exclusively to such news. This section has won a commanding place in the minds of thousands of readers both because of its news interest and also because of its many touring suggestions, trail notes and other automotive helps.

A Leader Any Way You Look At It

Weekdays alone, Sundays alone or Weekdays and Sundays combined, The Detroit News carried more automotive advertising than any other Detroit newspaper. The Detroit News showed a lead in every branch of automotive advertising—in passenger car space, in truck advertising, in the advertising of tires, accessories, as well as gasoline and oil. The News thus leads in retail automotive advertising, general automotive advertising, and in total automotive advertising.

Not only does the six months' record show The News leading both other local newspapers, but it also shows The News with an increasing lead over the next newspaper. Each succeeding year since 1923 The News showed increasing leadership in automotive advertising, and during the first six months of 1927 The News led the second newspaper by 221,018 lines—a greater lead by 38,908 lines over the same period of a year ago.

Nothing But Tested Results Would Bring This Preference

Space in agate lines—Daily and Sunday Combined

	First 6 Mos. 1927	*Percentage of Space*	*News Lead*
Retail Merchants Automotive Advertising			
NEWS	183,904	60.11%	
Second Paper	43.050	14.07	140,854
Third Paper	78,988	25.82	104,916
Passenger Car Advertising			
NEWS	587,622	39.44%	
Second Paper	538,328	36.14	49,294
Third Paper	363,818	24.42	223,804
Other General Automotive Advertising			
NEWS	188,370	44.12%	
Second Paper	157,500	36.89	30,870
Third Paper	81,060	18.99	107,310
Total Automotive Advertising			
NEWS	959,896	43.19%	
Second Paper	738,878	33.24	221,018
Third Paper	523,866	23.57	436,030

The Detroit News

For 54 Years Detroit's HOME Newspaper

354,000 Sunday Circulation *325,000 Weekday Circulation*

"BOOSTER JOURNALISM" DOESN'T MEET DAY'S NEED, DECLARES JULIAN HARRIS

Human Advancement and Happiness Stand Higher Than Material Prosperity in Editor's Eyes, He Tells North Carolinians

THE need for editors to print the truth, whether the facts are creditable or discreditable to their community or state, has never been greater than it is today, Julian Harris, editor of the *Columbus,* (Ga.,) *Enquirer-Sun,* told the North



Julian Harris

Carolina Press Association at its annual banquet at Morehead City Thursday night, July 21.

"And never greater has been the responsibility resting on each and every editor, whether his paper be a country weekly with five hundred subscribers or a city daily with 50,000, to do his full-share toward ridding his section of the forces and ideas which are menacing its intellectual progress and spiritual growth and making a jest of justice and a lie of liberty," the editor declared.

Mr. Harris then propounded the following questions:

"Are each of you honestly and without reservations of any kind, printing all the facts relating to every form of injustice which is calculated to destroy the happiness, limit the comforts, narrow the rights or threaten the life or liberty of the people of your state?

"Or do you put industrial progress and financial prosperity above human advancement and human happiness?

"Are you working for the welfare of the people of your town, whether against social prejudice, religious intolerance or organized lawlessness?

"Or do you use your columns to clamor for a bigger town instead of a far better one, and for a wealthier community rather than for one where the less prosperous may have full opportunity to improve their condition?"

Mr. Harris turned then to a plea for the editors to fight illiteracy, prejudice and ignorance in the south. Quoting Walter Hines Page that a "South illiterate, unhealthy, poverty-stricken was a national peril," the editor declared that "to that statement I would add that it is equally true that a South illiterate and intolerant, but wealthy, is a national menace.

"If you are tempted to reply that as soon as the South is wealthy, illiteracy and ignorance, which breed intolerance, will be wiped out, my reply is that the South, even now, is rolling in wealth."

Reciting a list of figures showing the great increase in recent years in the wealth of the South, Mr. Harris said that the South is no longer poverty-stricken and unhealthy, "yet, illiteracy thrives, and prejudice and intolerance, often masked and hooded, usurps the law and administers justice with lash."

Declaring that the most potent influence to keep the South, as well as other parts of the country, "in the path blazed by its founders", must be wielded by the editors, Mr. Harris exhorted that they hold themselves "against party politics, and refuse to mistake opinion for principles, or to be limited by the prolific suggestions of sectionalism."

In conclusion Mr. Harris said he wished to lay stress on "something that is more precious than all the wealth of plutocracy, and yet which many editors seem to look on lightly, or whose significance they fail to understand. This significant possession is the right of the press to express its opinion untrammelled, and the right of the people to worship in their own way under the protection of the Constitution.

"Therefore, never yield a hair's breadth in your defense of the freedom of speech. Use it. Cherish it. . . . When freedom of speech dies, liberty of conscience will succumb and another civilization will have gone to its grave."

TIGHT AD LAW IN FLORIDA

New Statute Makes Untruth in Advertising a Misdemeanor

Advertisers in Florida hereafter must tell the truth and nothing but the truth in their copy, as a result of a lesson learned during the era of real estate speculation in 1925.

One of the first measures offered at the outset of the 1927 biennial session of the Legislature was a "pure" advertising bill. It went through the House and Senate, was signed by the Governor.

The act makes it unlawful "for any person, firm, corporation or association with intent to sell or in anywise dispose of merchandise, securities, service or anything offered directly or indirectly to the public for sale or distribution or with intent to increase the consumption thereof, or with intent to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or any interest therein, to make, publish, disseminate, circulate or place before the public, or to cause directly or indirectly to be made, published, disseminated or circulated or placed before the public in this state in a newspaper or other publication or in the form of a book, notice, handbill, poster, bill circular, pamphlet or letter, or in any other way, an advertisement of any sort which advertisement contains any assertion, representation or statement which is untrue, deceptive or misleading."

Violation involves a $200 fine or 90 days in jail, or both.

STRESSES CANADIAN PROGRESS

Montreal Star Uses Novel Method to Emphasize Dominion Growth

The *Montreal Daily Star* in its Jubilee Edition June 29 used an unusual method to present statistics showing the growth of Canadian wealth and production.

Page 3 of the main section was devoted entirely to statistics, set in classified fashion in two and three inch spaces and separated by rules. The word GROWTH! in large black letters headed each space, while under it in lighter type was printed figures for a single industry. For example:

"GROWTH

"RAIL EXPENSES

"It cost $15,775,532 to operate Canadian railways in 1871. Last year it cost $372,149,656."

PRIZES FOR PUBLIC SERVICE AND INTEREST IN NEWS STORIES AWARDED TARHEELS

A. L. STOCKTON, managing editor of the *Greensboro* (N. C.) *News,* was elected president, and Greensboro was selected for the 1928 convention city by the North Carolina Press Association, at the concluding session at Morehead City, July 22. Mr. Stockton succeeds A. C. Huneycutt, *Stanley News-Herald.* J. W. Noell, *Roxboro Courier,* was elected vice-president. Miss Beatrice Cobb, *Morganton News-Herald,* was re-elected secretary-treasurer. B. Arp Lowrance was continued as field secretary, with headquarters at Charlotte.



LEARY W. ADAMS

The new executive committee is composed of the president, vice-president, secretary-treasurer, and J. T. Perkins, *Lincoln County News*; Mr. Huneycutt, James W. Atkins, *Gastonia Gazette;* Carey Dowd, Jr., *Charlotte News,* and Lee B. Weathers, *Shelby Star.*

The Walter Savory Loving cup, for the best all-round weekly newspaper, was awarded the Roxboro Courier. Johnston Avery, editor of the *Hickory Daily Record,* was awarded the Separk prize of $250 for having rendered the most outstanding public service during the past year, while Leary W. Adams, of the *Charlotte Observer,* received the $250 Separk award for the most meritorious newspaper writing of the year.

The Record was accredited with the best piece of community work through its successful effort in collecting 8,000 volumes and over $1,000 in cash toward the restoration of the Lenoir-Rhyne College library, destroyed by fire last winter. This work was accomplished after a campaign lasting three weeks. The Adams story was a description of Mount Mitchell, the highest peak east of the Rocky Mountains, and the successful effort to anchor a tower on its summit for the observation of fire.

The *Greensboro Daily Record* was awarded honorable mention and given second place in the contest for the Separk prize for valuable service rendered to the community. The series of articles calling for this notice had to do with state government, and were written by Eric W. Rodgers, formerly of Charlotte and Raleigh, and until recently with the Associated Press at its Raleigh bureau. Miss Virginia Terrell, of the *Asheville Citizen,* was awarded second place in the Separk contest for the best piece of writing.

North Carolina newspapers and editors were warned by Josephus Daniels, editor of the *Raleigh News & Observer,* that there is danger in the growing tendency to make the newspaper a commercial proposition instead of an institution. He spoke on the tendency of the times in connection with newspapers, dealing extensively with the numerous recent consolidations. Mr. Daniels warned the publishers that if the newspaper becomes strictly commercialized, as seems to be the tendency, instead of becoming state, national and local institutions, as in the past, they would not be entitled to any more protection than any other industry.

Delegates not attached to daily newspapers were taken on a trip to Cape Lookout, while members of the Associated Press were holding their semi-annual meeting.

A Better More Profitable Newspaper

BECAUSE no newspaper can be a financial success without advertising, the problem of service to advertisers always has been of first importance—and today looms large.

The Ludlow system of composition is the most practical means within your reach for supplying that greater service advertisers demand.

The Ludlow removes all limitations from your composing room and enables you to secure a quality of advertising it would be impractical to attempt without it. With it, production is simplified. All ads are printed from new type every time, thereby giving them much greater selling power.

Let us tell you what the Ludlow has done for others and how it can help you.

Ludlow typelines are slug-cast from hand-set matrices in sizes up to full-width 72 point caps and lower-case, and even 84 point caps. No mold or machine changes required.

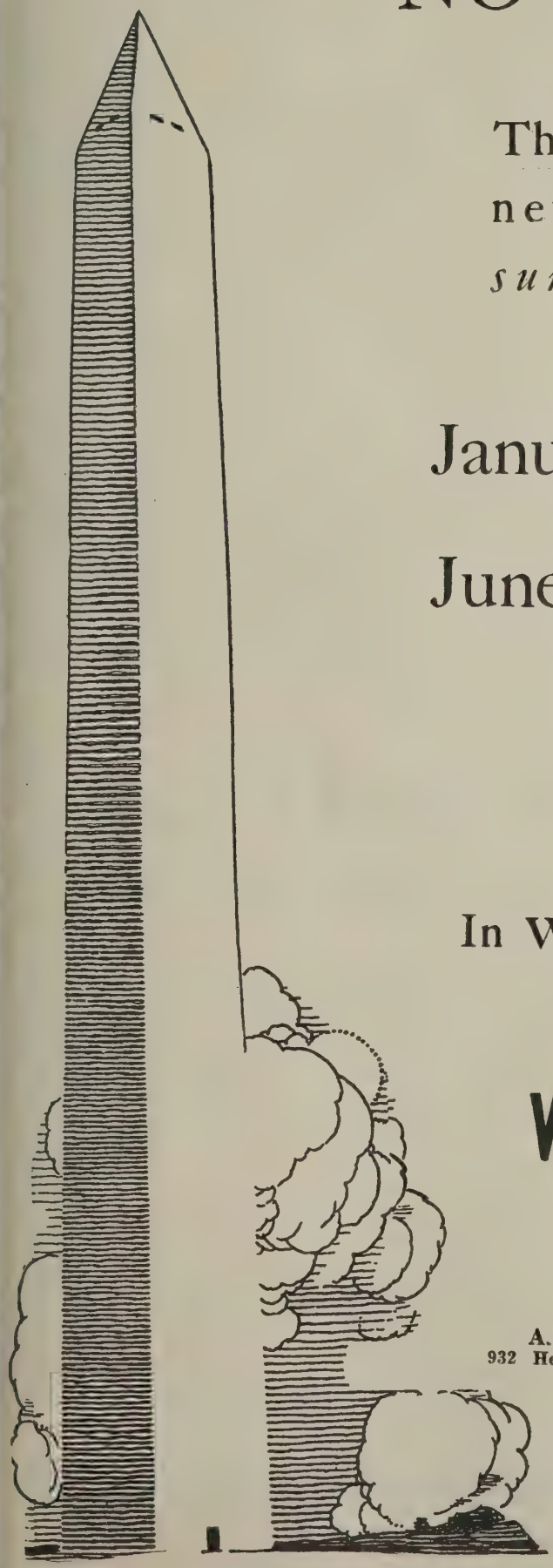
Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Ill.

Boston: 470 Atlantic Avenue
New York: 63 Park Row
Atlanta: 41 Marietta Street
San Francisco: 5 Third Street

LUDLOW QUALITY SLUG COMPOSITION

A GOOD NEWSPAPER CIRCULATION TAKES NO VACATION



The Washington Times *is* a good newspaper and *right into the summer* its circulation grows

January, 1927 63,172 Net Paid

June, 1927 76,584 Net Paid

UP 13,412 Net Paid

In Washington, Use The Times and Beat the Summer Slump!

WASHINGTON TIMES
THE NATIONAL DAILY

RODNEY E. BOONE
General Manager, National Advertising
9 East 40th Street, New York

A. T. CHAPECK
932 Hearst Square, Chicago

FRANKLIN S. PAYNE
2412 Book Tower Bldg., Detroit

EDITORS' PEACE PARTY FETED IN LONDON

War Between Britain and U. S. Unthinkable, Marquis Reading and Other Speakers Declare —Exchange of Editors

LONDON, July 27.—The Marquis of Reading, former ambassador at Washington, was the chief speaker at a dinner given at Dartmouth House tonight by the English-speaking union in honor of the American editors visiting Europe under the auspices of the Carnegie Peace Foundation.

"I am confident that His Majesty's Government is seeking every possible means to arrive at any agreement in the question which is now the subject of so much discussion," said Lord Reading, referring to the disarmament dispute at Geneva.

"We assuredly have a common purpose and can we not work with the same cooperation and goodwill, with the same trust we had during the war, striving again for the common purpose, and perhaps, may I add, for a nobler purpose?

"The war, right as it was on our part, was still a terrible affair, but the peace of the world is, after all, the attainment every man of religion and spiritual faith desires to see accomplished. We believe that you in America, and we in this country, are charged with a great mission, a very heavy responsibility, we can do much. It is difficult to exaggerate what we may achieve.

"If—God forbid—anything should happen to make our paths diverge, then, in my mind, the world will suffer a terrible disaster, I believe in my innermost heart, after an experience of many years in this country and in yours, there is an almost sacred desire that we should achieve peace and maintain it. We should do all in our power to preserve it in the future, and continue to labor together to the best of our ability to that end."

Maurice S. Sherman, *Hartfort Courant,* declared that war between Great Britain and the United States was unthinkable.

C. C. Hamlin, *Colorado Springs Gazette,* read a telegram from the English-speaking union of the United States conveying best wishes for the success of the editors' visit, and, on behalf of the newspapers in the smaller cities of the United States, warned British friends not to be misled by opinion in the newspapers of the great American cities alone, as, he said, the hearts of the majority of the American public beat true with the hearts of Englishmen.

Archer H. Shaw, *Cleveland Plain Dealer,* said the idea of war between Great Britain and America "is outlawed in the heart of every American."

Lord Birkenhead presided at the dinner and Major John Jacob Astor welcomed the visitors to England.

The American Journalists also were the guests at luncheon today of the Institute of Journalists.

R. D. Blumenfield, editor of the *Daily Express,* said, in welcoming the Americans, that the relationship between Great Britain and the United States was entirely in the hands of the newspapers, and not in the hands of ambassadors and ministers. He suggested that American and English journalists should interchange positions every six months.

Marshall Ballard, *New Orleans Item;* and Robert Lathan, *Asheville Citizen,* assured English journalists that ebullitons of anti-English feeling in the United States were infrequent, and both agreed with Mr. Blumenfield's idea that there should be an interchange of journalists between England and the United States. Mr. Ballard said, however, that he would favor such an exchange every six weeks rather than every six months.

FILDES IN TEXAS OIL FIELD

Frank P. Fildes, formerly publisher of the *West Palm Beach* (Fla.) *Times* and *Miami Tribune,* has purchased the *Odessa* (Texas) *News* from Barney Hubbs. Mr. Fildes plans to make The News a daily publication, Odessa being located in a new oil field.

CARGILL BUYS DAILY

San Francisco Man in $100,000 Deal for Burlingame Advance-Star

The *Burlingame* (Cal.) *Advance-Star,* owned by Sam D. Merk, has been sold to A. B. Cargill of the *San Francisco Chronicle.* Mr. Cargill will take over the property August 1, and assume active charge.



A. B. CARGILL

Mr. Merk has published the *Advance* for twenty years and in January, 1926, purchased the *Burlingame Star* and consolidated that paper with the Advance.

Mr. Cargill, who formerly was general manager of the *Milwaukee Sentinel* and later assistant publisher of the *Omaha News,* has been associated with the San Francisco Chronicle for the past year and one half. During most of that time he has made his home in Burlingame.

The Advance-Star is an evening publication. While the price paid for the property has not been revealed Mr. Cargill has filed articles of incorporation for $100,000 in behalf of the Burlingame Publishing Company and the property will be operated under that name.

Mr. Merk has other business interests and will continue to reside in Burlingame.

PHOTOGRAPHER STONED

Boston Herald Man, Snapping Crashed Plane, Resisted by Pilots and Mob

A *Boston Herald* photographer was attacked with mud and stones and attempts made to break his camera when he attempted to take a photograph of an airplane, operated by a civilian, after it had fallen 250 feet into the mud flats near the Boston airport July 24. As the photographer opened his camera a handful of mud struck him. Threatening moves were made by the crowd as Stewart Chandler and Joseph Dunn, the pilots of the machine, told the photographer that they did not want the picture made, claiming it would give aviation a "black eye." Suddenly one man made a dive for the camera, and as the cameraman resisted him the latter attempted to strike the Herald man. A call for the police was sent in and upon their arrival and that of an army sergeant the hoodlums disappeared.

STERLING ELECTED TO BOARD

The Houston Printing Co., publishers of the *Post-Dispatch,* has elected Walter G. Sterling a member of the board of directors to succeed the late Col. George M. Bailey, editor and paragrapher. The name of a new editor has not been placed beneath the Post-Dispatch editorial masthead since Bailey's was removed upon his recent death. The "Tampering With Trifles" column of Judd Mortimer Lewis, poet and paragrapher, has been moved to top position formerly occupied by Bailey's "Early Morning Observations."

AID WAR MEMORIAL

George F. Booth, publisher of the *Worcester* (Mass.) *Telegram-Gazette,* and Harry G. Stoddard, part owner, have offered $5,000 as the paper's subscription to a fund to be used in the erection of a Worcester war memorial. The movement for the monument is being sponsored by the Worcester Advertising Club.

BANQUET FOR E. J. LYNETT

E. J. Lynett, proprietor of the *Scranton* (Pa.) *Times* on Aug. 1, 1877, received his first newspaper assignment, to report a riot in a mine strike. On Monday the members of the Times family are to tender a banquet in Mr. Lynett's honor. Thomas Murphy, editor of the Times, is chairman.

ALABAMA VOTES TAX ON NEWSPAPER ADS

But Senate Immediately Decides to Reconsider and Bill Calling for 5 Cents an Inch Tax Is Tabled

BIRMINGHAM, Ala., July 25.—In beating the bushes for an increase of $4,000,000 per year in the tax income, the Alabama Legislature recently passed a bill taxing newspaper advertising at the rate of five cents per column inch. The cause for worry in newspaper circles was short-lived, however, as a motion to reconsider was passed in the Alabama Senate by a vote of 25 to 1; and consideration of the bill to tax newspaper advertising was indefinitely postponed.

The bill proposing a tax of five cents per column inch on newspaper advertising was facetiously injected into a general debate on the methods for raising a $4,000,000 additional income for educational purposes in the State of Alabama. Immediately after the facetious proposal was made, however, it found serious support on the floor of the Senate. One of the Senators made a speech in favor of the bill in which he said: "It is my understanding that the *Birmingham News,* owned and operated by Victor Hanson, gets from $1.50 to $2.50 per inch for advertising, and I believe that a small tax charge of five cents per inch would be very reasonable."

Before any of the floor leaders seemed to realize what was being done the bill seemed to get out of hand and was actually passed. Later in the same legislative day, however, Senator Fred Fite of Birmingham made a motion for reconsideration, with the result that this action was rescinded, and consideration of the bill was indefinitely postponed.

The newspapers of the State received the report that such a bill had been passed with almost absolute editorial silence. "So far as I know there was not a single editorial comment on the bill which the Alabama Legislature propos to tax newspapers at a rate of five cer per column inch for advertising," sa J. E. Chappell, assistant to the publish of the Birmingham News.

A publisher of one of Alabam weekly papers said: "As five cents inch is about two cents an inch more th I actually get net for my space, it is ea to see what this bill would do to my pu lication."

LAKELAND DAILIES IN COMBINATION

Ledger Buys Star-Telegram and Merg Sunday Editions Operating from Ledger Plant—Brown Is Editor

LAKELAND, Fla., July 24.—Sale of t *Lakeland Star-Telegram* to the owne of the *Lakeland Ledger,* was announc yesterday in joint statements appearin in the morning paper. The Star-Tel gram, a newspaper representing the co solidation of two properties here so years ago, has been operated for so weeks under a receivership headed M. F. Hetherington, who was owner the Telegram for many years prior its consolidation with the Star. Und the change just announced it is stat that the Star-Telegram will be continue as a morning paper. Its Sunday iss will be merged with that of the Ledge afternoon paper.

Harry Brown, well known Florid newspaperman who has had an editori connection with the Star-Telegram f some years will continue with the pap as editor and stockholder, according announcement by Sam Farrabee, Bry Mack and J. C. Smith, owners of t Ledger.

Both papers will be issued from t Ledger's plant and other economies production are expected to be attain through the consolidation of the t properties, it is stated.

In

New Haven, Connecticut

(population 180,000)

The **Journal-Courier** has a Daily net paid circulation in excess of 19,000 copies and reaches a substantial class of readers who have faith in its news and advertising columns. It is read by people who have money to spend and spend it. Patronized by all leading advertisers.

Advertising in the Journal-Courier brings results.

It is the second paper in the city in volume of advertising and in city circulation by a big margin.

It should be on every Connecticut list.

Julius Mathews Special Agency

Boston—New York—Chicago—Detroit

NUMBER TWELVE OF A SERIES

THE DISTINGUISHED NEWSPAPER

TRADE LINOTYPE MARK

Cultivating Big Oaks from Little Acorns

AN OUTSTANDING REASON for the success of The Distinguished Newspaper has been the inclination of its publishers to look upon it as a merchandising enterprise, an organization devoted to the sale of a usable commodity, advertising space. It is a worthy point of view, for through it The Distinguished Newspaper is bound to the same proven principles which have guided other merchandising organizations to prominence and profits.

Not the least important of these principles is the consideration of every responsible concern, no matter how small, as a logical prospect. The paper sets no minimum on the amount of space it will sell, deems no contract insignificant, for it realizes the possibilities of cultivating big oaks from little acorns. It builds the big contract of the future by insuring the effectiveness of the small ad of today.

The next two pages show the application of this policy to a number of small advertisements from The Distinguished Newspaper. While limited in size, each of these advertisements is treated in a manner to insure the utmost in results to the advertiser. Each, too, is composed the Linotype way,—another profitable policy which has been adopted by The Distinguished Newspaper.

MERGENTHALER LINOTYPE CO., BROOKLYN, N. Y.

Small Ads Build Prospect List

They Make a Potential Customer of Every Merchant in the Newspaper's Field

One of the primary businesses of a newspaper is the sale of space and consequently it is not unnatural that it should seek to sell its commodity in such large quantities as it can. There is a certain amount of danger lurking in this hunt for big sales, though, for it is liable to lead to an oversight of the smaller game, to a disregard of the concern which, because of a limited appropriation, must confine its advertising to small space.

Every merchant doing business in the area covered by a newspaper is a prospect for advertising—if the paper doesn't exclude a number of them by attempting to sell them space in quantities they cannot afford. By avoiding too high a goal, by gaging selling efforts to conform with the needs and abilities of each prospect, the newspaper adds materially to its list of potential customers, shows a higher return on selling energy, and converts space otherwise used for filler into paying advertisements.

Another point worth bearing in mind is the fact that the small customer of today may prove to be an unusually large customer tomorrow, and accordingly is well worth consideration. Particularly will this be so if the newspaper takes the pains to give him advertising as effective as it possibly can be made, for then, having had a part in his success, it will earn both his regard and his business. It is human nature to favor those who favor us and so the newspaper wins a champion in the customer it helps to advertising returns. The good will created keeps pyramiding and eventually results in the paper's achieving a reputation as a resultful medium and in its earning the title "distinguished."

FREE treatment of the small ad will frequently endow it with a pulling power far greater than its size would ordinarily lead one to expect.

It must be remembered, though, that it is a dangerously easy matter to accord an advertisement a freakish treatment rather than a free one, and that the over-stepping of the narrow line between is responsible for the failure of many ads.

The happy medium has been attained in the ad before you. Its chief variations from the usual are a tilted type panel and an Oxford border set heavy side in. Its result is an attractive ad for the SERVICE RADIO SHOP.

Quality Printing

All These Ads Set on Linotype

Like the page opposite, this page was entirely set on the Linotype. Here, too, 6¾ point Ionic No. 5 has been used as a text face and Cloister Bold and Cloister Bold Italic used for the heads. Of the advertisements, that for the radio shop shows the new Garamond Bold, the 8 and 24 point sizes being employed. Cloister Bold Italic with swash capitals compose the two lines in the printing advertisement, while 8, 12 and 18 point Bodoni enter the composition of the necktie ad. The photographer's announcement is set in Caslon Old Face, 14 point small caps having been chosen to obtain a bit more weight than capitals of a smaller size would have given. In the phonograph ad, decoration has been achieved through straight slug composition. Here Narciss parentheses marks have been cast on the same line as the 24 point text. The milliner's advertisement employs only 8 and 12 point Garamond and the bank ad likewise is limited to two sizes, 10 and 18 point Benedictine. The realtor's display uses 10 point Cloister for its text while its display lines are in 10 and 18 point Cloister Bold and 12 point Cloister Bold Italic. The illustrations, except that in the photographer's ad, are shown through the courtesy of B. Altman & Co.

Novel
Stripes and Plaids

may be simulated with borders chosen from the numerous designs offered on Linotype matrices and matrix slides. Here they help make an attention-getting small ad to sell the wares of the

MODERN NECKWEAR STORES



PORTRAITS OF DISTINCTION

ANDRUS STUDIO

CHAPEAUX



A model ad for the millinery shop

Madame X's Hat Shop
THE LYCEUM BLOCK

Desirable Homes in ANYWHERE

There are many lines of business, among them that of the real estate broker, where the firm name is of more importance from an advertising standpoint than the wares it offers for sale.

It is altogether possible, however, to meet the situation with a small advertisement.

It can be treated as this one is, with Linotype arrows emphasizing the business and name.

There is still ample room left for good, sound, selling copy.

PARKER & PARKER
Realtors
17 Court Square Anywhere



When Traveling Abroad or At Home

Banks are not always inclined to the use of large space, particularly when they are advertising one of their less important services. At the same time they cannot afford to sacrifice dignity or impressiveness for the sake of advertising economy. With these limitations in mind, white space and off-center balance were called into play to lend power to this conventional advertisement.

Second National Bank of Anywhere
Main Street at Marlborough

(The
(New
(Rector
(Records
(for
(August
(Now

Putting Big Pull In Small Ads

Effectiveness Depends Upon Way Space Is Used Rather Than Upon Its Size

The experience of large users of newspaper advertising has led them to the conclusion that extensive space is not always essential to results. They have found that careful utilization of small space will likewise produce returns; that good layout and effective type-use will give the small advertisement a pulling power quite out of proportion to its size.

That the newspaper can apply these facts to the preparation of advertisements for the smaller businesses on its customer list is practically demonstrated on these two pages. While each of these small ads illustrates a particular phase of layout and typography, they all follow, in the main, principles set forth in "Good Copy," a recent publication of the Bureau of advertising, American Newspaper Publishers Association. Here are several which may well be kept in mind:

"Select type faces that seem to illustrate the product and its spirit of the moment.

"Do not use a great many different sizes and faces of type in a single display.

"Observe the niceties of marginal white space. The areas of white 'make' the advertisement.

"Balanced composition is a deciding factor. The size of the type and its position governs this and the average eye should be able to ascertain the good and the bad.

"If simple line borders are employed, such borders should conform in every way to the type faces in style and spirit.

"Readability is influenced in an important way by the spacing of type. Cramped and congested typography is ill advised.

"Avoid too many interjections and interruptions in the way of captions, subheads and little spots of emphasized type."

The Typography of This Page

Every line of type entering into the composition of this page was set the Linotype way. The text is in 6¾ point Ionic No. 5, the legible body type, and is headed in Cloister Bold and Cloister Bold Italic. In the bookstore ad, the head and footlines are 18 point Bodoni Bold, while the text is in 8 point Bodoni. The insurance broker's ad beside it is set in 8, 12, 14 and 18 point Benedictine, and the nursery ad below these two employs 12 and 14 point Caslon Old Face and Caslon ornaments. The specialty shop advertisement is composed entirely in Garamond, 10 point being used in the nameplate and slogan, 30 point italic with swash capitals in the headline, 8 point italic and 14 point roman, respectively, in the copy panels, with the signature in 18 and 10 point. The haberdashery ad shows a usable combination of Narciss and Cloister Bold Italic. The nameplate is in 21 point Narciss, the two other lines in 30 point Narciss and 18 point Cloister Bold Italic.

GOOD BOOKS

Attractive Border Effects may frequently be found in a combination of the more utilitarian characters.

For Example, braces are seldom looked upon as being ornamental, yet they make up the sole decoration of this bookstore ad.

A Bit of Imagination will suggest many other instances where similar typographic units will aid in producing effective small ads.

AT BROWN'S

INSURANCE

that an advertisement will attract attention does not always depend upon the use of elaborate ornamentation. The ad you are now reading affords illustration of this point. Without the aid of a single unit of decoration, it relies entirely upon a simple, readable arrangement of its text type to set it apart from the advertisements surrounding it. The extent to which it succeeds may readily be judged by studying this page as a whole.

McLAUGHLIN AND MELROSE
POST OFFICE BUILDING

— THE SPECIALTY SHOP —

Tailored Lines Distinguish the Mode



The model illustrated may be described in a small block of type here

A delicate treatment contributes more than anything else to the effectiveness of the advertisement with a feminine appeal. It is readily effected through the employment of ample white space and a type face that is both light in color and rather free in design.

THE SPECIALTY SHOP
MAIN AND MARLBOROUGH STREETS

— THE HOME OF FASHION —

THE SLEEPY HOLLOW NURSERIES

Advertisements for the florist, the jeweler, or other merchant in decorative wares, present the layout man with a splendid chance for the practical application of floral ornaments. For this purpose, no type is more usable than Caslon Old Face and the abundant, versatile decorative units which are offered with it.

OLD OAK RIDGE ROAD---ANYWHERE

Anywhere Haberdashery

Save from $5 to $12.50 on

Your Fall Topcoat



Ten-fingered composition of mixed faces

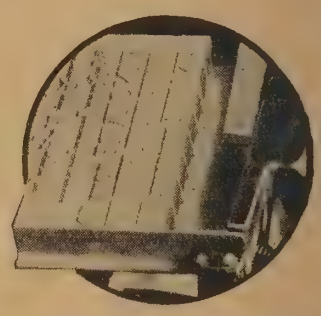


Slugs that can't be pied

There Can Be No Questioning the Economy of the Linotype

TWO-HANDED KEYBOARD OPERATION, producing slugs that are easily handled and cannot pi; fresh, clean-cut type in any needed quantity, and distribution to dump-cart or hell-box—these are the undeniable economies of the Linotype, the factors that make Linotype composition the most efficient of all composing room methods. Always profitable, the Linotype way is especially valuable to the newspaper, for it produces both advertising and editorial composition with maximum speed and minimum expense.

The Distinguished Newspaper achieves still another profit through Linotype methods. It capitalizes the savings effected on normal time and costs by devoting these savings to the production of more effective advertising for its smaller customers and makes its policy of "cultivating big oaks from little acorns" a dividend-paying venture.



Plenty of sharp, new type



Dump-cart distribution

TRADE **LINOTYPE** MARK

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

LIT CADETS MARCH IN CARTOON FRONT TO WAR ON SUMMER "BUZZERS"

Two-thirds of 34,000,000 Circulation Reached by Campaign of Insecticide Is Obtained Through Newspapers

By HAMMOND EDWARD FRANKLIN

NDY GUMP is receiving national competition for attention from the lic from Pa Buzz who is performing cartoons in 5,427 newspapers.

Ma Buzz has her amusing troubles, and so does daughter, Betty. Now then Uncle Bob and Lightning, the t-footed maid, appear on the scene. "chorus" of the cartoon comedy is le up of hordes of flies, mosquitoes, bugs, roaches and ants, all of whom ve at the inopportune moment to create rity for 20,000,000 newspaper readers, make sales for Flit, the product being rketed on a large scale by the Standard Company of New Jersey.

Pa Buzz is depicted at the radio. Voice from next room,—"Get anything ?"

Pa: "I'm just tuning in."

Then the headline suggestive of what t blooming big mosquitoe hovering rhead is going to do: "Pa Buzz will something soon."

"Ma and Pa hear S. O. S." shows wag- hly the familiar scene of the youngster the house awakened by mosquitoes l arousing the parents from slumber- d. "Pa Buzz in a bad scrape"—trying shave with a "skeeter" circling around nose. Ma Buzz stops the "big parade" her ice chest. After Ma Buzz left for country, Pa Buzz is shown with a k piled high with dishes and an army insects making tail spins and nose dives. In another scene in which Betty Buzz s appeared to have a rash, the doctor ives and advises that it is *not* smallpox the remedy is to spray Flit on her mat- ss. Another cartoon pictures Baby zz stepping out pursued by an army of aches.

Some 30 advertisements comprise the ies running, to quote the Stanco Dis- butors, Inc., who are handling the sales, rom the first warm days of spring until e cool breezes blow late in the fall" he copy averages three columns wide. ch newspaper insertion carries the car- on, breezy heading, concrete and rather rious body copy, the trademark of a rching cadet, drawing of can and spray- in use, and the name, Flit, bold with t of insects it kills. Ample white space s it off and makes it draw attention in e newspaper.

One newspaper publisher remarked en he received the series:

"These Flit cartoons are a real cartoon ws feature for every newspaper that is cky enough to be on the list. They ntain humor, action and continued in- rest. Folks enjoy and look for such man interest advertisements."

The newspaper syndicated humorous ature has been studied and capitalized "Fell Sharp," who drew the series. his style stands out in solid columns of ws and advertising and unconsciously noticed by the reader because of his bit of searching for cartoons. The mpaign is the work of the H. K. Mc- ann Company, New York City.

With humor as the attention-producer the newspaper campaign, it is natural at the Standard Oil interests should so "use cap and bells" in window dis- ays. Briggs has done one of his char- teristic "Ain't it a grand and glorious eling?" cartoons, showing flies, mos- uitoes, bedbugs, roaches, and ants getting e goats of Mr Average Citizen and his Vife until a dealer persuades them to ke home a can of Flit. Then the house comes "home sweet home again," while ad and Mother spray Flit in high glee. his center piece with Flit cadet side dis- ay pieces has been placed in thousands windows all over the country this mmer. A counter display also is sup- ied, as are window strips.

The company has not overlooked the rge foreign-speaking market. Its cam- paign is appearing in foreign language newspapers.

With newspapers featured to the trade as the backbone of the effort, other mediums and methods assume their posts of duty. Color pages are being released in *Saturday Evening Post* every fourth week, and *Ladies' Home Journal* and *Good Housekeeping* are receiving color insertions. During the winter Flit is suggested to kill moths.

The company is one of the few utilizing the circus programs of a number of the "big shows." Four leading dairy publications carry the store to dairymen. A special campaign to mothers appears in *Babyhood Magazine*. *Holland's Magazine* carries copy for Texas and the Southwest.

Special copy to motor campers, hunters, anglers and other lovers of the open is being run in large space in *Field & Stream, Outdoor Recreation, Outdoor Life, Outdoor America, Vacation Annual,* and advertising to Boy Scouts is published in *Boys' Life*. A contest is being conducted in this group.

The company estimates that it will broadcast 800,000,000 advertising messages to over 34,000,000 circulation, of which almost two-thirds is obtained by using newspapers.

The Standard Oil Company has gone to the newspapers for still another idea of presentation in the physical make-up of the Flit News, a four-page house organ which goes to wholesalers, distributors, salesmen, retailers, etc. This is a regular newspaper, edited by ex-newspaper men, with feature stories, headlines, boxes, cartoons, editorials, advertisements and even a column, "Bug Bites," conducted by Val. A. Schmitz, McCann account executive. An interview with John C. Wolke, general sales manager of the Stanco Distributors, Inc., is a feature of the April 22 issue and Evans E. A. Stone, advertising manager, contributes a signed feature in the June 22 edition, which, also has an editorial on "Lindy" and another on budding young graduates.

A competitor in the insecticide field has commandeered the services of Harrison Cady for copy in a lighter vein for the year. The New England Confectionery Company, makers of Necco wafers, came out this year with their message interpreted by prominent cartoonists. The frequent use of cartoons by Briggs to suggest "Not a cough in a carload" for Old Gold Cigarets of course is one of the most recent and smartest examples.

Chelmsford Ginger Ale this year is using clever and funny drawings of various characters who are given names appropriate to make them members of a fictitious Chelmsford Society.

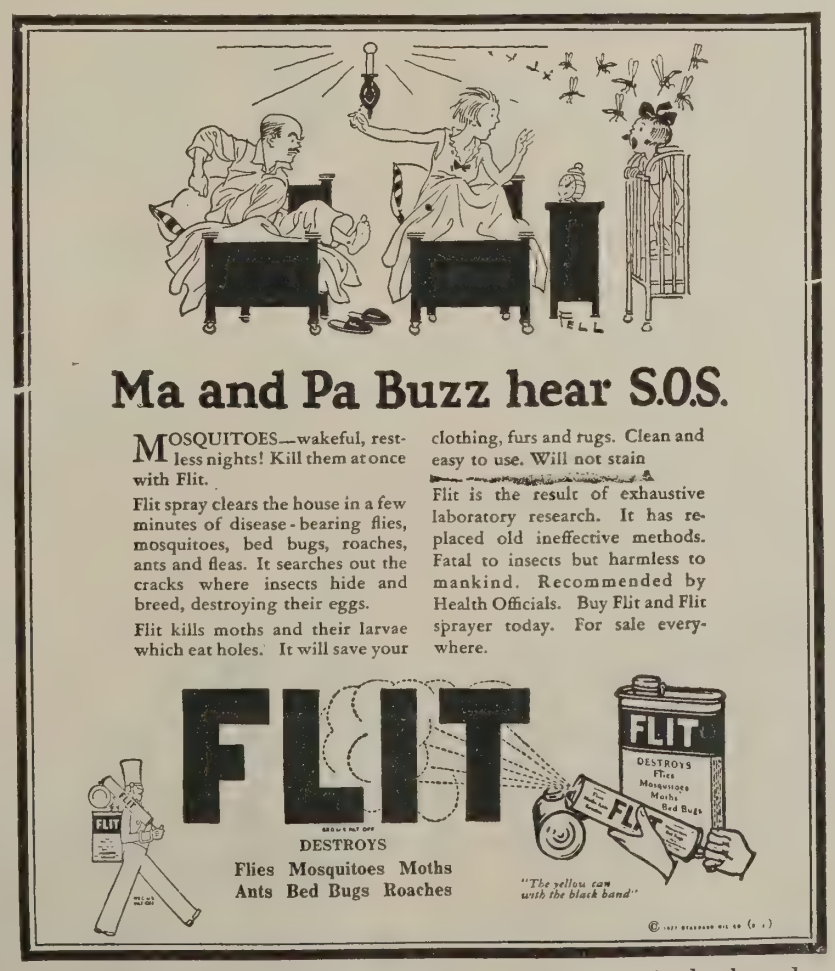
Pow! Zowie! Wonder when the Katzenjammer Kids will take the advertising limelight!

COPY BY THE GALLON

CARL SPAHR, linotype operator at the *Mechanicsburg* (Pa.) *Daily Local News*, is probably the only linotype operator in the world who receives his copy by the gallon.

The editor of the daily tells the story that several days ago, when checking up on the progress being made on some copy he had sent down to be set, he found Spahr laboring diligently over a large gallon can from the bright colored label of which he was endeavoring to decipher sufficient words to set an advertisement in 12 point type. The can contained a gallon of horse and cattle spray called, "Dry-O-Fly", manufactured by a Mechanicsburg firm.

In all his travels and experience with various newspapers and magazines, the editor has never before seen linotype operators receiving copy by the gallon.



Three columns wide and six inches deep, this copy gets its laugh—and a pleasant after-effect—in short order.

NEWS MAN'S WIT SAVED OFFICIAL OVERSIGHT

Hanson of Los Angeles Times Provided Marine Escort and Its Arms When Funeral Train of Senora Calles Left U. S.

To an alert newspaper man in Los Angeles, the United States Government is indebted for having been saved from an embarrassing faux pas in connection with the recent death there of Senora Elias Calles, wife of President Calles of Mexico.



CHESTER G. HANSON

The facts, which give full credit to Chester G. Hanson, reporter for the *Los Angeles Times*, were made known only a few days ago through a report turned in to Washington by Captain W. W. Aiken of the United States Marine Corps, stationed in Los Angeles on recruiting duty. The story is briefly this:

So rapidly had arrangements been completed for shipping the body of Senora Calles, her death occurring late on June 2, while the train scheduled to carry the remains to Mexico left shortly after noon of the day following, that no time had been allowed for the preparation of official observances, such as a military escort, customary in a case of this kind. This Hanson learned within a few minutes after he had been assigned by his city editor to cover the departure of the train.

Hanson called Capt. Aiken of the Marine Corps, with only two hours remaining before the departure of the train. Informed that there were no orders for an official gesture on the part of the government, Hanson urged Capt. Aiken to obtain an escort, which the latter did from the ranks of his recruiting aides. The reporter also checked up on officialdom of the city, state and county, as well as civic organizations, to assure their being represented when the train pulled out of the depot, and then drove to the station in a taxi.

Capt. Aiken was there with his squad of Marines in dress uniforms and white gloves, but, to Hanson's mind, one thing was lacking. They had no guns! After hearing the officer explain that the nearest Marine arms were at the base in San Diego, Hanson jumped into a taxi and dashed to an uptown movie costume company and from his own pocket rented five Krag rifles, which, while not up to modern regulation, suited the purpose.

But there were other difficulties still, for, when it was learned that the lines of the Southern Pacific from Los Angeles to the border city of Nogales cross the Mexican line at Mexicali, Capt. Aiken stated that he could not take his escort into alien country without official sanction of both governments. Hanson wired for this permission, but was unable to receive a response in time. However, the other arrangements functioned perfectly. The report of Capt. Aiken, reciting the full facts, was sent to Secretary of the Navy Wilbur, who, in turn, passed it on to Secretary of State Kellogg. The Marine officer was commended by both, and Hanson, the reporter, is cited by all concerned as "a live wire."

Hanson, or the "Great Dane," as he is known to the staff, is famous in Los Angeles newspaper circles for the manner in which he practically "sewed up" interviews with Arthur Burch and Madelynne Obenchain while they were in jail awaiting trial for the murder of Belton Kennedy.

ANOTHER NUNN-WARREN PAPER

South Plains, Tex., a new town, had a weekly paper before it was a month old. The *South Plains Sun* was launched as a new member of the chain published by the Nunn-Warren interests of Amarillo. D. E. Carter of Silverton is editor.

HOOSIER POLITICAL SCANDAL AGAIN BOILS AS EDITOR GETS "BLACK BOXES"

Boyd Gurley, in Indianapolis Times, Makes New Charges Against Gov. Jackson—How the Missing Evidence Was Found

By RICHARD P. OVERMYER

(*Indianapolis Correspondent of* Editor & Publisher)

INDIANAPOLIS, July 27.—With the publication Monday by the *Indianapolis Times* of charges against Gov. Ed Jackson amounting to bribery in connection with the Stephenson exposé, both the Times and *Indianapolis News* have demanded that Jackson disprove the allegations or resign.

Questioned by a representative of the United Press at the Governor's conference at Mackinac Island, Mich., today, Jackson declined to be drawn into any comment.

The Times, in a copyrighted story Monday by Frank J. Prince, charged that Gov. Jackson, while he was Secretary of State in 1923, offered immunity from prosecution and $10,000 to Gov. Warren T. McCray, now in the Federal Penitentiary at Atlanta, if in return McCray would let George V. Coffin, Indianapolis Republican boss, name the prosecutor of Marion County.

The Marion County jury failed to agree in McCray's case and he was then tried in the U. S. District Court and convicted of using the mails to defraud, April 30, 1924. He was sentenced to ten years at Atlanta, where he is now serving. He will be eligible for parole next month and efforts have been made for the past year to get executive clemency from President Coolidge.

Editorially, the Times Monday reviewed some of the Stephenson case of the last eight months and demanded that Gov. Jackson resign if he could not prove the charges false. Next day an editorial in the News commented on the Times allegations, and also demanded the Governor's resignation or vindication.

With the mysterious and elusive "Black Boxes" of D. C. Stephenson, former head of the Ku Klux Klan in Indiana and now serving a life sentence in the state prison for murder, in the hands of Marion County prosecutors, Boyd Gurley, editor of the Times, feels that the time of veiled threats, charges, bluff and counter charges is at an end and that the people of Indiana will at last know the facts concerning the alleged flagrant political corruption in state and city politics.

After Stephenson, who was said to have controlled the 1925 legislature and to have appointed many state officials, had smuggled a letter from the state prison nearly a year ago declaring he was going to expose his "friends" who had failed to obtain his release, Thomas H Adams, editor of the *Vincennes Commercial*, came forward with sensational charges of wholesale graft in Indiana political and official life. Two grand juries made lengthy investigations, questioning hundreds of witnesses and even Stephenson himself, but some mysterious pressure had been brought to bear on the former Klan dragon and he refused to implicate anyone. He had made reference previously, however, to a "black box," which was thought to contain letters and documents to prove his connection with officialdom, and a search was started for the proof.

Political associates and friends of Stephenson by the score were brought before the grand jury and quizzed regarding the "black box." None knew of its whereabouts. Time dragged on, the jury made a no-indictment report and search for the mysterious receptacle was practically abandoned.

How it finally was found (it turned out to be two black boxes, instead of one) is a unique story in itself. Had it not been for the fact that a little fly-by-night carnival company was playing in Westfield, a village between here and Noblesville, they might never have been found at all.

This is the story, according to Mr. Gurley, and it is the first time it has been published.

Because it was carnival night, the little restaurant in Westfield, which usually closed at 6 p. m., stayed open until quite late. After the performances four members of the troupe came in for a lunch, and began talking of the Stephenson case and the elusive "black box." The restaurant proprietor, an aged man, overhearing their conversation, suddenly broke in.

"I've just now thought of it. I've got some papers about Stephenson here that were left with me a year ago, and maybe I can find them."

The "papers" turned out to be four letters, three addressed to Stephenson and one to his former business partner, L. G. Julian, an Evansville coal dealer. On the envelope addressed to Julian was a scrawled note in Stephenson's handwriting directing Julian regarding the disposal of the black boxes.

One of the members of the carnival company present called Mr. Gurley on the telephone and related his discovery. It was the first time anyone had given a thought to Mr. Julian in connection with the Stephenson investigation, but he was at once summoned by the grand jury. After a long delay he finally appeared but denied any knowledge of the Stephenson evidence.

After Stephenson had turned over to the Times much of his correspondence and several cancelled checks about two weeks ago, and after the Times started publication of them to link Stephenson and Gov. Jackson, search for the boxes was renewed. They were found to be in the possession of Julian and he turned them over to Special Assistant Prosecutor Emsley W. Johnson last Sunday in a barn on a farm in Davies County. In addition to the documents in the black boxes, which are now being examined by the prosecutor and his assistants, approximately ten thousand letters and a number of photographs are in the hands of the officials.

The Marion County Grand Jury, third jury to investigate the charges of corruption in the state, started its work yesterday, and today quizzed State Representative Russell V. Duncan, Representative H. Walker DeHaven and Senator Fred M. Dickerman.

W. T. McKENDREE KILLED

W. T. McKendree, circulation manager of the *Augusta* (Ga.) *Herald*, was killed and his son seriously injured when a tree fell across their automobile on the Columbia Emerson highway, a mile from Ellorree, S. C. The tragedy occurred during a wind and rain storm and there are said to have been no witnesses.

Valuable Handbook for Advertisers and Agencies

The third edition of The New York Times Manual of Typographical Standards, recently issued, gives full information on the mechanics of preparing advertising for newspaper reproduction; on the types of illustration best suited for newspaper printing, with general notes on the handling of cuts and copy.

96 pages—125 illustrations

Sent postpaid for $1.50

Address:

THE NEW YORK TIMES COMPANY

Times Square New York

BATHING BEAUTIES DO NEED WATER, IT APPEARS

THE *Scranton* (Pa.) *Republican*, announced recently that it had to withdraw from the Atlantic City beauty pageant due to the fact that there was no lake available in Scranton at which the judging of local girls could take place. Several days before the newspaper's contest was to take place the health authorities closed Lake Lincoln because they said "it was swarming with germs."

JAIL WON'T OPEN DOORS TO ADMIT DALE

Muncie Editor, Seeking Admittance to Make Parole Effective, Turned Away Because He Lacked Commitment Papers

George R. Dale, editor of the *Muncie* (Ind.) *Post-Democrat*, after an unsuccesful attempt to gain admission to the state penal farm Tuesday, returned to Muncie Wednesday and arranged for his transfer to the Putnamville institution Saturday morning.

Dale, who has attempted for four years to avoid the 90-day sentence imposed by Judge Clarence W. Dearth for alleged contempt of court, was refused admittance to the state farm for lack of the necessary commitment papers. On his arrival at the farm, he will be granted a parole as recommended by the board of trustees.

Dale said Wednesday his futile visit was due to a misunderstanding. He had been informed by Gov. Jackson's secretary, he said, that it would only be necessary to exhibit receipts for his $500 fine and the court costs.

Delaware county authorities put reverse English on their previous strenuous efforts to incarcerate Dale, when Dale went to the farm to submit himself to the officials there to receive a par granted recently, only to find that commitment papers were not there.

The papers are in the hands of sheriff at Muncie, who, it is understo was disgruntled when he heard t Dale was going to the farm unguarc by authorities, and refused to take send the necessary papers. So, desp Dale's own efforts to "crash the ga at the state farm, he is still at liber

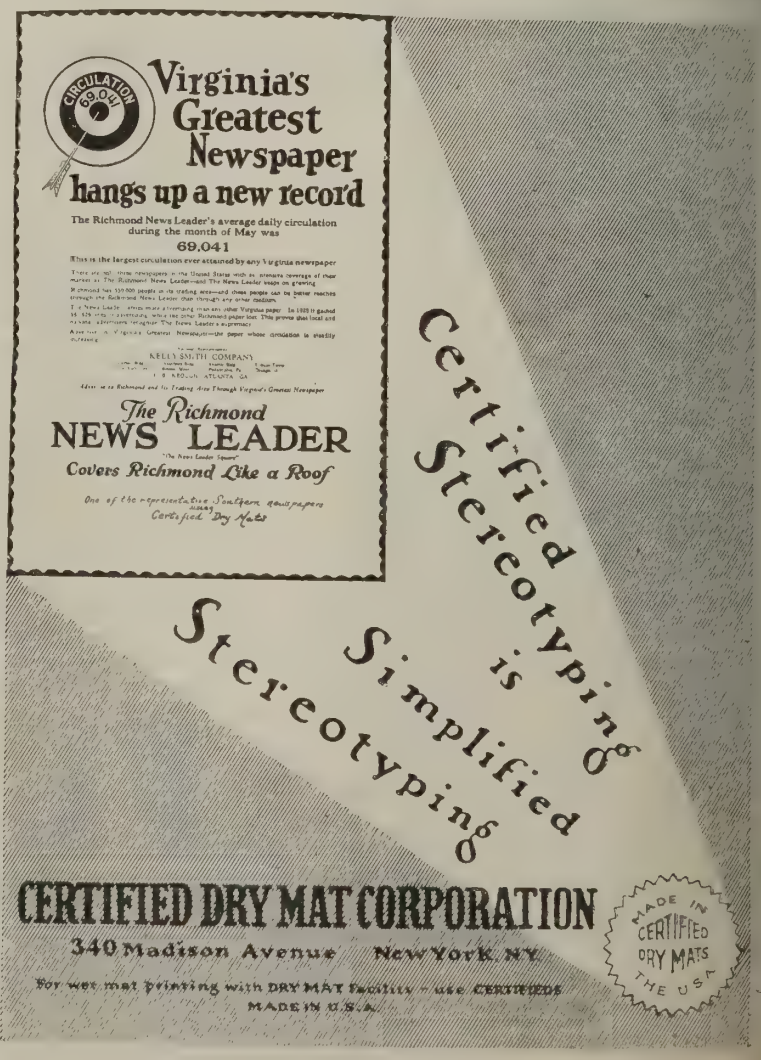
His failure to obtain admission with the commitment papers revealed that fight between himself and the Delawa county authorities is still being wag It is understood the sheriff insisted t Dale go to the farm in his custo Dale, on advice of his attorney, we alone after he had paid all of his co costs, totaling more than $833.

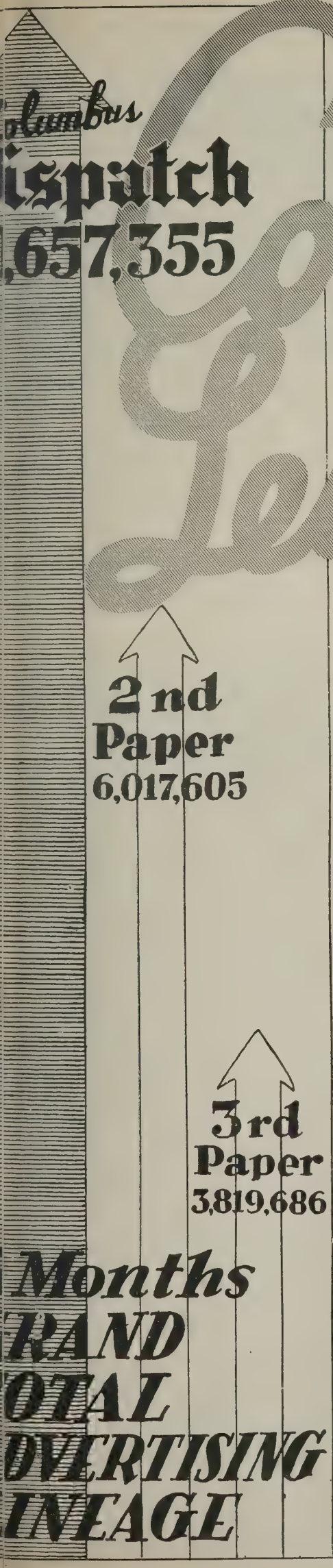
Dale, sentenced by Judge Claren Dearth of the Delaware County Circu Court to a term of 90 days and a fi of $500 for contempt of court, appeal his case to both the Indiana Supren Court and to the United States Supren Court. He failed to obtain a reversa but the state farm trustees recentl granted a parole after his petition fc clemency, presented to Gov. Jackson, ha been forwarded to the board.

After failing to gain admittance t the state farm Dale returned to Indian apolis where, after a conference wit Miller he announced he would re turn to Muncie, submit to the sheri and accompany him back to the stat farm if that official served the paper on him. He said he really felt doubtfu as to whether he could gain admittanc to the farm without his commitment, bu decided it was worth trying.

Dale said the costs of appeal in hi case to the United States Supreme Cour at Washington, where it was finally dis missed when the court determined tha no federal question was involved, totale $270. The total costs and fine in al three courts reached $833.60.

Mr. Dale said he would be glad t have the matter all cleared up. "Bu I intend to go right ahead with my paper," he said, displaying a copy o the latest issues. "It makes my livin for me and I don't intend to give it up."





Continuous Leadership!

The Columbus Dispatch Again Demonstrates Its Undisputed Dominance First 6 Mo. of '27.

For years The Columbus Dispatch has set the pace—month after month, year after year, by publishing more paid advertising than all other Columbus newspapers combined.

The Dispatch not only predominates in its own field but it has been first in Ohio in paid advertising volume.

The chart at the left shows graphically how The Dispatch is first in paid advertising during the first six months of 1927. The figures at the right demonstrate the unquestioned leadership of The Dispatch in the three major classifications.

An analysis of the linage figures of Columbus newspapers for the first six months of 1927 shows The Dispatch in the lead over the second newspaper in thirty-seven out of forty-four linage classifications.

No other newspaper CAN offer such selling help to advertisers in this territory because no other newspaper enjoys such complete coverage of this fertile market.

***113.678** total net paid daily circulation within the territory.*

***60,216** of this total within the city limits.*

***28,937** more within an average radius of thirty-five miles from Columbus.*

Advertisers choose The Dispatch because it is the logical means, both economically and resultfully to reach and sell the 1,152,503 people who live in this territory.

Continuous Leadership!
LOCAL

FIRST 6 MONTHS 1927

Dispatch	6,985,755
2nd Paper	4,395,509
3rd Paper	2,488,353

Continuous Leadership!
NATIONAL

FIRST 6 MONTHS 1927

Dispatch	1,672,930
2nd Paper	724,926
3rd Paper	401,696

Continuous Leadership!
CLASSIFIED

FIRST 6 MONTHS 1927

Dispatch	1,967,695
2nd Paper	868,040
3rd Paper	754,145

Columbus
Dispatch

OHIO'S GREATEST HOME DAILY

Special Representatives—OMARA & ORMSBEE—New York, Detroit, Chicago, San Francisco

JAIL SENTENCES FOR THREE MAILERS WHO ATTACKED DALLAS NEWS MAN

Violence Marks Conflict Which Followed Walkout After Discharge of Employe—News, Offering Rewards, Cites Four Cases of Property Damage

FOUND guilty in Dallas County Criminal Court of aggravated assault upon Harry Eastus, employe of the *Dallas News and Journal* mailing department, Horace Scott, Charles D. Webb and Herbert Gerth were each given jail sentences of 30 days. They gave notice of appeal in event motion for new trial was refused. A. R. Frank, previously tried on a similar charge, was fined $100 and costs.

Testimony showed that the alleged assault grew out of a walkout of mailing room employes June 1, following discharge of Scott May 1 from the News and Journal mailing room.

Circumstances leading up to the walkout were testified to during the trial. Scott and other defense witnesses claimed that a lockout was in effect, while the state asserted that Scott was discharged and that the men walked out and were not locked out. The state also offered evidence to the effect that the News and Journal had no contract with the mailers' union when the walkout took place.

The Dallas News is paying its mailing room employes a higher wage than any oher newspaper in Texas, Jack Estes, circulation manager, testified, but the court ruled that the state could not go further into that aspect of the case.

Charging the jury regarding defendants' pleas of self-defense, the court stated that they had the right to seek out Eastus and try to persuade him to join the mailers' union.

Over the signature of A. H. Belo Corporation, publishers of the Dallas News and Journal, a prominently displayed advertisement in the News recently said:

"Five hundred dollars reward will be paid for information leading to the arrest and conviction of the person or persons who on Saturday night last maliciously placed large quantities of tacks in front of the entrance to our building, with the intention of seriously interfering with the delivery by our trucks of bundles of the News dispatched by express and by United States mail.

"A $500 reward also will be given for information leading to the arrest and conviction of the person or persons who from an adjoining building threw stones or rocks into the skylights of our building with malicious injury intent.

"A $500 reward will be given for information resulting in the arrest and conviction of person or persons who maliciously opened bundles and destroyed copies of the News on street corners in residential districts on Sunday and Monday mornings, June 26 and 27.

"A $500 reward will also be paid for information leading to the arrest and conviction of anyone interfering in the future in any way with the delivery by mail or otherwise of any of our publications."

On another occasion a story in the News stated that 30 metal boxes established for the benefit of suburban and rural subscribers had been smashed and thrown into ditches or in weeds beside roadways.

JOURNALISM STUDENTS COMPLETE STUDY TRIP

Eight Members of U. of Missouri School Visit Southern Newspapers During 1,500 Mile Tour Down River

After traveling more than 1,500 miles on river packet boats, trains and stages in six states and visiting more than a half dozen newspaper offices eight members of the fifth annual field trip from the School of Journalism of the University of Missouri who completed the trip with Professor Frank L. Martin are back in Columbia, Mo.

Members of the party were guests of the *St. Louis Post-Dispatch* and the *St. Louis Star* on Monday, June 27, the day of their sailing down the Mississippi river. As guests of the Post-Dispatch they were taken to the tele-photo laboratories of the Bell Telephone Company where they witnessed the transmission of a photograph from New York City.

Two busy days were spent at Paducah, Ky., as the guests of Edwin J. Paxton, owner of the *Paducah Sun*, and George H. Goodman, publisher of the *Paducah News-Democrat*. Both of these men had arranged a series of visits for the party to industrial plants and river terminals near Paducah. One morning the party reported to Mr. Paxton to take regular assignments on the Sun.

In Nashville, Tenn., the party was met at the depot by Prof. John Casey, who is teaching journalism at Peabody College for Teachers, and is on a leave of absence from the University of Missouri. Mr. Casey accompanied the group on their visit in Nashville.

By the courtesy of Colonel Luke Lea, publisher of the *Nashville Tennesseean*, Gov. Austin Peay, greeted the class in his office in the capital building on their first morning in Nashville.

Short stops were made at Columbia, Tenn., and at Florence, Ala., the ultimate goal of the trip. The time on the river boats from Shiloh National Park to St. Louis was spent in writing and sending the stories gathered on the trip to the newspapers each member of the party was assigned.

Members of the party besides Professor Martin were: John Whitaker, Fall City, Neb.; Raymond J. Miller, Chillicothe, Mo.; Tom Kiene, Topeka, Kan.; Merrill E. Compton, Seattle, Wash.; Gale Curtright, Columbia, Mo.; E. L. McFarland, Ames, Iowa; Isak le Grange, Paarl, South Africa, and James Keithley, Des Moines, Ia.

BLAKE APPOINTED MANAGER

T. C. Blake has been named manager of the *Brenham* (Tex.) *Banner-Press*, succeeding the late George Neu. Schuerenberg Zschappel, director in the corporation, was elected secretary-treasurer, a position also held by Neu, and Mrs. Minnie Neu was chosen as a director to fill her late husband's vacancy on the board. Blake has been connected with Brenham newspapers for 20 years.

For Sale

Complete Newspaper Outfit

including

Sixteen-page straight-line Hoe Press with color deck and stereotype outfit; turtles; Ludlow with large assortment mats; four Linotypes, Monotype metal caster and all other equipment necessary. Will sell all or any parts.

Wire Business Manager

Lakeland Ledger

Lakeland, Florida

NEWSPAPER FLOAT WINS PAGEANT PRIZE



Entry of the *Miami* (Okla.) *Daily News-Record*, which won first place in co mercial division of parade held as part of annual Imaim-Amohalko celebr tion of the Oklahoma zinc and lead mining district. The float consisted an airplane's fuselage, obtained from the Miami Aircraft Company and mounte on a truck. The float was decorated by members of the News-Record sta

ISSUES STYLE BOOK

The second edition of the *Milwaukee Journal* style book, containing the rules and regulations governing the publication of editorial matter is just off press. A new feature of the book is the loose leaf arrangement, with the pages printed on one side only, providing for the insertion of additional pages.

NEWSPAPER ADS FOR LAC

The Scranton Lace Company, Scran Pa., has decided to spend at least $250 in a newspaper advertising campaign fall and spring. This concern has using magazines for much of its adve ing. The lace company is arranging take considerable space in newspa carrying illustrated sections.

Slowly, but surely, the Standard Union forges ahead in Advertising Gains, while others fall behind.

Standard Union, June record . . .
13,552 lines gained

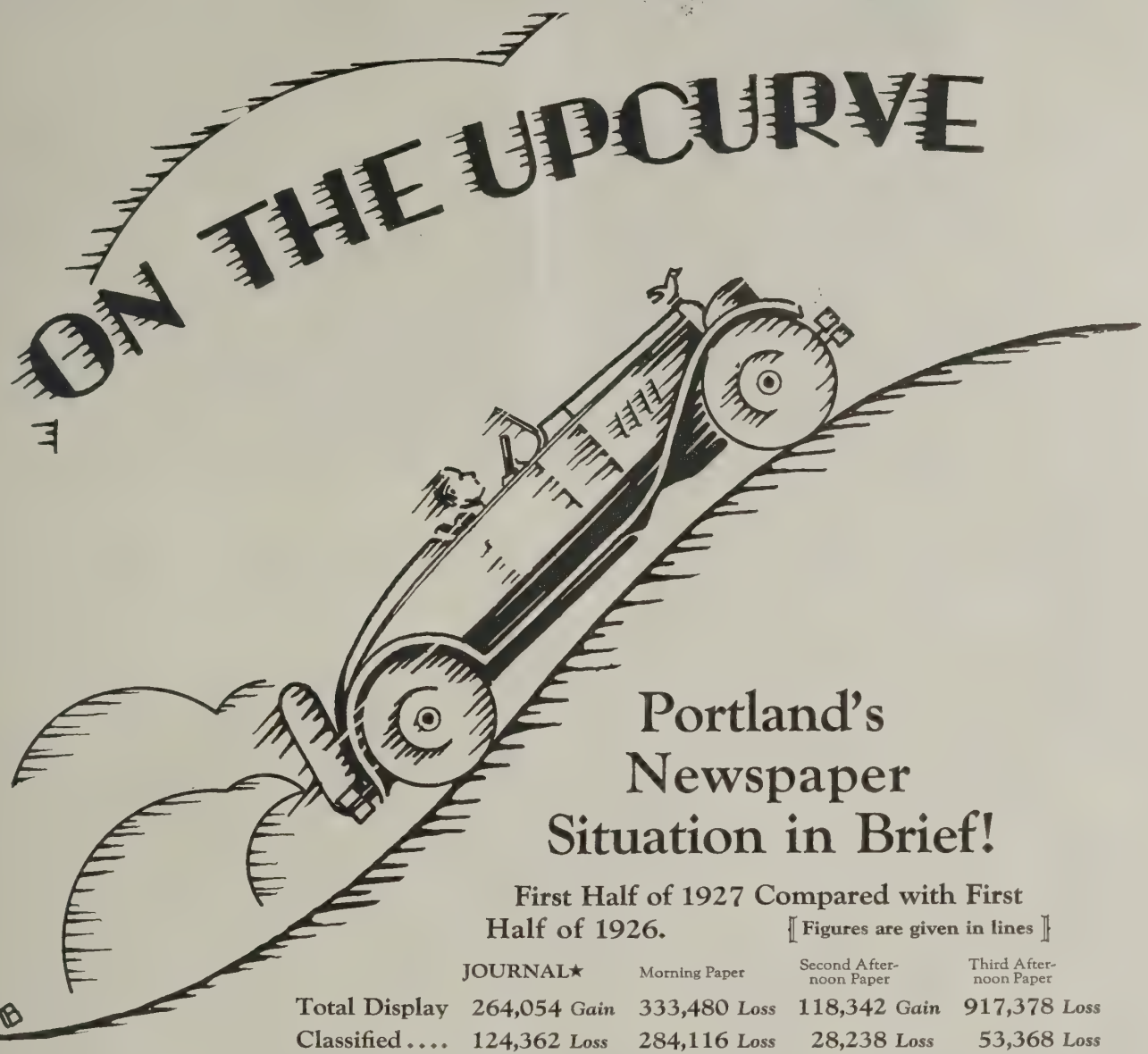
Second Paper (in circulation)
June record . . . 81,154 lines lost

Third Paper (in circulation)
June record . . . 64,852 lines lost

Every Buyer of the Standard Union is a Reader.

R. J. R. Hunsiman
Publisher

Largest Week-day Circulation of any Brooklyn Newspaper



Portland's Newspaper Situation in Brief!

First Half of 1927 Compared with First Half of 1926. [Figures are given in lines]

	JOURNAL★	Morning Paper	Second Afternoon Paper	Third Afternoon Paper
Total Display	264,054 *Gain*	333,480 *Loss*	118,342 *Gain*	917,378 *Loss*
Classified	124,362 *Loss*	284,116 *Loss*	28,238 *Loss*	53,368 *Loss*
Total Paid ...	133,994 *Gain*	621,628 *Loss*	99,372 *Gain*	955,178 *Loss*

During the first six months of 1927 there were 1,340,920 lines less advertising placed in Portland newspapers than during the first six months of 1926. In the face of this tremendous total loss in advertising linage, The Journal showed this phenomenal record of GAINS:

★Local Display... 140,574 Lines *Gain*
National Display 123,480 Lines *Gain*
Total Paid ..... 133,944 Lines *Gain*

The JOURNAL Portland-Oregon

BENJAMIN & KENTNOR COMPANY, Special Representatives

CHICAGO Lake State Bank Bldg. | NEW YORK 2 West 45th Street | LOS ANGELES 401 Van Nuys Bldg. | SAN FRANCISCO 58 Sutter Street | PHILADELPHIA 1524 Chestnut Street

The Pacific Northwest's Largest Afternoon Newspaper!

2927

PORTLAND JOURNAL MARKS 25th YEAR

Tributes Paid to Late C. S. Jackson, Founder of Coast Daily at Banquet July 26—F. R. Mitchell Toastmaster

Paying glowing tribute to the late C. S. Jackson, its founder, the *Portland* (Ore.) *Journal* celebrated its 25th birthday July 26, at an employes' banquet held at the Mulnomah Hotel.

More than 400 Journal workers were witnesses to an impressive sight as veterans of the paper answered roll call and were presented with gold service pins by Mrs. Maria C. Jackson, "the little mother" of the Journal.

Philip L. Jackson, publisher and son of the Journal founder, introduced Felix R. Mitchell, toastmaster. Mitchell, who has been with the paper since its start, told of the early struggles the Journal had, with but a few hundred readers.

Special speakers who lauded C. S. Jackson and praised the independent spirit of the Journal were: I. L. Patterson, Governor of Oregon, and George L. Baker, Mayor of Portland.

S. P. WESTON MOVES

S. P. Weston, adviser on newspaper buildings, mechanical layouts, production and operation, moves Aug. 1 from 120 West 42d street to 1823 Graybar Building, New York.

PORTLAND OREGON JOURNAL VETERANS CELEBRATE NEWSPAPER'S TWENTY-FIFTH ANNIVERSARY



AS a preliminary to the *Portland Oregon Journal's* 25th anniversary party, a banquet given at the Multnomah Hotel in Portland Monday night, employes of the paper who had been with it ten years or more posed for pictures on the steps of the Central Library. Among them were three who had spent the entire quarter of a century in the Jackson employ, three other 25-year men being absent on vacations at the time the picture was taken.

A feature of the banquet was the awarding of service pins to employes. To the 25-year men pins with three diamon were given. Employes of the 20-ye class received two-diamond pins. On diamond pins went to the 15-year e ployes and gold pins to those who h spent a decade in the Oregon Jour employ.

OLDEST EDITOR IN ACTIVE SERVICE FINDS NEWSPAPER LIFE SWEET

By VIRGINIA ROEHL

THE oldest active newspaper editor in the country is believed to be Captain William Rule, who recently celebrated his 88th birthday. The present editor of the *Knoxville* (Tenn.) *Journal* entered the newspaper profession in 1860.

"Those were the days," declares Captain Rule, "when a newspaper was identified by its editor and in addition to being an editorial writer, which required loyalty to your political party whether it be right or wrong, one had to be an adept in handling a dueling pistol to iron out differences that frequently arose over their published opinions.

"At that time," continued this veteran editor, "it was more difficult to get news than it is now. There was no wiring the news across the country or across the sea. I sometimes think that is the reason many people feel that the world is a great deal worse than it really is; we know more about the bad things than we used to.

"In the ordinary daily newspaper you will find a column or a page about the crimes perpetrated throughout the country, whereas you get the good things people are doing in probably six inches. So we are really deceiving ourselves."

Captain Rule's remarkable health and spirit of youth has elicited comment for many years. It is a proverb in his hometown—"to be young as Captain Rule."

When questioned as to just what he attributes his lack of age, Captain Rule invariably replies:

'Hard work is the secret of staying young. If I were going to give the reason that I think has had as much to do with keeping me alive as anything, I would say it is because I have been at work all of my life. The first twenty years, I spent on the farm—a common 'clodhopper'—they then called it. Those twenty years in the open gave me a good start. Then I went into the city and started work on Brownlow's *Knoxville Whig*. This paper was soon suppressed for its continued fight against secession and I joined the Union army and spent three years sleeping out of doors, often without cover.

"Mustered out in April 1865, I was undecided what to do. I had made up my mind to be a lawyer when I received an offer as Knoxville correspondent for a Nashville paper. There was no wiring to do and for a few letters a week I received $10.00. After that the *Cincinnati Gazette* offered me a like position.

"Later when Mr. Brownlow reorganized the Whig as a weekly, he asked me to take charge of the news department and I became a stockholder."

In 1869 this paper went into Democratic hands and soon failed. Determined that Knoxville should have a Republican paper, Captain Rule began the publication of the *Knoxville Chronicle* which for a time was the only Republican daily published South of the Ohio River. This paper was later merged into the present Knoxville Journal of which Captain Rule has been editor for forty years.

Despite his age, Captain Rule holds a record for playing golf nor does he stop at less than eighteen holes. On his return several years ago from a visit with Adolph Ochs, at the latter's summer home, a call was arranged for him at the White House, where he was presented to President Harding, who guessed the Captain's age as sixty-five. On being told he was well up in his eighties, the late President lifted his glasses insisting that he could best judge a man's age by his eyes. Even then the President continued in his first assertion that his guest did not look over sixty-five. On being further advised that Captain Rule was a golf enthusiast Mr. Harding was anxious to arrange a game.

Mr. Ochs started his newspaper career under Captain Rule and the close friendship formed in those early years has continued until the present day.

At the age of 73, Captain Rule began the use of the typewriter. When a few years ago he wore out his first machine he asked for another. An attempt was made to find a similar typewriter to the one he had been using, but it was found impossible. A machine with a new keyboard was offered to him with apologies and the anticipation that it would be several days before he could turn out his copy in his usual form. In this they were mistaken however, for that night the editorials bore the same neat appearance as always, his age not preventing him from learning new methods that many a younger person would have excused himself for.

The "Autocrat of the Breakfast Table" is possibly the veteran editor's favorite book. A well worn copy has been on his desk for 50 years and hardly a day passes that some of it is not read.

Captain Rule is a seven-day man. He is at his desk promptly at 8:30 with an intermission for lunch when he invariably eats doughnuts, custard and coffee at a "one arm lunch stand." He explains that if he went home for his meal, he would eat too much and it would affect his afternoon's work.

One of the most individual and distinctive characteristics of this well known editor and which no doubt account in part for his ageless years, is his continued faith in the good in humanity and his strict adherence to ideals through all the iconclastic eras through which he has lived.

When asked if he had the privilege of going back to his young manhood, he would again choose the newspaper profession he unhesitatingly replies that while he may have made more money in another business, he would make no change for he had found the work he had loved.

"I believe that a man is just as old as he feels. I have known a number of men who by the time they were fifty had accumulated a fortune and retired. Scarcely one of them has lived a year after he gave up his business.

"I am not ready yet to acknowledge myself a very old man. I don't want to wear out. I don't want to rust out and I am not going to become decrepit wi age if I can help it. I shall stay in th good old world as long as I can.

"The only thing I hope and pray f is that I shall be able to work until t very last moment of my life. If I kne that I was going to be called next wee I would get up tomorrow morning a I would go to that desk I have work on for so long and I would work at m typewriter until the Pale Rider came."

252,467

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

June, 1927

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of June, 1927, was 196,828.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

now

195,000 Daily

425,000 Sunday

and The largest home-delivered circulation of any paper in its territory

Los Angeles Examiner

SERVICE

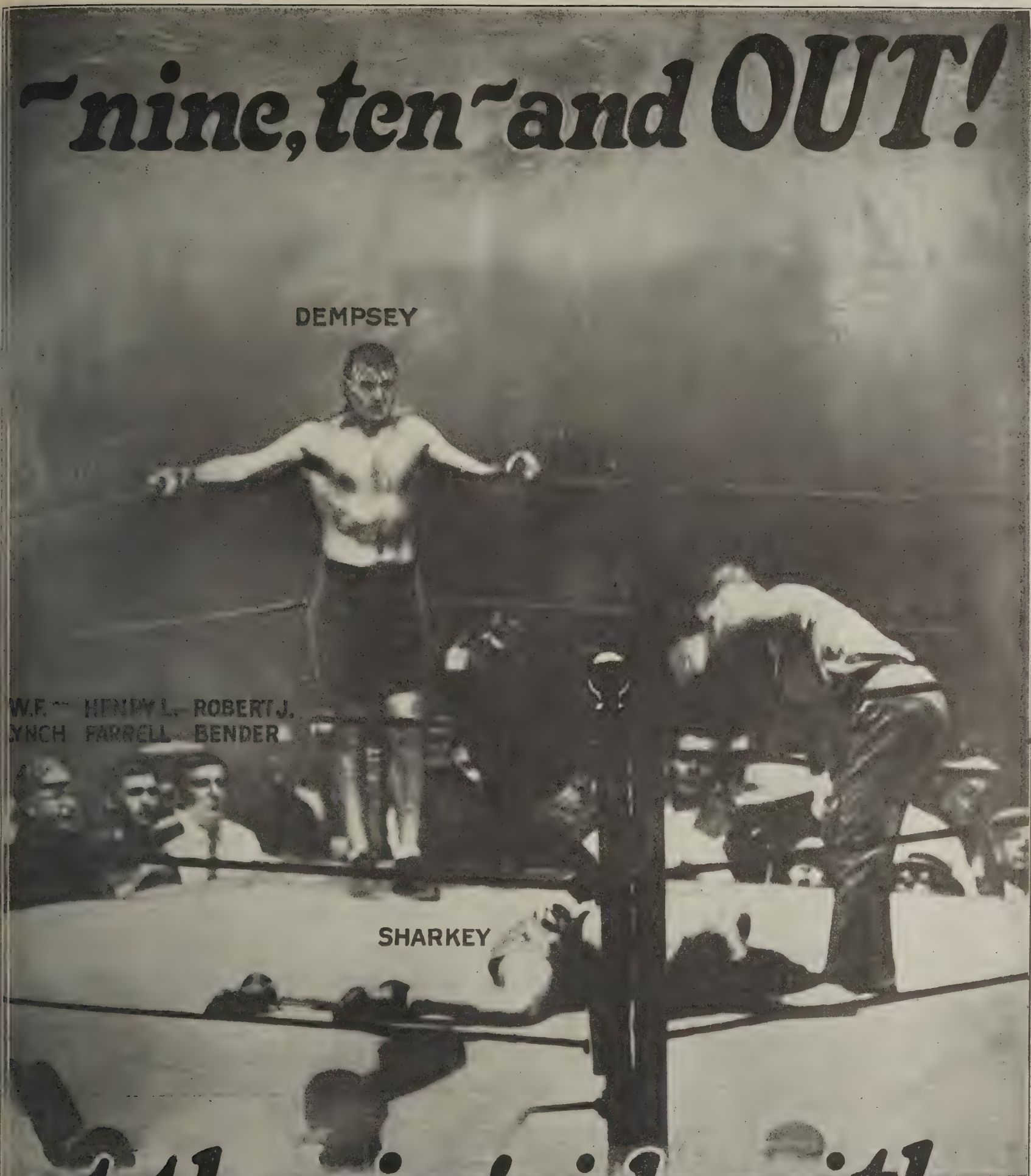
THE CHARLES PARTLOWE COMPANY

America's Largest Circulation Building Organization

RESULTS COUNT

OCCIDENTAL BLDG. INDIANAPOLIS, IND.

~nine, ten~ and OUT!



at the ringside with~

UNITED PRESS

You are cordia

THE NEW WO

on exhibition at our sh

There you w

A new steel newspaper printing and folding unit of great producing capacity. This is in a wholly new class, in speed, in certainty of operation, in unbreakableness, in freedom from the excessive wear and tear now incident to the production of heavy editions, and in ease and economy of operation. It will be found to excel not in a few points only but in all of the attributes which make for high speed, fine printing, accurate folding, and the owner's unalloyed satisfaction.

A single illustration will serve to show the thoroughness with which in this machine we have dealt with the practical problems of the pressroom,

its anti-friaring inc
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An automatic ing device. Thi
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the full running ti
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improves printing
uniform speed of
waste of printed p
every paper change

These inventions open to the publisher a
him an intensive use of space, time, and
him the need of removal or of the pu

OSCAR C. RO

WOOD NEWSPAPER MACHINERY CO

yited to inspect

D PRESSROOM

1 Plainfield, New Jersey

e in operation

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paper replenish-
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b without slowing
,and thus converts
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A two-page inserting mechanism which enables the publisher to increase the number of his pages by twos instead of by fours, upon large as well as small products. This for example enables a sextuple press to produce 26, 30, 34, 38, 42, 46, 50 and 52 paged papers, and an octuple press to produce 34, 38, 42, 46, 50, 54, 58, 62, 66 and 68 paged papers, in addition to their usual products.

A production controller. This device automatically adds, announces, and controls the output of a group of presses. It shows continuously the number of copies still to be printed as well as the number already run. When the last copy is printed all presses stop.

eans of growth and economy. They afford
liture hitherto unknown, and may save
and development of adjoining property

Manager of Sales

FATION, 501 Fifth Avenue, New York City

EDITORIAL

AN AUTHORITY SPEAKS

ALL who are interested in advertising should pay sharp attention to the articles by Mr. Hubbart, the first appearing in this number of EDITOR & PUBLISHER. The author is perhaps the best qualified man in America to speak on department store advertising. For nearly a quarter of a century he has been employed as a member of the staff of the *Dry Goods Economist* as an analyst of department store advertising and his opinions are based on expert knowledge.

Mr. Hubbart sees in newspaper advertising, not some mystic force, but an easily controlled instrument which gives definite results according to the use that is made of it. It is to a department store what gasoline is to a motor—it will "pull" as it is fed. Basing his statements on wide experience, this writer, who is probably known to more retail advertisers than any man in America, finds that consistent, persistent, regular, institutional advertising of a department store delivers results which may be gauged with accurate precision. It is clear from Mr. Hubbart's articles that he has found newspaper advertising to be about the cheapest commodity that department stores may buy for the service rendered.

No circulation scheme beats a readable paper.

SELLING A PICTURE

AFTER the fight was over, after the crowd had gone home, the moving pictures had to be sold. Ah, there was a question whether the referee had given a fair decision, and how excellent! the movie would decide the moot point. So the reporters again got busy in behalf of the "fight game." They witnessed a private view and in first-page spreads discussed with remarkable animation the marvels of the "slow-motion" disclosures. Some thought the Money Guy had fouled his contender; others didn't. We saw streamer headlines which announced both that Mr. Tex Rickard's movies proved that Dempsey had fouled Sharkey; and that "movie shows Sharkey was not fouled." (The public might pay its money and take its choice.) But the sweetest morsel in all the fight movie bally-hoo was an interview with the thrifty Mr. Rickard who was quoted as follows: "I have witnessed a private exhibition of the official fight movie and I am not decided in my mind whether the knock-out blow was a foul, but this I can say—it is a very remarkable picture." With this publicity, did the picture sell along Broadway? Oh, boy, did it?

Letting the Smart Boys around town flatter the editor into all of their selfish enterprises and out of all independent public policies offers quick and painless death to any popular paper.

DISUSE KILLS FREEDOM

SPEAKING before the North Carolina Press Association, the other day, Julian Harris, talented and courageous editor of *Columbus* (Ga.) *Enquirer-Sun*, made a plea for editorship that is sensitive to the call of the weak, is unmoved by threats of power and is aggressive against every form of injustice. "When a man takes up the duties of an editor he has accepted the responsibilities that go with it." he said, adding that unless he is willing to stand fearlessly for the good of his entire community he is "not an editor, but a hack-writer producing pot-boilers." Mr. Harris thought there was a possibility that the miraculous prosperity of this country might result in intolerable tyranny and warned his auditors to stand firm for original principles of democracy in newspaper work.

We were particularly struck by Mr. Harris' remarks on freedom of speech and liberty of conscience. These, he said, constitute real liberty and genuine freedom—the right to worship as we will without persecution and to speak freely without suppression. "Never yield a hair's breadth in your defense of freedom of speech," he urged. "Cherish it; Use it! No one can take freedom of speech from you but yourselves. If you remain silent today on vital matters and live questions, tomorrow when a crisis arises you will not know how to speak. By your failure to use your freedom you will have slain it; and when freedom of speech dies, liberty of conscience will succumb. And another civilization will have gone to its grave."



And though I have the gift of prophecy, and understand all mysteries, and all knowledge; and though I have all faith, so that I could remove mountains, and have not charity, I am nothing.—I. Corinthians, XIII; 2.

A SWEETLY SOLEMN THOUGHT

THE need of the age is an international conference of the leaders of all ethical professions for the purpose of framing a code wherein the established principles of all may be merged or interchanged, thus to forever end the ceaseless warfare of profession on profession and exterminate the jealousies and hates of the rival guilds. This may sound like the babbling of the "devil in the cheese," but we think it is not entirely fantastic, and if the feat could be accomplished the press would surely be the chief beneficiary.

To make clear the need of such an idealistic congress we might cite a few horrible examples of what is commonly happening all along the line in professional circles. For instance, an ethical doctor, possessed of principles that are so lofty that he can scarcely keep them concealed under a very high hat, thinks nothing of asking a newspaper man to suppress a piece of news that he well knows should be published in the public interest. Yet, he would fall in a swoon if the newspaper man should ask him to suppress a physician's death or birth certificate or violate the confidence of a patient. He is jealous of his own professional ethics, but has no respect for those of the newspaper man. Perhaps he does not even know what they are.

An ethical lawyer might ask an engineer secretly to alter the specifications of a bridge and be indignant if the request were refused, but he would rise up and smite an engineer who would ask him to offer a bribe to a judge. But both the engineer and the lawyer would falter not an instant, if they are average people, in denouncing a newspaper man who would refuse to keep out of print legitimate news that would professionally disgrace them or embarrass a client.

Bloody inter-professional wars are in progress all about us, as for instance the battle of the American Medical Association upon all drugless healers and in the religious field the fight of the Fundamentalist against the Modernist. But we submit that the hatred of the associated medical doctor for the scorpion chiropractor or the murderous osteopath (unless he is an M.D. also) is mild as compared with the flings the medical association, or the chiropractor's league or the osteopath's union take at the newspaper press when it is disposed to believe that one or the other or all might have some right to lift up a fallen brother. Nothing satisfies any of these gentlemen but "the best of it." Each has the simon pure, intelligent, honest, efficient method of curing the sick, and there can be no compromise with any other philosophy or any other school of thought.

There are ministers of the Gospel, college professors, authors and artists and all manner of educated folk, including the new profession of "public relations councillors," who stand up ethically in their own fields of service but are inclined to prey upon each other and all, without exception, view with mingled alarm and disgust the journalism that prints the news of the day without fear when it is unfavorable to them.

The lack of appreciation of our journalistic standards by those who buy advertising in the press of the day is sometimes so great that we stand in wonder and awe and tremble for the future of our public service. The rank and file of modern civilization seems to be obsessed by the vain notion that all advertising carries with it editorial privileges that range from such mild suppressions of news as that our hired girl last night eloped with the iceman, which fact please keep out, to such infamous dictation as that "if you do not favor House Bill No. 71144 you sh never get another line of our advertising copy." Po little journalistic ethics, all scared and sweaty, h the time are in hiding in fear of their very hea blood!

Really, something ought to be done about it. T situation is becoming worse and worse. Even newspaper circles we sometimes hear of the most e traordinary lapses of ethical conscience. The way o of this welter of conflicting pretensions and idealis confusion, this cruel trampling of the other fello principles—where, pray, may it be found? We c only think of a great conference at which the "be minds" of universal professional life may come t gether, look each other in the pupils of the ey calmly and harmoniously sit shoulder to shoulder, a reach some sublimely unified code of principles th would forever and ever make the honor of one t honor of all. How blessed the prospect! How divi the benefits! If some generous soul will bring 'e together, EDITOR & PUBLISHER will undertake to p the rent of the hall.

When you can explain complicated situations in simple terms you are a good newspaper writer.

BUILDING NEW PLANTS

ALL over America newspaper publishers are erec ing and equipping plants to replace old offic rendered obsolete by increased production an also by new ideas as to what a newspaper offi should be. We are interested in the great variety c building conceptions in the publishing field, several c which appear in this issue. The problem that pub lishers juggle is whether they shall go in for some thing ornamental on Main Street that would harmon ize with the First National Bank and stand as monument, or be content with an efficient factory i a down-town back street, or perhaps rear, for a executive office, a handsome little structure, in th heart of town, with a factory plant down by th railroad. Another alternative is a big office build ing venture, the newspaper to be the favored tenan Apparently the weight of favor rests with the ide of a handsome, centrally located plant and building with the newspaper as the sole tenant or sharin space that eventual growth will demand for th publisher's use.

Words failing, press agents turn to "news pictures" and this tricky graft needs watching, some obvious advertising schemes having recently passed editors who know better.

RULE OR RUIN

ALABAMA'S legislature offers to the publishers of the United States a slight indication of just how far ignorance, bigotry and impudence can go when in the seat of power. The *Birmingham News*, one of the strongest papers in the South and the nation, has been making a brilliant fight against the un-American Ku Klux Klan. This crusade, as heretofore noted in EDITOR & PUBLISHER, has been based upon sound intelligence and fair argument. The K. K. K. element in control of the state sought to retaliate and, first in a facetious spirit, but latterly in dead earnest, proposed that a tax be imposed at the rate of 5 cents per column inch on newspaper advertising in cities of 15,000 or more population. The bill actually passed both houses. The assumption of its sponsors was that the burden would fall on the newspapers. It was a delightful little piece of spiteful vandalism, they thought.

Naturally anything so pernicious, so false in economic theory and unjust to the advertising merchants of Alabama cities, must fall of its own weight. That is precisely what happened. The bill was withdrawn and will probably not be heard from again.

Such a law in action would, of course, be ruinous to any newspaper that attempted to pay the tax. The burden would fall on advertisers, invariably the best merchants of every city, and if they attempted to pass the cost to the public the non-advertising or cheap-John merchant would be given the advantage. As a tax measure we have never heard of anything more grotesque or unjust. But that is the way the K. K. K. fights. Its theory of government is rule or ruin, which in the end means both.

PERSONAL

IARENCE W. BARRON, publisher f the *Wall Street Journal,* celebrat- :onday his fortieth business anniver- ;. He is 72 years old.

L:z A. Whitcomb, president of the e Northern Paper Company and Mrs. h:omb and their two children were ng the passengers on the S. S. La- ai which sailed from Boston Mass., ly 10. Mr. Whitcomb and his family e ound for the British Isles.

Clve Warren, one of the publishers of e Sunn-Warren newspapers in Texas, d Mrs. Warren, announced the birth ily 19 of their first daughter, who s been named Patsy. The event was n:nced in Vol. I, No. 2 of *The War- n,* the first issue of which, on Oct. 2, 2, announced the wedding of the young ly parents.

Funk D. O'Reilly, president and editor te *Lock Haven* (Pa.) *Express,* made he in one with a new mashie on a 8-ard hole of the Clinton Country u course on July 12.

J.B. Shale, broker of newspaper and gzine properties returned Monday n a business and pleasure trip to lornia.

Vlliam R. Lynett, assistant to the pub- h of the *Scranton* (Pa.) *Times,* is lirope on a two-month trip. He will tn early in September.

IN THE BUSINESS OFFICE

OIN F. COLE is new national adver- ting manager for the *Cleveland Press* ppointment being announced by Wil- n D. Cady, advertising manager.

Carles E. Seitman, formerly with the eing Advertising Agency, and with e *New York Evening Graphic* for the s two and one-half years, is now back he local advertising staff of the *New n American.*

Rland T. Patten, business manager of e *Skowhegan* (Me.) *Independent-Re- r'r,* is to be a member of a party to n Mt. Katahdin early in August. atndin is Maine's highest peak and the m requires two days for its completion.

N THE EDITORIAL ROOMS

HARLES T. DALY, district reporter r the *Boston Globe* in Winchester d Medford, Mass., and Mrs. Daly ill July 10 on the S. S. Laconia for tqr of Europe and the continent.

Cpt. Percival A. Bachelder, city editor he *Portland* (Me.) *Express,* was ented with an outfit of rolled gold naents and buttons, together with sil- r houlder bars for dress uniform, by mbers of his command, Headquarters t ry of the 240th Coast Artillery.

Ewin Francis Edgett, literary editor te *Boston Transcript,* is broadcasting s ies of "Talks about Books and itors" from WBET, the Transcript tt n.

Abert J. Koepcke, Lansing correspon- nt of the *Detroit Free Press,* is now on e ewrite desk in the Free Press office o the adjournment of the state legis- u e.

Lvis Hunt, assistant city editor of *Chicago Daily News,* has returned na vacation in Missoula, Mont., which luded a visit to Kalispell, near Glacier t nal Park, his home town.

Aen Schoenfield, Ann Arbor corres- nent of the *Detroit News,* is in the s on an automobile trip prenaring a ie of articles on the East.

Tylor F. Glenn, formerly of the copy sk of the *Macon* (Ga.) *Telegraph,* has nl the local staff of the *Birmingham* dl) *Age-Herald.*

Fe Chamberlain, formerly on the *Fort oth Record-Telegram* copy desk, has nl *San Antonio Evening News* as wite man.

Ernest A. Pratt, air reserve first lieu- at, has resigned from the *San Antonio ening News* reportorial staff to go on ve e's active duty at Fort Sam Houston.

Wallace Bassett, formerly employed in Bridgeport and Easton, Pa., is now assistant telegraph editor of the *Scranton Times.*

Allen Daniels of the *Fall River* (Mass.) *Globe* staff is conducting a daily column, "In the Carpet Bag."

Stanley E. Hunter, former staff artist for the *Kansas City Star* and Don D. Davis, Kansas City newspaper man, have been ordered to Europe by the Artcrafts Guild of Chicago to draw a series of pen sketches of European cathedrals. They sailed July 1.

HOLDING NEW POSTS

FRED PHELAN, from reportorial staff to sports editor, *Bridgeport Herald.*

John F. Murphy, from reportorial staff to city desk, *Bridgeport Herald.*

PRESS ASSOCIATION NOTES

JOSEPH D. KENNEDY, Associated Press operator for the *Concord* (N.H.) *Monitor,* and Mrs. Kennedy last week celebrated their 30th wedding anniversary.

MARRIED

MISS HELEN SOVETT, assistant cashier of the *Albany* (N. Y.) *Times-Union,* to Fred E. Marcus of Schenectady.

Francis R. Murphy, formerly on the staff of the *Worcester* (Mass.) *Telegram* and now associated with a Boston news service, to Miss Clarice Gwynne, Fitchburg, Mass., at Albany, N. Y., recently.

George W. Danielson, prominent Providence (R. I.) advertising man, to Miss Josephine Kunze, of Providence, at Providence, July 16. Mr. Danielson is a nephew of the late George Whitman Danielson, former editor and owner of the *Providence* (R. I.) *Journal* and founder of the *Evening Bulletin* in 1863.

Carey Beasley Taylor, of Dunn, N. C., former telegraph editor of the *Asheville* (N. C.) *Citizen* and the *Savannah* (Ga.) *Press,* now of Winston-Salem, N. C., to Miss Annie Lee Pope, July 18.

F. W. Richardson, proof-reader of the *Des Moines* (Ia.) *Register* and *Tribune-Capital,* to Miss Mary Loretta Perry of St. Louis, July 12, in Nevada, Ia.

Leon Racht, police reporter on the *Syracuse* (N.Y.) *Journal,* to Miss Theora Farrington, Syracuse school teacher, on July 18.

Miss Wilma Frances Minor, feature writer on the *San Diego* (Cal.) *Union* and contributor to magazines, to Ernest E. Akins at Santa Ana, Cal., July 16.

E. Donald Record, night city editor, *Rochester Democrat & Chronicle,* to Miss Edith Helen Pratt of Rushford, N. Y.

FOLKS WORTH KNOWING

ARCH W. JARRELL, who recently succeeded Elmer T. Peterson as editor of the *Wichita* (Kan.) *Beacon* has been a member of that paper's staff for the past four years, joining the staff as a reporter in 1923.



ARCH. W. JARRELL

He advanced rapidly, soon was conducting a column in addition to his reportorial duties. After a time he was named Sunday editor and later city editor.

Prior to joining the Beacon he was for two years political reporter and editorial writer on the *Norfolk* (Va.) *Virginian-Pilot.* He had earlier experience on the *Topeka Daily Capital, Topeka State Journal* and *Kansas City Journal.* He attended Washburn College and was in the 35th Division during the war.

He is the son of J. F. Jarrell, former Kansas newspaper man, now manager of agricultural development for the Santa Fe Railroad.

Mr. Peterson, former Beacon editor, resigned to join the Meredith Publications, Des Moines, Iowa.

ASSOCIATIONS

SECOND DISTRICT MINNESOTA EDITORIAL ASSOCIATION has selected August 13 as date for its annual outing which will be held at the Valhalla resort, Lake Shetek. John L. King, president of the group, is in charge of arrangements.

Fitchburg (Mass.) and WORCESTER (Mass.) ADVERTISING CLUB held a joint outing at Brigham's Farm and Tavern, Paxton, Mass., July 20, with a full program of sports during the afternoon and a shore dinner in the evening. Guests present included many connected with sales, advertising and promotion work.

SCHOOLS

THE *University of Michigan Daily* is being printed during the summer session with Philip P. Brooks as editor.

Students taking journalism in the University of Georgia summer school are publishing the *University Items,* weekly campus newspaper. They work under the supervision of John E. Drewry, associate professor of journalism, who is in charge of the two courses in journalism offered during the summer session.

When you receive a circular or a salesman from

The McNaught Syndicate, Inc.

You know you are not being subjected to an imposition. Your attention is not being called to trifles, or to features of minor merit.

McNaught's Features are Headliners

If your territory is open for any of these features, for instance, you're in luck!

Will Rogers, daily and weekly humor.
Julia Boyd, daily fashion service.
Irvin S. Cobb, daily anecdotes.
The Fun Shop.
Clare Ogden Davis, weekly interviews.
Roe Fulkerson, daily and weekly services.

—ALL HEADLINERS—

The McNaught Syndicate, Inc.

V. V. McNITT, President — **Times Bldg. New York, N. Y.** — CHARLES V. McADAM, Vice-President

GLADYS

and the

YOUNG MODERNS

by

ALAN DUNN



"Now, Gladys—don't eat any more—it's too fattening."

"But, Gramma—just this more fat—yes?"

Starting
AUGUST 1, 1927

A Daily Capsule of Delight

(One-col. six days, two-cols. one day; or two-cols. seven days)

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager. Earl J. Hadley, Associate

150 Nassau St., New York City

USING PULP PRODUCT AS MOTOR FUEL

SULPHITE LYE ALCOHOL is mixed with gasoline as a motor fuel in Sweden, according to a report just made by the American Consul General at Stockholm, J. B. Osborne.

The full text of the report as made public by the Department of Commerce follows:

An example of the substitution of a Swedish product for an imported one is the use of a mixture of 50 per cent alcohol and 50 per cent gasoline as motor fuel. The admixture of alcohol undoubtedly causes an appreciable reduction in imports of gasoline.

At a large gasoline station opened in Stockholm in 1926, the "lattbentyl" mixture is supplied to motorists. In some respects the "lattbentyl" is considered superior to gasoline, and the sale of the mixture, therefore, may be expected gradually to increase, depending greatly, of course, on the supply of alcohol produced from sulphite lye at the Swedish wood pulp mills.

FLASHES

A fortunate thing is that Mr. Ford knows more about what goes into his automobiles than he does about what goes into his magazines.—*Worcester* (Mass.) *Gazette.*

Unfortunately, an old flame will seldom burn the love letters.—*Florence* (Ala.) *Herald.*

The Chicago man who gave his bride a rented automobile for a wedding present seems to have had no illusions about the duration of marital happiness.—*Chicago Daily News.*

Rumor has it that a number of Governments have informed Mr. Coolidge that if he will kindly lend them the money to build up a real Navy they will be glad to confer with him later about cutting it down.—*New York Times.*

The Department of Commerce informs us that cotton stockings are being manufactured, and then adds the wholly unnecessary information that most of them are exported.—*St. Louis Post-Dispatch.*

What would a newspaper do if a Dempsey fight, a Harvard-Yale game and one of these flights to Europe came all on the same day?—*Worcester* (Mass.) *Gazette.*

An exchange tells of a check for $100,000 sent to a charitable organization by an anonymous donor. So determined was he not to have his name known that he omitted to sign the check.—*Florence* (Ala.) *Herald.*

POLLOCK NEWSREEL EDITOR

Leo A. Pollock has been appointed editor of William Randolph Hearst's International Newsreel, according to an announcement by Edgar B. Hatrick, head of all the film interests of Mr. Hearst. Other recent appointments by Mr. Hatrick to the editorial staff of International Newsreel are: C. E. Elliott, associate editor; Samuel T. Moore, news editor; Walter Bredin, associate news editor, and Joseph H. Rinehart, film editor.

SPECIAL CHANGES NAME

The name of the corporation of Lindenstein-Kimball, Inc., newspaper advertising representatives, has been changed to Fred Kimball, Inc. This firm was this week appointed to represent the *Uniontown* (Pa.) *News Standard* in the national field, effective Aug. 1.

PRESIDENT YOUNG ANNOUNCES NEW A. N. A. E. APPOINTMENTS



Frank T. Carroll



W. E. Donahue



Leslie M. Barton

Harvey R. Young, advertising director of the *Columbus Dispatch* and president of the Association of Newspaper Advertising Executives, has appointed William E. Donahue, local advertising manager of the *Chicago Tribune,* and Frank T. Carroll, advertising director of the *Indianapolis News,* to membership on the National Advertising Commission, of which George M. Burbach, of the *St. Louis Post-Dispatch,* is chairman.

Plans are already in preparation for the 1928 convention of the N.A.N.E. at Detroit with Leslie M. Barton, advertising director of the *Chicago Daily News,* chairman of the program committee. M Barton before joining the Daily Ne was for a number of years associated w the Detroit advertising agency of M Kinney, Marsh & Cushing in an exec tive capacity.

SOUTH DAKOTA EDITOR IN LIBEL SUIT

First in State for Many Years Starts When Retraction Is Refused by Mission Editor to Highway Officials

The first libel suit in South Dakota in many years is set for hearing at the current term of circuit court. Millard G. Scott, editor of the *Mission Tribune,* is defendant in two $5,000 suits brought by J. C. Salmon and Guy Bailey members of the Todd county highway board. Alleged libelous statements in the Tribune, printed as a communication from S. B. Weston, a resident of the district, form basis for the suit. The formal demand, required by law for a retraction, was refused by Scott.

In the current issue of his newspaper, Mr. Scott made this comment: "At the time the suit was started a number of newspapers asked for the complete story at regular press rates and some wanted pictures. We failed to supply this information or the photographs, but this will serve notice to brother newspaper men that the trial is on the docket and they may call and get their own stories. No charges will be made for admission or movie rights. After the trial all newspaper men may know just how they should conduct a newspaper without offending anyone, an art that few of us possess."

TWO LAWYERS ON "P. D."

Quinton R. Gravatt, assistant financial editor of the *Cleveland Plain Dealer* was among several hundred new lawyers admitted to practice by the Ohio Supreme Court, July 23, after a rigid examination. The editorial staff now has two full fledged attorneys, the other being Joseph L. Zuker, for 20 years chief police reporter, who now looks after damage claims against his paper.

INTERNATIONAL BUYS CONTROL

International Paper Company has acquired working control of the New England Power Association by the purchase of the holdings of Hartford Electric Light Company, amounting to 20,000 common shares. International's holdings in the association now aggregate more than 340,000 of the 784,851 shares of common stock as of March 31.

MAY RUN FOR CONGRESS

Louis Ludlow and Ellis Searles Mentioned for Indiana Primaries

With political candidacies beginning to take form for the 1928 primary elections, names of two men, both newspaper men, have been thrown into the ring for the Democratic nomination for Congressman from the Seventh Indiana district.

The prospective candidates are Louis Ludlow, Washington newspaper correspondent and president of the National Press Club, and Ellis Searles, editor of the *United Mine Workers' Journal.* Friends of both men are paving the w for their candidacy, it is said, but statement of acceptance or refusal to r has been made by either man.

Mr. Ludlow formerly was an India apolis newspaper man and has been st tioned at Washington for many years a correspondent. He has attained pron nence recently as the author of seve works, the latest being "Senator Solom Spiffledink." He is the author of "Fr Cornfield to Press Gallery" and oth works.

Mr. Searles also is a former newspap man of Indianapolis, and forme worked on Marion (Ind.) papers.

ADVERTISING AGENCY AFFAIRS

G. Allen Reeder, Inc., Moves to New Quarters—F. P. Nelson Joins Capehart-Carey in Chicago—Dillon Joins Chappelow Company in St. Louis—New Account for McCann

G. ALLEN REEDER, INC., New York, advertising agency, is moving to the Graybar Building on Aug. 1. Kenneth O'Mara and Casper F. Spolen recently joined the organization. Mr. O'Mara was formerly advertising manager of the Hamilton National Bank and Mr. Spolen was formerly production manager of the Reuben H. Donnelley Corporation.

F. P. Nelson, formerly of the *Chicago Tribune* is now associated with the Chicago offices of the Capehart-Carey Corporation.

Joseph Dillon, for the past two years advertising manager of Whitaker & Co., investment bankers of St. Louis, has joined the copy staff of the Chappelow Advertising Company, St. Louis.

James M. Moseley, of the Ellis Advertising Agency at Boston, Mass., has just returned from a fishing trip in Maine and an automobile tour to Niagara Falls.

Ernest G. Countryman, formerly with Rochester and New York advertising agencies, has joined the staff of the Remington Advertising Agency, Buffalo, and will be resident manager and account executive in Central New York.

The F. J. Ross Company, Inc., New York, has opened a San Francisco office with C. M. Seymour in charge. Mr. Seymour has been elected vice-president a and secretary of the company. Charles Pelham, director of service, has also b elected a vice-president. George Wev of the New York office, has been tra ferred to San Francisco.

H. B. Means has joined the C. P. M Donald Company, Inc., New York ager as an account executive.

The H. K. McCann Company has b named to direct the advertising of Marchant Calculating Machine Compa Oakland, Cal.

Howard B. Thompson, formerly w the Powers House Company, Clevela has joined the production staff of Her Hurst & McDonald, Chicago.

AD TIPS

Austin F. Bement, Inc., Wrigley Buildi Chicago. Has secured account of the Am can Decalcomania Company, Inc., Chicago.

Pratt-Moore Advertising Company, Ford Building, Detroit. Has secured accou of the Clayton & Lambert Manufactur Company, Detroit, gasoline stoves and ind trial torches and the Robert Walker Compa Detroit, toilet preparations.

G. Lynn Sumner Company, Inc., 285 Madis avenue, New York. Has secured account the Mary Brooks Picken fashion and fa studio, New York.

Young & Rubicam, 285 Madison aven New York. Now handling account for F & Company, Philadelphia, manufacturers Fels Naphtha Soap.

Do You Realize The Value Of Hoe Ink Pumps?



MEMBER OF THE ASSOCIATED PRESS AND AUDIT BUREAU OF CIRCULATION

EVERY WEEK DAY AND SUNDAY MORNING

The Huntington Advertiser

J. H. LONG & SONS

ESTABLISHED SEPTEMBER 2ND, 1889

HUNTINGTON, WEST VIRGINIA

July 1, 1927.

R. Hoe & Company,
504 Grand Street,
New York, N. Y.

Gentlemen:

I notice your page ad in the Editor and Publisher of June 18, which is very striking. I think the best point you can drive home is the ink rail and the pumps.

There are very few pressmen, let alone managers and owners of newspapers, who understand the inking system of the Hoe press. Most of the ink salesmen and pressmen come along and say, "Oh, you have one of those spray fountains," showing their ignorance of the Hoe ink pumps.

There are also very few pressmen who understand the advantages of the ink pumps is setting the color before you start. When the plate is put on the press, if there is anything on that page that needs correction, it can be done and the color set before you start, and nine times out of ten it is a pretty good job.

Then again, the absence of changing ducket rollers for different size paper, which is always present on a four-page wide machine, not saying anything of a contaminated ink supply as in the old style press. The Hoe ink pumps deliver the ink to the press as it comes from the maker, free from any paper dust, grit, or dirt.

I think you should follow this line of advertising and drive it home to both pressmen and publishers, as it is the greatest selling point in the operation of a Hoe press.

JHL/DW

Respectfully,

J. H. Long

HOE

Patented Automatic Ink Pumps give increased safety, greater accessibility, more even distribution, quick and easy regulation, uniform color at all speeds and a clean supply of ink.

R. HOE & CO., INC.

504-520 GRAND STREET, NEW YORK CITY

OSTON CHICAGO SAN FRANCISCO NEW ORLEANS DUNELLEN LONDON

WHAT'S WHAT IN THE FEATURE FIELD

Staton Expected to Leave Hospital Next Week—New York World Preparing "Short" Story Series—Swing Writes Series For Post Syndicate—Taximan Wouldn't Take Goldberg's Fare

HARRY STATON, manager of the New York Herald Tribune Syndicate, who has been critically ill at St. Francis Hospital, New York, was reported much improved this week. He has been up and about the hospital for short periods each day and will be able to go to his home next week, according to his physicians.

The New York World Syndicate is preparing a series of 12 original short stories which will be ready in September and titled "New York World Short Fiction." No story will run more than 3,000 words. They were selected from 10,000 manuscripts submitted in a contest conducted by the *World*.

A Paris taxi driver paid tribute to "Rube" Goldberg's popularity recently by driving the cartoonist and his friends about the city for three hours and then refusing to accept the fare, according to a story in the *Paris Herald* for July 19.

Fred Ferguson, general manager of NEA, Service, Inc., is spending his vacation at his home, Huntington, Long Island.

F. J. Carmody, of the editorial department, Ullman Feature Service is spending a vacation in the mountains of Pennsylvania. W. E. Schaaff, business manager of the organization, has returned from a vacation motor trip.

Beatrice Fairfax of International Feature Service, Inc., is spending two weeks at Casco Bay, Maine. Recently she lent her assistance to the Cosmopolitan Productions Company which is making a film based on lovelorn letters.

"Feathered Facts and Fancies" is a new three times a week strip being prepared by NEA Service, Inc. It concerns bird life and is being done by William Ferguson, Kansas artist and ornithologist.

Marceline D'Alroy, author of "You Said It, Marceline," has just sailed for Paris. She averages six trips a year to the French capital.

"Whose Brainy Now?" is a new feature prepared by King Features Syndicate. It is a question-and-answer strip in pictorial form. It is illustrated by Paul Pim.

"Art and Needle" by Nita Grey, is a new offering by the International Syndicate, Baltimore.

"Ritzy Rosey" is a new feature of the King Features Syndicate. Faith Burrows of the News League of Ohio, Dayton, is the creator of this daily fashion feature.

The New York *Evening Post* Syndicate has announced a series of six articles "Will England Have a Class War" by Raymond Swing, the Post's London correspondent.

John T. Flynn, Editorial Director of the U. P. C. News Service, Inc., sailed recently on the *Carmania* with his family for a two months' visit to London, Paris and other continental cities.

CLASSIFIED ADVERTISING

Cincinnati Newspapers Unite to Eliminate Abuses in "Home Work" Copy—Contest Stimulates Work of Ad-Takers

CINCINNATI newspapers will unite in a policy of eliminating abuses in classified advertising, especially as it relates to home work. A meeting of classified managers of the daily papers was held last week at which a general advertising program was agreed upon with regard to "stuffed flats"; to alcohol and massage parlors and employment agencies.

Placing of advertising in its proper classification was also discussed. The classified managers were agreed that the real estate advertisers were the worst abusers of classification rules. The discussion was of a general nature and no definite plans were made but it paved the way to a general understanding which it is hoped will prove beneficial for the protection of daily newspaper readers in the Cincinnati territory.

Classified managers who attended the conference were W. H. Hershey, *Enquirer;* Eugene A. Sigafoose, *Times-Star;* A. H. Todd, *Commercial Tribune* and Burley Laurimore, *Post.*

Competition is running high between the classified departments of the papers, but despite this the formulation of a general policy with respect to classifications has been agreed upon and will be adhered to by all of the newspapers. No organization has been formed but the meetings are of an informal nature largely for discussion.

The *Middletown* (N. Y.) *Daily Herald* is using the "Ask me Another" idea to attract attention to its classified page. In single column measure on page one under the heading, "It Was in the Paper," is a series of questions. After the final question is "Answers on Classified Page."

Remarkable results in ad-taking are being obtained through the friendly competition started in the classified department of the *Cincinnati Enquirer.* For several weeks this competition has been in progress and each week the ad-takers have done better than the week previous.

Last week the ad-takers averaged about $30 a day each in a telephone ad-taking contest. The contest was for seven day orders.

George W. Scott, 34, was sent to the workhouse for 10 days in New York this week on a charge of disorderly conduct after his arrest had been caused by a man answering a *New York World* help wanted advertisement.

Scott advertised for electricians and offered an applicant a job on the condition the man pay a $50 fee for joining the union. The latter left to get the money, but before returning talked with a friend who told him he had been swindled out of $50 on a similar proposition in 1923. The friend accompanied the applicant on his return to Scott, recognized him, called a policeman and had him arrested. Since no money had changed hands the charge was made disorderly conduct.

The World gave the story a prominent position.

ADDRESSES WANTED

Victor H. Williams
R. O. Dudley
Preston L. Grover
E. J. Strong

BUILDING NEWSPAPER CIRCULATION

New England Circulators Meet in Casco, July 20-21—Cleveland Daily Stages Antique Auto Parade—Trips to Paris Offered as Subscription Prizes—Bronx News Issues Promotion Book

THE annual summer meeting of the New England Association of Circulation Managers was held July 20 and 21, at Woodland Springs Lodge Camps, Casco, Maine. Maine members in charge of arrangements and entertainment were: A. L. Richan, *Lewiston Sun-Journal*; R. E. Gray, Portland Publishing Company; L. D. Flynt and Ed Byron, *Kennebec Journal,* Augusta. Officers of the Association are: President, J. E. Hennessy, Fall River, *Herald-News;* vice-president, A. B. Croshere, *New Bedford Standard* and *Mercury;* Treasurer, L. M. Hammond, Jr., *Boston Transcript;* corresponding secretary, Ed Byron, Augusta, *Kennebec Journal.*

Fifty thousand people lined up along Euclid avenue and East Sixth street, Cleveland, the evening of July 21 to see the big parade of antique automobiles The parade was staged by the *Cleveland News* and an old Winton car turned out in 1898 won first prize. The prize winners received their awards at the Cameo Theatre two evenings later.

As an outing for 180 carriers who have performed faithful work for the *Seattle Times,* the paper was host on a trip to Pacific Beach, July 17.

The *Memphis Commercial Appeal* and *Evening Appeal* are staging a circulation contest open to war veterans and their wives. The prize is a trip to Paris with all expenses paid. Any contestant obtaining 12,000 points gets the trip. Points are awarded according to the nature of the subscription obtained. For instance, a year's subscription to the evening and Sunday paper in suburban territory wins 104 points.

The *Bronx Home News,* New York sectional daily, recently issued a new promotion booklet put up in the form of a route book of one of its carriers. The cover page said: "The Route Book of a Home News Carrier, Samuel Berrent, with the names and addresses of his 461 Home News readers. He has been a carrier more than 10 years, delivered more than 1,250,000 papers, collected more than $16,000."

Inside were facsimile pages from the carrier's route list showing names and addresses of readers, and interspersed among them pages of Home New Pro tion matter.

The *Norfolk* (Va.) *Ledger-Disp* is also conducting, with the co-opera of the American Legion, a contest, winner of which will be given a trip, all expenses paid, to Paris for the Am can Legion convention in September a tour of France, Italy, Germany, Swit land, Holland and England, returnin the United States in November.

The *Salt Lake City Telegram* is of ing Utah's 50,000 anglers weekly pr for the best catches, with a special c for women. Additional prizes will offered for the best catches of the sea Weekly prizes are also to be awar for the best fish yarns. A number merchants have been lined up who award prizes in the form of merchanc

Fifty carriers of the *Worcester* (Ma *Post* staff, who topped the list of win bringing in new subscriptions in a re contest, were taken on a day's outing Nantasket Beach. Harold H. Sloan, culation manager, had charge of the pa

Thirty-six boys were guests at 15th annual outing of the Johnsto N. Y., newsboys at Cooperstown on sego Lake. The affair was in cha of Glen England of the *Leader-Rep lican,* Emmett Higel of the *Morn Herald* and A. E. Hess.

Personal introduction of carrier b to readers is being made by the circ tion department of the *Albany* (N. *Evening News* in a series of photo- addressed to residents of various secti of the city. In the ad is a photograph the carrier boy for the particular sect with a personal appeal to "Let Me Br Your Paper." The copy, giving a b account of who the boy is, is writte the first person, signed by the boy.

The *Brooklyn Eagle,* in conjunct with the central branch of the Y. M. C in Brooklyn, is offering, free of cha six swimming lessons to schoolboys tween the ages of 12 and 16 years. that is necessary for a boy to do to tain the instruction is to clip from Eagle a coupon, which is printed daily the sporting pages, and present it at "Y's" pool.

WITH THE GENERAL ADVERTISERS

Big Profit Increases Shown in Statements of Large Advertisers—General Cigar Up 60 Per Cent, B. F. Goodrich Reports 328 Per Cent Net Gain—Remington Ad Department Moves

BIG increases in net profits were reported this week by various companies with large advertising appropriations. The reports follow:

The Fleischmann Company reports net income for the quarter ended June 30 of $4,974,856, equal, after preferred dividends, to $1.10 a share on the no par stock, against $4,606,587, or $1.02 a share, in the previous year. For the six months of 1927 net income was $9,315,352 after taxes and charges equal to $2.06 a share, against $8,737,966, or $1.93 a share, in the 1926 period.

The second quarter net profits of the Studebaker Corporation was $5,069,446, equal to $2.63 a share on the common, after preferred dividends, against $4,705,940 or $2.44 a share in the same quarter of 1926. Net profits for the half of 1927 were $8,472,383, equal to $4.37 a share on the common, against $8,735,861 or $4.52 a share in the opening six months of 1926.

The General Cigar Company, Inc., reports for the first half of 1927 a net income of $1,460,592, after all charges and taxes, against $912,034 in the first half of 1926, an increase of 60 per cent.

The preliminary report of the B. Goodrich Company for the first half 1927 shows that net income amounted $5,813,501, after depreciation, interest Federal taxes, equal after preferred d dends to $7.62 a share earned on 601, common shares, against $1,358,616, or cents a share, earned in the same per of 1926. The increase was $4,454,885, 328 per cent.

The advertising department of the Re ington Typewriter Company has b moved from New York to Tonawan N. Y., which is headquarters for the Re ington-Rand Company, of which the Re ington company is a division.

William Ingles has joined the Precis Products Company, Ann Arbor, Mi to direct advertising and sales promoti

B. J. Schmidt has been added to advertising staff of the W. A. Sheaf Pen Company, Fort Madison, Ia., charge of dealer service.

A READER FORGOT HIS GLASSES

On June 7th, *The New York Times* changed its dress to 7 Point Intertype Ideal News face. When *The Times* decided to increase the size of its news face, the IDEAL was *again* chosen.

Excerpts shown below, are taken from one of literally thousands of letters received by *The Times* from its readers expressing gratification at the improved legibility of its news columns.

> Thinking my eyes were getting weak, I have been wearing glasses for reading purposes.

> However, this morning as usual I read The Times without thinking of my glasses. Only after I laid the paper down, did I realize I had not worn my glasses.

Like an old friend– Intertype Ideal News Face wears well on the eyes

Intertype matrices run in other slug-casting machines

Standardized INTERTYPE TRADE MARK

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St.; *London; Berlin*

Composed on the Intertype in the Antique Series

WOMEN IN ADVERTISING AND JOURNALISM

Jane Eads Clerked in Store While Waiting Newspaper Job—Dorothy Digman Says Electrical Advertisers Must Make Percolators as Interesting as Paris Hats

MISS JANE EADS of the *Chicago Herald and Examiner* is nothing if not versatile. And her versatility stood



Jane Eads

her in good stead when she was attempting to break into newspaper work in Chicago, for she found the going hard for a while. So hard, in fact, that she worked as a clerk at Marshall Field & Co., was a commercial artist for a while, sold untrimmed millinery, and did settlement and playground work while waiting for her opportunity to do what she wanted most to do.

Miss Eads who recently wrote a series of stories on cabarets and roadhouses for the Herald and Examiner, to get the material for which she became a roadhouse visitor for a time, was born in Chicago but was reared in Quincy, Ill. There she started in reading proof for the *Whig-Journal*. She saved enough money to attend the University of Illinois for one semester, after which she returned to Quincy and edited a children's department for the Whig-Journal.

Before coming to the Herald and Examiner, Miss Eads worked for the *Howard News*, a north shore community newspaper, and for the *Evanston* (Ill.) *News-Index* as a reporter. Before Christmas, in 1925, she went to work for the Herald and Examiner as north shore reporter, working in the far north communities of Chicago. A year ago she was put on straight news reporting, and has been at it ever since.

Miss Eads' tastes are very decided ones in the matter of news. She prefers murders or wrecks to interviews with movie stars or social functions.

On July 1, when the Chicago to San Francisco passenger air service was inaugurated, Miss Eads was the first to make the trip, writing of her experiences for the Herald and Examiner.

Miss Dorothy Digman of the McJunkin Advertising Company, Chicago, gave men advertising writers a few tips on copy preparation in a talk, "Percolators vs. Paris Hats," made before the Public Utilities departmental of the International Advertising Association at the recent Denver convention.

"Department store advertising," she said, "is successful advertising. It may surprise some of you to know that out of the thirty-six billion dollars worth of retail business done in this country last year—including groceries, shoes, hardware—everything, exactly one third of that business was done by department stores, and yet the average department store spends only 3.2 per cent of its income for advertising.

"Women don't miss anything in department store advertising. Never be afraid of that! They digest it like you do the baseball scores!

"In all your newspaper advertising, percolators are in serious and constant competition with Paris hats and other feminine delights advertised by the department stores. It is, of course, more thrilling to choose a new hat than to buy a coffee pot! It is up to us, as advertising people to put a little of the department store lure into our appliance copy."

Mrs. Gertrude Schwittay, formerly publisher of the *Marinette* (Wis.) *Weekly Searchlight*, has become county and agricultural editor of the *Marinette Daily Eagle-Star*. Until recently she was superintendent of the Marinette county schools.



Thomas Dean, an author who has long lived incognito, reads in the newspapers the confession of a man claiming to have murdered him. According to the news account his corpse, wearing his watch, has been found in "the room under the stairs" in his old family home.

Dean, in the course of some clever detective work undertaken to probe the motive behind the confession, falls in love with a girl who is trapped with him in a chamber which their would-be murderers start to fill with lethal gas, supplied by a clever mechanism.

The unravelling of the plot and the winning of the girl's love constitute

AN IDEAL READER-HOLDER FOR THE DULL WEEKS OF MID-SUMMER

Thirty Daily Installments

LEDGER SYNDICATE

Philadelphia, Pa.

NEA Service newspictures are always on top of the news—*or ahead of it.*

NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

REPRESENTING THE NEWSPAPERS

CONE, ROTHENBURG & NOEE, Inc., in addition to representing the *Knoxville* (Tenn.) *Journal* in the North and West, will take over the Southern territory Aug. 1.

Mr. and Mrs. Thomas F. Clark, of the Thomas F. Clark Co., Inc., newspaper advertising representatives, of New York, Chicago, Philadelphia and Atlanta, recently celebrated their silver anniversary, at their home in Brooklyn. The couple left for a western trip, July 23.

Mr. Clark is widely known in newspaper circles having been active in various branches for thirty years. His son, Thomas F. Clark, Jr., was recently elected treasurer of the company.

The William J. Morton Company has been named to represent the *Pueblo* (Col.) *Chieftain*, effective Aug. 1.

Carroll J. Swan, has been chosen ... England advertising representative ... the *Philadelphia Public Ledger* and *I... trated Sun.* He is also N. E. adverti... representative for the *Springfield* (Ma... *Republican* and the *New York He... Tribune.* Swan is president of the ... Club of Boston.

Addison T. Chapeck, for many y... the *Chicago Evening American's* eas... advertising representative, has been ... pointed Chicago representative of ... *Atlanta* (Ga.) *American*, the *Baltim... News*, the *Baltimore American* and ... *Washington Times and Herald.*

The *Youngstown* (Ohio) *Vindic...* has appointed the Kelly-Smith Com... to represent it in the national adverti... field.

J. Bain Thompson for twelve year... the Chicago office of Benjamin ... Kentnor has joined the New York o... of I. A. Klein.

Ionic No. ...

The blackface type is Ionic No. 5; the outline is Roman No. 2

Ionic No. 5 Is More Readable Because It Is Larger

MANY factors contribute to the legibility of Ionic No. 5; th... creased weight, the even color, the stronger serifs, the roundne... the letters, the better distribution of the white space aroun... letters, the fact that it will not break down in stereotyping, ... more important than any of these is the fact that it is act... larger, point size for point size, than any other newspaper ... Just how much larger is gr... cally shown in the illustrati... the top in which 7 point Io... superimposed on 7 point N...

And this great gain in siz... legibility is achieved withou... in word count. If Ionic w... type of ordinary design, th... crease in size would not ... any particular value becaus... space that is saved would ... to be put between the lines ... Ionic is different. It doesn't ... much white either betwee... ters or between lines. The le... are closely fitted together ... still hold their contour. The ... can be half a point to a full ... closer together and still be ... followed as is shown in the ... tration at the left. Ionic N... made in four sizes, 5½, 6½ ... and 7 point, in combination ... Bold Face No. 2 or Italic ... Small Caps.

Why Ionic No. 5 Requires Less Leading Than Ordinary Types

In ordinary types the vertical strokes are emphasized. These pronounced vertical strokes have a tendency to interrupt the normal horizontal motion of the eye. It is therefore necessary to put more white space between the lines so that the eye can follow them back and forth across the column.

Ionic is more rounded, the strokes are of even weight, and the letters are more closely tied together so that each line is a continuous band of color across the page. It is easier for the eye to follow the lines and consequently they can be put a little closer together without loss of legibility.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPAN...

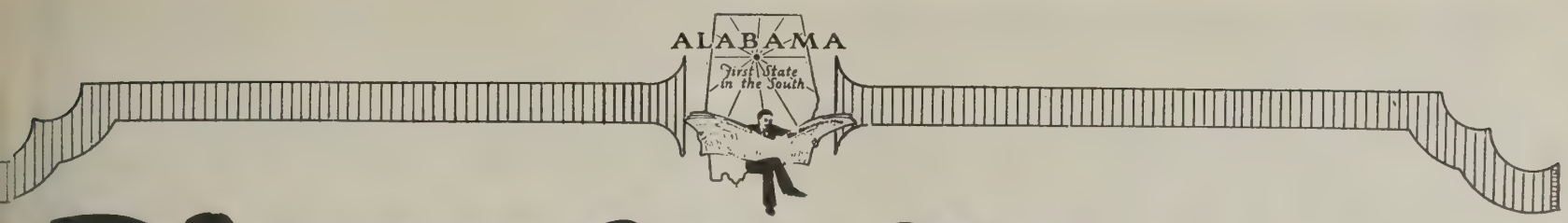
BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

Linotyped in the Garamond Family



Birmingham

The South's Greatest Industrial Center!

PICTURE, if you will, a city embodying 52 square miles of territory. Now let your imaginative vision sweep a bit further—and there comes into view over 750 factories, furnaces, mills and various kinds of industries. That—is industrial Birmingham.

Within this city there are 247,548 people. Their bank resources total $110,546,888. They have $94,304,928 on deposit. During 1926 their bank clearings amounted to $1,447,643,643. The 60% assessed value of their property is $193,004,518. In 1926 their building permits totaled $22,263,116. They own over 39,000 automobiles. They have 49,000 children in school.

It takes 36,000 telephones to serve this busy, thriving city. Over 48,000 water connections indicate the number of homes. This is a busy city and many of the industries run night and day — and produced during 1926—1,600,000 tons of steel; 2,881,000 tons of iron; 20,400,000 tons of coal and 4,700,000 tons of coke.

Nine trunk railway lines give adequate receiving and shipping facilities in every direction. The street railways carried 70,775,375 passengers in 1926. And remember if you please—that the land upon which this expansive and tremendously busy city is now situated, was virgin soil and wooded land *just 56 years ago.*

Today Birmingham is the South's greatest industrial city—and is the largest city for its age in the world. It is also known as one of the most responsive markets in the United States.

The Birmingham News

Morning **Evening** **Sunday**

The South's Greatest Newspaper

NATIONAL REPRESENTATIVES

KELLY SMITH CO., New York, Chicago, Boston, Philadelphia—J. C. HARRIS, Jr., Atlanta

CHRISTIAN D. HAGERTY

Noted War Correspondent Found Dead in Chicago Hotel Room

Christian D. Hagerty, aged 51, newspaperman and war correspondent, was found dead July 27, in his room at the Commonwealth Hotel, Chicago, under circumstances indicating suicide. He had been stabbed near the heart and shot in the head. A rifle and knife were found in the room.

Hagerty started his newspaper career in Chicago in the '90s, and served as war correspondent for the *Daily News* during the Spanish-American war. He wrote for the Associated Press as war correspondent during the Russo-Japanese war in 1904-06; the disturbances in Venezuela in 1906-07; the Nicaragua troubles in 1909-10, and the Mexican border dispute in 1910-14. He also served as war correspondent in the Boxer rebellion in China. Seven years ago he was city editor of the Associated Press in Chicago. His most recent work was with the *Chicago Herald and Examiner* as radio critic and conductor of a column under the title "CDH Broadcasting."

JAMES CARRUTHERS

Veteran of Scott Press Staff Succumbs at 61 to Peritonitis

James Carruthers, aged 61, for 35 years with Walter Scott & Co., press manufacturers, died July 26 at his residence in Farmingdale, N. Y.

He left for his vacation on Saturday, and was taken ill Sunday morning with peritonitis. Funeral services were held at his late residence.

Mr. Carruthers was born in Glasgow, Scotland, and came to this country when a small boy. He went to work for Walter Scott & Co., Plainfield, N. J., in 1892 in the sales department, and remained until his death.

He leaves a wife and several brothers and sisters.

Obituary

PERCY N. HAUGHTELIN, aged 36, editor of the *Panora* (Ia.) *Gazette,* died July 14 in a Des Moines hospital following an operation for appendicitis. He was an overseas veteran.

C. A. MOORE, aged 63, for 20 years a linotype operator on the *Seattle Post Intelligencer,* died July 17. He had just returned home from work when he was seized with a fatal heart attack.

J. W. WATKINS, 60, editor of the *Love-Lady* (Tex.) *Star,* died recently. He came to Texas from Kansas.

JEREMIAH F. LEARY, superintendent of delivery in the circulation department of the *Fall River* (Mass.) *Herald News,* died in that city July 13.

LOUIS E. WINCHELL, for more than 36 years an Atlanta newspaper advertising man, and former advertising manager of the *Mobile* (Ala.) *Register,* dropped dead of a heart attack while playing in the qualifying round of the annual newspaper men's golf tournament at the West End Golf Club, at Atlanta. Winchell was connected with the advertising department of the *Atlanta Georgian,* but previously had been associated with both the *Constitution* and *Journal,* at Atlanta.

EDWIN SANFORD CRANDON, aged 67, for 40 years on the staff of the *Boston Transcript* most of which time he was financial editor, died in Cambridge, Mass., July 21 following a prolonged illness.

Mrs. EMILY SELINGER, formerly special European art correspondent of the *Boston Evening Transcript,* died July 19 at Providence, R. I. She also was a writer of magazine articles and was poet-laureate of the New England Women's Press Association.

MISS ALICE M. MITCHEL, whose connection with the *Montreal Star* dated back 30 years, first as private secretary to the president, then as editor of the woman's section of the *Family Herald and Weekly Star,* died recently. She was a member of Montreal Woman's Press Club.

Mrs. MARY BURTON STEWART BARRY, aged 81, daughter of Thomas A. Stewart, first editor and publisher of the *Chicago Tribune,* died July 25 in Wilmette, Ill. Mrs. Barry was born at Laporte, Ind., where her father had been editor of the *Laporte Whig.* In June, 1847, the first edition of the Chicago Tribune was issued under his direction.

LOGAN H. SEA, 45, for the past ten years a member of the staff of the *Detroit Free Press,* died suddenly Monday night at his home in Detroit following an attack of heart disease. For several years he had filled the position of real estate editor on the Free Press. Sea, known among newspaper men as "The Colonel," was a native of Kentucky, and has worked on newspapers in San Francisco, New York, Washington, Atlanta, Galveston, Philadelphia and St. Louis before coming to Detroit.

CYRIL E. LAMB.

J. V. RILEY ESTATE $168,000

The will of John V. Riley, deceased editor of the *Rockford* (Ill.) *Morning Star,* names his son, Stewart, beneficiary of all his father's newspaper interests and provides that his widow, Mrs. Lenore Riley, receive the remainder of the estate with the proviso that if her annual income at any time is below $6,000, the deficit be made up from the son's income. Two sisters and a brother received bequests of $1,000 each. The son is named executor of the estate, which is appraised at $168,000 of which $108,000 is personal. Mr. Riley indicated in his will that it is his wish that if the Riley stock is to be sold at any time, Roscoe Chapman, his business associate, be given first opportunity for its purchase.

COAL CAMPAIGN NEAR START

Anthracite Men to Use Newspapers to Regain Lost Markets

Coal operators in the Pennsylvania anthracite field have decided on an advertising campaign that will extend to Eastern, Mid-Western and New England fields. The campaign has been launched with the idea of getting back the coal market lost by the operators during the last strike and prior to that suspension. It is understood the first advertisements are to be placed in newspapers within a few days. For several weeks the newspapers of the coal field have been telling the operators good salesmanship would help regain the markets and that advertising would help. One report has it that the mine owners intend to spend at least a million dollars in advertising and promotion work but this report can not be confirmed at local offices of the operators.

ADVICE ON 'PHONE MANNERS

Useless Questions and Intervention of Subordinates Criticized by Lindner

Telephone manners are the subject of a memorandum sent this week to employes of the *New York American,* by C. R. Lindner who recently took charge of that paper after a successful career as general manager of the *Detroit Times,* also a Hearst newspaper. His counsel can bear wide application beyond the New York American organization, as users of the telephone know, and it is reproduced in full:

"Most of the American organization have been consciously building good-will among people caling by telephone to transact busines with us.

"But some still take themselves pretty seriously.

"Their stenographers and office boys catechize callers—asking names, business, intentions—everything but complexion and politics.

"I have exeperienced this myself when calling some members of the organization —and numerous cases are cited by others who are criticizing the now conspicuous individuals.

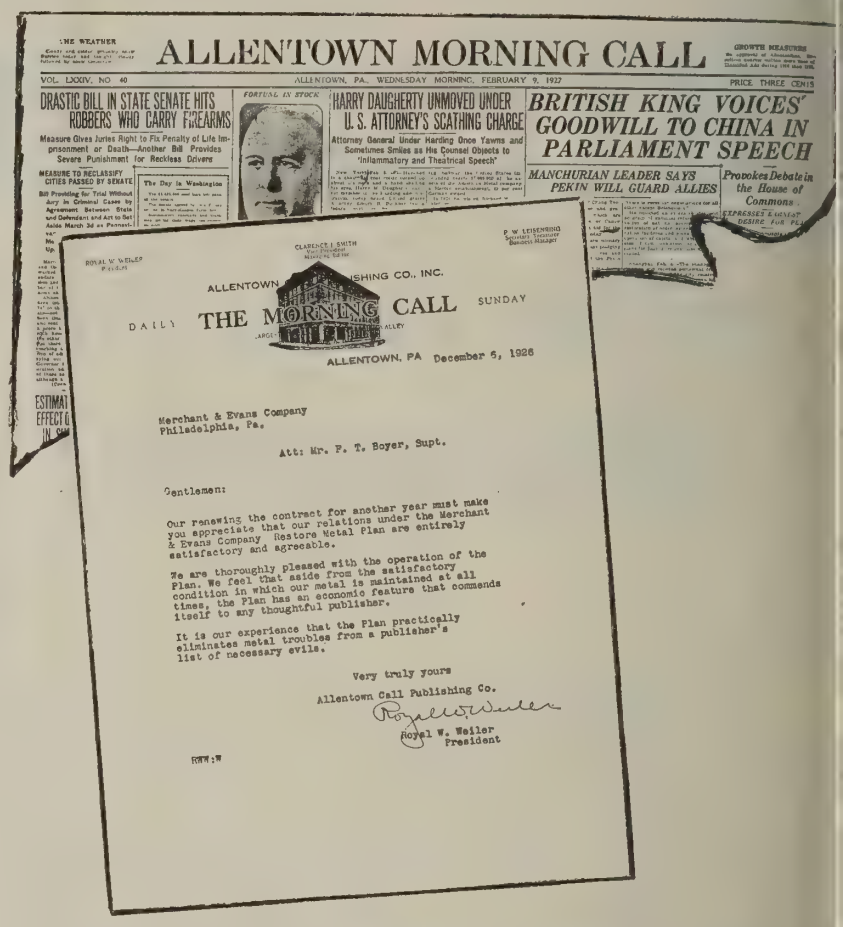
"We have it in our power to create kindly feeling toward the American and expedite business by every telephone contact.

"I point to the experience of a big trust company which considers it good business for each of its 56 officers to answer his telephone himself without the intercession of questioning subordinates.

"This slight effort seems not too much to ask in behalf of the American—not to mention what outsiders think of individuals who consider that they have to be protected from a cruel public."

JOINS RADIO CHAIN

Station WTMJ, operated by the *Milwaukee* (Wis.) *Journal,* will become a member of the National Broadcasting company's red and blue network in August.


ALLENTOWN MORNING CALL

VOL. LXXIV, NO 40 — ALLENTOWN, PA., WEDNESDAY MORNING, FEBRUARY 9, 1927 — PRICE THREE CENTS

DRASTIC BILL IN STATE SENATE HITS ROBBERS WHO CARRY FIREARMS

Measure Gives Juries Right to Fix Penalty of Life Imprisonment or Death—Another Bill Provides Severe Punishment for Reckless Drivers

HARRY DAUGHERTY UNMOVED UNDER U. S. ATTORNEY'S SCATHING CHARGE

Attorney General Under Harding Once Yawns and Sometimes Smiles as His Counsel Objects to 'Inflammatory and Theatrical Speech'

BRITISH KING VOICES GOODWILL TO CHINA IN PARLIAMENT SPEECH

MANCHURIAN LEADER SAYS PEKIN WILL GUARD ALLIES

Provokes Debate in the House of Commons

ALLENTOWN PUBLISHING CO., INC.

DAILY THE MORNING CALL SUNDAY

ALLENTOWN, PA December 6, 1926

Merchant & Evans Company
Philadelphia, Pa.

Att: Mr. P. T. Boyer, Supt.

Gentlemen:

Our renewing the contract for another year must make you appreciate that our relations under the Merchant & Evans Company Restore Metal Plan are entirely satisfactory and agreeable.

We are thoroughly pleased with the operation of the Plan. We feel that aside from the satisfactory condition in which our metal is maintained at all times, the Plan has an economic feature that commends itself to any thoughtful publisher.

It is our experience that the Plan practically eliminates metal troubles from a publisher's list of necessary evils.

Very truly yours
Allentown Call Publishing Co.
Royal W. Weiler
President

RWW:W

"Eliminates Metal Troubles"

says Mr. Royal W. Weiler, Speaking of the RESTORE METAL PLAN

And again, here is Mr. Guy W. Moore, general manager of the WILKES-BARRE RECORD, who says "Your RESTORE METAL PLAN has given satisfaction for the period of more than twenty years it has been in use in this plant."

East, West, North and South, wherever type metal is used, you will find publishers ever willing to praise the RESTORE METAL PLAN because it

keeps type metal always uniform at original formula with peak efficiency all the time.

DESCRIPTIVE FOLDER FREE

Why not send us a sample of your metal now in use . . . then we can give you definite evidence of the value of the Plan to type metal users?

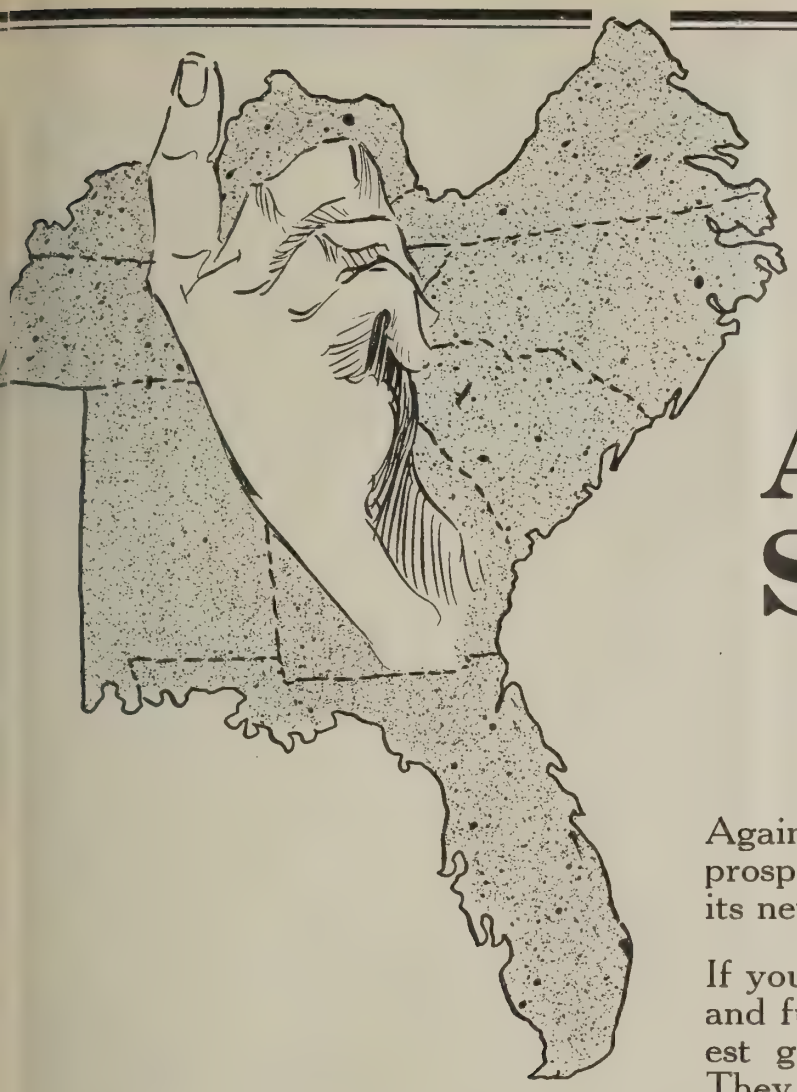
MERCHANT & EVANS COMPANY

Manufacturers of SPARTAN Type Metals

Linotype—Intertype—Combination—Stereotype—Autoplate—Monotype

PHILADELPHIA

Stock in Principal Cities



Again the South invites you!

Again the New South invites you to share in its prosperity. Again it tells you to take advantage of its new and greater Buying Power.

If you haven't investigated its possibilities, present and future, you are overlooking the country's fastest growing market. The people have money. They are spending freely. What are you doing to get your share?

Remember, 2,600,000 families must be fed, clothed, and amused. With new wealth, new wants are constantly arising. It no longer represents merely necessities. It now includes fine homes, electrical appliances, automobiles, pianos, victrolas, radio, stylish clothing, and a thousand and one other demands for articles and products to satisfy the appetite for this new wealth.

Don't turn down this invitation. The South needs your products. You can sell them freely and profitably by advertising in the South's outstanding papers listed below.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
*Mobile News-Item (E)	13,141	.05	.05
*Mobile Register (M)	23,326	.08	.08
*Mobile Register (S)	34,630	.10	.10
FLORIDA			
†Daytona Beach News-Journal (ES)	9,083	.065	.065
*Lakeland Register (E)	7,055	.04	.04
†Miami Herald (M)	44,668	.11	.11
†Miami Herald (S)	48,751	.12	.12
*Orlando Sentinel (M&S)	10,105	.06	.06
*Pensacola News and Journal (E&M)	9,389	.07	.07
†St. Augustine Record (E&S)	3,972	.04	.04
*St. Petersburg Independent (E)	12,874	.065	.065
*Tampa Times (E)	27,813	.08	.08
*Tampa Tribune (M) 41,400 (S)	53,248	.10(.14S)	.10(.14S)
*West Palm Beach Post (M)	12,081	.07	.07
GEORGIA			
*Augusta Herald (E)	14,190	.05	.05
*Augusta Herald (S)	14,797	.05	.05
†Macon Telegraph (M)	25,011	.08	.08
†Macon Telegraph (S)	25,011	.08	.08
*Savannah Morning News (M), 21,766 (S)	22,691	.06(.07S)	.06(.07S)
KENTUCKY			
*The Lexington Leader (E)	19,739	.07	.07
*The Lexington Leader (S)	19,772	.07	.07
†Paducah Sun (E)	9,695	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
*Greensboro Daily News (M)	30,066	.08	.07
*Greensboro Daily News (S)	33,311	.09	.08
*Salisbury Post (E)	7,718	.04	.04
SOUTH CAROLINA			
*Columbia State (M)	23,096	.08	.08
*Columbia State (S)	25,242	.08	.08
*Greenville News & Piedmont (M&E)	36,285	.11	.11
*Greenville News (S)	25,199	.08	.08
*Spartanburg Journal (E)	4,471	.05	.05
*Spartanburg Herald (M) 6,943 (S)	9,048		
TENNESSEE			
*Chattanooga Times (M)	31,623	.10	.10
*Chattanooga Times (S)	31,078	.10	.10
†Memphis Commercial Appeal (M)	103,168	.18	.18
†Memphis Commercial Appeal (S)	136,115	.25	.25
*Nashville Banner (E)	59,574	.11	.11
*Nashville Banner (S)	59,843	.12	.12
VIRGINIA			
*Danville Register and Bee (M&E)	15,660	.06	.06
*Danville Bee and Register (E&S)	20,919	.07	.07
*Newport News Times-Herald (E)	8,394	.05	.05
*Newport News Daily Press (S&M)	5,777		
*Roanoke Times & World News (M&E)	27,321	.08	.08
*Roanoke Times (S)	16,912	.07	.07
*Staunton News-Leader (M), Leader (E)	7,064	.035	.035

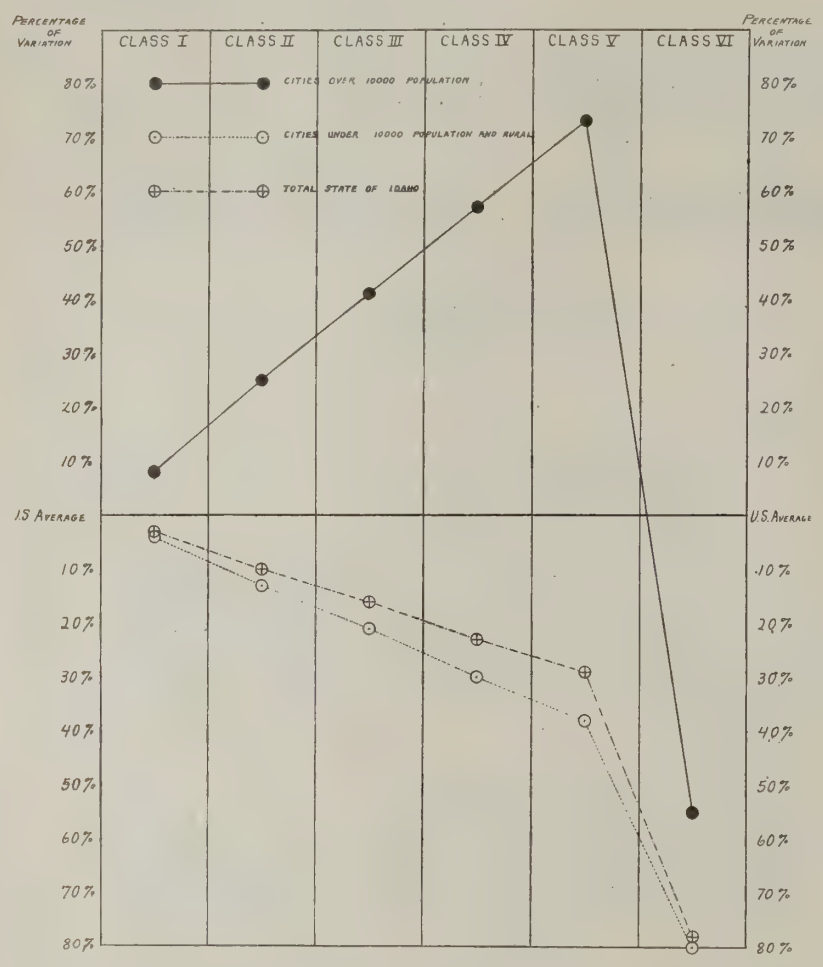
* A. B. C. Statement, March 31, 1927.
† Government Statement, March 31, 1927.

KEY TO CONSUMER BUYING ABILITY

Statistical Rating of Idaho Counties and Cities for Products of General Appeal, in Six Major Classes of Quality and Cost—An Original Simplified and Tested Formula from Basic Data

By NELSON H. SEUBERT

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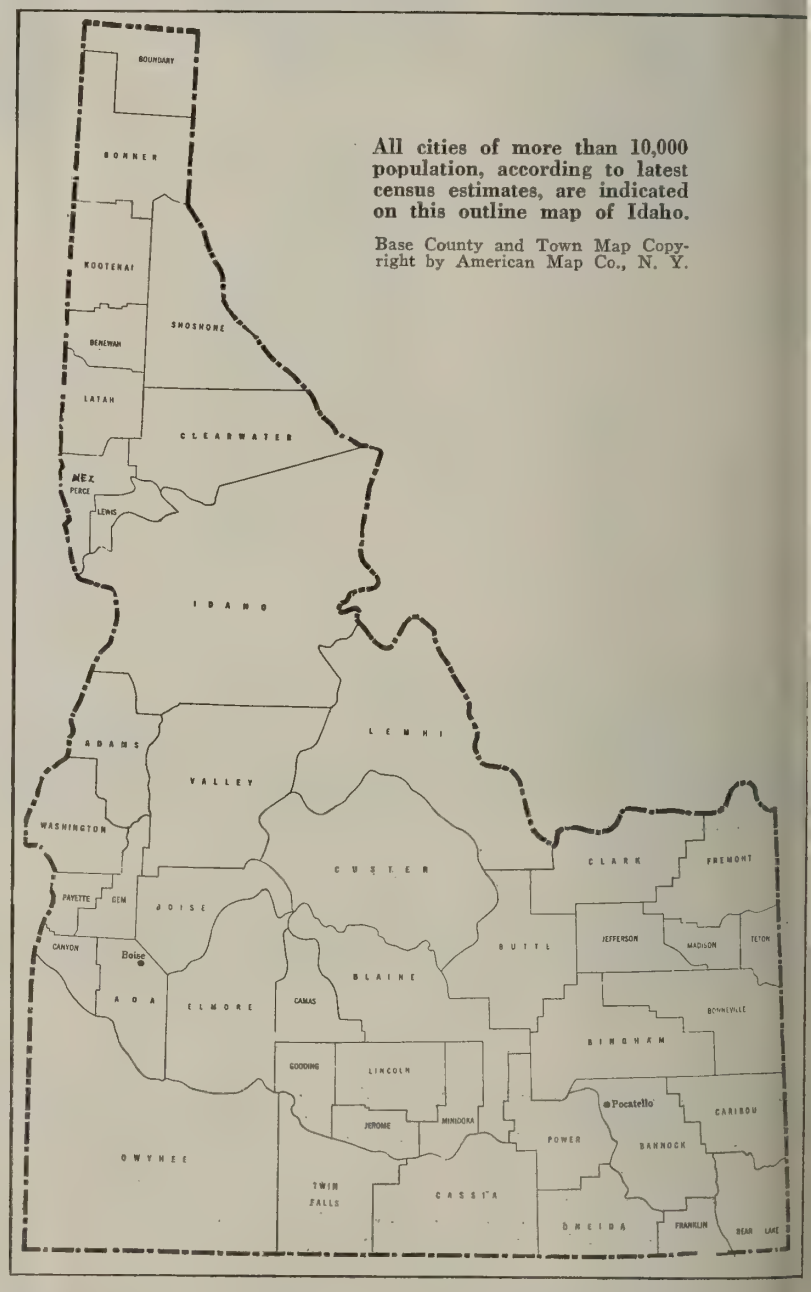
This chart shows the relative variation for the State of Idaho above or below the United States average for cities of 10,000 or more population, cities of less than 10,000 and rural population and the entire State of each merchandising class.

BUYING POWER ANALYZED BY PRODUCT CLASSES FOR IDAHO

Note: Figures below represent percentages of U. S. total carried out to four places: To use, mark off four places and insert decimal point.

Counties in bold face capitals—Cities in capitals and lower case

	CL No. 1	CL No. 2	CL No. 3	CL No. 4	CL No. 5	CL No. 6
IDAHO	4189	3910	3632	3353	3074	941
ADA	346	359	372	384	397	161
Boise	216	241	266	291	316	123
ADAMS	26	22	18	14	10	3
BANNOCK	302	323	344	365	386	57
Pocatello	178	212	247	281	315	40
BEAR LAKE	79	70	61	52	43	16
BENEWAH	65	66	67	68	69	7
BINGHAM	176	148	121	93	65	19
BLAINE	45	40	35	30	25	5
BOISE	19	21	24	26	28	2
BONNER	124	116	108	99	91	48
BONNEVILLE	173	154	135	116	97	22
BOUNDARY	43	42	40	38	37	4
BUTTE	28	23	18	13	8	10
CAMAS	18	17	16	15	14	2
CANYON	257	232	208	183	158	51
CARIBOU	22	20	18	16	14	10
CASSIA	151	126	102	78	53	27
CLARK	19	17	15	13	11	2
CLEARWATER	44	41	38	35	32	5
CUSTER	32	29	25	21	18	3
ELMORE	51	61	72	82	92	8
FRANKLIN	82	67	52	36	21	9
FREMONT	101	86	72	57	42	11
GEM	61	54	48	42	35	6
GOODING	79	67	55	43	31	
IDAHO	109	93	77	60	44	
JEFFERSON	90	73	57	40	23	
JEROME	60	51	42	32	23	
KOOTENAI	167	172	177	181	186	
LATAH	153	147	142	136	130	
LEMHI	45	40	35	30	25	
LEWIS	50	44	39	33	27	
LINCOLN	38	35	32	29	26	
MADISON	88	73	59	44	29	
MINIDOKA	94	78	62	46	30	
NEZ PERCE	136	133	129	125	122	
ONEIDA	64	51	39	26	13	
OWYHEE	42	35	28	21	14	
PAYETTE	66	57	48	39	30	
POWER	49	41	33	24	16	
SHOSHONE	147	186	226	266	305	
TETON	38	31	24	17	10	
TWIN FALLS	309	278	248	217	186	
VALLEY	24	23	21	19	18	
WASHINGTON	83	72	62	52	41	



All cities of more than 10,000 population, according to latest census estimates, are indicated on this outline map of Idaho.

Base County and Town Map Copyright by American Map Co., N. Y.

MAINE PRESS MEET AUG. 18-20

Members of Massachusetts Group Also to Gather at Lakewood

The Maine Press Association will hold its annual meeting Aug. 18-20 at Lakewood, a vacation resort near Skowhegan, Me.

The principal event will be the annual banquet, which will be held at the Lakewood Inn at 5 p. m., Aug. 19. Senator Clyde H. Smith of Skowhegan will preside. Cyrus H. K Curtis of the Curtis Publishing Company, Dr. John R. Finley, associate editor of the *New York Times*, and Governor Ralph O. Brewster of Maine, will speak.

The Massachusetts Press Association plans to participate in the session of the closing day, Saturday, Aug. 20. As now proposed, they will leave Boston in special sleepers Friday evening and arrive at Skowhegan Saturday mornin The number expected to come from th Bay State is about 100.

Members of the Maine Press are to t guests of the Somerset Central Agricu tural Society on the afternoon of its fin day at Fairview Park.

PEORIA STAR ADDS GRAVURE

The *Peoria* (Ill.) *Star* last Sunda added an eight-page gravure section t its Sunday paper, one of the few down state sections of that kind. In announcin the new feature the Star promised it readers that emphasis in its picture would be placed upon Peoria and centra Illinois pictures. The first page of th new section Sunday depicted a Star car rier boy, halting on his route to glanc over the section. "Hully gee! A ne roto! I'll have to look it over before deliver my route," was the line at th bottom of the page.

AWAII FLIERS LANDED IN U. P. MAN'S YARD

ith and Bronte, Lost to World, Crack Up Against Tree as Correspondent Watches

rnest Smith and Emory Bronte, first ilian fliers to span the 2,000-mile gap fopen sea between the United States nland and the Hawaiian Islands, pre- ed the United Press with a "beat" n they brought their plane down on isolated island of Molokai in an rgency landing.

he monoplane volplaned to a landing a lonely spot near Kaunakakai, almost ctly in front of the home of the ted Press and *Honolulu Advertiser* espondent. Their plane hit a tree neither was hurt.

udge Edward McCorrison, the corre- ndent, immediately called the United ss bureau at Honolulu, operated in nection with the Honolulu Morning vertiser, on the inter-island wireless phone, and told his story. He took the itors into his home and sent dispatches them telling their families in San ncisco they were safe.

he big story dropped from the air in- Judge McCorrison's lap while the ific was being combed by radio for 's of the fliers. The last message n them said they were in trouble, e about to land in the sea, and asked

RADIO ADVERTISING SUIT

elers Sue WHN for $10,000 Alleging Breach of Contract

What is believed to be the first suit ught over a radio advertising contract started in New York this week n Schwartz Brothers, jewelers, asked ,000 damages of the Marcus Loew oking Agency, Inc., which controls ion WHN, atop the Loew State ater Building.

t is charged that the station entered a contract to announce the time rly for one year, mentioning the ne of Schwartz Brothers, and that station failed to broadcast the an- ncement because the contract sum of 00 was found too low for the service. is believed ajudication of the action set a precedent as to the method computing damages for failure to y out contracts to broadcast.

UES OVER LEGAL PRINTING

rion, Pa., Publisher Seeking to Force New Allotment

William L. Sansom, publisher of the *ion* (Pa.) *Democrat* filed suit in the phin County court at Harrisburg, ing to compel Auditor General Mar- to publish in his newspaper the mer- ile appraisers list and compel dis- inuance of their publication in the *Bethlehem Leader*, the *New Beth- m Vindicator* and the *East Brady iew.*

his petition Sansom sets forth that law requires that these lists be pub- d in two or three newspapers, one which shall represent the minority y of the two major parties in the nty. He held that his newspaper was only one which represented the demo- c party in his county and further forth that it had the largest circula- of any paper in the county. All the rs involved are weeklies.

BUYS TWO N. Y. WEEKLIES

Raymond Stout, former owner of *Friendship* (N. Y.) *Register*, has hased the *Franklinville* (N. Y.) *nal* and the *Rushford* (N. Y.) *tator* from Cassar R. Adams, who retire. The Friendship Register been sold to S. W. Le Clere of nont. The sale includes the plant the home of Mr. Stout.

AGAIN TALK OF TABLOID

Goldman Raising Capital for St. Louis Daily News

Revival of plans for a tabloid picture paper for St. Louis are announced by Joseph Goldman, promoter of the *St. Louis Daily News* which is scheduled to appear by Jan. 1, 1928. With a certain prominent St. Louis Lawyer as his chief backer, according to Mr. Goldman, $26,000 has been raised within the past few weeks. The company is incorporated for $300,000. Mr. Goldman has been working on the idea of a St. Louis tabloid daily for more than two years.



JOSEPH GOLDMAN

Mr. Goldman at present is advertising manager and associate editor of the *St. Louis Jewish Daily Record*. Part of his task is the editing of an English page. He was publisher of the *Jefferson City* (Mo.) *Democrat-Tribune* for 20 years and during most of that time it was the official organ of the state legislature. He served in official capacities of the state under three different Missouri governors and spent his early years as political writer on the *St. Louis Star*.

BOARD MAY BAR SIGNS FROM TEXAS ROADS

Agreement Between State and Merchants of Hillsboro Leaves Open Question of Jurisdiction Over Ads on Private Property

The Texas highway commission has the right to clear state highways of advertising, but has no jurisdiction over private property, according to an agreement reached at Hillsboro between counsel for the state and attorneys for the Hillsboro Retail Merchants' Association. The agreement was announced at a hearing on a temporary injunction under which the association had restrained the commission from tearing down signs on the highways. Plaintiff's counsel reported to Judge W. L. Wray that the agreement had been reached and the court dismissed the case at plaintiff's cost.

After exceptions to the merchants' association petition had been argued, the court stated that he would dissolve the temporary injunction in so far as it related to state highways. He indicated, however, that he would later hear arguments on his authority to issue a restraining order under the facts of this case restraining the defendants from removing signs on lands other than the state highways.

Assistant Attorney General P. D. Page assured plaintiffs that all persons, when requested, would be shown the limits of highway advertising, and that opportunity to present claims will be made in event of dispute. The state insisted the commission has complete control over state highways and rights of way.

EDWARDS JOINS HEARST

Denton (Tex.) Publisher Now in Charge of Washington Herald

Will C. Edwards has been named publisher of the *Washington* (D. C.) *Herald*. He has been editor and proprietor of the *Denton* (Tex.) *Record-Chronicle* since 1902. Edwards is a former member of the Texas legislature from Denton County and in 1924 was a candidate for Lieutenant Governor. Most of his life has been spent in newspaper work, during which he has been on several large dailies.

Prominent in Rotary circles, Edwards directed publicity for the recent International Rotary Convention at Ostend, Belgium.



INDIANAPOLIS—The 13th City in Retail Sales

Cultivate Markets that are Able to Buy!

MONTH after month, national statistical organizations have been pointing out Indianapolis—and Indiana in general—as excellent territories for sales activities.

This fact merely emphasizes the basic stability of this rich market, with its favorable geographical characteristics—its thorough diversification in industry and in agriculture—its intelligent and progressive population, over 92% native born white. Such elements as these preclude business depressions

The Indianapolis Radius, comprising the two-thirds of Indiana directly influenced by Indianapolis, is an outstanding market for *buying power.* And the INDIANAPOLIS NEWS, Indiana's dominant daily newspaper, is equally exceptional for the *selling power* it gives to its advertisers.



The INDIANAPOLIS NEWS *sells The Indianapolis Radius*

FRANK T. CARROLL, *Advertising Director*

New York: DAN A. CARROLL 110 East 42nd St. Chicago: J. E. LUTZ The Tower Bldg.

EXCHANGE EDITOR'S JOB UNDER-VALUED IN PRESENT DAY JOURNALISM

Properly Conducted It Has Supplementary Function Which News and Feature Services Cannot Supplant Says Writer

By K. H. LANSING

IT is recounted that a caller at a metropolitan newspaper plant, noting the exchange editor busily clipping from a pile of papers on his desk said to his guide: "How easy that job looks! I don't suppose he gets much, just for clipping those papers, does he? Why, anybody could do that."

The guide patiently replied: "His work is not as easy as it appears to be; he is one of the highest paid men on the staff and very few men, if any, could, without long preparation, take his place and give satisfaction." Whereat the caller wondered.

True, it is an old story. The incident is supposed to have happened so long ago and there have been so many changes and adjustments in staff methods since then, that the guide's remark, "he is one of the highest paid men on the staff," when referring to the exchange editor, would provoke a smile from most of the present holders of this position.

It seems the post has suffered somewhat of a decline in widespread usefulness and prestige, if such it may be called especially in cities of the second and third class, where once its development was, perhaps, at its peak. There are two reasons therefor; first, because of the increase in the number and efficiency of press associations and feature services and, second, a sort of corollary of the first, because of the apparent lack of appreciation on the part of some managing editors of how great are the position' potentialities as a supplementary factor in the news and features of the day and even to the editorial and society pages.

The function of the exchange desk is a supplementary one and still can, nay, should be, of distinct usefulness and importance if operating properly. To illustrate:

In a Midwestern city whose population at the time was approximately 200,000, three afternoon newspapers were contesting for public favor, circulation and advertising. One paper was heavily financed and had all—or nearly all—the advantages that plenty of the sinews of war could give. Its advertising and circulation departments were particularly well organized and fully manned, real talent in that direction having been obtained.

The second paper in point of circulation and advertising, through the personality of its managing editor and his executive gift for surrounding himself with capable and ambitious department heads and reporters was able to make it extremely interesting for the first paper, as its readers for the most part were the thinking element who liked well-told news stories, attractive makeup and clever departments.

The third paper, with a makeup then considered "yellow," had a rather narrow class appeal, but made many friends because of its unrelenting attitude toward frauds and fakers in public life and in the advertising columns. It had some really clever editors and reporters, but its finances were never of the strongest and its ownership was divided among a large number of small stockholders. Its editor-in-chief was somewhat of a character and was widely known and esteemed.

Each had a different system for the conducting of its departments on the editorial side. The wealthy paper was constantly trying to improve its editorial and news staffs, apparently on the principle that frequent turnover ought to bring this about, at length. It was lavish in the number of men and women assigned to the various departments. But, somehow, it was easily and continuously outdistanced by the second paper in point of reader-interest and it admitted this in two ways; First, by frequently making offers to outstanding men to join its forces at a larger salary than they were receiving on the second paper and, second, by the large turnover of the personnel it was able to obtain. The second paper selected its men with care and made every effort to retain them. Few deserted. In no way was the difference in reader-interest shown more conclusively than in the product of the exchange desk. The third paper had a policy toward its exchange desk that is often noted in the case of other papers at the present time.

In the following descriptions of exchange desk regime, let the reader decide whose policy was the best. First let us review that of the first, or wealthy paper. The exchange editor and his assistant arrived each morning at their double-header desk with the earliest of the incoming employes. While there were plenty of office and copy boys to do the job, it was the first duty of the editors to open the mailbags containing the exchanges and assort the papers for clipping, thus using up from fifteen to twenty minutes of their working day. The chief function of the exchange desk was to provide "time copy," "pad," or "grapevine" as it is variously known, for the printers. The paper had an unusually heavy exchange list, including even papers from China and India, printed, of course, in English. The exchange editors were considered by the authorities to have performed their duty well if they kept a sufficient number of jumps in their copy ahead of the printers.

They had a system of turning out their grind; so many columns of foreign stuff; so many columns of State stuff not already printed in their own paper, though it made no difference if it had been printed by any or all the other local papers, and so many columns of two and three-line "fillers," consisting of almost anything and enough so-called humor and odd bits to fill a promiscuous editorial-page column. The degree of dullness was regulated by the amount of time the editors had after their search through many papers, for selection considered appropriate. But the paramount point was—satisfy the printers' demand for "time copy."

The system used by the exchange desk on the second paper—a one-man desk, at that—is, according to the views of the writer, the proper one, even today, despite the more or less offsetting effect of the advance in efficiency and thoroughness of the news and feature services. As in the case of the first paper, the editor was at his desk as soon as the office was open. A boy opened the mailbags and sorted the papers according to a typed list, placing them in the proper order and position upon the editor's desk. The editor, who had been instructed to read his own paper daily as carefully, if not more carefully than reporters are supposed to do, knew, as he read the exchanges, what had been used by his paper; but more than that from just as careful perusal of all the other local papers, both morning and evening, just what they had printed.

The editor's next duty was to take the listed leading journals of half a dozen or so large cities, *cut off the back margin* of each, thus releasing for easy handling all the pages of each paper, and sort out the editorial sport and society pages, sending them by boy to each department-head mentioned, first carefully noting whether there was anything of importance on the reverse side which could be used in other work. Ordinarily, the arrangement of the pages is such that there is little of special interest to the exchange editor on the reverse side of these pages. He was provided with a typewriter, so that in case of an item appearing there of which he could make use, he could copy it, or condense the pithy part of it.

Then began his real search through a fairly large list of exchanges—not for "pad," or "time copy" for the printers, at first, although that came later; but for news of the day and features, printed in the exchanges and not published in his own paper; interesting angles and points used by these out-of-town journals bearing on matter either of local or outside interest, but not covered in this way by his own publication. There would usually be plenty of good material adding to what had gone before in the local press and fulfilling the desire of the managing and news editors, namely, to "turn over every morsel of the news until every last bit of juice had been extracted from it." Had a great politician, in another city died? Usually, somewhere in one of the papers published in that locality would be an interesting angle, perhaps coming strongly home to local persons, missed by the press service, or at least not considered worth sending. Had there been a big financial scandal outside the town? As likely as not, under a three-em dash somewhere in the paper, or possibly hidden beneath a small subhead, would be some reference of absorbing interest in the exchange editor's bailiwick; and it would be his duty to find and use it, or at least offer it to the news editor. It was the finding of points such as these, involving politicians, scandals, crimes and just ordinary good "yarns" and even society items of relative importance that caused dismay to the first and wealthiest paper through many a first-page "scoop," often accompanied by a cut and box.

It was also the duty of the exchange editor to conduct a "colyum" for the editorial page—not original, although original stuff was invited and often used—selecting with the utmost care bits of real humor, pathos, quaint verse, a daily quotation and perhaps even a line or two from the Bible, a wise maxim of Confucius, or a small "filler" from the K

After the arduous hunt throughou day for supplementary matter fo news, strange features not carrie press associations or special services matter for the "colyum," the exch editor was free to get out a certain tity of "pad" for the hungry pri

The third paper's exchange desk p if such it may be called was, upo foreman of the composing room find gap to fill, for the exchange edit dash over to a table piled heterogene with exchanges from any source hastily clip out something, about th quired length, usually covering enthralling and valuable subject as "T ster Green Lizard Discovered Guadalajara," palpably a fake and as such, to amuse, and fill the gap fo foreman. The exchange desk w taken seriously. It was a "swing anyway combined with one or two o and only meant a minute's desp scissoring among papers, no matter old.

Isn't that somewhat the tendenc some exchange desks today and the son why they have been losing caste

IF YOU WANT TO GET
MORE LOCAL DISPLAY
WITHOUT EXTRA COST
WRITE OR WIRE
THOS. W. BRIGGS CO.
Columbian Tower Building
MEMPHIS, TENN.

The insignia that represents GOOD service.

Over 400 newspapers discovered a simple and practical solution to their checking proof problems, when they accepted our NEW and *Complete* Checking Proof Service. Under this plan *the Publishers' office is relieved entirely of all detail work.*

Less expensive—
Greater results.

(Two months' trial test offer)

The Advertising CHECKING BUREAU *Inc.*
79 Madison Ave. NEW YORK — 538 So. Clark St. CHICAGO

"PUG'S" EXPENSIVE WALLO

Directed at Memphis Fight Critic Costs Him $50 Fine

Jimmy Cox, welterweight boxer, fined $50 in Memphis criminal court an attack upon Harry Cherry, sports tor of the *Press-Scimitar*.

Cox objected to criticism of his bo in Cherry's story of a fight. He ent the office and knocked Cherry down be the latter was aware an attack was tended.

PAPER WINS VICE CRUSAD

The *Scranton* (Pa.) *Sun*, recently ducted a crusade against bootlegging gambling in Pittston. It charged the was wide open, that police were gi protection to dive-keepers, etc., and the city in general needed a cleaning The drive closed with a demand on governor that state troopers be use correct conditions in the city. A weel so later a series of raids took plac Pittston with some 20 saloons b closed.

From the Linotype Mailba

"A Wonderful Service"

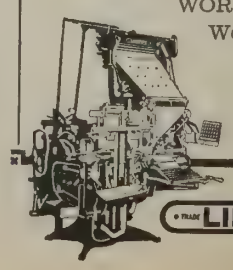
"We want to write you and te you what a wonderful service yo are rendering to your customers

"On December 1 we sent you a order by mail from Wenatche for the new electric Linotype pots The order left here on the first at night, and on the fourth yo shipped these and had them o board the Steamer Alexander. O the sixth, in the afternoon, w received the bill of lading, to gether with your letter.

"We consider this the most won derful service any one could give and we want to compliment th management and force who handl this business for its promptnes and efficiency.

"I have shown this letter to every Department Head in our office and hold it up as a wonderfu service, worth emulation. I wan to say again that it is the mos wonderful service I have eve seen. No wonder that the Mer genthaler is the only machine i the world, even though it ha many so-called competitors. Th service you are rendering make it so."

THE WENATCHEE DAILY WORLD
Wenatchee, Wash



LINOTYPE

NEWSPAPER SERVICE OF TWO ST. LOUIS VETERANS TOTALS 100 YEARS

By DAVID RESNICK

HE combined newspaper service of William Austin Kelsoe and Benjamin nklin Burch in St. Louis totals more n a full century.

Mr. Kelsoe went to work as a re- ter on the *St. Louis Dispatch* in 1874



W. A. Kelsoe



B. F. Burch

le Mr. Burch became a printer on the *St. Louis Times* in the same year. oday, Mr. Kelsoe is exchange editor he St. Louis Post-Dispatch in which bsorbed the old Dispatch, and Mr. ch is a columnist on the St. Louis es, a namesake of the first paper on ch he was employed.

he memories of both go back to the od old days" of Eugene Field and r notables. They were seasoned spaper men when Theodore Dreiser a cub and before William Marion dy had attracted any attention as a ary figure.

lenty of opportunities for reminis- es are afforded daily to Mr. Burch ugh his column, "Those Were The s." From his recollection, refreshed reading the files, he relates the start- events of 10, 25, and 50 years ago. addition, an interesting feature of his mn is a regular department devoted to "Songs of Long Ago" in which are published the text of popular ballads of the past and usually some historical data about them.

"The Mirror of Public Opinion" on the editorial page of the Post-Dispatch is edited by Mr. Kelsoe. However, a great deal of his time is now devoted to a reference book of St. Louis newspaper workers, particularly those outstanding newspaper men of his more active days in journalism.

Mr. Kelsoe was city editor of the old *St. Louis Republican* for six years and served at various times as reporter, editorial writer, or editor on other local newspapers. He recalls working as a reporter on the old *Morning Times* when Joseph Pulitzer, Sr., was a special writer on the staff in 1875 and remembers writing editorials on the *Globe-Democrat* under the guidance of J. B. McCullagh back in 1895. He was manager of the Press Bureau for the St. Louis World's Fair which was established in 1901 and maintained until 1905, a year after the exposition.

Mr. Burch will be 70 years old on Nov. 4. He plays 9 holes of golf every morning before coming to work and there is probably nothing of which he is more proud than his score of 39 for the municipal course in Forest Park.

Mr. Kelsoe was 76 years old last Feb. 1. His interests are literary, based on a broad education that included studies at the University of Heidelberg, Germany, as well as the A. B. and A. M. degrees from McKendree College, Lebanon, Ill. He helped to organize the St. Louis Ethical Society and the Theosophical Society. Few St. Louisans who use the "owl car" service of the United Railways are aware that Mr. Kelsoe, through constant publicity in the old Republican, caused an ordinance to be passed which requires all night street car service.

WHAT OUR READERS SAY

GOOD ADVERTISING

o Editor & Publisher: I got more ouragement to go ahead with my style advertising copy by reading your edi- al on "An Advertising Hunch" than thing I have read recently, although id get a good kick out of the address Mr. Whitman of the Penny Stores.

here is so much froth being employed advertising today that the public is ing sick of it. It is worse today than vas 18 years ago when the situation so bad that it inspired Advertising ks in the *Evening Mail*. Your "An ertising Hunch" editorial expresses ntly and effectively the sound principle aying advertising. * * * If you have r readers who appreciate as much as the policy of Editor & Publisher are building up a progressive army men, who will fight as long as they for advertising integrity.

Sincerely yours,
William C. Freeman.

AN EXCESS 100,000

o Editor & Publisher: Maine is one even or eight states in which morning spaper circulation tops evening paper ulation.

n page 4 of Editor & Publisher, is- of July 16, 1927, Maine evening papers credited with 163,035 circulation, a d 100,000 too much.

his error throws off totals and aver- in same ratio.

Frank E. Phillips, *Manager*,
England Daily Newspaper Ass'n.

COMMUNITY ADVERTISING

Editor & Publisher: In the issue of or & Publisher of July 23rd (page 12) is a list of the cities now having ad- ising funds. We would like to add that ington, N. C., has a tax fund and will nue to carry each year a levy for community advertising. Last year the sum was $2,500. It will be the same for this year.

We mention this fact as it may be of added interest to those who desire that information for their files and we hope that you will see to it that this information is placed in the hands of The Bureau of Advertising of the American Newspapers Publishers Association.

H. B. Skinner,
Secretary.
Burlington Chamber of Commerce.

WOULD ASSESS DIXIE FOR $75,000,000

Norfolk Real Estate Man Proposes That Governors Use It for Advertising Southern States

That a meeting of governors of Southern states be called to consider the raising of a $75,000,000 fund for advertising the New South has been suggested to Harry Flood Byrd, of Virginia, by Bruce S. Shafer, Norfolk real estate man, who has been endeavoring, with some success, to create more interest in the plan for more than a year.

In suggesting that Gov. Byrd call the conference, Mr. Shafer pointed out that Virginia's executive was the logical leader for the movement, inasmuch as the Old Dominion had led by example in setting aside a $50,000 fund for exploitation of its resources and because Governor Byrd's newspaper experience (he is publisher of two Virginia newspapers—the *Harrisonburg News-Record* and the *Winchester Star*) would permit him to speak with some authority on an advertising matter.

In his letter to Gov. Byrd, Mr. Shafer suggested that each railroad operating in Southern territory be invited to send a representative to the conference of governors.

The essence of Mr. Shafer's plan is that each state and city in the South make an appropriation of $1 per capita annually during a five-year period.

even though there is practically *no* difference between the two evening circulations in Detroit you *cannot* cover the territory *right* without using *both* of them —and at that two papers in a great metropolitan market is getting by pretty cheaply.

RISE OF PICTORIAL JOURNALISM SEEN BY NEW YORK EDITOR IN 1875

David G. Croly of N. Y. Graphic Said "News Is What Readers Want Now—News Pictorial Is What They Will Want" —Found Horror Pictures Unwanted

By SOLON R. BARBER

ABOUT fifty-two years ago, Charles F. Wingate brought to the attention of a receptive public the views on illustrated journalism of David G. Croly of the *New York Daily Graphic*. Croly's ideas, advanced for their time, were set in type at least eight years before Joseph Pulitzer bought the *New York World* and 21 years before William Randolph Hearst came East to try out his theories of journalism upon a New York public shocked and pleased in turn. But they are still sufficiently naive and profound to interest modern readers, although the chances are that almost any "tabloid" editor of today has forgotten more about the power of pictures than this pioneer ever knew. The opinions of a practicing newspaper man who could say, in 1875: "I think the time is coming when every large city in the world will have its daily illustrated paper devoted to the pictorial reporting of the current events of the day," obviously have more significance than is attached to the merely quaint and historically novel. Especially since it looks as though Croly's prophecy is in a fair way to come true.

The journalism of Croly's day was psycho-analyzing itself. It was self-conscious, subjective, inward-looking. Editors, conscious of high responsibilities to their reading public, were filled with high ideals—at least in their printed utterances.

Dana of the *Sun* was debating whether or not editors should be excluded from public office, roundly berating the *Brooklyn Union* because that journal did not "agree with us that George Wilke's services as a patriotic writer during the war and since might have been properly acknowledged by a prominent diplomatic appointment at the hands of President Grant." Godkin of *The Nation* was bitterly declaring that "journalism is probably, to anybody who needs positive or palpable results, day by day, to keep his ardor alive, the most discouraging of professions; nothing but either a strong faith or a great deal of self confidence is sufficient to satisfy a man that he is really doing more than increasing his list of subscribers." Whitelaw Reid of the *New York Tribune* had just offered Theodore Tilton $10,000 for the single share of stock Tilton owned in the Tribune when that gentleman (Tilton) had confessed that he did not "cherish such regard as formerly" for the paper "because it doesn't represent anything." The offer was not accepted.

James Gordon Bennett, Jr., *New York Herald*, aroused to the need for stricter codes of ethics for newspaper editors, was saying: "Indeed, we are not sure but it would be a good thing for the proprietors of all leading papers to unite in a league to refuse employment to persons accused, upon well established grounds, of bribery and other serious malpractices while in the discharge of confidential and responsible duties in newspaper establishments. It is true that newspaper writers in this day are exposed to more temptations than ever befell to the lot of the earlier knights of the quill." Manton Marble, editor of the *World*, was claiming for the journalist "simply this: 1. That he is a merchant of news. He buys it everywhere —he sells it in any market not stocked with his commodity . . . 2. That the journalist has it in trust and stewardship to be the organ and mould of public opinion, to express and guide it, and to seek, through all conflicting private interests, solely the public general good."

"The Nestor of the American press," William Cullen Bryant of the *New York Evening Post* was writing that "the aim of a public journal" is to give "such of the news of the day as is of public interest . . . It should be given, of course, with careful attention as to its accuracy, and an equal careful avoidance of indecent details, and attacks upon private character, and intrusions into private life. Exaggerations for the sake of attracting attention, are a kind of petty lying, and degrade the character of the journal in which they appear."

But Croly of the *Daily Graphic*, looking into the future, was seeing pictures. The illustrated newspaper "undoubtedly has a great future before it," he stated with truth. "The time, I think, is coming when every large city in the world will have its daily illustrated paper devoted to the pictorial reporting (if I may so phrase it) of all the current events of the day."

One has only to look to the Audit Bureau of Circulations to see the truth in that forward-looking statement. New York's *Graphic*, 141,597 readers; *New York Daily News*, with 998,617 daily and 1,224,063 Sunday readers; *New York Mirror*, with 310,333; and the "tabloids" in Philadelphia, Baltimore, Washington, Boston and other cites with their hundreds of thousands of readers, as well as the ever increasing tendency of the Hearst and other papers to depend upon pictures to obtain reader interest, are all signs of the picture paper times and support for Croly's prophecy.

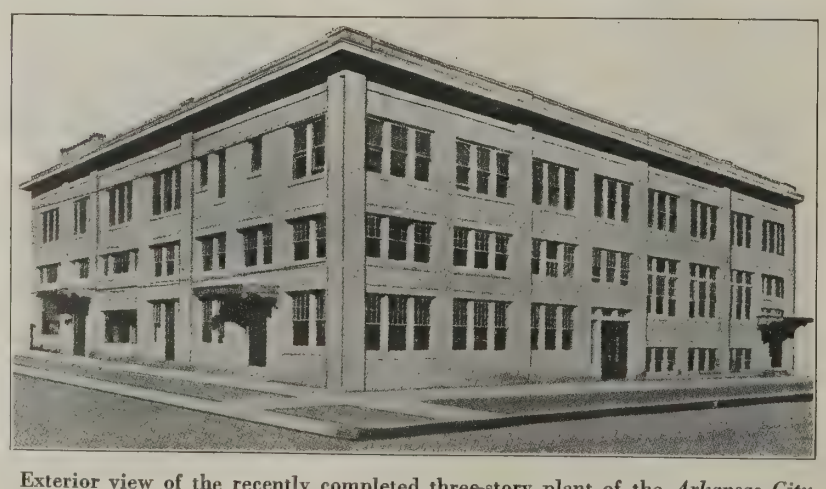
"News is what newspaper readers want now; 'news pictorial' is what they will want then," said Croly.. "The great crimes, the terrific accidents, the society-shaking scandals must be illustrated. As these appeal to the emotions rather than to the judgment, their pictorial illustration will be most welcome to the public; and the picture paper of the future will occupy the field that the novel and the story paper now does. Lamartine once said that the newspaper would ultimately engross all literature—that there would be nothing else published but newspapers . . . If the conductors of daily illustrated papers are wise, they will approximate their journals to that type which has been so very successful—the weekly story paper—with this differentiation, that in place of fiction they will delineate actual occurrences. Indeed, I foresee a great diminution of weekly journals —perhaps their utter extinguishment, if the conductors of illustrated daily journals understand their business. The women, the idlers, the loungers in society, who are not interested in business or politics, will eagerly seek after a paper which gives them the pleasant stimulus of pictures of remarkable current events; and which delineates the poetic and romantic aspects of the life we are daily living."

Croly was asked how literary and pictorial art would influence each other in the illustrated papers, and whether or not there would be any great difference between "pictorial journals" and "ordinary papers."

"The paper will naturally take its tone and quality from the pictures," he declared confidently. "A paper of this kind will instinctively, as it were, avoid much of the news which other papers give a great deal of space to; for instance, market reports and commercial affairs in their dry, statistical aspect—and, in fact, all topics which are not susceptible of illustration. Of course those who project such journals will at first be disposed to follow the old types—to accept the old traditions of journalism. But this will be a mistake, as will afterwards appear to them; and the picture being the leading future, the journal in all its news, critical, and editorial departments, will insensibly take an artistic tone. I don't mean that it will be perpetually parading the cant terms of art. That high tone which is inseparable from constant association with works of art of superior quality, will imperceptibly enter into and flavor, as with a delicate aroma, all the literary matter of the journal . . ."

Fortunately, Croly had an opportunity to try out his ideas in the Daily Graphic. And, after he had had time to consider the matter well, Wingate questioned him whether, from the experience acquired in the Graphic enterprise, he found reason to modify "any of the views he formerly entertained." Croly replied that he had only one change to make in his original expansive ideas, and that was that the public "does not seem to care so much for mere news pictures —illustrations of actual events—as I supposed they would." In explanation, he said that well-conducted newspapers go into families and that parents don't like illustrations of unpleasant subjects, such as hangings, or persons made notorious by some great crime, to be viewed by their children. Croly thought that the public craves something higher and better than this and that they actually want something more ambitiously higher and better in illustrated than in non-illustrated sheets. "Portraits of beautiful women and famous men, charming and striking scenery, sketches illustrative of the affecting, the interesting, the humorous phases of human life, all that relates to the love of the husband, wife, and children, for parent and friend" Croly considered the most attractive themes for an illustrated daily paper. And, thought Croly, "while a paper, which illustrates some great public horror with excessive realism and particularity, may have a temporary large sale; the fact that it is acustomed to publish such pictures would gre injure it in respect of home circ which are, after all, the best patrons pictorial journals . . . and there c not be any doubt that the spread of lustrated journalism tends greatly to vate the tone of the press."

KANSAS DAILY IN NEW BUILDING



Exterior view of the recently completed three-story plant of the *Arkansas City* (Kan.) *Daily Traveler*, designed for highest efficiency in newspaper production. Oscar S. Stauffer is publisher.

SCORE OF REPORTER AT WILLIAMSTOWN

Leading Dailies and Press Associati Strongly Represented, Anticipat- ing Warm Discussions of World Affairs

By Richard Lee Strout

Williamstown, Mass., July 2 About twenty newspapers and press s vices have sent representatives to co the seventh session of the Williamsto Institute of Politics. All the sore sp of European and American internatio affairs are to be probed by a corps statesmen, lecturers and publicists s cially gathered here for the purpose including Count Carol Sforza, forme Italian foreign minister, Sir Arth Willert of the British foreign office Dr. Peter F. Reinhold, finance minis in Chancellor Luther's cabinet in G many. The prospect that these and ot speakers will take the gloves off discuss such matters as the Soviet, Fascisti dictatorship, together w American problems like relations w Mexico and Nicaragua, has brought h what is probably the strongest delegat of newspaper men to cover the insti since it started.

Russell B. Porter, *New York Tim* is back from his trip with the Car Thompson mission to the Philippin the *Herald Tribune* is sending Arth Ruhl, formerly its correspondent Russia, and author of various boo Alphonse Tonietti, reported to speak languages, is here for the *World*.

James T. Williams, editor of the U versal Service, and former editor of *Boston Transcript*, has come up fr Washington. The Boston Transcript represented by Ralph Sherman Cla who spends most of his time as public manager at Carnegie Institute of Te nology. W. A. MacDonald, a st writer for the Transcript is doing so feature work on the Institute.

The Associated Press is again cover this year by Isabelle M. Keating, w left Williamstown last year to beco managing editor of the *Nyack* (N. Y *Journal*, and later was a special wri for the *Brooklyn Daily Eagle*. T International News Service has s Cole E. Morgan, foreign service cor spondent, from its Washington sta Richard Lee Strout is also up fr Washington, for the *Christian Scien Monitor*. Saul Poliak who has return from 10 months in Mexico as correspo ent for the Christian Science Monit is the United Press representative at t institute.

The Springfield (Mass.) papers a covered respectively by Reuben Peterso Jr., on the *Union*, a former *Hera Tribune* and *World* writer, and Graham Lee Sterling for the *Republica*

The *Buffalo Evening News* has se Barnet Nover, its columnist on inte national relations and lecturer at t University of Buffalo.

Several editors are present, includi J. Logan Clevenger, of the *Perth Amb News*, who attended the Institute la year; T. Adamantios Polyzoides, edit of *Atlantis*, New York Greek daily, a Dr. Albert C. Dieffenbach, of t *Christian Register*, Boston.

Catherine I. Hackett, former Wash ington correspondent, is writing featu articles.

Andrew Teneyck, assistant secreta of the Institute, is again in charge local press arrangements. Mather Wa kins represents the Institute Pre Bureau. The *North Adams Transcri* published just outside of Williamstow is continuing its previous policy publishing several columns daily to i clude all the formal speeches at t Institute.

'ING SCHOOL PAGE WITH ADVERTISING ADDS LINAGE FOR NEWSPAPERS

anna, Ill., Plan Calls for Pupils to Visit Industries and Write Stories and Advertising—Copy Is Supervised by Teachers

By D. CORVUS PICKARD

'WOFOLD benefit to the news-aper may be derived by properly erating with the public school au-ies in the publication of a weekly l page. The plan which worked ssfully in Savanna, Ill., could be put profitable practice in almost any small city and probably in com-y newspapers in larger cities.

chapter discussing one phase of the s included in a new book by C. H. itt, former superintendent of Sa-schools, who recently has accepted ition in charge of a new department teachers' college at De Kalb, Ill.

weekly "Savanna Education" page made up in a conservative typo-ical style, usually with a "School or other square cartoon appealing children of grammar school age. page carried a "mast-head" with ames of the students in charge of age for that day and the names of students having to do with the ration of some part of the copy.

copy itself was brought to the aper office, all neatly typed, a day o before the day of publication.

ause of the interesting character of aterial furnished by the schools, ge was quite generally read. Among teresting features was a personality of some well-known or promi-local citizen. There was also an Me Another" list which tested the 's knowledge of news events and in the news. "Current Events" concisely re-written bit of the more s news of the week. The "Current s," however, was also a daily con-on composed by the teachers and l by the students from the news-

value to the newspaper in the edu-of the child toward a greater in-s in its immediate community and in wspaper, and the increased interest ducation of the parent along the dines, is perhaps not easy to gauge. re exact value may be placed on nefit derived from the activities of sidents in increasing the newspaper's ising.

ch week two or more of the stu-were taken by the advertising sales-n a visit to several of the local ss houses. The students were through the shops and plants. learned, in a measure, how mer-se was handled and how bread was Some of the students then com-a theme on their visit to be pub-in the school page while others, much assistance from the news-advertising man, wrote an adver-nt which they (and the advertising) went out and sold.

These advertisements appeared on the school page.

Although in some cases the advertising sales made in this manner can not be repeated, as they are little more than donations to the spirit of the undertaking, in others this may be a means of finally cracking a hard nut and later getting his name on a contract. At least he is certain to come in the first time.

The new book by C. H. Le Vitt, which has to do with "Selling the School to the Community," is addressed to school superintendents and teachers. In his chapter on "Pupil Ad-Writers," he says:

"Have you ever tried the idea of having your high school pupils (the eighth grade, if you have no high schools) write the advertisements for one number of your local paper. As a good-will builder it will do these things: It gets the school very close to the printer man; it makes the children interested in the problems of the business man; it shows the business man that he is intimately related to the school and its problems; it makes English composition a feeling among the children that boys and girls while in school can do the things which people in the world do—the aim of all instruction.

"Do it this way: Talk over the idea with your publisher. He'll be enthused over it because it will give his advertising solicitor a strong talking point when he goes to the merchant for his business. A good time to 'put it over' is during some 'week'—Education Week, Better Homes Week. The pupils should be given two weeks to prepare.

"After the advertising man has solicited the business men and made out his list of advertisers for the edition, he will turn this over to the principal or teacher of English. With this group of clients (called such by the pupils) before him, the teacher will distribute them all by assigning two or three pupils to each ad. Thus, if there are 35 in a class, they can take care of ten advertisements.

"The first thing to be done by the pupils is to interview their clients and get their selling stories and strong talking points. This is carrying your school out into your community—the ultimate idea back of all publicity. Next, the children come back into the school room, talk over, organize, write and rewrite their copy until they have it polished and refined into a presentable story of banking, groceries, furniture, or dry-goods. Representative samples of advertisements should be put before the pupils while they are doing the writing. After this is done, the youthful copy writers go back to their clients for their O. K. A front page write-up of the resourcefulness of the school should be a feature of the edition."

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

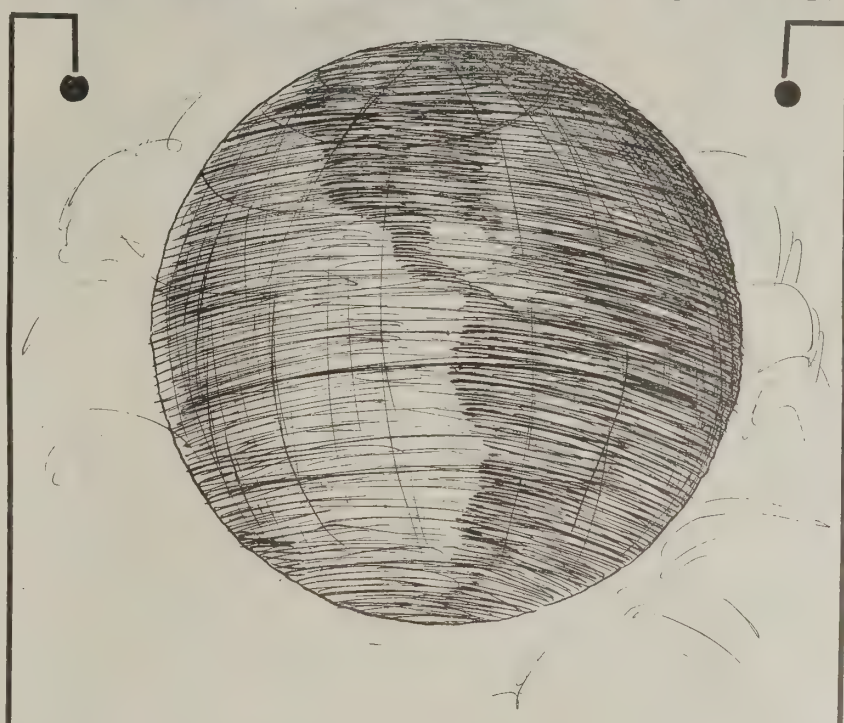
KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, RICHMOND, ATLANTA, BUFFALO, PITTSBURGH, CLEVELAND, DETROIT, CHICAGO, CINCINNATI, ST. LOUIS, MILWAUKEE, MINNEAPOLIS, KANSAS CITY, DES MOINES, DENVER, LOS ANGELES, SAN FRANCISCO, PORTLAND, SPOKANE, WINNIPEG

Illinois Shoes tread the World



Up to about 1900 practically all boots and shoes came mostly from New England. Today the shoe industry in Illinois vies with the most important shoe centers of the country. From 60 to 70 factories in Illinois produce annually over 20,000,000 pair of shoes valued at $45,000,000.

This industry gives employment to about 11,000 workers. The largest shoe company in the world, said to be making about one-sixth of the nation's shoes, has 9 factories in Illinois. The largest company in the world, specializing exclusively in high grade men's shoes that retail from $10.00 and up, is an Illinois company whose daily capacity is over 12,000 pair.

Advertisers who have either equipment or machinery, or raw materials to sell to this industry will find the market worth while cultivating. The quickest and most economical way to reach this great shoe industry is through the daily papers listed below. They can tell you exactly how many shoe factories there are in this territory and the most effective way to reach them.

Get the facts from them today.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Alton Telegraph ..... (E)	11,035	.05	.05
†Aurora Beacon-News ..... (E)	19,440	.07	.07
**Belleville Advocate ..... (E)	6,840	.03	.03
†Chicago Daily Journal ..... (E)	125,007	.26	.24
**Freeport Journal-Standard .... (E)	9,791	.05	.05
†Joliet Herald News ..... (E)	20,107	.07	.07
†Matton Journal Gazette ..... (E)	5,857	.04	.04
**Moline Dispatch ..... (E)	12,292	.05	.05
**Monmouth Daily Review Atlas (E)	5,574	.035	.035
**Peoria Star ....(S) 23,872....(E)	31,103	.085	.07
**Waukegan Daily Sun ..... (E)	5,666	.035	.035

**A. B. C. Statement, March 31, 1927.

†Government Statement, March 31, 1927.

SHOP TALK AT THIRTY



By MARLEN PEW

"OFTEN in the evening familiar figures of men and women appear on the screen of memory, become vivid as in a close-up, speak to me again—then fade into the shadows....Though a thousand gulfs intervene we still are friends, else they would not so often come to visit me in the quiet hours, with their comedy and sorrows."

* * *

BELOVED shades of yesteryear's reportorial experiences are this evening's honored guests. All hail this amiable company! There isn't a "safe and sane" person among them, but I defy the world to produce a more interesting and agreeable society. Each was a delightful pest, each a dreamy nut, each worthy of the fame the world's press showered upon him.

* * *

MOTHER JONES, how natural you look, in the same, weather-beaten black silk dress and the little black bonnet, with a remnant of cheap lace on it, pinned to the back of your head. You were designed by nature to be somebody's sweet old grandmother and sit by the chimneyplace darning socks, but instead you have wandered up and down the dismal valleys of industry of this country, spitting fire of discontent, spreading the gospel of "organization," going to jail for the "poor boys" in times of strike, cussing the system that keeps many poor and a few rich and having more fun and excitement than any woman of your years known to our civilization. I know your story, Mother Jones. You told it to me, in a burst of confidence, during the strike of the anthracite miners, in 1901. You went on the industrial war-path because of injustices that touched your life and the lives of people dear to you. A thousand times you have avenged those wrongs. You have done ten thousand times more good than harm, and I honor you. But, Mother, sometimes you have raised the mischief. Just for fun, tell us a story of devilment.

* * *

"IT was during the strike of the coal miners down in West Virginia, and a time of great suffering among those poor boys, what with tent colonies in raw winter weather for their wives and kiddies and court injunctions that tied the unions hand and foot. I never have seen strikers in a worse plight and of course I did what I could to help them. One day I visited a county jail where a dozen or more of the leaders were confined for violation of the damnable injunction. There was intense suffering among them. The jail was damp and cold and one poor fellow, whose wife I happened to know, was all in knots from rheumatism. His feet were out of his shoes and his pants were torn and ragged. In leaving the jail I promised that boy I would find some woolen socks and good shoes for his feet. I knew that the judge who had issued the injunction lived in the town, and visited his fine home, intending to plead for some relief for the strikers. His wife, a woman of about my age, met me at the door and, thinking me a neighbor, asked me in. We talked about the weather and such things for a while and then I said: 'My good woman, I come to you on an errand of mercy. A neighbor of ours, a splendid man and husband, has been out of work for many weeks and his feet are on the ground. Hasn't the judge some warm socks, good shoes and a fit suit of clothes that I can take to that poor boy?' The old lady went upstairs. After a bit I followed her. Together we went through the closets where the judge's clothes hung in a neat row. We picked out a very nice black suit, with a long-tailed coat, woolen underwear and stockings, a good pair of shoes and we then rifled a bureau drawer for shirts and collars. We packed them in a basket and I kissed the dear sister good-bye and went back to the jail. The judge may have been clothed with authority, but one of his injunction victims in the jail was thereafter clothed in his best Sunday suit."

* * *

OF all persons—Chuck Connors, still wearing the tight-fitting, double-breasted, blue coat with two rows of pearl buttons, a flat "dicer," a striped shirt and loud tie and still talking the lingo of the Bowery—stuff that is dead to this generation, save as it may be remembered through East Side songs that are only sung when Al Smith appears on the scene. Chuck and his goil, Nellie, shades these many years, were once boon companions of the old *New York Journal* crowd. Nellie knew how to cook spare-ribs and cabbage to melt in one's mouth, and if she fed our hungry crowd on Sunday, some night during the following week we would return the compliment at Mr. Woo Chin's famous chop-suey dive. Chuck, unofficial Mayor of New York's Chinatown, would later lead us through the mystic channels of that hideous human warren, meanwhile in picturesque slang telling us the inside stories of white girl and Chink tragedies, pointing out the slick thieves and the cunning rascals, philosophizing about the admirable morals of the Chinese over the whites and inevitably leading us, finally, to Barney Flynn's saloon at the corner of Pell street and Chatham Square, where more beer was sold for five cents than any person of reasonable capacity could consume. Dapper little Chuck, always a gentleman when ladies were present and always reverential to the press, your failing was booze, but there wasn't a crooked hair in your head. But, oh boy, how you did love to see your pic in the pape!

* * *

CARL BROWNE, of Coxey's Army fame, came into the office of the *San Francisco Daily News* one day and announced that he was prepared to produce a wonderful interview with Patrick Calhoun, the head devil of the San Francisco traction lines, whose public policies were anathema to the News. Mr. Calhoun was the typical traction tyrant of those days and practically every reporter on our staff had been kicked out of his office. That long-haired Carl Browne, radical to the backbone, should be on intimate terms with the great magnate seems a bit anomalous, but stranger things have happened, and we told Mr. Browne that if he would get an authentic interview on traction subjects his day's work would be well rewarded. In a few hours he was back, with a wad of copy in his hand. Mr. Browne was excited. "Saw him at his office and here's a gre story for you," he said. "It is worth $ If you publish it, that is what I shall e pect." We read the copy. It was a fir person question and answer story, the i quiries being extraordinarily intellige and to the point. We could scarcely b lieve our eyes, because Calhoun had be a silent manipulator for many yea Here he was, blurting out answers to h questions. The story would arouse t city. Reading the copy, however, noted that every question was phras to be answered by a "yes" or "no," that the reporter did most of the talkin We put the matter to Mr. Browne—ju how did it happen that Calhoun h merely said "no" or "yes" to his questio without qualification or explanati throughout the talk. The old boy look sheepish and then said: "This is the w I got that interview. I drew up two se of questions, one of which I thought would answer in the negative and t other in the affirmative. I got into h office and told him that I wanted to re

Buffalo, The Wonder City of America

Buffalo—a profitable Market for Advertisers

Sales in Buffalo are splendid for advertising goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

EDWARD H. BUTLER
Editor and Publisher
KELLY-SMITH COMPANY
Representatives

Graybar Bldg. New York, N. Y. — Tribune Tower Chicago, Ill.
Atlantic Bldg. Philadelphia — Waterman Bldg. Boston

The largest evening paper circulation in Baltimore

151,059
May, *net paid*

May, 1927, sets a new circulation record for daily papers in Baltimore.

The NEWS, with its May net paid circulation of 151,059, enjoys a margin of 24,141 copies over that of the Evening Sun, its nearest competitor.

You reach more of Baltimore through the

BALTIMORE NEWS

Largest circulation of any daily paper in the South

Reaching the SUBURBS of New York

EVERY day far more copies of The Sun are sold to homeward-bound commuters at the Grand Central Station than of any other New York newspaper.

Advertisers who want their messages to go into the homes of the active, prosperous people of New York City and its suburbs find The Sun the most effective medium available.

The Sun
280 Broadway New York

ADVERTISERS who understand the Iowa situation know from experience that the consumers' market there cannot be properly sold without the use of newspapers in these twenty-one key cities.

IOWA DAILY PRESS ASS'N
DAVENPORT, IOWA.

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat & Leader
Davenport Times
Dubuque Telegraph-Herald
Fort Dodge Messenger & Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times-Republican
Mason City Globe-Gazette & Times
Muscatine Journal & News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Courier
Waterloo Tribune

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday news papers *combined*.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.



Over 260,000 Homes in Michigan served by Booth Newspapers

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN
50 East 42nd Street
New York City

J. E. LUTZ
6 N. Michigan Ave.
Chicago, Ill.

After All

It's not so much how many read your story as how many put credence in it.

THE PHILADELPHIA RECORD

Goes not only into the homes but also into the hearts of 150,000 substantial families daily.

Second Largest Morning Daily in Philadelphia

Always Reliable

stions and get his replies. He re- hear me read the questions. I id: 'Mr. Calhoun, if you do not ese questions I shall assume that e answered this list affirmatively ls list negatively,' and he replied, ht, do what you damn please,' and e done that, and here's your inter- d it's worth $75, if it's worth a

* * *

KDAD—he remembers "A. No. 1," Hebrew tramp who boasted that visited every city and town where newspaper is published in every the union and had never paid one railroad fare. I have encoun- m in the East, Middle-west and acific Coast, always in newspaper He would slip in and ask for the or. "Well, boss, I'm back again," ld say, deftly drawing from his ket a round potato and a sharp In an instant the peelings would fly and A. No. 1 would be in the sculpturing the C. E.'s classic When finished the miniature e a work of art. "Two-bits" ecompensate the artist, assuming C. E. would also kindly mention that A. No. 1 had passed through enroute west, or east, as the ht be. Newspaper clippings were d drink to this famous vagrant. kets were full of them—good hobo hat reporters in hundreds of cities ns had written of the experiences strange little bird of flight. Per- No. 1 has ridden the golden rods eavenly Express by this time, for not heard of him for years. He a monument his queer nom de arved on a thousand box-cars and rked with white stones on a green along the route of the Southern Railroad in lower California. It idea of how to gratify an un- thirst for publicity.

* * *

ELAND newspaper folk will re- ber Annie Perkins who sold n the Public Square, dressed both mer and winter in a boy's suit of en. "Penny Press, Ploin-Dealer, or Woild," was her plaintive cry the winter the children used to poor, bare legs. She lived alone tement at the corner of Ontario Clair streets, since renamed, and meals at a doughnut stand, and here were fabulous stories of her al estate operations and other aking ventures, she once told me was as poor as a church mouse lieved it. Dr. Mary Walker, one first women to be licensed as a n in this country, another eccen- l-known to New York newspaper wore men's clothes, but she went tyle. Top hat, tail coat, striped fancy waistcoat, she was a a figure at all functions to which d gain admission, particularly at ls of notorious criminals. She ay sat at press tables, but I have scovered what paper Dr. Mary r. She was not particularly in- in conversation and her business appeared to be pioneering men's r women. She said the long hich gathered germs, "must go," laming how her prophesy would fied by 1927 styles.

* * *

ABLY no one ever lived who got of a thrill out of publicity than Ms. Carrie Nation, the Kansas -hashing lady who toured the axe in hand, accompanied by a f two dozen newspaper men and Mrs. Nation cared little what r men wrote of her, so long as e was kept on page one. She real philosophy concerning her ctivities, but a more enthusiastic former this writer has never Irs. Nation had some personal dis- ents in her early married life. ooze, and one day she "got mad" shed up a neighborhood saloon. e a brave fight in police court acted national attention. Thus, an impulsive act, she found her k and she really did terrorize saloon-keepers all over the country, as she had a way of slipping quietly into a city, concealing an axe under her skirt and dashing into the gaudiest drinking parlor of the town where she would take a couple of whacks at the mahogany drinking rail and then throw the axe through the bar mirror. When arrested she would make a temperance lecture in court and have her fine paid by the local temperance societies that stood solidly behind her in almost every instance. Mrs. Nation was another reformer whose prophesy, "the saloon must go," was fulfilled in her life-time.

* * *

OTHER guests of the evening are: Herr Most, the anarchist, who kept a saloon in Gold street and wrote marvelous philosophical essays on his bar and died in a Cincinnati hospital while uttering the wildest blasphemies; Steve Brodie, the bridge-jumper; Gen. Coxey, modern Don Quixote of the industrial field; Big Bill Haywood, ablest strike leader this country ever saw; the "Angel of the Tombs," beautiful woman of mystery who would assist any poor devil confined in the city prison and who met a tragic death in the New York Hotel fire; Rev. Hugh Pentecost, fashionable Episcopal clergyman who became an anarchist, studied law and was admitted to the bar for the sole purpose of defending defeated and criminal people; leaders of a dozen cults, some charlatans but all of them interesting; publicity-loving lawyers, rip-roaring revivalists, wild-eyed artists, Greenwich Village poseurs, persons who were "bugs" on sports, cranky college professors, dreaming radicals and reformers of high and low degree. Such zealous celebrities make strong appeal to the affections of newspaper men who see them in action and know how much the society that usually scorns them is indebted to them for works of valor, or, at least, thrusts at stupid conventions. Publicity was what each and every one I have come in contact with sought beyond all else, sometimes because it flattered the vain notion that they were distinguished above the common herd, but usually because it gave them power to carry on their missions which, rational or not, were to them the mainspring of life.

U. P. PRINTERIZING NEBRASKA

Morse Operators to Be Replaced by Machine Circuit, Aug. 1

The Nebraska leased wire circuit of the United Press will start operation by printer-telegraph instead of Morse operators on Aug 1, Hugh Baillie, general business manager of the United Press, announced this week.

With the printerizing of Nebraska, the United Press now operates for its afternoon newspaper service, nineteen separate state or sectional printer-telegraph circuits. These do not include city circuits, or double trunk lines which operate with parallel Morse and printer wires, or the night circuits, many of which are operated by automatics.

WEEKLY STARTS IN GENEVA, N. Y.

The DeWitt-Kernan Publishing Company of Geneva was recently incorporated under the laws of New York and began publication of the *Geneva Telegram*, a weekly, July 22. Richard DeWitt, who is publisher of the *Daily Messenger* in Canandaigua, is president and treasurer of the new organization. Charles Francis Kernan, who has been associated with a national news gathering organization for a number of years, is vice-president and editor, and James R. Hanlon, Geneva attorney, is secretary.

DAILY STARTS "SLOW CLUB"

A club for girls who are "anti-petters and non-drinkers in the younger set" is being orgaized by the *New York Daily Mirror*, through its columns. The stunt is being directed by Edna May of the tabloid's staff. It is based on the organization of a similar club in Chicago by Miss Ernee Olive Porter, a 17-year-old artist's model.

Long Island

A Rich, Independent, Profitable Market

Long Island as a market deserves special study and attention. Its potential possibilities for every conceivable advertised product are unlimited when one considers the enormous requirements necessary to supply over 600,000 well-to-do people, whose consuming power ranks with the richest markets in the country.

In volume of business it compares with any large city or community of similar population. The important factor to consider, however, is that the Long Islanders do not live in tenements or cheaply constructed dwellings. They dwell in fine homes, the majority of which are owned by the residents. These home owners are buyers of house furnishings, electrical household appliances, garden tools, etc. practically all are automobile owners.

Above all, Long Island is an independent market and altho adjacent to New York, each community has its own shopping center, and the people patronize local trade.

To reach these people most effectively you should advertise in Long Island's leading newspapers, listed below. They will place you in direct contact with this rich, independent and profitable market. They will sell your goods to the dealer and consumer. They will give you volume business at the lowest possible cost.

Ask these newspapers to send you the facts on Long Island.

Town	Paper	Publication Days	Circulation	Rate per Inch
Babylon	Leader Suffolk	Friday	3,400	.35
Bay Shore	Consolidated Press (South Shore Sentinel, Islip Press)	Thursday	2,750	.45
Elmhurst	Newtown Register	Saturday	2,500	.75
Farmingdale	Post	Friday	1,100	.45
Floral Park	The Sunrise Trailer	Friday	5,200	.60
Jamaica	Queens County News	Friday	14,675*	1.00
Mineola	Central Island Weeklies (Hicksville, Westbury, New Hyde Park	Friday	4,000	1.00†
Patchogue	Advance	Tue. & Fri.	3,226*	.55
Woodhaven and Richmond Hill	Leader-Observer	Thursday	8,600*	.84

*Sworn Net Paid Circulation.

†$1.75 including Farmingdale Post and Garden City News.

Figures not marked with a star indicate total run of paper.



Our Own World of Letters

By JAMES MELVIN LEE

SEATS on the aisle await those who want to see the Honorable Solomon Spiffledink in action both at home and at Washington, D. C. The cost is the price of Louis Ludlow's new book "Senator Solomon Spiffledink" (Pioneer Book Company, Washington, D. C.).

"Senator Solomon Spiffledink" certainly would make a great movie provided Mr. Ludlow would be the director and Ray Evans, who illustrates the volume, the photographer. One reel would show the boyhood home of the Senator and portray him as a product of the soil. Another would show him being led to the matrimonial altar. (This would be a relief for in most movies the last reel ends with the introduction of the clergyman who ties the knot.) Another reel would show a decision for a political career and a whirlwind campaign with a victory at the polls through the voting of the frogs that sing along the Wabash.

Other reels would show this successful candidate, Solomon Spiffledink, in action as a public servant at the national capitol. Possibly these reels would contain more humor than the others for they would expose the bunkum of public life and thus become the hokum of movie life—the sure fire stuff for scenario writers. The last reel would be entirely devoted to "The Great Debate" with which the volume ends.

For twenty-six years Mr. Ludlow has been a member of the Congressional Press Gallery where today he represents the *Columbus Dispatch* and the *Ohio State Journal*. Recently he has been elected president of the National Press Club. In view of these facts it is only natural that his tale should be liberally sprinkled with items that appeared in home town papers. Indeed, one can hardly imagine Mr. Ludlow writing a volume in which he did not bring in some reference to journalism. As a matter of fact he dedicated "Senator Solomon Spiffledink" to a baker's dozen of his associates in the Press Gallery. They are: Carl D. Ruth, *Cleveland News;* Everett C. Watkins, *Indianapolis Star;* Lorenzo W. Martin, *Louisville Times;* James P. Hornaday, and Mark Thistlewaite, *Indianapolis News;* Richard V. Oulahan, *New York Times;* Col. Edward B. Clark, *Chicago Evening Post;* Thomas R. Shipp, Thomas R. Shipp & Co., Inc., Robert D. Heinl, *Listening in On the United States;* Edwin W. Gableman, *Cincinnati Enquirer;* James L. Wright, *Buffalo Evening News;* James P. Higgins, *Newark Star-Eagle;* and James D. Preston. Superintendent of the United States Senate Press Gallery.

These gentlemen need no introduction to Senator Spiffledink: they know him only too well. But other newspaper workers will be glad to have this close-up of the Senator—especially in Washington where they have never seen him in action in an attempt to straddle.

But the reader should not jump to conclusions too rapidly. "Senator Solomon Spiffledink" aims to show Congress at its worst. The other picture, Congress at its best, is to be shown in another volume, "Senator John Law." Indeed, the preface of the present volume pays a fine tribute to the working members of Congress where "patriotism is by no means a lost virtue."

In conclusion mention may be made in passing of another book by Mr. Ludlow that is of special interest to newspaper people. I refer to "Cornfield to Press Gallery," a volume that even Senator John Law would read with interest.

* * *

THE book, "Problems of Journalism," is really the proceedings of the fifth annual meeting of the American Society of Newspaper Editors held in Washington, D. C., Jan. 14 and 15 of this year. It contains much that is purely routine in connection with that society but at the same time it also includes a number of addresses on various phases of American journalism that are very much worth while.

These addresses were reported in detail in the columns of EDITOR & PUBLISHER at the time of the meeting. But many editors and publishers will doubtless want them in full and in permanent form—something that this volume provides.

One of the most interesting parts of the volume is a symposium where editors discuss pro and con the advisability of personal contacts with public undertakings through official connections. Opinions seem somewhat divided on this point.

Malcolm W. Bingay, of the *Detroit News,* in his paper which discussed the obligations of the newspaper and the newspaper editor, gives one personal incident which is well worth quoting for the moral it teaches:

> A little while ago a well-dressed young man came into my office. I happened to be dictating some letters. He walked in and stood by the desk. I had to stop dictating and looked up at him.
>
> "Are you the managing editor?" he blurted out.
>
> "I am very busy now," I answered.
>
> "Oh, that's all right, sir; I'll wait," and he sat himself very comfortably into a chair.
>
> "I'm busy now," I again remarked.
>
> "No bother at all," he answered chattily.
>
> "Will you please leave the room until I'm through?" I asked.
>
> "Sure," and he sauntered out.
>
> As soon as I was through he popped in again.
>
> "I want a job as a reporter," he said. And so I told him:
>
> "You would be the last man on earth I would hire as a reporter."
>
> He expressed amazement—university graduate, been in the business for five years, and all that.
>
> "But," I explained, "What would a businessman or any other man think of the *Detroit News* if you walked into his office as you did into mine and did not have the good sense to get out when told to?"
>
> "Well, sir," he said, "I've cracked a good many whopping stories by doing just that."
>
> I know of no business where the reporter so wholly represents for good or evil his institution. To the person he interviews, he is the paper from the press room to the art department. If he fakes, colors a story, misrepresents himself, does anything that a gentleman should not do, the injured party does not think of him as the individual—always it is the paper.

Erie C. Hopwood, of the *Cleveland Plain Dealer,* supplemented the story just quoted with one of his own:

> I happened to be in the office of the *Chicago Tribune* some months ago and Mr. Beck pointed out to me a young man sitting at one of their copy desks and said, in substance, that he considered this young man one of the most valuable members of their organization. He was valuable because he had tact, he had courtesy, he had a pleasant voice, and when anybody called up to complain to the *Tribune* about something or to make some inquiry or to discuss some matter which he thought was a more or less personal thing between him and the *Chicago Tribune,* this young man was on the other end of the telephone and almost invariably when the conversation was over another friend had been made for the *Tribune.*

Among the papers that deserve special mention may be listed the following: "My Experience in Being in Contempt of Court" by Carl Magee, of the *New Mexico State Tribune;* "Interviewing—Its Principles and Functions" by Edward Price Bell, *Chicago Daily News;* "Relation of Radio to Newspapers" by H. V. Kaltenborn, *Brooklyn Eagle;* and, of course, "The Press and International Relations" by the Hon. Charles Evans Hughes. Quotations are not necessary because, as has already been mentioned, these papers were fully covered in the regular report of the annual meeting of the American Society of Newspaper Editors.

* * *

WHAT might be called an editorial debate appears in *The Forum* for August between William Bennett Munro, until recently an editorial writer on the *Boston Herald,* and Walter Lippmann, the chief editorial writer on the *New York World.* The question is "Shall We Break the Third Term Tradition?"

Mr Lippmann's answer is "No"—at least not in 1928. Mr. Lippmann frankly admits that conditions may obtain that would make it necessary to abandon the third term tradition. But no such necessity has yet arisen. Believing that we have too many laws he does not advocate a law against a third term. In conclusion he insists that a wise tradition should not be abandoned without very [illegible] reason.

Mr. Munro's answer is "Yes"—[illegible] in 1928. He believes a substantial [illegible] jority of American voters are satis[illegible] with the present administration and [illegible] to see it continued. In his opinion, [illegible] great difference exists between eight y[illegible] and nine years and a half. He calls [illegible] attention to the fact that the tradi[illegible] which is supposed to forbid a third t[illegible] is not well grounded from an histor[illegible] point of view. The tradition seems [illegible] have its origin in a warning made [illegible] Washington in his "Farewell Addr[illegible] against the danger of leaving a presi[illegible] too long in office. Mr. Munro insists [illegible] the "Farewell Address" by Washing[illegible] contained no word of admonition aga[illegible] third presidential terms and that Washi[illegible] ton declined a third term upon reas[illegible] explicitly given—the increasing wei[illegible] of years and other personal reasons. [illegible] fact is stressed that Washington's addr[illegible] was drafted by Alexander Hamil[illegible] "whose aversion to placing any lim[illegible]

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Ask him if he doesn't read The Kansas City Star

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Space is space—but the BEST Classified Advertising publicity justifies its daily appearance in your newspaper

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

presidential terms is beyond con-
y." In conclusion Mr. Munro in-
at any talk of a dictatorship in
a is absurd—something with which
ippmann of the World does not

e wordless editorials illustrate the
debate. These are cartoons which
th the question under debate as
in the terms of Grant and Roose-

* * *

PINCI, for whom the *Washing-
n Star* created the first permanent
ent of "Diplomatic Staff Corre-
nt," prints in *The Forum* for Au-
'Woodrow Wilson's Ford Boom." In
ticle he raises the question, "Will
nocratic Donkey be exchanged for
nocratic flivver as a party em-

's article Mr. Pinci points out that
ow Wilson once picked Henry
s the former's successor to lead
nocratic party on the ground that
er knew people. Mr. Pinci insists
ilson at the time of his death was
g Ford for the presidential race
t America may yet see the Ford
in the ring and possibly on the

* * *

Y DIXON THAYER who writes
daily column for the *Philadelphia
Bulletin*, contribues to *The*
for August some charming verses
"Pixies' Leaves." She deserves
mention in "Our Own World of
" because E. P. Dutton & Co.,
ccepted her new book, "End of
"

* * *

OLLEGE education seems to be a
dicap for newspaper work, ac-
to an article in *Liberty* for July
e article is signed by the initials
nd the author says that when he
llege to become a reporter his
of superiority was not an ad-
to his trade.
is what R. C. says about his
r who broke into the newspaper
without a college education:

as been at work only a few months,
dready a better reporter than I was.
the fresh interest of nineteen instead
omewhat blasé attitude of a Bachelor
of twenty-three; and for a reporter
n advantage.
true she didn't go as far in English
as I did, but she seems to have a
rse, snappy newspaperese style than
llege graduates. You may say that
rese style is not an advantage to
iting. It is if one works on a news-

ve that one year as a reporter in a
going about town and meeting every-
n burglars to billionaires, and using
ts steadily to make people tell things
't want to tell you, is a better educa-
the average human being than four
college.

uld be interesting to know what
bred newspaper men think about
e of a college course for their
The rule is sometimes proved by
eption.

* * *

ACHESON, who is on the staff
e *Dallas* (Tex.) *Morning News*
n *The American Mercury* for
a picturesque personality sketch
Houston.
McCormick, of the *New York*
taff contributes to the same issue
phetess of Doom," a sketch of
len G. White "who has ruled the
Day Adventists with an authority
enough to ring envy from the
prisoner of the Vatican."

rgest Circulation
and
rgest Volume of
Advertising
ny Daily west of the
Missouri river.
LOS ANGELES
ENING HERALD
REPRESENTATIVES
JOHN H. LEDERER, 910 Hearst Bldg.
isco, A. J. NORRIS HILL, 610 Hearst Bldg.
HERBERT W. MOLONEY, 604 Times Bldg.

STANDARD PROMOTION FORMS URGED AS MONEY SAVERS FOR DAILIES

Cards Containing Market Facts Similar to Rate Cards Suggested—Space Buyers Too Busy to Read Present Mass of Material

By A. J. SLOMANSON

TO save or not to save advertising promotion literature? That is the question which confronts hundreds of space buyers each day. "Will I need this information in the future?" "Will this circular matter clutter our files?" "Shall I set this literature aside to read at a more leisure time?" These, and many other thoughts are entertained by the space buyers, not considering their impulsive decisions to discard the literature into the waste baskets immediately when it is received. One space buyer, being so busy compiling schedules, answering correspondence, interviewing space salesmen, and doing innumerable other duties, decided to file all promotion matter for future reference, and at the end of six months found the four filing sections of the cabinet so jammed that he had to decide whether to get a new cabinet or stop filing the future promotion material. After realizing that he never referred to any of the filed literature since it seldom contained any of the information he wanted, instructions were given to the file clerk for other use of the cabinet. He thought that too much time and trouble was involved in filing the literature, so the filing was discontinued. This example, multiplied hundreds of times, will give publishers an idea of how much space buyers regard circular matter.

Yet, it is of the utmost importance that agency space buyers should receive information about the many publications, and it seems obvious that because of the great amount of literature they do receive, the filing of it is necessary for future reference, as they never could digest all the material received in one day. Thus arises the problem: what information should be mentioned in the circular matter?

Too many writers of advertising promotion literature are so close to their business that they fail to get the outside viewpoint. They fail to use the correct yardsticks of measurement and thereby misdirect the greater part of their efforts. How can these efforts be more profitably directed, and what information must the space buyer have in order to make a correct decision when purchasing publication space?

Since most of the material sent out by publishers reaches the space buyers when their minds are occupied with other matters, and cannot be diverted, what method must be employed to have them read the literature at the time it is needed? Standardization in the advertising field has been slow, yet it seems that publishers will eventually standardize their promotion literature as they have their rate cards.

Argumentative statements will be eliminated from all direct mail matter when the standardized stage is reached, and instead of wasting about 90 per cent of space in uninteresting messages, the literature will contain almost one hundred per cent constructive data about the publications. Five yardsticks of measurement, at least, will be used, viz., Analysis of Circulation, Analysis of Editorial Content, Analysis of Advertising Linage, Merchandising Co-operation, and current market activities of each city. This information in standardized form would eliminate the problem of "throw away" or "retain" literature.

It is impossible to mention all the various forms of literature mailed to space buyers, but the destination of most of it is the waste basket, without the circular matter ever making any favorable impression on the minds of the recipients.

The standardized form would save publishers thousands of dollars annually in eliminating duplication of mailing pieces. At the present time, it is not unusual for almost all the principal executives of agencies to receive the same literature, and in almost every case the same pieces are routed to the space buyer without the envelopes being opened by the addressees.

Invariably, agency mailing clerks have been instructed to route all promotion literature to the space buyers, thus having them receive three or more pieces of the same literature; truly a heavy waste of money and opportunity by the publishers.

The standardized form would likewise save thousands of dollars for publishers in eliminating personal names from their records, and cutting the costs of mailing lists in half, since no record of changes in agency personnel would be necessary, inasmuch as the standardized promotion form would be addressed to the agency, as is the policy at present in addressing rate cards.

SERIES ON MEDICAL SCIENCE

The *Detroit News* instituted an innovation in the handling of medical advice last week when it started a series of articles presenting the views of authorities relative to the most recent advances in medicine and surgery. The news is collaborating with the Joint Committee on Public Health Education which includes members of the faculty of the medical school of the University of Michigan who are internationally known in medical circles. The plan has the endorsement of Dr. Clarence Cook Little, president of the University of Michigan. The articles are being compiled by Allen Schoenfield, University of Michigan correspondent of the Detroit News.

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
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Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

CLINE SYSTEM
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Cline-Westinghouse Double Motor-Drive with full automatic push button control

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ROTO-GRAVURE
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IT WILL PAY YOU TO HIRE TRAINED MEN

Ambitious young men, schooled in every branch of the newspaper or magazine field, may be secured to fill that opening on your publication by simply making your wants known to the Personnel Bureau of Sigma Delta Chi, professional journalistic fraternity.

No Charge To Employers

Avail yourself of this free service to replenish your staff whenever the occasion requires. Write or wire John G. Earhart, 836 Exchange Ave., Chicago, Ill., and he will put you in touch with the right man.

if you have something to SELL—

—and it's good.
—and you want other folk to know it's good.
—thrifty folk who have money and the habit of spending.
—people who live in the prosperous Cleveland market.

then—
you must tell them about it through

The *Ohio's Greatest Newspaper*
Cleveland News
DAILY AND SUNDAY
Represented by Geo. A. McDevitt Co.
250 Park Ave., New York
914 People's Gas Bldg., Chicago

CHAIN STORE VOLUME MAKES HIGH RECORD

General Prosperity Revealed in Large Gains of Leading Groups—Mail Order Houses Also Show Big Gains

Indications of prosperous conditions are given by the record breaking sales of mail order and chain store concerns. Sales of twenty-one of these firms for the first six months of the year show a large gain over the corresponding period of 1926, and indications are that a new high record will be established at the end of the year.

For the first half of the year business of these twenty-one representative companies totaled $584,880,967, compared with $533,333,552 in the same period of 1926, a gain of 9.7 per cent. Although this gain is somewhat lower than that shown in the same period of 1926 over 1925, when the increase was 12.4 per cent, this decrease was confined to the business of the mail order houses, the chain stores having made an even better showing this year.

Although 1926 was a record year for the chain stores, twelve of the more prominent of the five and ten cent systems did a business in the first six months totalling $259,057,908, an increase of 13 per cent over the same period of 1926. Vigorous expansion programs by all the better established chains are held responsible for a large part of this increase. Neisner Bros. topped the list of these stores with a 76.3 per cent gain in business, followed by J. J. Newberry Company, with 53.6 per cent. F. & W. Grand came third, its gain totaling 22.2 per cent.

Of the retail general merchandise chain group, J. C. Penney Company came first with a gain in six months' business of 29.6 per cent. Kinnear Stores and Leonard, Fitzpatrick & Mueller came next with gains of 15.2 per cent and 3.8 per cent, respectively.

Piggly Wiggly Western States Company, a chain of grocery stores in Southern California, showed a large advance in business. To date this year sales have equaled $6,502,696, 82.6 per cent more than those reported at this time last year. Drug store chains also did record business.

Following table gives sales of twenty-one representative mail order and chain store companies for the first six months of 1927 compared with 1926, and the increase in 1927 period over that of 1926:

	1927	1926	%
Sears, Roebuck..	$129,726,556	$126,621,823	2
Montg., Ward...	92,236,614	95,216,710	*3
F. W. Woolworth	116,766,245	107,201,449	8
S. S. Kresge....	55,901,171	49,837,324	12
S. H. Kress.....	23,359,046	21,688,113	7
W. T. Grant....	17,066,083	14,395,449	18
McCrory Stores..	16,972,689	14,183,099	19
F. & W. Grand..	5,388,813	4,409,640	22
J. J. Newberry..	5,381,646	3,502,570	53
Metropolitan Strs	4,006,631	4,305,592	13
McLellan Stores.	4,248,830	3,183,787	33
G. C. Murphy...	4,188,347	3,261,180	28
Neisner Bros.....	2,593,069	1,470,118	76
Isaac Silver.....	2,285,338	1,788,235	27
Louis K. Liggett	28,475,654	24,711,111	15
Peoples Drug....	3,743,297	2,829,550	32
Piggly Wiggly Western	6,502,696	3,560,720	82
J. C. Penney....	59,712,526	46,074,564	29
Leonard Fitzpatrick & Mueller	2,583,278	2,486,865	3
Kinnear Stores..	1,129,902	980,385	15
F. Farmer Cdy...	1,712,536	1,514,268	13

*Decrease.

COMBAT MAIL SALES

Unsolicited Goods Deluge Richmond and Ad Club Advises Public

An attack on direct mail selling in Richmond in which unsolicited merchandise is sent through the mails, with the request that either the money for the goods be forwarded or the goods returned, has been launched following investigations of Horace Gans, of the Richmond (Va.) Advertising Club, with the co-operation of the Retail Merchants' Association and the Chamber of Commerce.

More than 10,000 people of Richmond have recently received unsolicited packages of neckties, initialed handkerchiefs and other products.

A newspaper advertisement recently run by the Better Business Bureau of Philadelphia emphasized the following statement:

"You do not have to buy unordered merchandise. You do not have to return it, even if sufficient postage is inclosed for that purpose. Simply keep it with reasonable care. If the company wants it back again they will have to send a qualified agent for it."

PAPER FIRM MOVES

The Canadian Export Paper Company, Ltd., will move Aug. 1 from 247 Park avenue to the Graybar Bldg., New York.

BUYS PROVINCIAL PAPERS

William Harrison, chairman of the Inveresk Paper Company and allied undertakings, who came into prominence in the newspaper world last year when he acquired The Illustrated Newspapers, Ltd., a famous group of London illustrated high class weeklies, has just purchased the controlling interest in the firm of George Toulmin and Sons, Limited, of Preston, Lancashire, proprietors of the *Lancashire Daily Post, Preston Guardian,* weekly, and the *Blackburn Times,* weekly. There is to be no change in the management or staff of the newspapers owned by the firm, and £25,000 of the purchase money is to be applied for distribution amongst the members of the staffs.

NEW QUINCY (MASS.) WEEK

The *Quincy* (Mass.) *Transcri* weekly, last week began publicatio is published by the Transcript Publi Company at Jamaica Plain, Mass. F. Garrick is publisher and e George E. Parker, formerly adver manager of the *Quincy Patriot-Ledg* in charge of advertising. Williar Murphy, formerly on the now de *Quincy Journal-Enterprise,* is on the torial staff.

GOES TO EIGHT COLUMN

The *Camden* (Ark.) *Evening* on Sept. 1 will change to an eight-co page size.

Supplies and Equipment

Modern
Composing Room
Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

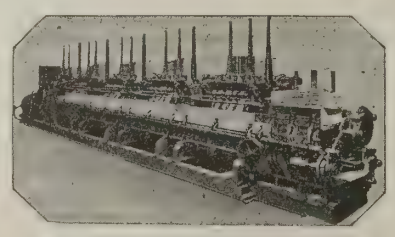
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HAMILTON MFG. CO.
TWO RIVERS, WIS.

Drive and Control
for
Newspaper Presses

A representative installation on a Duplex Unit-Type press is a 100-h.p., a-c. equipment at the Paterson, N. J., Press-Guardian. This is a repeat order.

GENERAL ELECTRIC



Halvorsen Newspaper Stuffing Machines

are now being used by many of the leading newspapers from coast to coast and border border. In one plant the machine has saved one-fifth of its cost in six months. Papers can be delivered in better condition to distributors and to the readers.

After a thorough investigation you will want to invest
Write for full particulars

NONPAREIL MACHINE COMPANY
36 S. Throop Street, Chicago

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STEREOTYPING MACHINERY
Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST

THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

SAVE A MINUTE

in packing a matrix and you will often beat the other fellow to the start.

Space Packing Felt that is soft, tears easily and stays put, will do it for you.

We manufacture it in four thicknesses—No. 25, No. 35, No. 40 and No. 50.

MOULDING BLANKETS all kinds.
Red and Blue Drying Blankets.
Prepared Matrix Paste.
The above are only a few of our specialties.

New England Newspaper Supply Co.

Worcester, Mass., U. S. A.
Cable Address NENSCO—Worcester

EQUIPMENT—SUPPLIES

Essentials to every newspaper publisher, are marketed most economically through the advertising pages of EDITOR & PUBLISHER. This publication is the ever present salesman for its advertisers.

Employment—Equipment—Services

ITOR & PUBLISHER Classified Advertising Information

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SITUATIONS (Cash with Order)
1 Time — .50 per line
3 Times — .40 per line
ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .75 per line
4 Times — .60 per line

space charge at same rate per line insertion as earned by frequency of in- n. Minimum Contract space, three The Editor & Publisher reserves the to classify, edit or reject any adver- ent.

ADVERTISING

General Promotion

u Want More Local Advertising put us ork for you selling our "Worthwhile" res. Write F. G. Hogan Syndicate, te Bldg., Indianapolis, Ind., or Kane, Pa.

Supplies

g Sheets for Art work and Benday ef- Bourges Service, Inc., 144 West 32nd New York.

INESS OPPORTUNITIES

Brokers

ng Paper, North Carolina, very desirable, ying exclusive fertile field; earning more 5% net on price asked; nice modern plant; circulation; initial payment $40,000. Also desirable evening paper, southern Cali- J. B. Shale, Times Bldg., New York.

Grade Properties in Kansas, Missouri, Nebraska, Oklahoma and Arkansas, both and weekly; exclusive listings; no damag- ublicity; personal service in every deal; attention to financing. All matters tely confidential. High grade newspaper for sale. Clyde H. Knox, 851 Board of Bldg., Kansas City, Mo.

Journal, established, in good condition, e of expansion. Gross about $20,000. price, $17,500 cash. Harris-Dibble Co., adison Avenue, New York City.

Newspaper Interest Wanted

her - Editor - Manager, experienced in al, business and other departments, who ust built up and sold successful daily, new connection. Young, energetic, re- ful. Would consider investment or rary salary arrangement. C-869, Editor blisher.

Service

t of Town Concerns. You can secure all vantages of a New York address, includ- e services of established, fully furnished quipped offices, where your interests, en- , callers, literature, mail, or samples e intelligently and properly handled, for inal annual charge. Address (by letter Suite 1004, at 1841 Broadway (Columbus). New York City.

CIRCULATION

Promotion

ution—When quick, additional circulation ge becomes necessary, remember that venty years in this one line of endeavor r proof against experimenting. Write or Pacific Coast Circulation Service, Bell Cincinnati, Ohio.

ution Builders—Blair & Austin, 1504 Cen- e., Reading, Penn. Originators of Sales- in Club Campaigns.

he Man Who's Had One! In over 20 of nation-wide experience, we have proved es always able to produce greater results llar expended. Our circulation building gns, large or small, have all expert man- nt and attention. Address us now, care of World-Herald, Omaha, Nebr., or at any t Box 288, Waterloo, Iowa. Myers' Cir- n Organization.

or Circulation Builders—The W. S. Ken- ompany, 104 North Bailey Ave., Louis- Kentucky. The circulation-building or- tion that has set the standard for aggres- uccessful circulation campaigns for nearly years.

World's Largest Circulation Building Or- ation—The only circulation-building serv- Newspaperdom furnishing publishers' ts of the exact results of its every gn. The Charles Partlowe Company, ital Building, Indianapolis.

EMPLOYMENT

Help Wanted

ising Man, live wire who is familiar eekly newspaper work and can solicit, lay d write advertising copy, address with ce. News, Ocean City, N. J.

ising Agent wanted by National Jewish (only one in English). Also agents to ads for New Year issue. Jewish Daily n, 621 Broadway.

EMPLOYMENT

Help Wanted

Correspondents—National Jewish Daily Wants Correspondents Everywhere. Jewish Daily Bulletin, 621 Broadway.

Secretary to newspaper executive. Outstanding opportunity for young man, gentile, 22-28, interested in business side of journalism. Must be expert with shorthand and good typist. Satisfactory compensation to right man. State age, experience, references and telephone number. C-864, Editor & Publisher.

Situations Wanted

Advertising Manager, Solicitor—Alert, capable, aggressive advertising solicitor with successful record, now solicitor on daily in city of 70,000 seeks permanent position as Advertising Manager in smaller city. Accustomed to producing against odds. Present position six years. Not obliged to change but present opportunity limited. Can arrange for personal interview. Thirty one, married, enthusiastic. C-867, Editor & Publisher.

Advertising—You may be wanting a man of my experience. 21 years on Minneapolis Tribune. Have had direction of local advertising and was assistant advertising manager to Mr. Gerald Pierce and Mr. Wm. McBarbour. Am thoroughly familiar with the department store run and the automobile department. My age is 41. The Tribune paid me a salary of more than $6,000. Will be pleased to receive a proposition from either a metropolitan or a small town daily. I. J. Hentschell, 4603 Vincent ave. South, Minneapolis, Minn.

Ad Executive, six years, exceptional record. Copy writer, publicity department organizer. Daily in Ohio or adjacent.; $50. Ad man; 15 Charles street, Newark, Ohio.

Advertising Salesman and Representative is interested to work in Chicago territory for a newspaper or other publication or a publisher's representative. Effective, energetic, progressive and financially responsible. Correspondence confidential. High class references. C-857, Editor & Publisher.

Advertising Salesman with five years' experience and an excellent record wants opportunity to increase linage for sound newspaper. Has had merchandising experience that inspires constructive promotion work. Employed but available on reasonable notice. C-861, Editor & Publisher.

Business Manager—Mr. Publisher, are you in need of a business manager that knows each operation of a newspaper. If your paper needs circulation or advertising I can produce either without incurring heavy expenses. References and full details furnished upon request. Salary to start $5,200 per year and bonus on increased business. Address C-829, Editor & Publisher.

Cartoonist of great ability and reputation, with fifteen years' experience on large Eastern daily doing Editorial page cartoons, desires position with paper or syndicate, preferably in the East. C-859, Editor & Publisher.

Circulation Manager desires connection on paper in city of 100,000 or less. Twenty years' experience as circulation manager on large and small dailies. Producer of maximum results at minimum cost. Familiar with every detail, also A. B. C. records. Reasonable salary. References. C-830, Editor & Publisher.

Circulation—High calibre, home delivery circulator; take charge circulation or assist circulator. Good on promotion and detail. Fine record; references; 33, married; competent, steady; real producer. Evening paper preferred. C-833, Editor & Publisher.

Circulation Manager—Experience has been from carrier to circulation manager on large and small morning, evening and Sunday dailies as well as combination. Thoroughly familiar with office records and details as well as promotion. Have always prided myself on low cost of maintenance and promotion. Would consider city or assistant's job on large daily. Best of references. C-823, Editor & Publisher.

Circulation Manager would like to make connections. Circulation work has been my study and means of livelihood for past ten years. Married and settled; can furnish best references. Write to C-855, Editor & Publisher.

Classified Manager, employed at present, wishes to make connection with paper in city of 100,000 population or over. Can furnish best of reference. If I can't increase your production 20% in four months I don't want the job. C-853, Editor & Publisher.

Composing Room Foreman or Superintendent wishes a permanent position; can give reference as to ability, character and reliability; experienced in large and medium plants; 14 years in one place. Address C-868, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Editorial Executive, thoroughly experienced, more than five years on present job, more than five on preceding one, fine record, seeks responsible connection with aggressive, growing daily. $75. C-856, Editor & Publisher.

Editor, 40, Protestant, total abstainer, widely experienced metropolitan and small-city papers; now employed; wishes permanent connection small afternoon daily in Southeast. Capable taking complete charge. Address C-822, Editor & Publisher.

Editorial Writer—Vigorous and snappy editorials on Democratic politics and Government activities. Small compensation. C-847, Editor & Publisher.

Executive—Available to publisher on two weeks' notice, the services of expert upbuilder of small dailies. Can do work of several ordinary men as editor and general manager. Can hire, fire, buy to advantage and apply modern methods to ad, news and circulation departments at no extra cost. Record shows two successes, third under way. Recommendations from successful publishers, would want eighty, with small increase on each thousand for circulation boost. C-846, Editor & Publisher.

Executive wants opportunity as Business Promotion, Advertising or Circulation Manager. Age 37, twenty-four years' experience on metropolitan newspapers. Thorough knowledge of entire newspaper operating. Outstanding promotion ability. Best references; $7,500 salary. Will take second paper, with smaller salary and bonus on increase. C-860, Editor & Publisher.

In Any Capacity—Young woman, college graduate, with degree in journalism and work in home economics. No practical experience except on college publications. Eager to learn and willing to do anything that will give me a start in newspaper work. C-858, Editor & Publisher.

Mechanical Superintendent, three years' experience afternoon paper, city of thirty thousand, wants to make change. C-865, Editor & Publisher.

Newspaper Advertising Executive seeks new connection. Now employed by a foremost eastern daily. Thoroughly experienced in newspaper advertising management; splendid record as builder of national and local linage. Age thirty-four, married, excellent address and appearance; twelve years diversified experience newspaper advertising. Introductory reference: James W. Brown, Publisher of Editor & Publisher. Complete list with first letter. C-851, Editor & Publisher.

News Executive and Writer, exceptional experience, free September 1. College man, 37, married. Nine years' newspapers from reporter to managing editor, seven years Associated Press, two years United Press. Organizer and developer of news staffs. Puts accuracy, fair play ahead of sensations. Understands money comes from business office. Address C-866, Editor & Publisher.

Reporter, eight years on good dailies, splendid record; make friends easily for your paper; college man. C-862, Editor & Publisher.

Service Dep't Manager of three publications open for connection. Prolific writer. $60. Available Aug. 8th. C-849, Editor & Publisher.

Telegraph Editor, handling full wire and features; fast, accurate, eight years' experience. C-863, Editor & Publisher.

The Door to Opportunity

The Classified Service of EDITOR & PUBLISHER is the door to opportunities in the advertising and publishing fields.

Publishers read our Classified in their search for Executives, Services, Used Equipment and Supplies, and they write to Classified Service asking help in filling their requirements.

CLASSIFIED SERVICE

Editor & Publisher

MECHANICAL

Equipment for Sale

For Sale—Four Mergenthaler Electric pots, 250 volts, 60 cycle, A. C., complete and in excellent order. Changing because of rate. The Daily Pantagraph, Bloomington, Ill.

For Sale—One complete photo-engraving plant. Miles Machinery Co., 64 West 23d St., New York.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffman Type & Engraving Co., 114 E. 13th St., N. Y. City.

Printers and Bookbinders:—Two Revolution Presses, Drum Cylinder Presses, Power Paper Cutters, Lever Paper Cutters, Colts and Universal Presses, Chandler & Price Presses, Golding Jobbers, New Style Gordon Presses, C. & P. Presses, with Miller Feeder, Multi Color Presses Folders, Punches, Perforators. Wire stitchers Numbering Machines, Standing Presses, Embossers, Shears, Proof Presses, at greatly reduced prices and upon most liberal terms American Type Founders Co., 96 Beekman St., New York City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 153 So. Paulina St., Chicago, Ill.

SUPPLIES

Metal

Standard Linotype, Stereotype and Monotype metal at substantial discounts when purchased in ton lots or over. Let us quote you. American Alloys Company, 1939 East Sergeant St., Philadelphia.

WE CONNECT THE WIRES

WEEKLY and job plant for sale at $15,000; cash $6000; easy terms. Receipts $23,000 per year; expenses, including owner's salary, under $20,000. Fast growing New England town of 15,000. Opportunity for practical publisher who can sell advertising and printing. Mention our No. 8797.

FERNALD'S EXCHANGE, INC.
SECURITY BLDG. SPRINGFIELD, MASS.

Newspaper Properties Bought, Sold and Appraised

All negotiations confidential

PALMER, DEWITT & PALMER

Business Established in 1899
350 Madison Ave. New York
Pacific Coast Representative:
M. C. Moore, 515 N. Canon Drive, Beverly Hills, Calif.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

DOLLAR $ $ $ $ PULLERS

One Dollar will be paid for each idea published. Send clipping for payment.

FRIDAY is found by a Northwestern metropolitan daily to be a good day for running a full-page of "Bargain Bulletins." This paper therefore divides a page at this time into space for 32 retail stores to individually advertise, so that they may reach the consumer just prior to the Saturday paycheck and also prior to receipt of an independent shopping paper delivered on Saturday morning.—C. M. L., Seattle, Wash.

There is quite a demand these days in many cities for nature foods, as they are called, these being foods that aren't refined or cooked or mixed up with a lot of other products. The paper can cash in on this situation by running a page or spread of ads of concerns handling such articles with this heading over the ads "Nature Foods."—Frank H. Williams, 815 S. Van Ness ave., Santa Ana, Cal.

The *Franklin* (Ind.) *Star* recently staged a circulation contest within its carrier organization. Bags, whistles, rain capes and free passes to theatres were offered as prizes. The contest netted 226 new subscribers at a cost of $24.30. The carriers were given a small commission in securing new customers in the country.—Davis O. Vandivier, Franklin, Ind.

Electrical washing machines are now wedging their way into the modern kitchens. Although the washing machines came before the electrical refrigerators it seems as if they were somewhat lagging in advertising. It might be a good idea in your town to run a whole page devoted to this great boon to housewives. Consult each agent in your territory and ask him to join in on a page spread. If reading matter is desired much stuff can be gathered from each dealer in washing machines. A short story with pictures, showing the progress of washing clothing from the very, very remote ages to the present time will most surely attract attention of the reader.—F. S., Salem, Mass.

Many people want to spend their vacation where they can enjoy the quiet and rest of the country and yet be within commuting distance of the city. Run a page each week advertising the vacation farms and resorts located within a radius of fifty or a hundred miles.—Norman B. Terry, St. Louis, Mo.

Do you have an enterprising shoe merchant in your town? If you do you may be able to sign up some good advertising with an idea that has been found successful. Give a dollar off on ever pair of old shoes that are brought in in trade and the old shoes are given to unfortunate families. This would be a good idea for the fall with colder weather coming.—K. W. F., Indianapolis, Ind.

Almost time for a list of the local students who intend to enter and return to college, together with the names of the colleges.—D. A. Davenport, Iowa.

"Here And There About The Big Town" is the head over a special department in the *Chicago Daily News*. Each day this department contains short stories of a particular district. It is the belief of the promoters of this special department that the "small towns within the big town" have many vital problems and happenings which concern only those living in that district. If it was not for this department these stories would probably never be printed.—J. F., Chicago, Ill.

CROOKS NOT "HEROES" IN THIS DAILY

Stupidity of Criminals Being Stressed in Worcester Post Instead of "Cleverness" and "Daring"

The *Worcester* (Mass.) *Post* has inaugurated a new policy in dealing with crime stories, and the young bandits whose deeds find their way into print and the police court no longer get any pleasure reading of their exploits in the Post.

No longer is every young storebreaker, holdup man and safe cracker a "daring" this or a "clever young" that.

Under the new police news policy, the stupidity and defeats of the youthful criminal element are fully pointed out, and the result is that the Post's crime news has silenced the critics who have wailed, as they do in every city and town in the country, that the newspaper stories encourage wrongdoers.

Two young men who started out to learn the safe breaking business in Worcester were arrested one evening recently. The lead referred to the fact that the "bungling, would-be safe crackers" were so inefficient that their nine hours of pounding at the safe failed to open it.

Another crime story, referring to a series of holdups, pointed out the fact that the receipts from various jobs were much below the amount of money which a couple of energetic young men might have earned over the same period of time if they had gotten jobs and worked for a living.

Other crime stories run by the Post have repeatedly stressed the moral, in a simple, unpreaching way, that the police have a habit of clearing up a majority of crimes in the city and landing those of criminal bent behind the bars.

OPERATING OWN STATION

The *Milwaukee Journal* began operating its own radio station, WTMJ, Monday, July 25, on 1,000 watts, making it the most powerful station in the state. Since January, 1925, the daily has been operating station WHAD, jointly with Marquette University. The transmitting station of WTMJ is 13 miles west of Milwaukee, where two 200 feet antennae towers have been erected 500 feet apart. Walter J. Damm is director of broadcasting.

HUNCHES

One Dollar will be paid for each idea published. Send clipping for payment.

"I EARNED my first dollar tying sheaves of wheat," said Rev. G. B. Enterline of Kenmore, Ohio. Why not get a series of stories on "How I earned my first dollar" from the prominent men of your community. A variation of this might be to have the men write on "What I did with my first dollar." One man, when asked what he did with the first dollar he ever earned, replied, "I gave it to my mother."—Art Murray.

A local feature that has been used with very good results indeed by various newspapers consists in running a series of articles on "Local People Who Have Made Good In Other Cities."—Frank H. Williams, 815 So. Van Ness Ave., Santa Ana, California.

Sporting goods dealers are one of the best bets for the sports reporters. Occasional checking up with such live dealers will bring in more hot spot tips than any other individual source. One dealer supplied during just one month tips sufficient to provide more than three columns of local spot on various subjects.—B. A. T., Springfield, Ohio.

With so much "stuff" such as neckties and other merchandise being sent through the mail without being ordered, there's an opportunity to be of service to your readers by obtaining an authoritative statement regarding the entire lack of obligation to buy such goods or to return them even if sufficient postage is enclosed. This statement might be secured from the postmaster, the postoffice inspector or the Chamber of Commerce.—D. P. Fall River, Mass.

Sparkling Accurate Reporting and Complete World Coverage of Telegraph News

INTERNATIONAL NEWS SERVICE

63 Park Row, New York City

"Going Over Big—

although expecting a general response because of the name, we were astonished at the results."

Sharon, Pa. Herald.

Abie's Irish Rose

The greatest serial since the war

Sixty daily installments, each illustrated with specially posed photographs.

UNITED FEATURE SYNDICATE

World Building, New York

We Supply WEEKLY ILLUSTRATED FICTION

Daily One-Column Mat Features

Weekly Special Articles

Serials

Ask Us for Samples

The O'Dell Newspaper Service

55 Fifth Ave., New York City

Give Your Readers 11 DAILY HEALTH TALKS by Dr Frank McCoy "The Mayo of Health Writers"

A health service that is different—home treatments without medicine or costly apparatus, based on a knowledge of food chemistry and the mechanics of the body

WIRE OR WRITE

McCoy Health Service

Brack Shops Building, Los Angeles, Cal.

"Antics of Arabella"

A Physical Culture Strip Unique in Structure

A "DAILY DOZEN" FOR THE GIRLS

Widely read in Many Cities

A part of Daily Graphic Service or sold separated on request.

If you want a circulation getting strip, here it is.

Graphic Syndicate, Inc.

350 Hudson St.
New York City

What Do You KNOW ?

A Great Questions and Answers Feature

New Questions Daily

King Features Syndicate, Inc.

New York City

THE WELFARE COMMITTEE *of the* **INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION**

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

NEW YORK STATE
3 markets in One!



New York State cannot be classed a local market—not even a national market, because it is international in scope.

New York does business with the whole world. It is the center of international trade. It is the buying and selling headquarters for every imaginable product. Establishing a product in the Empire State hastens national and international distribution because the rest of the world is influenced by what the Empire State buys, sells and uses.

No campaign can be complete without New York State heading the list. No State offers greater advantages in obtaining quick and economical distribution than the Empire State. For where can you find such a thickly populated market, whose people are so rich, who live so well, who buy so freely of everything, regardless of price?

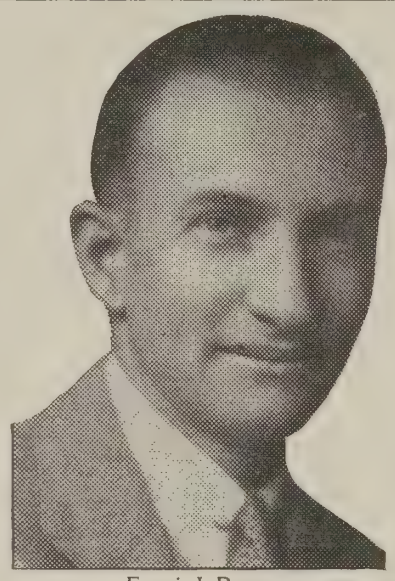
If you have a quality product come to New York State—and establish your market.

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News.....(E)	44 444	.13	.13
**Albany Knickerbocker Press .....(M)	35 073	.12	.12
**Albany Knickerbocker Press.....(S)	57.820	.17	.17
**Amsterdam Recorder-Democrat .....(E)	7 845	.04	.04
††Auburn Citizen-Advertiser-Journal ..(E)	10,295	.065	.055
**Brooklyn Daily Eagle .....(E)	77,991	.24	.24
**Brooklyn Daily Eagle .....(S)	90.532	.24	.24
**Buffalo Courier Express .....(M)	110 686	.22	.22
**Buffalo Courier Express .....(S)	161,164	.30	.30
**Buffalo Evening News .....(E)	149,773	.25	.25
**Buffalo Evening Times .....(E)	109,285	.21	.21
**Buffalo Sunday Times.....(S)	128,158	.21	.21
**Corning Evening Leader .....(E)	9,029	.05	.05
**Elmira Star-Gazette Advertiser...(E&M)	34,213	.11	.11
**Freeport Daily Review.....(E)	10,480	.05	.05
**Geneva Daily Times.....(E)	5,627	.04	.04
**Gloversville Leader Republican.....(E)	7,177	.035	.035
††Ithaca Journal-News .....(E)	7.711	.05	.05
**Jamestown Morning Post .....(M)	11.705	.04	.035
**Mount Vernon Daily Argus.....(E)	9,866	.05	.05

	Circulation	2,500 Lines	10,000 Lines
**Newburgh Daily News.....(E)	12,506	.06	.06
**New Rochelle Standard-Star .....(E)	8,458	.04	.04
**The Sun, New York .....(E)	265,440	.65	.60
**New York Times .....(M)	375,249	.80	.784
**New York Times .....(S)	653,427	1.05	1.029
**New York Herald-Tribune.....(M)	289,674	.6435	.624
**New York Herald-Tribune .....(S)	366,220	.693	.672
**New York World .....(M)	302,199	.595	.58
**New York World .....(S)	593,383	.72	.58
**New York Evening World.....(E)	305,746	.505	.69
**Niagara Falls Gazette .....(E)	21,817	.07	.07
**Port Chester Item .....(E)	5,065	.045	.035
**Poughkeepsie Star and Enterprise...(E)	13,411	.06	.06
**Rochester Times-Union .....(E)	73,856	.21	.20
**Troy Record .....(M&E)	22,426	.07	.07
††Watertown Standard .....(E)	17,825	.07	.07

** A. B. C. Statement, March 31, 1927.
†† Government Statement, March 31, 1927.

Announcement



Francis J. Powers

FRANCIS J. POWERS, golf specialist, has joined the Sunday service of the Consolidated Press Association.

Mr. Powers has covered most of the national golf championships in the last decade. He is a trained newspaperman and a well known magazine contributor.

As one editor puts it, "he eats golf, sleeps golf and recreates golf."

Francis J. Powers joins a staff of writers who, like himself, are experts in their respective fields: *Maximilian Harden, Gerville Reache* and *A. G. Gardiner* interpreting the big story of the week from Central Europe, France and Britain; *William Bird* writing the situation in Europe through American eyes; *William Hard* reporting in his keen and polished style the big development in national affairs; *Jessie Henderson* furnishing the "laughter in the news" from some odd corner of the world; *Byron Seller* presenting the investment situation; *Harden Colfax* telling the story of the week in business; *George Chadwick*, on baseball, and *Sparrow McGann* on boxing; and special writers furnishing the new angle on the important human-news story wherever it may break.

The C. P. A. Friday Night Leased Wire Service for Sunday newspapers means banner heads over exclusive stories for every department in your Sunday newspaper.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Third Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Bulletin Building	19 Rue d'Antin

THIS ISSUE: INSIDE STORY OF GREAT PITTSBURGH MERGERS

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1927

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.C. MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the ost Office at New York, N. Y., under the act of March 3, 1879.

Vol. 60. No. 11 NEW YORK, AUGUST 6, 1927 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

The National Advertiser Speaks:

"FIRST, our entire interest is to enable the advertiser to buy circulation which represents a maximum degree of profitableness to him. This implies *concentration* in local trading areas, sound *character* of readers, and a sustained *reader interest.*"

A. H. Ogle, Secretary Association of National Advertisers, in Editor and Publisher, May 28, 1927. (The italics are our own.)

The Daily News Replies:

CONCENTRATION

The accepted "local trading area" of Chicago comprises that territory within a forty-mile radius of the city's center. In this area 95 per cent of the circulation of The Daily News is concentrated.

CHARACTER

The more than 400,000 circulation of The Daily News reaches a majority of the financially responsible families in Chicago. These readers have been won to The Daily News by no inducements except The Daily News itself, convincing indication that they reflect in their personal characteristics its sane, clean-thinking, progressive spirit.

READER INTEREST

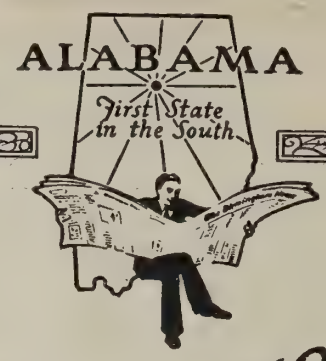
The best proof of the reader interest in a newspaper is the responsiveness of its circulation to the advertising in its columns. Advertisers have put their stamp of approval on the responsiveness as well as on the quality and distribution of the circulation of The Daily News by placing in its columns more lines of display advertising than in any other Chicago week-day newspaper.

THE CHICAGO DAILY NEWS

Member of The 100,000 Group of American Cities

Advertising Representatives:	NEW YORK J. B. Woodward 110 E. 42d St.	CHICAGO Woodward & Kelly 360 N. Michigan Ave.	DETROIT Woodward & Kelly Fine Arts Building	SAN FRANCISCO C. Geo. Krogness 253 First National Bank Bldg.

Average Daily Net Paid Circulation for Six Months Ending June 30, 1927—441,414
—95 Per Cent. in Chicago and Suburbs



Editorial Brings Firm to Birmingham.

The value of an editorial has been justly proven, for one which appeared in The News on July 6th, has brought the Liberty Life Assurance Association to Birmingham. A letter from the president is reprinted at the right.

This action on the part of a Philadelphia concern might well be taken as food for serious thought on the part of many business executives.

Write for "The Survey," a complete analysis of the Birmingham Market. It is yours for the asking.

"Hon. Victor H. Hanson, president and publisher,
"The Birmingham News,
"Birmingham, Ala.

"Dear Sir:

"Please permit me in behalf of the officers and directors of the Liberty Life Assurance Society to thank you most cordially and sincerely for your invitation to our society to move its executive offices from Philadelphia to Birmingham, which invitation was extended in a most inspiring editorial appearing in The Birmingham News of July 6, under the heading, 'Capital Investors Turn South: Birmingham Becomes a Real Mecca.'

"The prestige which Birmingham is accredited with in industrial affairs is, in our belief, destined to be duplicated in financial affars and, in the very near future, Birmingham will enjoy the distinction of being not only the largest city in the South but the South's financial center.

"Big business breeds big vision, with the result that provincial lines and provincial selfishness are obliterated in the controlling motive of expansion for service. Birmingham reflects this idea as no other Southern city does; its leaders see beyond Jefferson County and the State of Alabama; the whole South is its field for service and it is now preparing in all lines—financial as well as industrial—to shoulder this bigger responsibility.

"The Birmingham News has contributed as much or more than any other agency to the growth of Birmingham and to Birmingham's fitness to assume the South's leadership. Faith in Birmingham's future greatness was a compelling factor in our decision to move our executive offices to Birmingham and we hope that, when we are domiciled in the Magic City of the South, you will permit us to carry on with you in the upbuilding of Greater Birmingham.

"Very truly yours,

(Signed) "ROBERT P. DAVISON,
"President."

The Birmingham News

Morning **Evening** **Sunday**

The South's Greatest Newspaper

NATIONAL REPRESENTATIVES

KELLY SMITH CO., New York, Chicago, Boston, Philadelphia—J. C. HARRIS, Jr., Atlanta

Make Sure of Your Welcome

¶ Baltimore has a reputation as a hospitable city—a reputation honestly earned.

¶ But Baltimore naturally reserves its most cordial welcome to the advertiser introduced under proper auspices.

¶ "Proper auspices" has only one translation—the Sunpapers. When you enter Baltimore in the company of the Sunpapers, you will be received at all the most desirable homes. For the Sunpapers are invited—Morning, Evening and Sunday—to those homes you are most anxious to see your product enter.

¶ The Sunpapers are not casual guests—occasionally brought in from the street. They are regular visitors—eagerly awaited, cordially greeted, weekdays and Sundays—brought straight to the front-door by Sun Carriers.

¶ If you want to enjoy Baltimore hospitality at its best—let the Sunpapers introduce you!

Average Net Paid Circulation for Month of July, 1927

Daily (M. & E.) . . . 248,765

Sunday 195,542

Gain of 5,454 Daily and 7,809 Sunday Over July, 1926

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York
GUY S. OSBORN
360 N. Michigan Ave., Chicago
C. GEORGE KROGNESS
First National Bank Bldg.,
San Francisco

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

...r public in ...ich ... full representa- ...out constituencies ... occupations ... to geography. ... class representa- ...rength.
...nd this is cardinal, ...itled to the pro- ...ude ... Di... ...o ...back ... the polls, ... rel... ...ons tween the leaders of the two parties are not likely to be of the most cordial character. Captain Redmond's ambition was to head a bloc of twenty or more with which he might hope to dictate the Government's policies. He has apparently lost the strategic position to labor.

...ne News

...d it's over.

...pavement as bad

...is also in the land

...ad bad brakes are ...n.

...trinking from way- ...ngs.

...craft for amateur ...ot swim.

...r who blackjacks ... variety.

...justified in feeling ...tion of Quaranta.

...nt being called ...gard air travel as

...ts may be closing ... least one does a ... business.

...ably the first ...sermon got himself ...etropolitan news-

...will picnic with ...ta, Colorado, Wy- ... and the close-up ...tter understand-

...aster... hold ...r ...

An Appreciation

(From the Evening Record, Lansford, Pa.)

THIRTY-TWO years ago Mr. William L. McLean and others purchased the Philadelphia Evening Bulletin, then a newspaper with a small following in Philadelphia. It had less than 7,000 readers, circulating only in Philadelphia. Mr. McLean upon assuming the controlling management announced that time, money and effort would be applied towards making The Evening Bulletin a newspaper that would be responsive to the people, would stand for good government and would criticize freely when circumstances demanded.

Today The Bulletin stands out as the greatest newspaper success in the United States. It has attained a circulation of 565,147; it has never resorted to prizes or contests, building from the point of offering the reading public a newspaper that could be taken into any home.

It is a credit to the newspaper profession to note such progress as has marked the efforts of The Evening Bulletin. And it is refreshing to realize that the family newspaper after all is the most successful. The entire newspaper estate has reason to congratulate The Evening Bulletin and might find success in emulating its example.

One Hundred Years Ago

(From the U. S. Gazette of June 21, 1827.)

THE public are respectfully acquainted that the safety barge formerly attached to the Congress steamboat on the New York line, and known by the name of the "Cherry and Fair Star," is ...ow ar...ored o... Arch treet the ... ...pe... ...a

...th... ...re... ...se ...and ...nec... ...etween Le... ...mount Water Wor... ...the east bank from S... ...to Girard avenu... ...Lansdowne estate, ...country seat of Go... ...and later a posse... ...came on the marke..., ...spirited citizens sa... ...bought the tract ...000, and offered it ...

It was not unti... ...out time and aga... ...pollution of the Sc... ...sewage and surfa... ...steadily worse, with ...the trade wastes a...

Water Supply Proved an Inspiration.

Fa... ...the w... ...cit... ...was ... ...in ... ...acquisition, protect... ...of the bank north of ...the Civil War no... ...the beginning and ... ...paign, it might hav...

The city was ... ...the service as Park ...body eminently fit... ...and filled with ...The Mayor, Morto... ...of the present Ju... ...Michael; the presid... ...cil, Joshua Sperin... ...Common Council, Jos... ...Commissioner of C... ...Dixey; the chief eng... ...Strickland Kneass ...gineer of water, E... ...he ex-officio memb... ...were ...med by th... ...which was abolish... ...selected by the Cour...

In the first gro... ...grandfather of the ...missioner of the ...Welsh, who afterwa... ...of the Centennial B... ...to England; Willi... ...ker; Joseph Har...

EDITOR & PUBLISHER

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Inside Story of Pittsburgh Consolidations That Eliminated Three Newspapers

Approximately $10,000,000 Said to Have Been Paid for Old Morning, Evening and Sunday Papers by Hearst and Block—Advertising Rates Increased—Make-up Drastically Changed

By PHILIP SCHUYLER

PITTSBURGH, Pa., Aug. 2.—The latest chapter of the new-day daily journalism of fewer but stronger units was written in this city this week. Four locally-owned newspapers were merged to two and both became members of different national groups, the William Randolph Hearst and the Paul Block newspaper organizations, making Pittsburgh the outstanding center in America today where a press serving the city is exclusively made up of segments of huge privately-owned enterprises operating similar units elsewhere.

The newspaper line-up in Pittsburgh today reads:

The *Pittsburgh Sun-Telegraph*, six-day evening with Sunday morning edition, the fifth daily of the Hearst group; *Pittsburgh Post-Gazette*, six-day morning paper, member of the Paul Block group, which includes the *Newark* (N. J.) *Star-Eagle, Toledo Blade, Duluth Herald* and *Lancaster* (Pa.) *New Era;* and the *Pittsburgh Press*, six-day evening and Sunday morning, owned by the Scripps-Howard Newspapers.

Yesterday Pittsburgh had eight papers, two mornings, three Sundays and three evenings, instead of the present five.

The tri-cornered deal and trade, unparalleled in American journalistic history, ended at 3:03 o'clock Monday afternoon of this week. At that hour papers were signed by which Paul Block bought the so-called Braun papers, the *Post* and the *Sun* and William Randolph Hearst became owner of the Oliver papers, the *Gazette-Times* and *Chronicle-Telegraph*. A contingency of the transaction immediately carried out brought about a trade between Hearst and Block, with the former taking the Sun to merge with the Evening Chronicle-Telegraph to the Sun-Telegraph and the latter accepting in exchange the Daily Gazette-Times to be consolidated with the Post to the Morning Post-Gazette.

George Schroeder, Sr., president of the Schroeder Piano Company of Pittsburgh was the broker who negotiated the purchases and the subsequent consolidations. He informed EDITOR & PUBLISHER in an exclusive interview that the price paid for the two Oliver papers by Mr. Hearst was approximately $5,500,000. This sum is compared with the $6,200,000 said to have been paid for the Press by Scripps-Howard. Mr. Schroeder declared he was unable to furnish figures on the purchase by Mr. Block of the Braun papers.

As a possible index to the value of the Braun papers, the Post and Sun, Arthur E. Braun informed EDITOR & PUBLISHER that the two papers grossed last year about $5,000,000.

"I look upon the modern newspaper," he said, "as one of the soundest of investments. An indispensable companion to men and women in their daily life, a newspaper that is conducted with regard for community welfare and has sound business management is an institution of the greatest importance and value."

One consideration of the Hearst-Block trade of the Pittsburgh properties they purchased and Mr. Block giving up the Sunday field was that Paul Block, Inc., will represent the Sun-Telegraph, the newest Hearst newspaper, in the national field, succeeding E. M. Burke, Inc. Hearst Bureau will be one of the results of the consolidation, according to J. K. Burnett, general manager. With the principals engaged at the moment with the big

NEW FACTORS IN PITTSBURGH JOURNALISM



Paul Block



William R. Hearst

papers usually operate through their own selling organization.

In the case of the Chronicle-Telegraph and the Gazette-Times Mr. Hearst bought stock, the bulk of which was held by the Oliver family. A. K. Oliver told EDITOR & PUBLISHER that the only outside holder other than his family was D. B. Smith, who had been associated with his father in the steel business, and was treasurer of the Newspaper Printing Company.

Mr. Block purchased from the Given estate the plant and equipment, goodwill and subscription lists of the Post and Sun. The plant had been built in 1901, but remodelled and rehabilitated in 1921. The equipment includes three Hoe super-speed octuple presses.

Briefly summed up other major features of this important three-cornered transaction, notable for its radical transitions and many ramifications, include:

Make-up of the Oliver papers changed overnight into the typical Hearst style; price of the remaining single morning paper was raised to readers from two cents to three; advertising rates of the Sun-Telegraph were increased immediately, the increases ranging from six to 10 cents a line.

Mr. Hearst, by the purchase, also acquired another membership in the Associated Press. Efforts made to determine how much this membership figured in the total bill were unavailing.

A reorganization of the Tri-State News Bureau will be one of the results of the consolidation, according to J. K. Burnett, general manager. With the principals engaged at the moment with the big consolidation, the bureau is now functioning as usual, but, at the proper time, Mr. Burnett said, the bureau men will be transferred to the two papers. It is expected that the out-of-town service will be continued, he added.

Col. Frank Knox, the Manchester (N. H.) publisher who became a Hearst advisory executive last March 1, represented Mr. Hearst in the newspaper transaction. He was assisted by Geoffery Konta, a New York attorney. Paul Block was in Pittsburgh in person, assisted by a large group of executives of his organization, including M. F. Hanson, Duluth Herald, Grove Patterson, editor of eth Toledo Blade, John Hertel, business manager of the Blade, and Gilbert Falk, business manager of the Newark Star-Eagle.

A report current in Pittsburgh and also heard in New York that Mr. Block was acting for Mr. Hearst who was the actual and sole purchaser of the several papers, was emphatically denied both by Mr. Block and by Col. Knox, who talked to this reporter on Tuesday.

"As a personal friend of Mr. Block's, I went to him for Mr. Hearst and interested him in the deal as it was ultimately carried out," Col. Knox declared.

"I never saw a deal go through with less friction. All parties were apparently satisfied. We certainly were glad to get into the big Pittsburgh advertising field, which, with a total of about 84,000,000 lines for all papers, was, I believe, the fifth largest market in the country."

Arthur E. Braun, who with George C. Moore, was trustee of the T. H. Given estate from which Mr. Block purchased the Post and Sun, reflected what was declared to be the major spirit behind the entire transaction, when he stated to EDITOR & PUBLISHER in an interview at the Farmers' Deposit National Bank, of which he is president:

"The tendency today is toward larger and stronger units in all industries. Cost of publishing has made the newspaper business turn toward consolidations. Present-day conditions require it. And in the hands of conscientious publishers, the unification of the newspaper field is a good thing for the people as well as for the owners."

Mr. Block, in a statement sent to EDITOR & PUBLISHER, said in part:

"In taking over the Pittsburgh Morning Gazette-Times and the Pittsburgh Morning Post and by consolidating them into one morning daily newspaper I am pleased to have something to do with the correcting of the newspaper situation in Pittsburgh. Everyone acquainted with Pittsburgh has known it was *overcrowded* with newspapers. Not so long ago when the Morning Dispatch and Evening Leader were still in the field Pittsburgh boasted of three morning papers and four evening papers and four Sunday papers.

"Now with the consolidation of the Morning Post and Gazette-Times, with the consolidation of the Chronicle-Telegraph and Evening Sun, and the consolidation of the Sunday Gazette-Times and Sunday Post, it means Pittsburgh will now have one morning newspaper, two evening newspapers and two Sunday newspapers. This is economically sound not only for the people of Pittsburgh but for the advertisers as well. The readers will not have to buy three or four papers per day and the advertisers will be able to cover the field at a lesser expense.

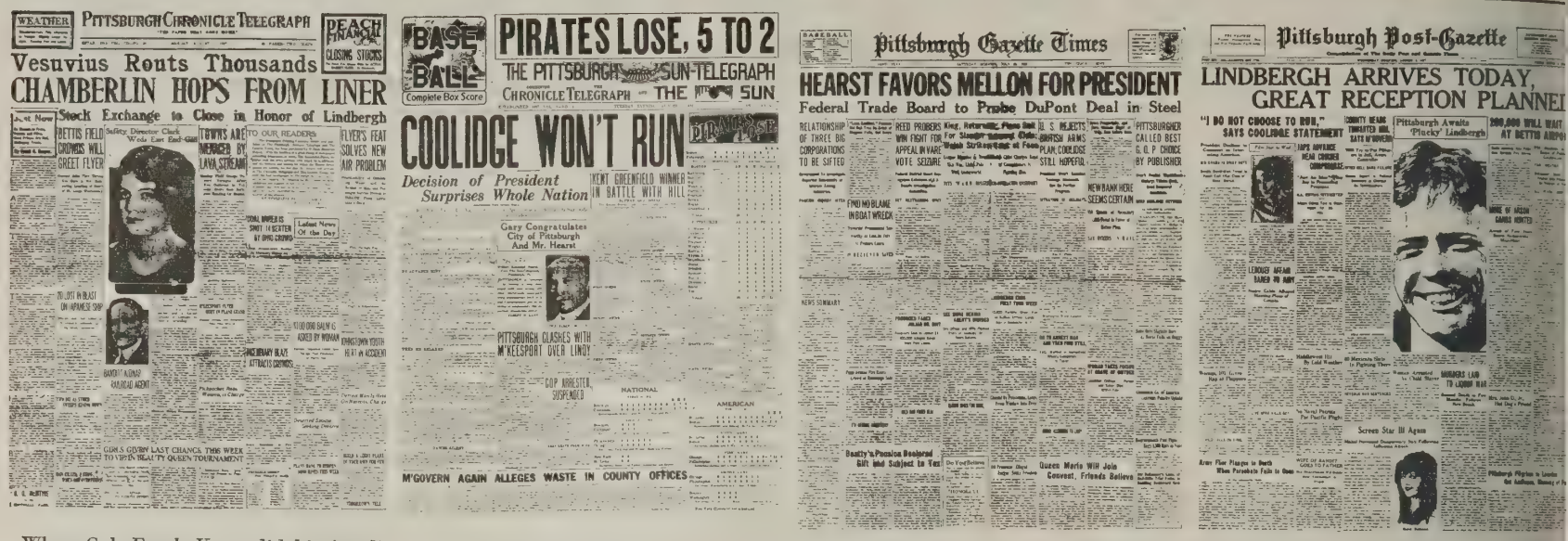
"There are many other cities in which too many newspapers are published. I believe eventually the publishers will get together in those cities and accomplish what has just been done in Pittsburgh."

He would not add to this.

George S. Oliver, president of the Newspaper Printing Company, former publishers of the Gazette-Times and Chronicle-Telegraph, with whom the Hearst representatives dealt, had no statement to make other than the formal announcement published to readers of his papers Aug. 1. Nor did his brother A. K. Oliver, who was vice-president.

It is definitely known, however, that the two brothers have retired permanently from newspaper work. Both are reputed to be millionaires independent of their former newspaper holdings. They own and operate the Chamber of Commerce Building of this city for one thing. To George S., newspaper work was secondary to politics. He was the outstanding political leader of this section and the "Oliver faction," so-called, has been powerful in Pennsylvania politics. Last year, however, he definitely announced his

NEW OWNERS RADICALLY CHANGE DRESS OF PITTSBURGH DAILIES



When Col. Frank Knox did his juggling act in Pittsburgh, one of the most noticeable results was the over-night change in type-dress of the Pittsburgh Chronicle Telegraph when it became the Sun-Telegraph, with the typical Hearst make-up throughout. Note box scores outside, something new in the Iron City. Harry Bitner, responsible for the change, brought help with him from Detroit. Paul Block's Post-Gazette looks livelier than the old Gazette-Times, as seen in the reproductions of front pages printed above.

retirement from the state political field.

The new company publishing the Sun-Telegraph has been given the name of the Pitt Publishing Company and the new officers are listed as William Randolph Hearst, president; H. M. Bitner, a former Pittsburgh newspaper man but more recently associated with the *Detroit Times,* vice-president and publisher; A. W. Clark who is general auditor of the Hearst newspapers with headquarters in New York, secretary-treasurer; and C. W. Danziger, for 21 years with the Oliver company, managing editor. T. R. Williams, who was vice-president and publisher of the former Oliver regime, remains as business manager under the Hearst management.

Officers of the Post-Gazette are: Paul Block, president; M. F. Hanson, vice-president; J. S. Welliver, secretary; and L. B. Rock, treasurer.

The complete inside story of this amazing and historic newspaper deal was told to EDITOR & PUBLISHER by the principals and their close advisers in Pittsburgh on Tuesday this week.

In Oct., 1926, Mr. Schroeder, who in addition to being president of a piano company bearing his own name, is also a broker and promoter of financial enterprises, came to the Olivers and broached the idea of, as he phrased it, "cleaning up the field in Pittsburgh." Officials of the Chronicle-Telegraph and Gazette-Times concluded in conference that the suggestion of Mr. Schroeder was a profitable and logical solution of the Pittsburgh newspaper situation, namely, that a consolidation of the Braun and Oliver papers be effected into one morning and two evening papers. Hearst had for some years been nibbling at Pittsburgh bait, and the idea in the minds of the Pittsburgh publishers was, "if we don't do it, someone else will."

There had been one previous "Munsey movement" in Pittsburgh in 1923, when the owners of the Post, Sun, Gazette-Times and Chronicle-Telegraph got together and purchased the Dispatch and Leader, reducing the field to three afternoon and two morning dailies. Then also the Sunday papers were cut from five to three.

Then last fall the Newspaper Printing Company, owned by the Olivers, went to Mr. Braun and arrangements for the locally engineered consolidation were virtually concluded by Jan. 1 of this year. But, as the story was told EDITOR & PUBLISHER by T. R. Williams, Mr. Braun backed out. It is said that he feared to brave the three-cent price in this two-penny town and was also fearful that Scripps-Howard would extend the Press into the morning field, giving competition he had no desire to meet.

Mr. Braun had other interests. As he explained in a statement to EDITOR & PUBLISHER, he was recently named by the will of Henry Buhl, Jr., as one of the four directors of the $15,000,000 Buhl foundation which is to be organized and administered. Upon the death of the late Judge James H. Reed, he was made president of the Reliance Insurance Company, of which he had been vice-president. He also is a director in a number of corporations.

And in the natural course of events Mr. Hearst learned that he might very well get into Pittsburgh. Shortly after Col. Knox became associated with Mr. Hearst in Boston, not quite six months ago, he was assigned to represent his chief in the Pittsburgh negotiations. It was at this time that he went to Mr. Block, as he himself explained.

On Decoration Day of this year the Hearst executives held a conference in Chicago and discussed entering the Pittsburgh field. The time for final transfer negotiations brought those concerned together under Mr. Schroeder.

Col. Knox had frequent consultations with Mr. Hearst before any agreements were reached. Only 10 days ago he returned from the Pacific Coast where he had consulted with the newspaper owner.

"There were three deals going on simultaneously," Col. Knox pointed out to the writer. "For any of them to be good, all of them must be good. It was like playing a game of chess or juggling. I had to keep three balls in the air at one time."

Every effort was made to keep the negotiations secret. But there was the usual leak. EDITOR & PUBLISHER was among the first to hear that the deal was pending. While unofficial statements were plentiful, no one in authority would discuss the affair, however, and the negotiations moved on under cover until last Saturday.

Even the local Pittsburgh newspaper men were in the majority unaware of what was transpiring. The staffs of the Post and Sun were not informed until Monday of this week, and only a few department heads had been informed that any deal was pending on Saturday.

On Saturday, July 30, the Gazette-Times came out with its bold-faced eight-column streamer reading: "HEARST FAVORS MELLON FOR PRESIDENT." This story, an interview with Mr. Hearst written by Robert M. Ginter, a staff correspondent, served to many as an advance notice of Hearst's impending entrance into the Pittsburgh newspaper field. They attached less political significance to it than to the theory that Mr. Hearst was trying to show the bigwigs of Pittsburgh that he was a conservative, after all, that he could give support to men like Secretary Andrew Mellon.

Although Mr. Block and Mr. Hearst traded the names and subscription lists of the Sun and Gazette-Times, Mr. Block declared he would look after the staff of the Sun, while the new Hearst management announced it would take care of the Gazette-Times staff. For the time being, as it was phrased in the newspaper offices concerned, all the men affected by the merger would be retained. Altogether, it is estimated, there are some 500 employes to be absorbed, and it appears that within a few weeks about 300 must be looking for other jobs.

This number does not include a large total in the editorial rooms since Pittsburgh papers have worked with small staffs, obtaining much of their city news in common through the Tri-State News Bureau. The editorial staff of the Chronicle-Telegraph, for instance, numbered about 30 and that of the Gazette-Times 40. Of the 70 it is expected about 50 will survive the inevitable weeding out process.

At present J. N. Digby, managing editor of the Gazette-Times and R. M. Chilton, managing editor of the Chronicle-Telegraph are retained, while S. M. Kennedy, city editor of the Chronicle-Telegraph, Dwight Fee, city editor of the Gazette-Times are holding down the city desk of the new merged paper jointly.

Vattier Snyder, for the last two years circulation manager of the Chronicle-Telegraph, remains in that capacity for the Sun-Telegraph. John H. Miller, Jr., who had been with the Gazette-Times for 27 years resigned as circulation manager on Aug. 2. Assisting Mr. Snyder will be Howard Alberts, Russell McCoy, and Charles Drescher.

As soon as the deal was made public the usual crop of rumors of a new paper coming to Pittsburgh started. Gossip here had it Cyrus H. K. Curtis would put a morning paper into the field in Pittsburgh; others had it that the Pulitzers were coming. The latter report is authoritatively denied in New York.

Those who know this field thoroughly were inclined to believe that no one would be willing to spend the vast amount of money necessary to launch a new paper here, and they further stated that others had previously talked of putting another paper here but were balked by the hostile attitude of the local merchants.

It is certain there will be warfare between Hearst and Scripps-Howard, but although some theorists expressed the view that the Press would issue early editions to crowd into the morning field, it was stated at the Press office that such a move was neither contemplated nor necessary.

Keen competition will be seen in the afternoon field, it is predicted, a competition which the well-known agreements of the local publishers' association may not be able to curb. At present these agreements provide that no premiums or prize contests will be used by member papers. Whether or not Hearst will abide by such measures was not known this week.

One development of the week, an evidence of competition to follow, was the inauguration on Tuesday of a new baseball extra by the Sun-Telegraph to be issued immediately after the Pirates end their game. This was sprung as a surprise by the new Hearst paper. The Press, it was said today, would issue a similar extra beginning tomorrow.

Of course the Press started out hammer and tongs for the readers shaken up by the mergers.

Cards reading to the effect: "If your paper has been discontinued, why not try the Pittsburgh Press" were plentifully scattered about the city. Posters bearing the same type of legend were on Press motor-trucks.

At the same time, Mr. Snyder told EDITOR & PUBLISHER that presses could not be run fast enough on Tuesday to keep up with the demand for the Sun-Telegraph which hit Pittsburghers' eyes with its startlingly big type and out-of-the-ordinary picture dress.

Mr. Bitner, responsible for this transfer bodily of the Detroit Times make-up into Pittsburgh, was not entirely satisfied with the beginnings of the job, he said. But he is certain that citizens of the Iron City will like the Hearst journalism, with its creed of "make it easy to read."

To assist him in the over-night metamorphosis of the Olivers into a Hearst Sun-Telegraph, Mr. Bitner brought with him from Detroit, Tom Martin, make-up editor of the Detroit Times, and C. M. Wagoner, Sunday editor. After initiating the local newspaper men in Hearst ways, the Detroiters will return home. S. A. Weinschank, who for the last 10 years has been Sunday editor of the Gazette-Times, will handle the Sunday desk of the consolidated paper. He is a former Hearst man, having had 12 years experience with that organization, including service on the *San Francisco Examiner* and the *New York Evening Journal.*

Another Hearst old-timer noted in Pittsburgh was Charles Tebbs, who is general supervisor of pictorial production for the Hearst newspapers, and who makes his headquarters at the *New York American.* It will be his task, he said, to brighten up picture reproduction on the Sun-Telegraph.

Changes in the advertising columns of the Sun-Telegraph were no less radical than the editorial make-up changes. In charge of this was Mr. Williams. All

(*Continued on page* 44)

CIRCULATION EXERTS DIRECT SELLING FORCE

Which Is Reflected in Retail Store Volume, Quantity Circulation in Speed of Returns, Quality in Store Average-Sale—Community of Interest Between Merchant and Publisher

By GUY HUBBART

(Copyright 1927, by Editor & Publisher Co.)

ROGRESSIVE retail merchants agree on two points regarding newspaper ertising as a factor in business-build- One is that no store can long hold competitive standing without the con- ient use of more or less space day in day out.

he other is that no form of advertis- can replace the newspaper in adapt- ity to the frequently changing selling ogram of the store nor its flexibility the rapidly changing merchandising ditions on which the selling program s.

side from these two points of view, nion among merchants, progressive or erwise, is widely at variance as to the ct of newspaper advertising on actual s returns, on sustained and increased ual volume and on daily gains.

ust as widely, opinions differ as to the tive merit, where there is a choice, ween newspapers of "quality" and pular" appeal, large and small circula- , morning, evening and Sunday edi- s.

his lack of accord, whatever the ex- , is no more healthful for publishers for merchants in view of the fact retail stores, particularly department es, represent the greatest number of s's of space and the largest users in ntity of space.

While doubt or dissatisfaction on the chants' part may not immediately ct the gross revenues of publishers eneral, evidence is plentiful that cost selling space is materially reducing rits of publishers competing in the e local field. As time goes on, costly ng will continue to offset profits in ply increasing degree. Overhead in tion to advertising volume continues ard whether or not a full paper rep- nts large linage from a few adver- s or less per advertiser from many. erchants, including the most pro- sive, constantly are faced with rising s and the daily necessity of keeping me at steady pitch. Naturally as head goes up cost of advertising es in for careful analysis and with xious scrutiny of the selling-power ace and circulation.

hether or not a general controversy s regarding increased rates and ap- ntly decreasing returns, a well-de- tendency exists among department s to cut down space and to experi- with direct mail (either as a sub- te or to supplement newspaper ad- rsing) and other media and methods. th the situation and its effect, though ving other factors, can be traced rge measure to lack of accurate ledge from the merchants' point of as to what newspaper advertising rs him and the publishers' inability to him in terms of store sales. Enough stake on both sides to warrant a er amount of erative effort now exists lines of re- particularly alized fields As a specific ex- of one direc- co-operation take with to all con- , the results a extensive ex- ent made by representative chant are on Chart C. This merchant, nated as Store ", sought the nd most eco- al method of ing the circu- of a morn- d an evening without les- sening his gross space appropriation. He needed greater general volume and a larger and more continuous outlet for better quality merchandise.

Previous to the experiment space had been scheduled along hit-or-miss lines, large space today in one or the other paper small space tomorrow and none the next with high cost on sales and apparently diminishing returns all around.

He planned and carried out a 102-day schedule of insertions running full copy in first the evening paper and then the morning paper one week, and the next week alternating every second day with full copy in both evening and morning and part copy in first one and then the other, carefully checking returns on each kind of schedule with reference to increase or decrease of normal daily volume on all departments and with reference to the relation of returns from advertised department to returns on total daily volume of sales.

Results of two days out of the 102-day schedule are shown on Chart C as "Result No. 1, No. 2, No. 3 and No. 4.

Result No. 1, full copy in evening paper: Whole store did $4,500 volume of which advertised departments did $900.

Result No. 2, full copy in evening and morning papers: Whole store did $5,200 volume of which advertised departments did $1,600.

The second instance shows an increase over normal day's business on both whole-store volume and advertised department volume, a double advantage which alone would be significant had not other improvements of even greater value been noted during the experiment, as for example:

Even with less space per paper on the combined circulations than was used separately in both, speed of returns showed a notable increase—*volume on advertised departments came into the store earlier in the day, thus improving the merchant's chance for a better share of all the business of the town.* (There are 8 competing stores in the town.)

More sales on higher-priced and better profit items were made by using both papers and the average sale all over the store, department by department, increased practically every day.

On the days when part copy was run in one paper and full copy in the other, no matter which paper got full copy, the general results ran as shown on "Result No. 3." That is, the departments appearing on both circulations brought better volume and an increase in the sale of better class goods.

With part copy the effect was as shown in "Result No. 4." That is, the departments appearing in only one paper ran down in volume, with a lessened average sale and lowered volume on non-advertised departments.

Other things of specific importance to this merchant and useful every business day came out during the checking period.

He discovered or rather substantiated a belief that the morning paper drew better on certain departments such as men's clothing and furnishings, women's dress accessories, children's shoes, housewares and so on, and that certain other departments drew well or better in either morning or evening. These points in addition to the one of most importance: That combined circulation of two competing mediums in this particular instance enlarged the store's daily outlet for goods, reached more people of all classes of trade, reached a greater number of better class customers and at less outlay for space daily.

Competing papers can fail to see the individual benefit of this experiment only by overlooking the fact that in the end both papers got more linage than under the merchant's hit-or-miss method schedule. They got a less amount per insertion but a steady and regular schedule which more than made up the daily reduction in linage.

The essential point is not so much what this advertiser found out for himself but that he made the effort instead of blaming the papers for unsatisfactory returns.

Far from being a detached incident this one is typical of many others brought to light during fourteen years of circulation analysis of hundreds of advertised days on the basis of actual sales volume figures and newspaper circulations. It is typical not only of cities where two or three papers compete but of larger centers with several morning and evening papers in the field.

Aside from the special advantages to the store making it, this specific research furnishes a slant on how two newspapers fit into the local market served by both, illustrating the relative importance of quantity and quality of circulation to localized market coverage.

Increased speed of returns indicated to the merchant in question that repetition gained from putting the same items in both papers had an amplifying effect on sales and was worth the extra cost of combined circulation.

That the same departments advertised first on evening circulation, then on morning circulation the day following reached an extra number of people, even with a certain amount of duplication, and proved consistently time after time by increased volume on advertised departments that reading and buying increase as coverage increases.

Increase in number of large units-of-purchase and the extra volume on better class goods incident to combined circulation showed conclusively that both circulations reached more first-class homes than one did, no matter which reached the greater number singly. Whatever advantage of reader interest either medium had, the merchant's advertising benefited by both in the form of additional volume on his better-profit items.

That circulation is more than a reaching or carrying mechanism, though it is all of that, by which an advertiser can broaden his outlet and concentrate his volume, is supported by hundreds of similar instances. A few are cited here to demonstrate the varying influence on retail volume of large and small, evening and morning and combined evening and morning circulations, also of popular and conservative papers in the same local market.

Extensive circulation, on a purely numerical basis, draws advertised department volume, everything else being equal, with greater speed than smaller circulations in the same field and in some cases more whole-store volume but not always. On better class goods the large-scale circulations, as a rule, give the store a better proportion of direct returns over a selling period and on a minimum of space per item. On lower-priced values this rule is reversed except in metropolitan cities.

Smaller circulations, as compared to larger in the same population, draw better volume than the larger circulation on non-advertised items found in the departments appearing in the advertisement, that is items at other prices than those specifically advertised. This *indicates a high degree of reader interest,* and is almost universally true on certain lines, particularly on furniture, home-furnishings, larger art wares and style goods—items bought on decision rather than on impulse.

Morning circulations, regardless of notable commercial size, in the average city give more performance on first floor departments and on lines supplying convenience and necessity needs such as electrical appliances, stoves, small kitchen conveniences, men's hosiery and underwear, infants' goods, shoes, hats and lesser items of outer apaprel. There are of course notable exceptions to this rule but not enough to disprove it.

Evening papers draw better, on the average, on goods in continuous demand by families and households: notions, domestics, bedding, silks, gloves, millinery, dress accessories, linens and so on.

Combined morning and evening circulations draw notably well on musical instruments, novelties, specialties or special-use articles typified by safety razors, cameras, cosmetics, popular price jewelry, hair goods, ornaments, luggage, tires, auto accessories and sporting goods. The reason is that goods typified by these items react well to repetition.

Differences in drawing-power are not so marked between popular appeal and quality appeal circulations. The former is shown by the results of several special analyses made in 20 large cities have marked advantages on certain days of the store's selling week rather than

(*Continued on page* 48)

Morning paper circulation — 14,000 } (competing **Evening paper circulation — 22,000 } papers)** **Population of City and Trading area 180,000**	**Specific effect of different schedules on the merchant's daily sales volume:**
Result No. 1 —(full copy in evening paper) **Whole store did $4500 volume, of which *advertised departments did $900.***	**Non-advertised departments near normal; advertised departments below normal in volume;**
Result No. 2 — (full copy in evening and morning) **Whole store did $5200. of which *advertised departments did $1600.***	**Non-advertised and advertised volume both above normal and whole store average sales increased;**
Result No. 3 — (Part copy in *one* paper) **Whole store did $5000. of which *advertised departments did $600.***	**Volume and average sale of departments appearing only in one paper below normal;**
Result No. 4 — (Part copy in *both* papers) **Whole store did $5200. of which *advertised departments in both papers did $1200.***	**Volume of departments not in both ran down; volume of departments in both ran up and average sale increased.**

CHART C Shows varying results obtained by store running full copy alternately in morning and evening circulation, also combined morning and evening, and same experiment with part and full copy. Checked over period of 102 selling days.

EDITORS SING IN SEARCH OF THRILLS; "LATE CARNEGIE PAYS THE BILLS"

Newspaper Men Traveling Abroad Burlesque 100 Per Cent Americanism—Appoint Steering Committee to Prevent Party Being "Representative of Press"—Hark the Glee Club

By TOM WALLACE
(Editorial Writer Louisville Times)

Mr. Wallace, author of this article, is a member of the party of 40 editors spending a month abroad as guests of the Carnegie Foundation for International Peace. Last week the party visited London and its environs, and left Aug. 1 for the Hague. After two days in Holland they will proceed to other parts of the Continent.

S. S. MINNETONKA, Cherbourg.—Fine weather and a sea almost as flat as a mill pond most of the time, never rough enough to cause the slightest rolling of the boat, made the crossing of the American editors to the liking of those who feared seasickness in the event of a rough voyage.

An early event of the voyage was the organization of the party of editorial writers and the appointment of a steering committee of which Maurice S. Sherman of the *Hartford Courant,* who is a trustee of the Carnegie Endowment for International Peace, was made chairman. It is not believed that the Steering Committee will have many or heavy duties. Its creation was precipitated by discussion of a speech which one of the party had been invited to make in response to an address of welcome at a dinner which was to be given at the Pilgrims' Club in London.

The speech contained the line, "representing, as I do, the American press." The gentleman's colleagues insisted that the speaker-prospective did not represent the American press, or even the representatives of American newspapers who compose the party. It was held, moreover, that the traveling editors collectively do not represent the American press, and that the American press would resent any member of the party, or the party as a whole, posing as, or permitting itself, or himself, to be represented as speaking for the American press. To this the speaker-prospective agreed readily. But the Steering Committee was appointed upon the theory that it would be well to exercise care that nobody in the party should be represented in foreign newspapers as presenting the view of the American press, or of the traveling group of editors, in any matter touching the situation in Europe or in America.

No sooner was the Steering Committee formed than there ran around the boat the rumor that a plot to "make prohibition ridiculous" in the eyes of Europeans, was scented, because members of the committee, and particularly Mr. Sherman, were anti-prohibitionists.

A dry organization in London, by the way, cabled two members of the party in New York, before the sailing of the Minnetonka, to know if they would be guests of honor at a dry reception in London. The invitation was not accepted, as the recipients did not care to occasion more wet-dry discussion than might occur in the ordinary course of events.

There has been a good deal of casual smoking room discussion among members of the editors' party as to whether the trip should be devoted to observation solely, or partly to writing matter to be published during the course of the journey through Central Europe. The majority view seems to be that the tour would be more beneficial should it be devoted to observation, and that any writing done during the tour should be, for several reasons, mere "travel stuff." Reason one is that any conclusions reached, as to international relations, would be, naturally, reached after the tour rather than at this or that point during the tour, and usable in future editorial work rather than in correspondence. Sundry members of the party will, however, write letters for their papers as they move from one European capital to another.

An editorial from the *Chicago Tribune* quoting the *Manchester Guardian* as describing the Carnegie tour as "a minor American invasion of which more will be heard after its end than during its course," was brought aboard by Harold Goff of the *Deseret Evening News,* and has been passed around and read with a relish by members of the party, whose journey, it predicts, will result in their returning to America, after the wining and dining and speech making abroad, "with caviar on their vests and ready to sign blank checks," as a result of having set out "with every pore open" to receive impressions from capable impression-makers.

The social aspects of the voyage have been agreeable, not only because of the pleasure editors from various parts of the United States have found in meeting one another, and in discussing domestic problems, but also because of the usual social activities on trans-Atlantic liners. Deck dancing almost every evening, a fancy dress ball Thursday evening, with prizes for masculine and feminine costumes, and a concert Friday evening, in which The Editorial Glee Club figured were among the festivities.

The Editorial Glee Club, Hamilton Owens of the *Baltimore Evening Sun,* singing the song and a chorus of a dozen men shouting the refrain, "rendered" a lyrical burlesque of 100 per cent Americanism under the title "The National Anthem." The song, probably of Baltimore origin, was in part brought aboard by Mr. Owens, and in part written aboard by Mr. Owens, Earl J. Langdon of the *Sacramento Bee* and others.

The song runs through many stanzas, of which the following are samples:

I am a na
I am a na
I am a native born Caucasian Protestant!
I am a Knight
I am a Knight
I am a Knight of the Ku Klux Klan!
And when the Kleagle sounds his Klarion kall
I am there with the tar and feathers and all.
I am a one hundred per cent American
I am, God damn,
I am.

I am a ji
I am a ji
I am a jiner, shriner, Junior Orderite,
I am a ki,
I am a Kiwanian, too!
I'm a Red Man, Woodman, Rotaree,
I belong to 'em all except the K. of C.
I am a one, etc.

A stanza composed on board ran as follows:

I am an ed
I am an ed
I am an editorial writer on the sea;
I shape the pub
I shape the pub
I shape the pub-lic pol-icee,
I journey far in search of thrills,

While the late Carnegie pays the bills.
I am a one, etc.

An address by Percy S. Bullen, American representative of the *London Daily Telegraph,* upon the Institute of Journalists, a British institution in existence thirty-five years, to improve the ethics of journalism and the welfare of salaried newspaper workers, was delivered to the editors exclusively, and provoked a good deal of discussion, as to the probability of such an organization being formed eventually in America.

If a prize had been offered during the voyage for the best improvement upon the eternal statement, to journalists "yours must be an interesting calling," it would have gone to Miss Collette Krischner of New York, a diminutive individual who, costumed as a Negro bell hop, was dancing at the fancy dress ball with a six-foot editor wearing the uniform of the Minnetonka's Quartermaster.

"Your profession," said Miss Krischner, "must be like being on the soap box and knowing that the police will not interfere."

LORD RIDDELL TALK ON PEACE-PUBLICITY

Addressing U. S. Editors in England Blames Lack of Press Representatio for Trouble at Geneva—Party Visits Dunford House

Lack of publicity was declared to responsible for the present trouble Geneva by Lord Riddell, newspaper pu lisher, addressing a dinner given July in London by the Newspaper Proprieto Association to the visiting American e tors, guests of the Carnegie Foundati for International Peace. Lord Ridd handled the publicity at the Washingt Arms Conference. This week he said:

"At the Washington conference the was no misunderstanding, because t press insisted on publicity. The best ro to peace is publicity, and I believe th all the trouble which has arisen at Gene has been due to the fact that the Briti and American press were not represente as they were at Washington."

The editors were entertained at lunc eon on July 29, at Dunford House, t former home of Richard Cobden, apost of peace and International understandin

Mrs. Jane Cobden Unwin, the vene able daughter of the Great Peace Adv cate, greeted the visitors in the Cobd home. She is giving this home as memorial to her father, and it is to used as a center for promoting the idea of the British leader. Richard Cobde who was a contemporary and friend Charles Sumner, the American State man, died in 1865 as a result of overwo in preventing Parliament from passing measure for the fortification of the Can dian-American frontier.

Philip Bright, son of John Bright, lifelong friend and co-worker with Col den for peace, also attended the luncheo Addresses were delivered by James Brow Scott, of Washington, secretary of th Carnegie Endowment for Internation Peace, Lawton B. Evans, of August Ga., and Maurice S. Sherman, of Spring field, Mass. The latter two are truste of the Carnegie Endowment.

The editors were entertained at te by Lord Cowdray at the ruin of Cow dray Castle.

AMERICAN EDITORS TAKE TEA AT HOUSE OF COMMONS



A party of American editors who are touring the principal countries of the Continent, paid a visit to London, and are seen in the above picture with Sir Harry Brittain, M. P. (in tall white hat) outside the House of Commons where the visitors took tea on the terrace.

AD BUREAU SCANS COMMUNITY ADVERTISING

Samples of Outstanding Campaigns Listed in New A.N.P.A. Book—Many Illustrations Show Technique of Best-Pulling Copy—Efficient Use of Newspapers Described

FROM a discussion of various methods for raising the appropriation to the final preparation and placing of copy the Bureau of Advertising of the American Newspaper Publishers' Association considers the subject of "Community Advertising" in a book which came off the press of William Green, New York, this week.

In the very beginning of the book, the Bureau gives credit to "live chambers of commerce," which, it is pointed out, have unquestionably brought about the present-day increase in community advertising.

"With courage and confidence," the book declares, "a chamber of commerce can about raising a sum sufficient to tell other states in the Union why its city deserves the careful consideration of the manufacturer and the homesteader.

'Dead' villages have been brought back to life through the helpful ministration of advertising; communities with selected industrial or farming advantages have won practical recognition, joyously settled, but beautiful spots have been brought to populous success, all by plans of wisely-directed newspaper campaigns in their behalf.

Says a chamber of commerce expert: "The United States has grown to such a startling extent that competition exists in the matter of homesteaders and attracting desirable business and industrial enterprises. The manufacturer, faced with the same problem, learned to meet the problem through advertising; now communities are operating similarly.

Romance, mingled with hard work and common sense, is involved in the raising of money for a Community advertising campaign.

In fifteen days, at the inception of its drive for $1,000,000, Atlanta, Ga., attained its objective. Yet this is by no means an unusual enterprise today. The previous appropriation was $250,000. Obviously everyone concerned understood that advertising Atlanta was a profitable undertaking. It has been officially announced that as a result of the expenditure of $250,000 for advertising in the past three years, Atlanta has secured 152 new plants, with annual payrolls aggregating over $8,000,000 and bringing to the city 10,000 new people.

An advertising campaign to further the claims of Birmingham, Ala., as one of the South's leading industrial cities was sponsored this year by the Axis Club, a women's civic development organization, with the co-operation of the Chamber of Commerce and other business associations. Subscriptions brought in $300,000.

An advertising campaign in newspapers involving an annual expenditure of $10,000, has just been launched by the Chamber of Commerce of Norfolk-Portsmouth, Va. Tourists and industries are appealed to.

"An increase from $100,000 to $250,000 in the national advertising fund of Jacksonville, Fla., followed a recent meeting of an organization known as "The Believers in Jacksonville." It is a community advertising association, formed for that exclusive purpose. Jacksonville was dissatisfied with its condition not long ago. Advertising has brought it back to normal.

"It was not so long ago that real rivalry, tinged with a bit of jealousy, existed between the cities of Minneapolis and St. Paul. The other night 900 prominent business men of both communities held a good-will dinner. Plans were formed for advertising the Twin Cities in newspapers, in a united campaign. And all Minnesota was to share in the results.

"Under the direction of the Providence Chamber of Commerce, and other local business organizations, the cities of Providence and Pawtucket were not afraid to undertake the raising of an advertising fund of $50,000. A campaign was based on the most exhaustive of industrial surveys.

"Behind the national newspaper campaigns of seventy towns, districts and states are 160 or more live organizations located in thirty-five states. In California alone there are thirty-nine individual community campaigns; Florida boasts twenty-eight.

"Where it was once a discouraging task to raise the necessary funds for appropriations of this character, quotas are filled today with speed and enthusiasm. 'Just try it once,' is the slogan in communities where merchants, business men of all kinds, and citizens are loathe to undertake campaigns 'and see what happens.'"

The booklet points out that railroads, steamship lines, and hotels have inspired community advertising programs. Numerous instances are cited of this co-operation between community and railroad. In addition to the many separate California campaigns, in which, one after another, practically all of the important communities of the state have been "sold" to the Nation, by railroads, through newspaper campaigns, the following typical instances may be mentioned at random:

"The Burlington Route's imposing series in behalf of Colorado, illustrated magnificently, which puts the place always before the railway system; the New York, Ontario & Western Railway's newspaper campaign for a series of playground counties of the Empire State; the Missouri Pacific Lines and the colorful newspaper series exploiting San Isabel National Forest; the New York, New Haven and Hartford effort for New England, as, one by one, each important community is featured in copy and illustrations; the Lackawanna Railroad's beautiful series for the Delaware Water Gap country; the Chicago North Western's Duluth series; the Baltimore & Ohio newspaper schedule to tell the untold side of Pittsburgh."

The Bureau contends that the "modern idea of logical market selection rules in community as well as commodity campaigns," and continues:

"Newspapers open the doorways to all markets and when the right markets have been found, it is newspaper advertising that offers the avenue of approach.

"There are many examples of how communities have solved the market problem to their profit. One community—whose case may be considered typical—awoke to the need of attracting manufacturers. Local conditions were good. Labor, cheap land and shipping facilities were plentiful. The only reason the community was not alive with factories was because it had failed to let anybody know the truth about itself.

"Advertising was planned, but before a dollar was spent, a wise chamber of commerce appointed a bright young man to travel and investigate. His job was to find the places where manufacturers needed the advantages his community had to offer.

"When he returned, he knew where labor costs were high, where lack of power was distressing and he had especially marked the zones where manufacturers had long been dissatisfied and were only awaiting an advantageous chance to move.

"The advertising, therefore, was prepared with these specific traffic lanes and prospects in mind. It was not general and it wasn't 'an arrow in the air.' It talked, in its copy, to live prospects in certain cities.

"Herein is the advantage of the newspaper campaign. It can be specific. It can aim at a definite target and be reasonably sure of a receptive audience.

"The city's advertising, let it be emphasized, was not designed until the facts about the markets were secured.

"The size of the advertisements was equally strategic. The investigator knew that one city should have a certain display and could be reasonably expected to support it. Other cities, less certain, could drop back into smaller space. Every line of copy was based on knowledge.

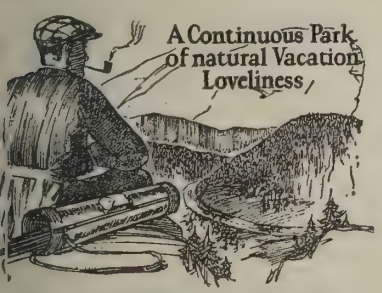
"In one place chosen for the campaign there had been labor difficulties together with socialistic tendencies. Water and electric power was in the hands of a monopoly. Apparently that city deliberately discouraged its manufacturers. In this section half pages were used in every newspaper."

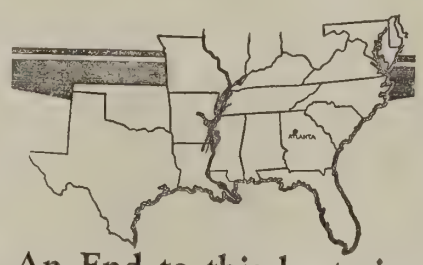
As reasons behind the biggest successes in community advertising, the Bureau lists "adequate appropriations, persistency, continuity, and boldness," and adds:

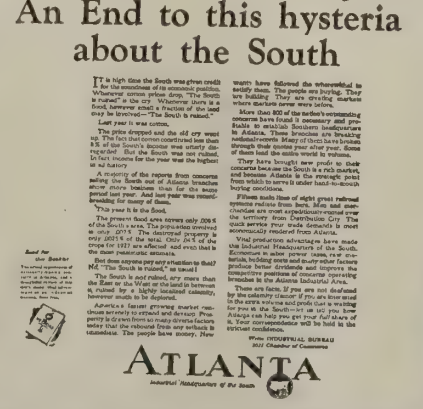
"One of the striking examples of this is to be found in the coherent, close-knit effort in behalf of Atlanta, Ga. There is a purpose behind every picture: a reason for every line of copy. The advertising rolls up its sleeves and goes to work along modern lines."

An entire chapter is devoted to advertising by Pacific Coast cities.

"Undoubtedly community advertising has paid the Pacific Coast," the chapter concludes. "A comparison by chart showing the rate of growth over a given period of years before the advertising started and since invariably shows an upward trend in growth as a result of the advertising. Pacific Coast community advertising continues to show an increase in volume from year to year and a large reliance upon newspaper space to accomplish its purpose."











visit the new

PRINCE of WALES HOTEL

in the Canadian Rockies Adjoining Glacier National Park

This summer will mark the opening of the beautiful new Prince of Wales Hotel in Waterton Lakes National Park—adjoining Glacier National Park north of the international boundary in the Canadian Rockies.

Plan now to come out and enjoy the fascinating outdoor sports and scenic wonders of this new international Alpine playground.

Complete your Adventure Land Vacation by visiting Spokane, Seattle, Portland, Tacoma and Vancouver. Low Round Trip Summer Fares are good on the NEW ORIENTAL LIMITED—finest train to the Pacific Northwest.

GREAT NORTHERN

a dependable railway

Mail Coupon or Phone

M. M. Hubbert, General Eastern Passenger Agent, W. S. Great Northern Railway,
595 Fifth Ave. at 48th St., New York, N. Y.
Telephone Murray Hill 1666-7-8-9

I will spend my summer vacation in the Northwest. Am interested in the tours I have checked below:

- ☐ General Tour of Glacier and Waterton Lakes National Parks
- ☐ Pacific Northwest Tour, Rainier National Park, Mt. Baker Region, Seattle, Tacoma, Portland, Spokane
- ☐ California via Pacific Northwest
- ☑ The Hawaiian Islands and the Orient

There will be _____ in our party. We will leave about _____ from _____. Please quote low round trip summer fares, mail me free booklets and other detailed information.

Name _____

Address _____

Samples (above) of advertisements picked by the Bureau of Advertising of the A. N. P. A. to show how different states and communities are using newspaper space to bring vacationists to the state as in the case of Vermont; to sell business men the South; to inform readers of the Diamond Jubilee in Canada; and to promote interest in the Canadian Rockies.

BATTLE-SCARRED REPORTERS RETURN FROM COVERING STILLMAN WEDDING

Plate Thrown by Irate Hostess Cuts Camera Man Over Eye—Writers Go Hungry and Make Wild Night Drive to Get News of Ceremony on the Wires

By MORRIS DE HAVEN TRACY
(United Press Staff Correspondent)

MONTREAL, QUEBEC, July 28.—The Stillman wedding story has been told, and now, perhaps, the story of how it came to be told is interesting.

The facts of the matter are that the reporters who went into the Quebec woods to record the story of the marriage of Lena and Bud, came back battle-scarred, tired, dirty and hungry, but if the public got a chance to see the pictures of the wedding and read the story of the marriage, then the newspaper men won the Battle of the St. Maurice.

Grande Anse, where the Stillman camp is located, is not a town. It is just a stretch of water somewhere along the St. Maurice River, surrounded by mountains and forest—one of the mountains being the "Mountain of the Island of Nuts," by literal translation of its French name.

It is 30 miles by road which is little more than a trail from La Tuque, Quebec, and about 35 miles by a still worse road from Grand Mere, Quebec. To get to La Tuque one goes to Montreal; takes a Quebec train to a little spot in the wilds called Hervey Junction; and then takes a train for Winnipeg, Manitoba. From La Tuque the reporters had to go to Grande Anse over the tortuous road by automobile. It takes two days to make the trip from New York.

Most of the newspaper men assigned to the Stillman story and all of the news photographers and movie men went first to Grand Mere, only to find that chauffeurs would not risk trying to take them over the road to Grande Anse.

A small group of newspaper folk, including the writer, however went direct to La Tuque, arriving at 1 a.m. Monday. There they found a small French hotel, run by two jovial young Frenchmen willing to help all they could but unable to do much. Those who made La Tuque immediate headquarters made a preliminary survey of the situation that day.

That night the party of photographers and reporters at Grande Mere sent an airplane to Grande Anse to find out what was going on. The airplane landed in the St. Maurice river, in front of the Stillman home; its passengers, two in number, were stranded there for four hours when the plane hung up on an island and were finally rescued by a woodsman living near by, receiving no assistance from the Stillmans.

The plane finally got back to Grand Mere and the two newspaper men abroad it came into La Tuque on a truck about midnight that night, tired, bruised and disgusted.

The 1 a.m. train brought the remainder of the newspaper men and photographers from Grande Mere and La Tuque took on a holiday attire with more people than it had seen in many months crowding its little hotel.

Early the following morning the procession to Grande Anse began. Automobile after automobile pulled out, carrying the representatives of the press. Arriving at Grande Anse they were greeted with word from Mrs. Stillman that they would not be permitted on the grounds until the hour of the ceremony. There was no food for them. They were told to shift for themselves.

One party of reporters from the New York tabloids shared a can of cold beans with a few of the photographers. Many went hungry. The United Press correspondent, and Bob Parsons of the *Montreal Star*, through means which perhaps might cost an employe of Mrs. Stillman his or her job were it recorded, found it possible to obtain lunch for himself and four others at the expense of Mrs. Stillman, however, and they had accordion music and folk dances with the meal for entertainment.

Mrs. Stillman refused to see anyone before the wedding, as did Bud, Lena and all the others. After the ceremony Mrs. Stillman's highly efficient and imperious secretary answered three or four questions and wished everyone good-bye.

When the ceremony started cameramen set up their machines among some shrubs where they were partly concealed, and began grinding away. No sooner was the ceremony over than employes of Mrs. Stillman surrounded them and administered a thoroughgoing rebuke. But rebukes counted little under the circumstances and the cameras were set up to record the cutting of the wedding cake. A few shots were taken and a few feet of film ground out when Mrs. Stillman noticed them.

"Out with you, out with you", shouted the proud lady of Grande Anse, and she began herding photographers and reporters away. One man hesitated. He got his ears boxed. Another was too slow. Mrs. Stillman shoved him over. There was a general retreat of cameramen but most of the reporters simply looked innocent and mixed with the crowd.

But the photographers were back in a few moments, setting up their cameras on the opposite side of the table where stood the wedding cake. Mrs. Stillman spied them.

"Out with you," she shouted in an excited, high-pitched voice. "This party is for my friends and not for photographers."

She grasped a dinner plate of Dresden China from a stack near her, and threw it with all the form of a discus thrower at a field meet. She threw three of them, smashing windows, upsetting punch glasses, knocking over a camera and catching Bert Mason, a photographer, over the eye. His injuries were not serious. The photographers retreated permanently.

Then began the race for La Tuque, the nearest wire head. It was probably the longest run reporters ever were required to make with a flash on a spot news event.

The writer had for his chauffeur a young French Canadian, John Lavoie by name, who spoke no English, but who knew how to drive on mountain roads and whose sporting blood was aroused. John covered the 35 miles in an hour and 30 minutes. The U. P. correspondent reached the wire at La Tuque and was followed soon by Bryan Bell of the Associated Press and Wm. Nyson of the *Montreal Gazette*, just as a thunder storm broke, making the road almost impassable. The U. P. correspondent had a large, blue bump on his head from contact with the top of the automobile and Bell was also shaken.

But it did only a little good. There was but one operator experienced in handling press matter at La Tuque and another struggling with an uncertain commercial wire over which he could move about 600 words an hour. Then the electrical storm crippled the one wire which had been good. By mid evening the wires had 30,000 words of matter to move, and correspondents were tearing their hair as it limped out amid many breaks.

But the photographers had even worse troubles. Two planes sent to carry out the camera plates, could not land at Grande Anse because the river was running full of logs. They landed about 10 miles away at the River de Rat. When the last of the pictures had been taken and the last of the crockery thrown, photographers started for the River de Rat. One car proved too heavily loaded to climb the precipitous grades and the wife of one of its passengers, who had come with her husband, was unceremoniously dropped by the road side to shift for herself. Another car went into the ditch. But finally all the photographers arrived —to find the planes had gone. Then it developed that the planes found it possible later in the day to land at Grande Anse and had alighted in the river there about 30 minutes after the photographers left.

The pictures arrived that night by automobile in La Tuque and were carried to Montreal by train. One photographer tried to get his plates by automobile to Three Rivers, but after 10 miles found the road impassable, and returned to La Tuque.

It was daylight before the last of the stories were cleared over the telegraph wires and it was a bedraggled crowd of men who boarded the train for Montreal at 4 a. m. Wednesday; bought up two drawing rooms; crowded into them and went to sleep.

Anne Stillman, who had been out of the news for a long time, had broken back onto the front pages—but it was a bruised and bleeding corps of newsmen who emerged victorious from the Battle of the St. Maurice, voting it the fiercest of the campaigns of 1927.

CHICAGO'S "AD WEEK" OCTOBER 16-22

Inland Press, A. B. C., Direct Mail, A. N. A. E. and Other Bodies Schedule Their Annual Meetings for 6-Day Period

The Advertising Council of the Chicago Association of Commerce is busily at work on plans for the largest gathering of advertising men and women during the week of Oct. 16 to 22. The period has been designated as "Advertising Week" and eight of the most important advertising gatherings of the year have geen scheduled for then. Among the organizations which will meet in Chicago in October are the Direct Mail Advertising Association; the Audit Bureau of Circulations; the Insurance Advertising Association; the Mail Advertising Service Association; the Agricultural Publishers' Association; the Inland Daily Press Association; the Association of Newspaper Executives, and the National Association of Teachers of Marketing and Advertising, who will hold a special meeting.

The two largest conventions will be those of the Direct Mail Advertising Association, which expects an attendance of 3,000, and Audit Bureau of Circulations, which anticipates 1,200 to 1,500 delegates.

A business show or advertising exposition will be one of the important features of the convention of the Direct Mail Association. The exposition, which is directly sponsored in Chicago by the Chicago Advertising Council, will be held in the great exhibition hall of the new Stevens hotel, and will include 165 display booths fitted up ready for exhibits. The exposition is open to all legitimate concerns engaged in the various types of advertising, including advertising agencies, advertising service organizations, printers, publishers, lithographers, engravers, electrotypers, direct mail, list and letter service companies, producers of equipment applying to advertising, etc.

Charles W. Collier is manager of the Direct Mail Advertising Exposition and Ben C. Pittsford is chairman of the Advertising Council's committee which is supervising the arrangements for the convention.

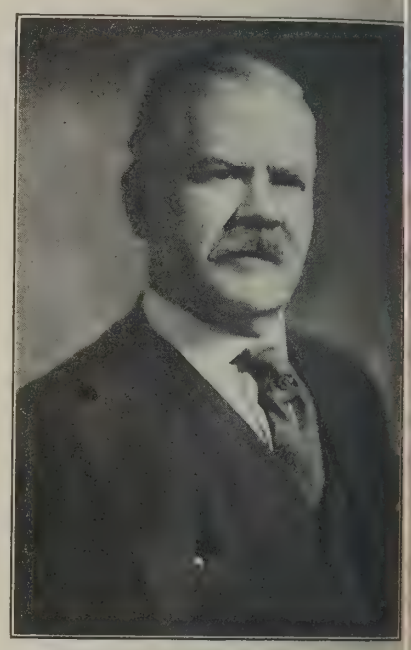
BUFFALO GREETS I. A. A. GROUP

The Buffalo Chamber of Commerce entertained members of the International Advertising Association, returning from the convention in Denver, at their Buffalo visit. The visitors, headed by John A. Wilkens, of the New York Advertising Club as chairman of the delegation, were greeted by a special reception committee. The first event of the Buffalo reception, before disembarking from the Steamer Octorara, the delegates and the Buffalo committee were guests of William J. Connors, Jr., publisher of the *Buffalo Courier and Express*, at luncheon. The advertising men were welcomed to Buffalo by Robert E. Coulson of the Chamber of Commerce committee.

SCRANTON TIMES STAFF HONORS LYNETT

His Fiftieth Year as Newspaper Ma Marked by Dinner with Employes as Hosts, Competitors Guests

E. J. Lynett, owner and editor of th *Scranton* (Pa.) *Times*, who observed hi 50th anniversary in the newspaper busi ness Aug. 1, was the guest of honor at banquet given by the Times employes o that date. Almost 200 were in attendanc at the dinner, including the following out



E. J. Lynett

of-town men: David E. Smiley, North American Newspaper Alliance; John Reitinger, Associated Press; Paul Eyerly, Bloomsburg, president of State Publishers' Association, and H. D. Lacoste, New York. Talks were given at the dinner by Col. L. A. Watres, representing the Scranton newspapers; Mr. Smiley, Mr. Eyerly, Thomas Murphy, editor of the Times, and Mr. Lynett. E. J. Hart, a member of the Times staff, also spoke, saying he was "speaking for the boys in the trenches."

In his speech to the Times family, Mr. Lynett briefly reviewed the fifty years he has been in the newspaper business. He said it was wrong for people to give him all the credit for the success that has come his way, declaring most of it resulted from the loyal and capable men who have been connected with the Times. The toastmaster of the banquet was John E. Bradley, general manager of the Times, who has been associated with Mr. Lynett for the past forty-eight years.

In his speech, Col. Watres, who has been a friend of Mr. Lynett for over 50 years, recalled the days when the two served as auditors for Lackawanna county at $3.50 a day. Mr. Watres is owner of the Republican in this city.

Mr. Lynett was presented with a grandfather's clock by the Times family.

Mr. Lynett told those at the dinner that when he wrote an editorial several days in advance of his 50th anniversary he expected that would be the end of it and that he would have a quiet day. Instead he said he never put in a busier—nor happier—period in his office, he said.

The testimonial dinner was arranged by a committee named from all departments. William Cullen as secretary-treasurer, while Mr. Murphy served as chairman.

ADDRESSES WANTED

Victor H. Williams
R. O. Dudley
Preston L. Grover
E. J. Strong

INSIDE INFORMATION ON COPYRIGHT CLAIMS

Thorvald Solberg, Register of Copyrights, Explains Intricacies of Recording Literary Properties—Publishers Declared to Be Lax in Filling Out Blanks

YARDS of red tape were unwound by Thorvald Solberg, register of copyrights, Washington, D. C., when he explained the intricacies of filing claims to literary properties to the newspaper group of the Special Libraries Association at their recent Toronto convention.

Mr. Solberg admitted there was much that editors, publishers and writing men and women should know about copyright, the American laws on which date back to 1783. Requirements of the law, according to the register, may be blamed as one source of trouble, but he also found fault with those seeking copyrights who file applications that are so "defective" that they require considerable correspondence to eliminate variances, erroneous statements, wrong dates, etc.

Mr. Solberg furnished in detail inside information of the red tape of obtaining copyright claims, and ended with the expressed hope that the United States might see fit soon to join the International Copyright Union the articles of which, he said, expressly declare that copyright protection shall not depend upon "compliance with any condition or formality."

In the case of the 28 countries that are members of that union it is understood that there is automatic protection in all of them without any requirement either of publication or of publication with notice, or of deposit of copies or of registration or claim of copyright," he explained.

The United States has not entered this union which is now in its 40th year, but there is a distinct feeling, which is believed to be growing among educated people at least, that the United States should no longer hold back, but should join this very practical association of nations to protect literary and artistic property.

Various bills have been introduced in Congress to provide for the accession of the United States to the Articles of Convention in order to permit entry into the Copyright Union. The two bills proposing the general revision of the copyright laws both contain provisions to that effect."

So much for the future; it was the present that chiefly concerned Mr. Thorberg.

The copyright business as it is now operated in America with respect to newspapers, he explained, is divided into two classes; first, registrations made, as required by law, for each number of issue of a paper to be protected; and second, registrations made to protect special contributions to the newspaper.

Nearly 2,000 different periodicals are regularly entered," he said, "but only 43 different newspapers are registered currently for the entire contents of their daily issues. But newspaper publishers as a class are amongst the largest clients of the copyright office.

Thus the *New York Times* which does not register for copyright its daily issues at all pays copyright fees to the extent of about $1,000, each month. It makes registration regularly for each issue of its Book Review and of its Magazine Section, and for more than 10,000 contributions yearly. The *Chicago Tribune* pays upwards of $6,000 in copyright fees each year.

The justification for these numerous entries by the New York Times Company and for other thousands of entries as well is found in the provision inserted in section 12 of the Act of March 4, 1909, providing for the deposit of copies of copyrighted works, reading as follows: 'if such work be a contribution to a periodical, for which contribution special registration is requested, then one copy of the issue or issues of the periodical or newspaper containing such contribution is to be deposited with an application for the registration of the contribution.' These contributions may be very different kinds of things. This provision of law was very likely originally proposed having in mind the serial publication of stories and novels; but the contributions actually registered may be in addition news articles or pictorial illustrations, or comic strips, combining both pictures and words, or illustrated strips of a more serious character—historical or otherwise—or the contribution may even be a drama or a musical composition. In either case the procedure is the same so far as the application for registration is concerned (the filing of the properly specified claim, and the deposit of one copy of the newspaper); but when it comes to registration and the cataloguing of the entry, this will be given a class designation and go into the proper series of registration numbers, according as to whether it is text matter when it is technically called a book or is classed as a drama, a print, or a musical composition, according to actual circumstances.

"In addition there are such large clients of the copyright office as the King Features Syndicate, which pays about $4,000 in copyright fees yearly; the International Feature Service; the Premier Syndicate, the Metropolitan Newspaper Service, each making registrations requiring copyright fees from $1,200 to $1,400 or more yearly, and the Newspaper Feature Service making about half as many entries.

"At least two other classes of very extensive and regular contributions should be noticed, namely, the so-called 'Service' publications of a serious and educational character, and the very noticeable advertisement services. These registrations may vary from brief text paragraphs to elaborate and often distinctly beautiful pictorial and descriptive matter.

"Of the 2,186 double column pages of closely printed fine type matter in the Catalogue of Copyright Entries, Part 1, Group 2, for 1926, by far the largest part is, no doubt, for newspaper matter, as the index of about 500 additional pages will show.

"The registration and cataloguing of the periodicals and newspaper themselves are comparatively easy matters. The magazines are of course, arranged under their titles in one alphabetical list, and little difficulty ordinarily is experienced as regards the names of the claimants of copyright. But when it comes to dealing with the many thousands of entries for all kinds of newspaper contributions, it is quite another matter. What is required with respect to copyright in such things is that a copyright claim should be presented for recording and indexing which should be intelligible and sufficient clearly to identify the claim, and, of course, one entry must be intelligently differentiated from the other, otherwise the identity is not maintained and the entries cannot be properly indexed and catalogued.

"The law requires that one complete copy of the newspaper containing the contribution shall be deposited accompanied by a 'claim of copyright.' This requirement of the complete copy is the first source of trouble. It not unnaturally seems to the applicant that it should be sufficient to clip his paragraph from the newspaper and slip it into the envelope containing the application. But copyright is a grant upon conditions, under our law, and the conditions must be fully and exactly complied with if the entry is to prove adequate to secure the protection desired. So the Office is obliged to insist upon the full copy of the newspaper or periodical. Then the next difficulty experienced is to find the contribution, the article, possibly simply a brief paragraph, in the great mass of printed matter in the pages of a modern daily. Hours of dreary labor would be saved the clerks in the Copyright Office if we could only induce the applicants to mark the front page with the number of the page where the article is to be found, and in addition, to mark the paragraph itself in some way to catch the eye when the pages (not unfrequently more than 100) are searched for it. If the page containing the paragraph or article was pinned in front that would, of course, prove most convenient.

"The next consideration is the application for copyright registration. This must embody the "claim of copyright" which the law requires shall be filed with the copy of the article for which copyright is claimed, in order to secure copyright protection.

"This application is not very complex, but it should always be borne in mind that the application blank is devised to secure all the information which it is essential to have of record to permit an intelligible, fully identifiable record. The application blank to be used is designated 'A-5' and is for a 'contribution to a newspaper or periodical.' The first item required is the name of the claimant, the proprietor or *owner* of the copyright. The application calls for three things with respect to the claimant of copyrights 1, his full legal name; 2, his citizenship; 3, his legal address.

"This would seem at first blush a very simple matter. It is quite reasonable to suppose that the owner of the copyright should know his own name and could give it correctly; should also know his own nationality, and could indicate his legal address. But experience demonstrates that nothing is so simple as it looks when it need to be done completely and exactly.

"The law requires that the owner's name to go of record shall be stated in the required copyright notice. If there is a variance or disagreement between the owner's name in the application and as it appears in the notice, that variance or disagreement must be explained and cleared away before we can act.

"Such variances are of daily occurrence, and are sometimes quite surprising. It has even happened that a newspaper claiming copyright has printed the name of a brother newspaper in the notice.

"The variances discovered are vexatiously numerous, and indicate a woeful lack of thought in filling up the blank. The Office necessarily endeavors to secure completeness and uniformity. The name of the claimant may sometimes be written in three or four ways upon a single application blank. This is embarrassing when it is the name of the author, but prohibits registration when it occurs in the name of the claimant of copyright.

"A common fault in applications for newspapers or periodicals or contributions to them is to state the claimant in the name of the periodicals for example, the 'Chicago Daily News' instead of the 'Chicago Daily News *Company*,' 'the Century' instead of 'The Century *Company*.'

"The statement of nationality does not usually give trouble for newspaper entries for the claimants or authors are usually American citizens. But the law does require, if the name is that of an alien resident in the United States, that the place of his domicile be stated, and if a foreigner, his nationality must be given. Not all foreign authors are entitled to obtain copyright in the United States. Unless copyright relations have been established between the United States and the country to which the author belongs his work cannot be registered.

"Trouble frequently arises when newspaper or periodical contributions are published under the pen name or pseudonyms of their authors. The copyright law protects anonymous works or articles published under pseudonyms and does not require the declaration of the true name of the writer (except in some special cases); but if the claim of copyright is to be recorded in the name of the author, then the true, legal name of such author must be stated for record, and not his pen name or pseudonym. It goes without saying, that no copyright can be recorded without a name for the copyright owner.

"While copyright is a personal property, and protects the result of the author's personal effort, the ownership of the copyright may be registered in the name of an institution or a firm or corporation, and in the latter case the name of the owner should be exactly stated in the application form, including the 'Inc.' and the *place*, if part of the incorporated title, should also be stated as part of the owner's name and not merely as the address. Where the claimant of a copyright is a married woman who has written and become

(*Continued on Page 33*)

NEWSPAPER CIRCULATIONS AND RATES—ADDITIONS AND CORRECTIONS

The following additions to and corrections of newspaper listings printed in EDITOR & PUBLISHER for July 16 have been noted:

Population City	Trade Area	Date Estab.	City	Name of Paper	Issued	Net Paid Circulation	5,000-Line Adv. Rate
14,174	54,300	1865	Boone (Iowa)	News-Republican	(e)	5,451	.035
4,270	12,000	1879	Marshall (Mich.)	Chronicle	(e)	2,561	.02
5,500	35,000	1874	Fairmont (Minn.)	Sentinel	(e)	3,526	.036*
14,500	50,000	1873	Missoula (Mont.)	Missoulian	(m)	4,714	.....
		1911		Sentinel	(e)	2,249	.....
				Combined daily	(me)	6,963	.0425
		1873		Sunday edition	(s)	6,399	.0425
6,500,000	9,500,000	1924	New York	Graphic	(e)	334,795	.60
109,920	275,000	1904	Tulsa (Okla.)	Tribune	(e)	43,953x	.10*
				Sunday edition	(s)	48,509x	.10*
10,050	.....	1884	San Angelo (Tex.)	Standard	(e)	5,728	.03*
				Sunday edition	(s)	6,331	.03*
8,268	.....	1891	Norwich (N. Y.)	Sun	(e)	3,163	.03*
8,000	.....	1889	Nyack (N. Y.)	Journal	(e)	2,883	.025*
		1922		News	(e)	1,783	.025*
16,500	35,000	1830	Ogdensburg (N. Y.)	Republican-Journal	(m)	6,071	.04
105,000	300,000	1882	Utica (N. Y.)	Press	(m)	26,052	.07
42,000	150,000	1899	Muncie (Ind.)	Star	(m)	24,458x	.08*
				Sunday edition	(s)	15,718x	.08*
Rate effective September 1, 1927							
408,000	875,000	1903	Indianapolis	Star	(m)	102,237x	.20*
				Sunday edition	(s)	141,565x	.27*
Rate effective September 1, 1927							
70,000	190,000	1903	Terre Haute (Ind.)	Star	(m)	26,690	.07*
				Sunday edition	(s)	24,653	.07*
Rate effective September 1, 1927							
45,945	125,000	1876	Moline (Ill.)	Dispatch	(e)	12,292	.05*
11,039	.....	1901	Palestine (Tex.)	Press	(m)	2,230	.025*
				Sunday edition	(s)	2,230	.025*
300,000	11,541,831	1900	Manila (P. I.)	Bulletin	(m)	6,346	.035*

WELDING GROCERY UNITS INTO CHAIN TO BEAT COMPETITION OF GIANTS

Niagara Falls Newspaper Perfected Organization of Retailers, Guaranteed Regular Advertising and Merchandising, and Made "Niga" Store Synonym of Economy

By HAMMOND EDWARD FRANKLIN

HOW a newspaper can guide the independent retailers of its city to meet and beat rapidly growing chain store competition, how the declining strength of the jobbers in a community can be replaced by fresh vigor, and how a live medium-size city newspaper can add notably to its local and national food linage, have been demonstrated during recent months by M. Bradley Norton, advertising manager of the *Niagara Falls* (N. Y.) *Gazette*.



M. Bradley Norton

The Niga Stores plan did it.

This plan is strikingly different from the space-selling "special page" of the average newspaper. It is much more far-reaching and really gets at the bottom of the retailer's present problem. Almost from the start it assured the Gazette seven to eight columns of extra local advertising every Thursday.

Five Niagara Falls grocers met together in April of last year. They found themselves facing stiff competition especially from the chains, poor credits and limited buying. The dealers were in a mood to battle the chain stores, but the local newspaper, which was represented said that it would be better to adopt the practices of the chain organization and work along the "chain" lines. Those at this conference arranged for a mass meeting at the Chamber of Commerce for the following Monday night with the cashier of a local bank, the secretary of the Chamber of Commerce, the president of the Business Men's Association and the advertising manager of the Gazette as speakers. More than 250 dealers and others interested were present.

From this nucleus, the Niagara Falls Retail Grocers Association was formed with 100 active grocer members. Its dues were $2 a month. Then came plenty of details to be worked out. The newspaper gave freely of its time during the next two or three months to help get the organization functioning. A set of agreements between the grocers and the association was drawn up. The association gathered data and prices on mass-buying. The members were helped to clean out all of their old stock that they could.

A start was made on collective buying when the group pooled together in the purchase of 1,000 pounds of a well-known brand of coffee and a carload of flour.

At a meeting addressed by Mr. Norton, the value of joint advertising was made plain and a suggested contract between the individual larger members and the association for the payment of $4 a week each to finance a large seven column weekly space for the Niga Stores was passed, copy to be approved by the association committee on buying and advertising. Through the efforts of the Gazette solicitors, 36 members signed the iron-clad contract for 52 weeks.

The contract provides that the committee will meet every Monday to decide what is to be advertised. The store agrees to stock and display all advertised items, to make displays of such items in the windows or on the counters every Friday and Saturday, to paste on the windows every Friday a copy of the advertisement, and to sell the goods at the price advertised. The store's name, address and telephone number is printed at the bottom of the advertisement. On Thursday, Oct. 21, 1926, the first seven-column advertisement appeared. Since then, the size has been increased to eight columns.

The copy resembles that of chain stores with "specials" displayed boldly at attractive prices in boxes. At the top under the trademark, Niga, and the heading, "Buy in quality—home town grocers" appears this explanation:

"The N.I.G.A. is the Niagara Independent Grocers Association composed of the leading independent grocers of Niagara Falls. Every grocer who is a member of this organization is a reliable merchant pledged to serve the buying public with the best foodstuffs, fruits, produce and meats that the markets afford and to sell at prices lowered by greatly increased buying power. Our motto is 'quality foodstuffs, lowered prices and prompt service.'

"The N.I.G.A. policy is to save you money. The combined resources of the dependable grocers listed below are affiliated in buying in large quantities which will allow price concessions from the wholesaler. These savings will be passed on to those who patronize grocers who are members of the N.I.G.A. in your neighborhood—it will pay you well to patronize him—He not only serves you well but gives you FREE DELIVERY SERVICE."

With but two exceptions, the original signers of the agreement report increased volume, large profits and smaller stocks

"At the start of course lines were in a hopeless confusion," Mr. Norton stated. "This was solved by advertising a commodity, without naming the brand, at a low price. Excess stocks were taken over by the association and divided among the members at a special sale. This cleared the shelves and enabled them to put in similar lines in all stores. Then the advertising carried the name of the brand in every instance. Today nationally advertised articles dominate.

"The NIGA management has been strict in enforcing the agreement clauses. If a dealer does not stock the advertised line, if he is convicted of substitution, if he runs an untidy store or if he does not make his displays each week, he is summoned before the committee. If he continues to ignore instructions, he is dropped by committee vote. Some seven dealers have dropped out, but been easily replaced by others.

"It is my belief that the success or failure of such an organization rests with the newspaper and the way it handles it. From the start we supplied a man to attend all meetings and advise on business matters. His duties include the preparation of the seven-column copy. Right here I want to emphasize that the newspaper cannot inaugurate this plan and then expect it to run itself. Constant watch must be maintained, and the paper must be able to assist at a moment's notice. If the newspaper has the confidence of the association, the paper can shape the organization's plans and policies so that greatest good will accrue to all—the grocer, jobber, manufacturer, newspaper and public.

"With this plan, the national advertiser is *not* asked to assist in defraying part or all of the cost of the page advertisement. The grocers pay their own money for that. The association does ask the manufacturer to run advertising apart from the local copy on different pages and on different days than the NIGA advertisement appears. The idea is to educate the housewife so that when the full page appears on Thursday, she will recognize the old friends she has been meeting in her paper during the week.

"Some associations follow the plan of asking the manufacturer to take space in a composite page weekly. Then the names are listed below. This neither accomplishes what the manufacturer wants nor meets chain store competition. Pure price advertising is needed by the stores, and the public must be educated to the merits of the product first before the price appeal can register."

The housewife has been taught the advantages of telephone service, quick delivery, advertised merchandise reliability, and the courtesy of a charge account, yet lower prices. A number of the merchants report largely increased telephone business. The average increase in volume for all the store members is estimated at 25% for the period since last October.

The national advertiser is introduced by the newspaper to the jobbers. Distribution for old and new products has been brought about by the newspaper, the Niga Store committee and the jobbers. For instance, a manufacturer of baking powder who had not touched the state, was brought into the New York market by a 50-case order placed by the group, and now is planning schedules and sampling crews for the entire rest of the state. Strong opposition has arisen from some quarters, especially jobbers in neighboring cities, but so far the plan has worked well. A Niga Dairy at a cost of $25,000 has been formed to supply milk to their stores, bringing the price down from 1(to 10c. The next step may be the acquisition of a jobbing house of its own.

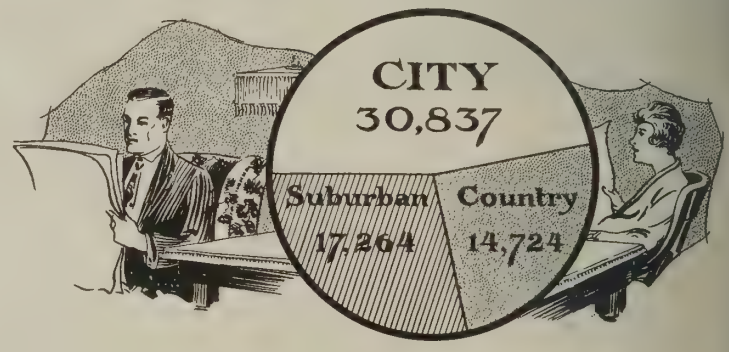
After nine months of close association with the movement, Mr. Norton has this counsel to offer fellow newspaper executives:

"Proceed very cautiously. Do not expect just to roughly outline the pro cedure and then have a local grou execute it. Be prepared to lead and ad vise every step of the way.

"Help sell the idea to the individua store, assist the dealers to sign up, an then be at the secretary's elbow con stantly to counsel and advise. Keep th group from starting with the idea o 'fighting' something. Instead, have then use a policy of better stores, better busi ness methods, better buying plans, an some real advertising. Interest other bi men in the city, such as your banker who should take off his coat and work with you to improve the credit condi tions.

"When the plan is working smoothly, the newspaper should 'tell the world about it every possible way. No manufacturer or agency should be overlooked, for one can never tell when the next new product is coming from. The national representatives should be enlisted. The association should write to its sources of supply. The jobber should write to his manufacturers. The salesman should be welcomed, introduced to the secretary and to the jobber and furnished with route lists.

"If you put your heart into this job, you will place your retail grocer on a higher level and enable him to make money, you will foster good will among your subscribers, you will have larger linage (our total increase is 50,000 lines or 14% for the last nine months, a good bit of it on food advertising) and the national advertiser will express his thanks by 'saying it with schedules,' which is sweet music indeed to every newspaper publisher."



The Only Sunday Newspaper in Jacksonville

THE Florida Times-Union blankets Jacksonville on Sunday, for it is the only Sunday newspaper published here.

Its city circulation on Sunday, according to the latest ABC report, is 30,837 —or one paper to about every 4.5 persons in Jacksonville.

In addition, it has a suburban circulation of 17,264 and a country circulation of 14,724. The total Sunday circulation is more than 63,000 — the largest in Florida.

The possibility of combining Sunday advertising with daily advertising in one dominant medium with complete coverage offers a great advantage which national and local advertisers have recognized. This is just one more reason why the first newspaper on Jacksonville and Florida advertising schedules is—

The Florida Times-Union
JACKSONVILLE, FLA.

ADVERTISING NEW ARM OF BRITISH EMPIRE

World-wide Commerce the Motif of Great Convention and Exhibition of Advertising Association at Olympia—Attendance Includes 2,000 from Great Britain and Many Foreign Delegates

By ALLAN DELAFONS

(*London Correspondent of* EDITOR & PUBLISHER)

LONDON, July 22.—That lusty infant of organized British business, the Advertising Association, has just concluded a four-day convention at Olympia —its third—with a total registration from Great Britain in excess of 2,000 delegates, including more than 600 women, and representatives from France, Germany, Austria, Holland, Czecho-Slovakia, Italy, Norway, Sweden, Denmark, the United States of America, and all the Dominions. The attendance far surpassed the 1924 international convention at Wembley.

Empire marketing was the theme discussed before the general sessions by a number of important speakers but every phase of advertising was covered in the papers delivered by the ninety or more speakers who addressed one or more of the convention's 18 sessions. Five halls were occupied every day. The display of the Empire Marketing Board was the centre of attraction of the British Advertising Exhibition, which, according to Sir Lawrence Weaver, K. B. E., chairman of the exhibition committee, was a co-operative effort on the part of the newspapers, advertising agencies, printers, billposters, and a number of national advertisers, to present to the public a picture of what advertising meant today and to show that advertising was an essential factor in Empire trade. The exhibition ran concurrently with the Empire display week in London and the provinces. It was unofficially stated that a profit of $50,000 was realized on the exhibition.

Speakers who dealt with the problem of empire marketing included the Rt. Hn. L. S. Amery, P. C., M. P.; Rt. Hn. Viscount Burnham, G. C. M. G., C. H., LL. D.; Rt. Hon. Sir Robert Horne, G. B. E., M. P.; Rt. Hon. Sir Philip Cunliffe-Lister, K. B. E., M. P., Sir Edwin F. Stockton, Major the Hon. J. J. Astor, M. P.; Rt. Hon. W. Ormsby-Gore, M. P.; Rt. Hon. J. H. Thomas, P. C., M. P.; Sir Herbert Morgan, K. B. E.; Rt. Hon. Sir Alfred Mond, M. P.; and the Rt. Hon. C. A. McCurdy, K. C.

Receptions, balls, parties, a visit to the Royal Apartments at Windsor followed by tea with the Dean, golf, and cricket tournaments, etc., were carried out for the amusement of the delegates.

A great advertising carnival and costume ball at Olympia, specially arranged so that the general public might join in the week's fiesta, was held at Olympia on Friday night.

The Exhibition was organized by the Advertising Association which represents 31 affiliated advertising organizations and clubs and some 20,000 people engaged in advertising throughout Great Britain and Ireland. It was guaranteed eight months ago by the members of the Thirty Club of London.

For the first time in England, a great exhibition was designed and built on architectural lines. The specific character of each exhibitor's business was examined by the architect, Joseph Emberton, A. R. I. B. A., and made to conform to one architectural formula. It was essentially modern in spirit—so "futurist" in fact, that it was almost Egyptian in its composure. It represented the highest point reached by the modern movement in decorative art and, in the opinion of Sir Lawrence Weaver and other authorities, will revolutionize existing ideas of shop façades, decorations, etc.

There were 300 exhibitors, including most of the great newspapers, the Government, printers, advertising agents, photo-engravers, and poster artists at work, publishers, national advertisers, railways, etc.

At the opening general session on Tuesday morning, Rt. Hon. Charles A. McCurdy, president of the Advertising Association, led the speakers, who included Rt. Hon. L. S. Amery, M. P., Secretary of State for the Dominions, Sir Robert Horne, M. P., H. H. Charles, president of the Charles Advertising Service of New York, and Percy C. Burton, a director of the London Press Exchange.

Addressing the newspaper executives' session Ulric B. Walmsley of the *London Daily Sketch* referred to the activities of the press agent in sending out letters above the signature of well-known persons, and containing "puff" matter of some kind. The news columns of a paper were worth more than the advertisement columns because readers believed in the statements they read therein. Mr. Walmsley suggested a central control board of some kind to prevent those attempts to obtain free publicity.

Sir Basil Clarke, in the discussion that followed Mr. Walmsley's address, pointed out that a good press agent put his name at the top of the copy he sent out as evidence of good faith.

Lieut.-Col. E. F. Lawson, of the *London Daily Telegraph,* said that provided matter came from a known source and that it was of some news interest, it would be considered by the editor with a view to publication. Press agents, he suggested, should be paid for the work they actually did for their clients, not for the amount of space they obtained.

Holiday rates for advertising were not good business, S. P. Thornett, assistant general manager of the *Morning Post,* declared. The question, he said, could not be considered solely from the point of view of the advertisement manager. Holiday rates were not a modern growth, but were a modern cultivation from that rank growth—hidden rates. The reduction made by most papers at certain seasons was based on the knowledge that there were periods when advertising was less effective than at other times. Exigencies of make-up, paucity of news when Parliament was up, the Long Vacation at the Law Courts, the policy of making newspapers ever larger, compelled the forcing of advertising, Mr. Thornett claimed, when the demand for space was less than normal, and forced spaces could not be obtained except at reduced rates.

Horace Imber, advertisement director of the *London Daily Chronicle,* pointed out, with regard to the falling off in advertising on Saturdays, that nowadays most people spent a large percentage of their money on Saturday. They were paid either on Friday evening or Saturday, but did not, as many advertisers thought, spend all their money on Saturday. The sales of chocolates, cigarettes and tobacco where larger on Saturdays than on any other day of the week.

J. A. Whamond Mudie, London representative of the *Dundee Evening Telegraph* and *Post,* pointed out that holiday rates were mainly used by London newspapers, not by those in the provinces. Another speaker suggested that holiday rates were bad for the advertiser, for perhaps he was induced by that means to advertise when it was not really a paying proposition for him to do so.

Robert J. Webber, joint managing director of the *Cardiff Western Mail,* paid tribute publicly to the work of national and international importance being done by advertising agents. The interests of newspapers and advertising agents, he pointed out, lay in co-operation, not antagonism.

The newspaper representative often complained that the advertising agent made it difficult for him to obtain business. The agent, on the other hand, urged that newspaper representatives were a menace, and did not realize that if the agent had anything for them he would send it to the paper's offices. He would suggest that where business was big enough to justify it, the advertising agent should establish a separate space-buying department, and place it in charge of a competent manager, ready at all times to see newspaper representatives. The expenses of such a department would be more than defrayed by reason of the closer co-operation between the agency and the newspapers. Where business was not sufficient to justify such a separate department, Mr. Webber suggested that agents might well spare as much of their time as possible to getting on friendly terms with newspapers and their representatives. Referring to bad debts, Mr. Webber stated that the reason for the failure of agencies was often that commissions had been split, and he urged agents not to accept accounts on too small a commission basis.

Two types of newspaper representatives that the agent was always glad to see, said Philip de G. Benson, president of the Institute of Incorporated Practitioners in Advertising, were the man who had some knowledge of his own newspaper and the man who could inform the agent what space was vacant for the next few days. The recognized agent was not concerned with the production of an individual order for the following day's issue. He was concerned with the maintenance and increase of the available advertising appropriation. The fundamental essential was that advertising should pay the advertiser. As long as the advertiser was thus making a profit he was able to keep on advertising. The press, Mr. Benson urged, should not look upon the agent's commission as a payment for any individual advertisement, but as a specific subsidy to enable the agent to maintain efficient advertising organizations to develop advertising and make it pay.

Speaking at the Opening session Percy C. Burton, a Director of the London Press Exchange, Ltd., dealt with "The Position of the Advertising Agent in Advertising."

"We in the advertising profession," he said, "realize that the agent has long passed from the position of a mere broker or seller of space—a huckster of Advertising wares, yet we realize also that we have not yet fully attained our ultimate aims, namely an acknowledged profession rendering a highly specialized service in a complex commercial field where its authority is unquestioned and its ability accepted as authoritative.

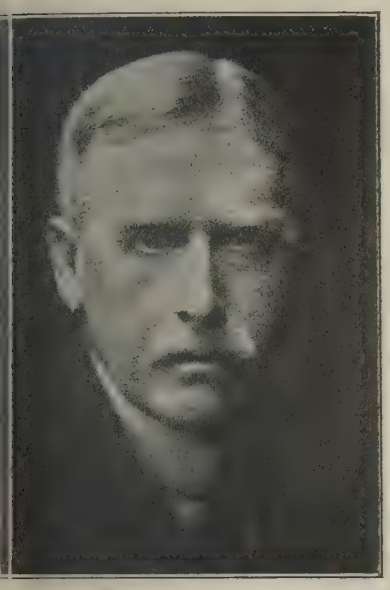
"Ethically, agency practice has progressed a long way from the day when it had no more morals than a counterfeiter or no more conscience than a politician. In spite of all kinds of resistance, self-interest—which after all is the greatest compelling force in all human practice—has forced the modern advertising agency to develop a wide and varied service, combining specialized knowledge in industry, commerce, finance and the professions.

"Advertising, I believe to be in its infancy—one day all the professions will advertise—doctors will advertise the advantages and blessings of health; lawyers will advertise how to avoid lawsuits; architects will advertise the delights of beautifully designed and perfectly equipped homes—and why not? The history of the development of man is the history of the development of advertising, for every good that man possesses, whether it be religious or social or physical welfare, has come to him through the advantages of these things being advertised to him."

Mr. Benson, president of the British Institute of Incorporated Practitioners in Advertising, outlined the aims and objects of that recently formed body.

"Our one and sole object," he said, "is the continued improvement of the service that advertising agents can offer their clients. We frankly believe that the system of service advertising agencies that exists today, working in close operation with the advertiser and his organization, is the best available means by which an advertiser can get the best results from his advertising expenditure and our object in developing the Institute is, by organizing and training, to develop our industry and make it more and more of greater value to the advertiser.

"It is a serious thing that the cost of advertising depends not on its intrinsic value, but on the demand for it and as advertising increases in this country (as it always is bound to increase as trade grows) so will it become more and more difficult to get paying results from an advertising appropriation. Thus will the maintenance and development of this country's trade depend very much on the adequate supply of efficient advertising men and we firmly believe that in this Institute we have the beginning of an organization which will ultimately do its



RT. HON. CHARLES A. McCURDY
Managing Director of the *London Daily Chronicle* and President of the British Advertising Association.



SIR LAWRENCE WEAVER, K. B. E.
Chairman of the Advertising Exhibition which featured British Advertising Convention.

part in this important development of the nation's industry."

W. H. Harford, a director of Saward Baker & Co. Ltd., and one time general manager of the *London Daily Herald,* presided over the Press Representation Session on Wednesday. E. M. I. Buxton, a director of Paul E. Derrick, Ltd., read a paper on "How Newspapers Can Increase Their Efficiency as Advertising Media and thus Increase the Amount of Their Press Advertising." Mr. Buxton dwelt on the infrequency of contact between the dictators of newspaper policies and the managers of advertising enterprises, and urged the necessity of newspapers supplying detailed information for the benefit of advertisers concerning their respective markets. Some of the subjects upon which advertisers would be glad to receive information from the local newspapers included:

1. Geographical boundaries of the market represented by the paper's readers.
2. Population distribution within the market covered, parallel with sales figures.
3. Retail and wholesale distributors, listed by trades, in parallel for each sub-division, with certain further analysis indicative of standing and location.
4. Analysis of population by:
(a) Occupations, with unemployment ratios.
(b) Housing—rateable values, new buildings.
(c) Estimated purchasing power.
(d) Numbers and distribution of children.
(e) Distinctive local haunts of life; at work, at recreation, at home, with any tendencies to change.
(f) Characteristics of taste or habit in dress (men, women, children), with tendencies.
(g) Characteristics of taste in homes and home furnishings, with tendencies.
(h) Characteristics in choice of foods and drinks, their purchase, preparation and serving, with tendencies.
(i) Characteristics in feeding, management, and education of children, with tendencies.
(j) Floating, visiting and travelling people —numbers and descriptive material useful from trade standpoints.
(k) Registration (and other details) of motor vehicles over a series of years—cars, cycles and commercial.
(l) Telephones—number of, and tendencies.
(m) Transportation facilities, described in relation to the regular activities of the districts covered, occupational and commercial, with probable changes.
(n) Proportions of their retail buying locally, and of various merchants outside their district, as observed in different lines of merchandise and different population classes, with tendencies.
(o) Purchasing habits as related to branded goods, advertised or unadvertised, with tendencies.
(p) Disposition towards goods of foreign manufacture, classed by countries of origin and by lines, and freely illustrated, with tendencies.
5. What mass influences have produced noted effects on popular choice of goods, with some comparative efficiences—merchants' stocks and recommendations: press, outdoor, postal and other forms of advertising, etc., with tendencies.
6. Data on local merchandising conditions that sales managers can use to advantage from the beginning of an advertising campaign.

Wynne Williams, *Nursing Mirror,* agreed with Mr. Buxton's advocacy of the zone system of merchandising and with the necessity of market surveys supplied by the newspapers for advertisers and suggested that agents should contribute to the cost of such service. "The *Chicago Tribune* Book of Facts," Mr. Williams stated, cost $1,250,000, and newspapers in America had found the need of a protective society to protect them from costly demands that were not within the limits of newspaper practice. The protective society laid down a "Standard of Practice" that defined the demands that might justly be made by advertisers from newspapers. W. N. Roberts, *Farming,* mentioned the thirst for information concerning advertising media on the part of American agents. All progressive advertising agents desired to see representatives, and when this was not the case then their representatives might take it that the days of those agents were numbered.

Lord Burnham, proprietor of the London Daily Teleghaph, spoke at one of the general sessions on July 21.

"It was said in an American newspaper," Lord Burnham said, "that if one tenth of the cost of the European War had been put into well directed publicity and advertising to teach the people of the world that they were brother citizens of the world—the War would never have come.

"This may be in the nature of hyperbole, but it is certain that in common belief today, as shown by the big schemes of advertising that are being undertaken by the states of the world, advertising counts for more than editorial comment in influencing public opinion.

"The churches and conventicles are all agreed as to the benefit of advertising their religious and philanthropic activities and the only question that they are seeking to answer is how to do it best. So it looks as if community advertising would have its proper place in the advertising world. At any rate collective advertising is sure to be developed, but in order to fulfill its purpose it must depend on the co-operation of individual firms and it must be closely related to the actual delivery of the goods, that is to say the general idea must be applied to many lines of business by a large body of constituent traders, by way both of production and distribution.

"The collective advertising creates the right atmosphere or, to vary the metaphor lights up to the ground that is to be occupied, but if it be not followed up by special appeals to the various classes of consumers it will be dissipated in general sympathies.

"In the circle of trade and industry there are four quarters but until recently one was wanting to make the wheel turn easily for the satisfaction of human necessities.

"When, in the past, it was urged that in a special line of goods the market had reached saturation point, it was, as often as not, because no adequate effort had been made to enlarge and to fertilize the area of consumption. The demand was assumed to be fixed and the condition to be static. Instead of that the impulse of publicity might have advanced to boundaries which were largely set up by ignorance and inertia curve upon curve. So when capital, labor and management have made up three quarters of the whole, it still remains for the organization of knowledge which we call advertising, to make up the last quarter, which is essential to the big scale business of our modern world."

"Every church ought to have a publicity department," said the Rev. Benjamin Gregory, editor of the *Methodist Times,* at the church advertising session.

"While I would not exclude the parson from service in the department," he went on, "it should be in the hands of a practised expert.

"The business man who wants to place his goods does not rely on the amateur. Why should the church, which has to put over the greatest of all goods, be content with the work of a man who has neither wide experience nor marked capacity?

"There still exists in this country a deep-rooted objection to church publicity. America has given us a long lead. If you are seeking a guide book to church advertising. you have to go to an American writer and publisher."

At the session organized by the Incorporated Sales Managers' Association, Lord Eustace Percy, president of the Board of Education, spoke on the importance of education to commerce and industry.

Viscount Leverhulme, who presided, described advertising as a form of education. Education, the press and advertising, represented a great triple partnership.

Percy S. Brown. deputy director of the International Business Institute of Geneva, also spoke on the scientific approach to the problem of distribution.

Edward A. Filene, of William Filene's Sons Company, Boston, Mass., addressing the Incorporated Sales Managers' Association took as his subject "More Advertising, More Sales, More Exports."

Mr. Filene began by stating that the war had ended the day of individualism and created a co-operative world, in which mass production and mass distribution alone can assure future permanent prosperity, bringing lower prices to the public, more buying power in wages, better total profits. Advertising, alw provided it is both honest and scient will play a great part in this deve ment, and he believes the future lies v the big advertisers.

In retail distribution he saw the sm retailer being rapidly eliminated by chain or multiple shops, either produc themselves or buying direct from producer, and the same problem is fac the wholesale middleman. The mult shop system brings to each branch, h ever small, all the advantages of pow ful buying and highly skilled organ tion, as well as the benefits of large s advertising at the minimum percent cost. But Mr. Filene looks ahead two further stages—the first (alread evidence) the development of chain partment stores, and the second, an u mate system of a series of departm stores in all leading towns, having each their departments linked up and adm istered as a chain within the main grou for instance all the shoe departments ing controlled by a manager equal in al ty to the manager of any chain of sin purpose shoe shops, etc., etc.

Mr. Filene believed that the scale fixed price articles, on the lines of Wo worth's stores, must inevitably increa and that 85 per cent of many retail tu overs can be economically dealt with three grades of price. He believes t individual retailers can only save th position by combining as a chain of dividual units under private owners with central purchasing machinery which the existing wholesalers can fo the nucleus, but that success would pend upon the efficiency being really eq to that of the big department stores.

E. C. Austen-Leigh, vice-president the Federation of Master Printers the United Kingdom, presided at luncheon given by the Federation Olympia on Wednesday prior to Printers' Session. The guests inclu the Earl Beauchamp, Lord Askwith St. Ives, Sir Edgar Jones, J. C. Ack man, of the *London Times,* J. S. El of Odhams Press, Ltd., proprietors *John Bull,* etc., J. S. King, president the British Newspaper Society, Sir W liam S. Crawford, of Crawford's A vertising Agency, and others. Many ot well-known men in the printing wo including W. H. Lock, of Linotype Machinery, Ltd., A. E. Owen-Jon editor of the *Caxton Magazine,* w noticed among the large gathering.

The artistic development of the adv tising poster during recent years was theme of several speeches, made at annual dinner of the British Poster A vertising Association, held at the H born Restaurant, on Tuesday. Isle Ro ley, the new president of the Associati was in the chair.

The Dean of Windsor toasting association said that posters had ad new characters to our lives, which become as familiar as some of those vented by great novelists. In a refere to illuminated sky signs the Dean said knew he would be told he was very v gar, but he loved them.

Sir Harry Brittain, M. P., who a spoke in support of the toast, while mitting that the standard of our Pos Advertisements was improving, said had still something to learn from It and France, and even Norway. He plored the fact that beautiful post were so often seen on extraordina ugly hoardings.

Mrs. Ethel M. Wood presided at well-attended women's session on same day, when "The Working of E nomic Laws in Relation to the Empl ment of Women" was the leading qu tion, from which the speakers, all w known, took sub-divisions and spoke "Production as the Basis of Prosper (Miss Grier), "Population and Econo Wealth" (Hugh Quigley).

Thursday, July 21, was occupied chie by sessions dealing with home and ov seas markets with reference to marketing of Empire-produced goo Also on Thursday were held the Busine Research Session, when Shaun P. O Connor, chairman of the Business R search and Management Association

(*Continued on page* 14)

REVISIT SCENES OF 1924 AD TOUR



Thomas McDougall, London representative of EDITOR & PUBLISHER, and Harry H. Charles, special representative of the I. A. A. and the Advertising Club of New York, at the entrance to the famous York Minster containing the tablet erected by the Advertising Club of New York in July, 1924.

1,823,292

Daily Mail

NET DAILY SALE

The Largest in the World

7th July, 1927.

WE CERTIFY that the average *Net Daily Sale* of **The Daily Mail,** after deducting all unsold and free copies whatsoever for each of the six months ended 30th June, 1927, was as follows:—

January	**1,725,094**
February	**1,747,379**
March	**1,750,280**
April	**1,776,621**
May	**1,784,419**
June	**1,823,292**

Graybar Building
420 Lexington Avenue
New York City, U. S. A.
London—Manchester—Paris

(Signed) LEVER, HONEYMAN & CO.
Chartered Accountants.

(Signed) E. LAYTON BENNETT, SONS & CO.
Chartered Accountants.

838,088

The Evening News

NET DAILY SALE

7th July, 1927.

WE CERTIFY that the average *Net Daily Sale* of **"The Evening News"** after deducting all unsold and free copies whatsoever, for each of the six months ended 30th June, 1927, was as follows:—

January	**656,543**	**April**	**776,479**
February	**677,708**	**May**	**802,957**
March	**731,094**	**June**	**838,088**

Graybar Building
420 Lexington Avenue
New York City, U. S. A.

(Signed) LEVER, HONEYMAN & CO.
Chartered Accountants.

(Signed) E. LAYTON BENNETT, SONS & CO.
Chartered Accountants.

ADVERTISING NEW ARM OF BRITISH EMPIRE

(*Continued from page* 12)

Great Britain, presided, and "Management and Research as an Aid to Development" (W. A. Cooke, managing director of Faudels, Ltd.), "Research Applied to Merchandising" (John C. Kirkwood, of the Business, Research and Management Association of Great Britain), and "Research Applied to Advertising" (H. G. Lyall, director of the London Research Bureau).

At the Club Executives' session, Roy Hardy, chairman of the Publicity Club of London, gave his views as to "Why Every Town Should Have a Publicity Club."

D. C. Cuthbertson, a past president of the Publicity Club of Glasgow, described the valuable contributions publicity clubs could make both to the national work of the Advertising Association, and to local advertising and general interests.

W. H. Harford, vice-president of the Fleet Street and Advertising Club, told the session "How to Get the Right Audience and the Right Speakers."

Seven leading points in direct mail advertising were also discussed on July 21, these being "The Preparation and Development of Good Lists" (Harry Pickup, Harpic Manufacturing Co., Ltd., London), "Direct Mail and the Point of Contact with the Purchaser" (E. J. Burrow, of the firm of publishers and printers of that name), "What Percentage of Postal Publicity Is Read?" (Max Rittenberg, London), "The Manufacturer's Point of View, in Direct Mail Advertising" (C. Murray de Launay, Spillers Milling and Associated Industries, Ltd., London), "Some Users and Wasters of Direct Mail Advertising" (Arthur Chadwick, Amalgamated Publicity Service, Ltd., London), "Direct Mail Advertising from the Point of View of the National Advertiser" by E. W. Eley, of the Dunlop Rubber Company.

The press was well represented at the exhibition. National and leading provincial newspapers were there in force, and the trade and periodical press also had a good show. Among individual displays that arrested attention was the stand of the *Daily Telegraph*, where among other interesting exhibits was a miniature facsimile of a recent issue of the paper, copies of which were being presented to visitors, a large photograph, occupying one wall of the stand, and depicting a crowd containing 3,155 people, which number advertised in the paper on May 19 last year. On this stand, above each of the two doorways, was a large clock, a useful feature in an exhibition that seemed singularly devoid of clocks.

The British Newspaper Society stand demonstrated the manner in which the provincial press meets the requirements of advertising campaigns, either in particular districts or on a national basis. A large scale map of the territories through which the journal circulates was an appropriate exhibit on the stand of *East Africa* (London weekly paper). A selection of the paper's files, and a miniature reproduction of an historic issue of the London Morning Post, of 1776, were attractions on the stand of that newspaper. The British Periodical, Trade Press and Weekly Newspaper Proprietors' Association stand carried a number of the journals published by its members.

"The Sowers" was the thought-provoking emblem prominently displayed on the stand of *The Daily Dispatch* and *Evening Chronicle* of Manchester. The Religious Tract Society showed some of its publications, as did the Studio Publications, Ltd., prominent amongst the organs of the latter firm being *Commercial Art*.

Models of rotary presses, and a small section of the firm's mechanical typesetting installation, including an Intertype machine in operation, were principal features on the interesting stand of St. Clements Press, Ltd. Copies of the *Belfast Telegraph* and allied papers, as shown on the stand of that paper, were held by a huge crimson hand, inscribed "the 'read' hand of Ulster." (A red hand figures in the civic coat-of-arms of Ulster.)

On the *Liverpool Daily Post* stand was a working demonstration of the Murray Multiplex telegraph system, as used by that paper. Odhams Press, Ltd., occupied a large space with its many publications. The Amalgamated Press, Ltd., had on view its 61 publications. A duplicate installation of the Creed telegraphic apparatus, which links London and the recently opened Manchester offices of the *Daily Express* was in operation on that paper's stand, where the *Evening Standard* and the *Sunday Express* were also exhibiting.

Examples of early engravings as they appeared in the paper more than 100 years ago were shown by the *Observer*. Advertisements in earlier issues were compared in interesting fashion with those of the present on the *Punch* stand.

Among attractive features on the stands of the *Daily News* and the *Star* were reproductions of advertisements inserted in these papers. The *Times* stand was a handsome structure, exceptionally large photographs, produced by the paper's staff, occupying the outer walls. A practical demonstration of the production of a newspaper illustration was staged on the stand of Associated Newspapers, Ltd., photographs taken in the exhibition being made into half-tone blocks for the edification of visitors. There was also a working model of the Igranic newspaper conveyor. An interior of a steel works, and specimens of rustless steel products were appropriately displayed on the stand of the *Sheffield Daily Telegraph* and allied journals.

A tableau of a portion of the city and a population map of the paper's territory were shown on the *North Mail* and *Newcastle Daily Chronicle* stand. The story of an advertisement, "From Pulp to Purchaser," was cleverly demonstrated on the *Daily Chronicle* stands, a linotype machine setting display advertisements being a feature. There was also a Central News high-speed tape-machine in operation on this stand.

Exceptionally well-planned was the combined exhibit of the British Railways, which included a miniature railway made exactly to scale.

The eight stands of Illustrated Newspapers, Ltd., were grouped together with central connecting vaulted passageway. An enlarged front page, models of famous Continental trains built at Leeds, etc., were shown by the *Yorksh Evening News*.

"*The News of the World*" featured huge circulation, with models of premises, a miniature pile of pulp wo etc.

Sells Complete Advertising Serv exhibited many samples of success campaigns. A tableau of the launchi of a ship was presented by the *Glasg Evening News* and allied publications.

Current Stock Exchange quotatio were recorded on the *Financial Ne* stand from hour to hour.

Universal Postal Frankers, Ltd., d monstrated their postal franking m chines, which are being increasingly us by the large newspapers. The Unde wood portable typewriters stand was particular interest to journalists. clever optical illusion was utilized by t *Sunday Herald* and *Sunday Graphic* show more than a million families rea ing the paper.

The layout, composition from th frame, and printing of advertisement was demonstrated by young maste printer students attending the Londo School of Printing. Monotype keyboard and casters were in operation on th stand of the Lanston Monotype Cor poration, Ltd.

Other attractive displays had bee staged by the Temple Press, Ltd., Blu Peter Publishing Co., Ltd., the *Universa* the *Manchester Guardian*, National Trad Press, Iliffe & Sons, Ltd., Industria Newspapers, Ltd., the *Financial Times* the *Liverpool Daily Courier*, the *Sunda News, Sunday Pictorial Newspapers*, C Arthur Pearson, Ltd., Pantone Processes Ltd., the *Empire News*, the *Yorkshir Post*, the *Financial News* (with a me chanically operated life-size figure of page boy, handing out leaflets), the *Daily Mirror*, Benn Bros., Ltd., Business Publications, Ltd., (the *Advertiser's Weekly*), the Religious Newspapers Advertising Committee, George Newnes Ltd., the *Daily Herald*, Long Acre Press Ltd., *Printed Salesmanship* (U. S. A.) Reynold's Illustrated News, George Outram & Co., Ltd., the *Christian Herald*, the Starmer Group, Hazel Watson & Viney, Ltd., (with the latest Miehle color press in operation), Ashtead Potters, Ltd.

(*Continued on page* 16)

A WORLD VISION FOR AMERICAN ADVERTISERS

We welcome enquiries from American manufacturers contemplating opening up in the English market or in the British overseas dominions and all foreign countries.

Research information as to marketing conditions, trade customs, etc., supplied as a preliminary to press and other advertising for all parts of the world.

Let us know your problem and we will show you how we will tackle it—simply, lucidly, effectively.

G. STREET & CO., LTD.

6 Gracechurch Street, E.C.3
8 Scale Street, W.E.

LONDON, ENGLAND

LONDON
AND
Greater London

BRITISH ISLES
(Provincial)

All the British Overseas Dominions

The Continent of Europe

INDIA

We have an exceptional knowledge of this great and complicated market.

DUTCH EAST INDIES

MALAYA

etc., etc., etc.

The Daily Mirror'

INCREASING BUSINESS

FROM ALL TRADES

More and more advertising comes to the 'Daily Mirror' from *all* trades. 964 pages in the first half of 1926; 1239 pages in the corresponding period of this year! Just glance at these remarkable figures under their various classifications. They show a substantial increase in every case, except one. They unmistakably show something else, too; that the 'Daily Mirror' can be relied upon to bring gratifying results

FOR ALL TRADES

and to *sell* every kind of commodity and service. Notice, also, the biggest increases are among the 'luxury' class—Financial; Wines and Tobacco; Household; Drapery. This proves the readers of the 'Daily Mirror' have ample means for the 'good things of life'; for all the necessities and luxuries essential to families whose standard of living, and whose homes, are far above the average. There are still plenty of comfortably-situated people in Great Britain and *they* are the readers of the 'Daily Mirror'. Every American Product which has attained success in Great Britain uses the 'Daily Mirror' which has made many names, famous in America, 'household words' over here. There is no waste in the 'Daily Mirror.' Every member of the million or more better-class families who read it each day is not a 'probable' but a *certain* buyer of your goods.

'DAILY MIRROR' VOLUME OF ADVERTISING

	FIRST PART OF 1926		1927	
	Pages	Inches	Pages	Inches
Drapery	141	7	176	17
Household	86	31	127	13
Foods	215	33	236	41
Wines and Tobaccos	63	41	104	2
Toilet	122	19	156	38
Patent Medicines	123	11	182	5
Publishers	33	53	21	46
Theatres	36	16	45	40
Travel	6	42	13	18
Miscellaneous	93	32	98	14
Garden	4	..	4	6
Financial	25	52	54	53
Motoring	11	35	18	10
Total	964	48	1239	33

NOTE THIS POINT !

The volume of financial Advertising has *doubled* in the period. People with money to invest have plenty to spend on everyday things. Let them spend it on *your* goods!

The Daily Mirror'

THE DAILY PICTURE NEWSPAPER WITH THE LARGEST NET SALE.

Full particulars, specimen copy and rates from Mr. S. A. Willmott, Advertisement Manager, 'The Daily Mirror,' Geraldine House, Rolls Buildings, Fetter Lane, London, E.C.4.

ADVERTISING NEW ARM OF BRITISH EMPIRE

(*Continued from page* 14)

(ex-Service men who specialize in advertising novelties in pottery, Addressall Machine Company, Ltd., the *Sydney Morning Herald,* the *People* (with revolving colored illuminated pillars at the stand entrance), the *Sunday Chronicle,* Printers' Pension Corporation (photos of almshouse, etc.), the *Sunday Times,* Lorilleux & Bolton (printing ink and varnish makers), the Canadian Pacific Railway, etc.

McCURDY AND STONIER NEW I. A. A. OFFICERS

Retiring President of British Group, a Newspaper Publisher, and New Pacific Chief Appointed Vice-Presidents

Rt. Hon. C. A. McCurdy, K. C., publisher of the *Daily Chronicle* of London, England, and Harold J. Stonier, vice-president of the University of Southern California, Los Angeles, have been honored by the International Advertising Association. Acting under authority of the constitution, the executive committee of the association appointed Mr. McCurdy to become honorary international vice-president, and Mr. Stonier, chairman of the Twelfth District of the International Advertising Association, to a vice-presidency.

News of Mr. McCurdy's appointment was borne personally by H. H. Charles of the Advertising Club of New York, who appeared before the convention just closed at Olympia of the Advertising Association of Great Britain, the presidency of which was held by Mr. McCurdy during the last year. He is the managing director of the United Newspapers, Ltd., and a member of the Thirty Club of London.

Mr. Stonier is the retiring president of the Los Angeles Advertising Club and the new president of the Pacific Advertising Association.

Cabling from England, Mr. Charles informed President Gilbert T. Hodges of the New York Club that the Olympia convention was a "tremendous success," with 2,000 registrations. Certificates of honorary membership in the Advertising Club of New York were presented by Mr. Charles to Sir William Crawford, Sir Charles Higham and Thomas McDougall.

I. A. A. SETS 1928 DATES

Detroit Advertising Convention to Be Held July 8-12, Pearson States

Dates for the 1928 convention of the International Advertising Association, to be held in Detroit, were set for July 8-12 at a meeting between representatives of the Adcraft Club of Detroit and the I. A. A. meeting in the club's city last week.

Tentative plans for the convention were discussed at the meeting, which was attended for the I. A. A. by C. K. Woodbridge, president, and Earle Pearson, general manager.

Mr. Pearson this week said that a plan drawn up for raising the $50,000 needed to carry on the association's expansion plans will be presented to the executive committee, which is scheduled to meet in Detroit Sept. 1. At the same executive meeting plans for the possible publication of an association house organ will be discussed, he said.

INTERNATIONAL FORMS BRANCH

The International Paper Company of Newfoundland, Ltd., was incorporated in St. Johns Aug. 1 with a capital of $25,000,000. A. R. Graustein, president of the International Paper Company of New York, said the subsidiary had been formed to take over the Corner Brook Paper Mills.

BRITISH JOURNALISTS TO VISIT CANADA

Group of 100 Will Arrive in Quebec Aug. 12, Under Leadership of John S. King, President of English Newspaper Society

A group of 100 British newspaper men will arrive in Quebec Aug. 12 for a month's tour of Canada. The itinerary, which was announced this week, provides that they will visit practically every corner of the Dominion, with opportunities to study at first hand Canada's natural resources and investment possibilities.

It is the expressed desire of the party to meet representative Canadian business and financial men throughout the country, with a view to extending their knowledge of general conditions and the dissemination of this knowledge throughout the British Isles.

Under the leadership of John S. King, president of the English Newspaper Society, the party will be the most distinguished newspaper group to visit Canada since the Imperial Conference in 1920.

It will include Sir Richard Winfrey of the *Peterborough Advertiser;* Isaac Edwards, of the *Bolton Evening News;* E. M. Davies, *Swansea Daily Post;* John Buchan, *Dundee Courier and Advertiser;* T. T. Stanley, *Birmingham Gazette,* and R. V. H. Taylor, of the *Bristol Times.*

From Quebec the party will travel by special train to Fredericton, St. John and St. Andrews, N. B., thence through to the Pacific Coast, via Montreal, August 17th; Ottawa, August 18; Winnipeg, August 20; Saskatoon, August 22; Edmonton, August 23; and Vancouver, August 28.

They will return to the East via the main line of the Canadian Pacific, and arrangements have been made to the end that wherever the train stops the party will be greeted by provincial and civic officials and by prominent newspaper and business men.

At High River, August 24, they will be received by the Prince of Wales on E. P. Ranch and at Rideau Hall, earlier, in the trip, by Viscount and Viscountess Willingdon.

The party will leave Montreal for return to Liverpool on September 9.

CARR SUCCEEDS LINDSAY

Sells Interest in Agency to Rejoin St. Petersburg Times as Manager

By a change in ownership and management of the *St. Petersburg* (Fla.) *Times,* C. C. Carr, former general manager, succeeded David B. Lindsay in that capacity this week.

Paul Poynter, president of the company, will continue as such. Mr. Carr has sold his interest in the Lesan-Carr Advertising Agency to his partner, H. E. Lesan and his other Florida associates. Noble T. Praigg, who has been production manager of the agency, will be manager of the Florida office in St. Petersburg.

Mr. Lindsay, in retiring as general manager of the Times, sold his stock interest in the company. He is acting manager of the Clearwater Lumber Company and is also active in the management of the *Sarasota Herald,* and a stockholder in the *Marion* (Ind.) *Chronicle.*

The only change in personnel announced by the Times, other than the changes involved in the investment by Mr. Carr in the Times Publishing Company, was the appointment of Nelson P. Poynter as assistant general manager.

Nelson Poynter has had extensive experience in his father's newspapers in Indiana, has done free lance newspaper writing for the *Indianapolis Star,* N. E. A. Service, and has been on the staff of the *Washington* (D. C.) *News* and the *Japan Times,* an English language newspaper published in Tokyo. While a student at Indiana University he was editor of the *Indiana Daily Student.* He recently took his M. A. degree at Yale.

INDUSTRIAL NEWSPAPERS LIMITED

WEEKLY—

Iron and Coal Trade Review
Textile Mercury
Foundry Trade Journal
Coal Merchant and Shipper

MONTHLY—

Advertising World
Tobacco

YEAR BOOKS, Etc.—

Ryland's Directory
Cotton Year Book
Tobacco Year Book
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Can you afford to be left behind when other papers are giving their readers

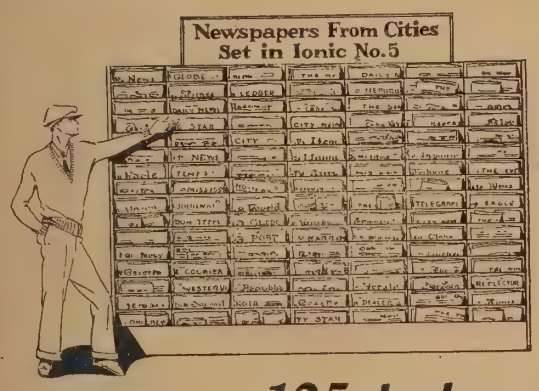


January 1 *60 papers*

Ionic No. 5

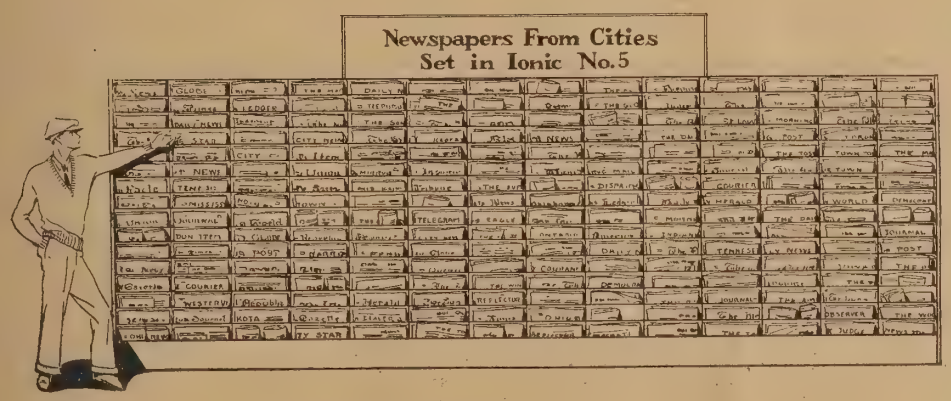
The Type That Is Kind to the Eyes

TRADE **LINOTYPE** MARK



March 1 *125 papers*

IONIC No. 5 is rapidly becoming the universally used face for newspaper body matter and classified advertising because it is so outstandingly the best thing for the purpose. It gives a higher word count than any other face of comparable size; it is so clear and legible that readers notice the difference at once; it stands up under any stereotyping and printing condition. If you are not using it in your paper now, you will be eventually. Why not cash in on it while it is still new?



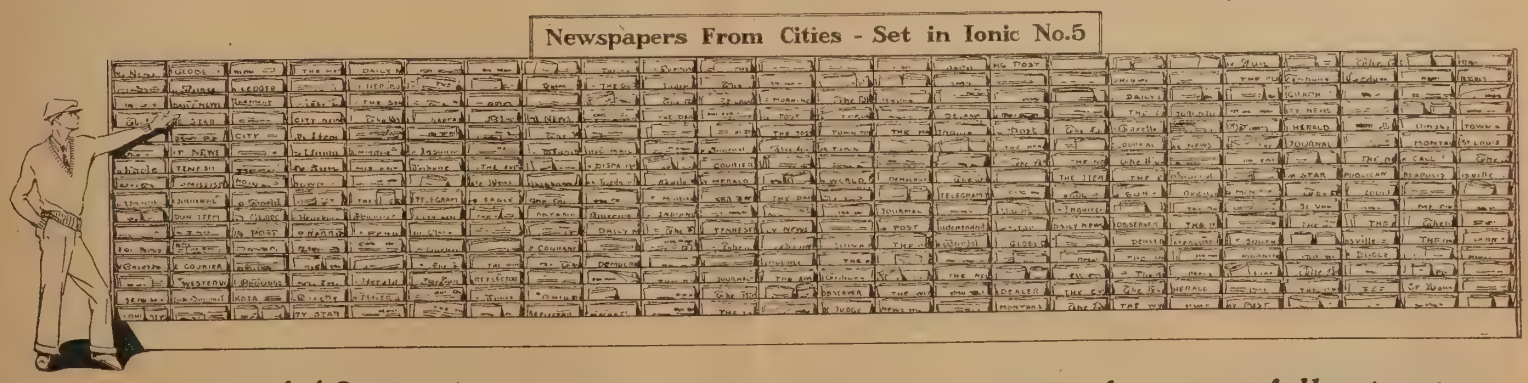
May 1 *260 papers*

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World



August 1 *448 papers*

List of users on following pages

Linotyped in the Garamond Family

ALABAMA
Anniston Star

ARIZONA
Douglas Dispatch
Glendale North Side News
Nogales Herald
Phoenix Gazette

ARKANSAS
Ashdown Little River News
Benton Courier
Little Rock Baseball News
Little Rock Arkansas Farmer
Little Rock Arkansas Gazette
Little Rock News
Mena Star
Paragould Daily Press
Paragould Tri-Weekly Soliphone
Pine Bluff Commercial
Rogers Daily Post
Siloam Springs Register

CALIFORNIA
Anaheim Bulletin
Burbank Tribune
Compton High School
Crescent City Triplicate Publishing Company
Fillmore Herald
Jackson Dispatch
Hemet News
Hollywood High School
Lemoore Advance
Lompoc Valley Sentinel
Los Angeles Times
Mayfield Palo Alto News
Mojave Record
Monterey Herald
Napa Register
Oroville Mercury
Oroville Register
Pacific Linotyping Co., Fresno
Pittsburg Post
Placerville Republican
Red Bluff Times
Riverside Enterprise
Sacramento Union
San Diego Evening Tribune
San Diego Union
San Francisco Daily News Co.
San Jose Mercury-Herald
San Pedro Pilot
San Jose News
San Juan Mission News
Santa Ana Enterprise
Santa Cruz Sentinel
Selma Enterprise
Tujunga Herald
Tulare Advance-Register
Watsonville Pajaronian
Wilmington Twin Harbor Press
Whittier News
Yreka News

COLORADO
Denver News
Denver Rocky Mountain News
Florence Paradox Publishing Co.
Greeley Weld County News

CONNECTICUT
Bridgeport Post Publishing Co.
Hartford Courant
Hartford Times
New Haven Register
New Haven Union
New London Day
Torrington Register
Waterbury Republican & American

DELAWARE
Wilmington Every Evening
Wilmington Journal
Wilmington News

DISTRICT OF COLUMBIA
Washington Labor
Washington National Tribune
Washington Post

FLORIDA
Florida Times-Union
Pensacola Journal
Pensacola News
Tallahassee Florida State News
Tampa Tribune

GEORGIA
Atlanta Daily Report
Carrollton Carroll County Times
Kingsland Southeast Georgian
Macon News
Montezuma Georgian
Tallapoosa Journal

IDAHO
Arco Advertiser
Pocatello Tribune
Rupert News Company
Twin Falls News

ILLINOIS
Belleville Advocate
Belleville News Democrat
Chicago Daily News
Chicago Journal of Commerce
Decatur Review Publishing Company
Harrison Tech. High School, Chicago
Havana Democrat
Hoopeston Aldrich Printing & Publishing Company
La Salle Post
Metropolis News Publishing Co.
Peoria Star
Pittsfield Democrat
Quincy Herald-Whig

INDIANA
Brownstown Banner
Evansville Courier
Evansville Journal
Goshen News
Indianapolis Times
Indianapolis Tribune
Jasper Herald
Michigan City Dispatch
Muncie Press
Rockville Tribune
South Bend News-Times
South Bend Tribune
Valparaiso Vidette
Wabash Citizen

IOWA
Bayard News
Eagle Grove Eagle
Glenwood Opinion
Griswold American
Manchester Press
Monticello Express
North Guthrie News
Sheldon Sun
Sioux City Tribune Company
Storm Lake Pilot-Tribune
Waterloo Courier
Waterloo Tribune
West Union Union

TRADE LINOTYPE MARK

NO

Ioni

KANSAS
Dighton Herald
Garden City Telegram
Geneseo Journal
Great Bend Tribune Publishing Co.
Herington Sun
Hiawatha World
Iola Daily News
Lewis Press
Mankato Western Advocate
Marysville Advocate Democrat
Meade Globe News
Pittsburg Headlight
Topeka State Journal
Wichita Eagle
Winfield Courier Free Press

KENTUCKY
Augusta Bracken Chronicle
Lexington Leader
Paducah News-Democrat
Prestonsburg Floyd County Times
Somerset Journal
Walton Advertiser

LOUISIANA
Homer Guardian-Journal
Jena Times
Lafayette Advertiser-Gazette
Leesville Vernon Parish Democrat
Llano Colonist
New Orleans Christian Advocate
New Orleans Item-News
New Orleans Tribune
Shreveport Times

MAINE
Portland Press Herald

MARYLAND
Baltimore Afro-American

MASSACHUSETTS
Boston Herald Traveler
Everett Herald & Republican
Haverhill Gazette
Haverhill Sunday Record
Lynn Item
Middleboro Gazette
New Bedford Standard & Mercury
New Bedford Times
Newton Progress
Northfield Press
Salem Evening News
Worcester Post

MICHIGAN
Alpena News Publishing Company
Capac Journal
Coldwater Reporter
Detroit Inland Press
Detroit Ecorse Tribune
Detroit Evening News Association
Frankenmuth News

MICHIGAN—Continued
Holland Sentinel
Ionia Standard
Jackson Square Deal
Lincoln Park News
Niles Daily Star
Royal Oak Outlook Publishi
Suttons Bay Courier

MINNESOTA
Alexander Park Region Publ Company
Appleton Press
Austin Herald
Centralia Courier
Duluth Herald
Fosston, A. W. Foss
Perkins-Tracy Printing Co.
Two Harbors Chronicle

MISSISSIPPI
Hernando De Soto County De crat
Holly Springs South Reporte
Jackson News
Ruleville Drew Leader
McComb Journal
Meridian Star
Ruleville Record
Yazoo City Sentinel

MISSOURI
Billings Times
Butler Weekly Times
Cassville Democrat
Jefferson City Tribune Printi
Kansas City Call
Kansas City Post
Kansas City Star
Richmond Missourian
Salisbury Press Spectator
Springfield Leader
St. Louis Star
St. Louis Von Hoffman Press

MONTANA
Anaconda Standard
Belgrade Journal
Billings Gazette
Columbus News-Democrat
Glasgow Courier
Great Falls Tribune
Great Falls Montana Newspap Association
Madison County Forum, Sherid
Miles City Star

NEBRASKA
Fremont Tribune
Grand Island Independent
Lincoln Star Publishing Compa
St. Paul Herold
Weeping Water Republican

Linotyped in 7 Point Ionic No. 5 with Bold Face No. 2

NG TRADE LINOTYPE MARK

NO.5

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REY

d Interboro Review
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City Bronx Home News
Evening Post
Herald Tribune
City Swedish North Star
Telegram
Evening World
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Union Gazette
Times-Union
enter Nassau Daily

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KOTA

Independent
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Star-Beacon

OHIO—Continued

Athens Messenger Herald Publishing Company
Canfield Mahoning Dispatch
Canton Repository Printing Co.
Chillicothe Scioto Gazette
Cincinnati Billboard
Cincinnati Post
Cincinnati Times Star
Cleveland Central Press
Cleveland Leader-News
Cleveland Press
Cleveland Typographical Union
Columbus Dispatch
Dayton Herald
Dayton Journal
Dover Reporter
Georgetown News-Democrat
Lorain Times-Herald
Massillon Independent
Piqua Call Press Dispatch
Sandusky Journal
Sandusky Register
Toledo Daily Times
Youngstown Vindicator
Zanesville Times Recorder

OKLAHOMA

Altus Plain Dealer
Altus Times Democrat
Antlers American
Blackwell Commercial Press
Blackwell News
Blackwell Tribune
Mounds O. K. Poultry Journal
Muskogee Trench 90
Newkirk Democrat
Oklahoma City News
Sand Springs Pointer
Shawnee Morning News

OREGON

Baker Record
Brownsville Times
Forest Grove News-Times
Hillsboro Independent
Hood River News
Forest Grove News-Times
Joseph Herald
Portland Journal
Salem Capital Journal
Silver Lake Leader
Sutherlin Sun
Tillamook Herald

PENNSYLVANIA

Bellefonte Center Democrat
Belle Vernon Enterprise
Brookville American
Clairton Progress
Erie Dispatch-Herald

PENNSYLVANIA—Continued

Farrell Sentinel
Girardville News
Lancaster Intelligencer
New Castle News
Philadelphia (Germantown) Independent Gazette
Philadelphia Record
Pittsburgh Press
Portage Dispatch
Quakertown Free Press
Scranton Sun
Selinsgrove Times
Sunbury Daily Publishing Co.
Waynesboro Record Herald
Williamsport Grit Publishing Co.

RHODE ISLAND

Providence Journal
Woonsocket Evening Call

SOUTH CAROLINA

Anderson Independent
Florence News-Review
Greenville Daily News
Greenville Piedmont
Greer Citizen
Yorkville Inquirer

SOUTH DAKOTA

Belle Fourche Northwest Post
Parker New Era

TENNESSEE

Chattanooga Cardin Almanac
Chattanooga Fashion Book
Chattanooga Medicine Company
Chattanooga News
Chattanooga Selling Hints
Knoxville Journal and Tribune
McMinnville Southern Standard
Memphis Press-Scimitar
Murfreesboro News-Banner
Waverly Democrat Sentinel

TEXAS

Abilene Morning News
Abilene Reporter
Abilene Sunday Morning Reporter-News
Arlington Journal
Amarillo Sun
Brownwood Banner Bulletin
Canyon News
Denton Record-Chronicle
Edinburg Review
El Paso Post
Forney Messenger
Greenville Banner
Houston "El Tecolote"
Houston Press
Perryton Herald
Rosenberg Fort Bend Reporter
Weatherford Herald

UTAH

Ogden Standard-Examiner
Park City Park Record
St. George Washington County News

VERMONT

Bennington Banner
Brattleboro Reformer
Burlington Free Press

VIRGINIA

Bedford Democrat
Culpeper Virginia Star

VIRGINIA—Continued

Danville Register
Fredericksburg Free Lance-Star
Norfolk Journal & Guide
Norfolk Virginian-Pilot
Roanoke Times
Roanoke World-News

WASHINGTON

Aberdeen World
Bellingham Herald
Centralia Chronicle
Colfax Commoner
Colville Statesman-Index
Ellensburg Record Press
Omak Chronicle
U. S. S. "New Mexico"
Yakima Daily Republic
Yakima Farm News

WEST VIRGINIA

Charleston Gazette
Oak Hill Fayette Republican
Parkersburg News

WISCONSIN

Milwaukee Journal
Oshkosh Hicks Printing Company
Racine Capital Times
Whitehall Times

WYOMING

Big Piney Examiner
Lander Evening Post
Sheridan Journal
Wheatland, Walter E. Patterson

BRITISH COLUMBIA

Abbotsford News
Granbrook Courier
Greenwood Ledger
Prince Rupert News
Observer Printing & Publishing Co., Salmon Arms
Victoria Daily Colonist
Victoria Times

MANITOBA

Winnipeg Free Press

NOVA SCOTIA

Liverpool Advance

ONTARIO

Belleville Intelligencer
Brantford Expositor
Brookville Recorder and Times
Cornwall Standard
Gananoque Reporter-Journal
Kingston House of Providence
Kingston Jackson Press
Kitchener News-Record
London Free Press
Napanee Express
Orangeville Sun
Ottawa Citizen
Peterborough Examiner Limited
Russell Leader
Toronto Globe
Toronto Mail & Empire
Toronto Telegram
Toronto Star
Welland Tribune & Telegraph

QUEBEC

Drummondville, La Parole Limitee

HAWAII

Honolulu Advertiser
Honolulu Star-Bulletin
Kamehameha Schools, Honolulu

TRADE **LINOTYPE** MARK

Ionic No. 5

THE READABLE TYPE

6½ Point

The British delegation of trade-union representatives, who came here on Tuesday at the invitation of "The London Daily Mail" to study reasons for the disparity between the high wages and prosperous living conditions of the American worker and their own lower wage standards, gained considerable light in a tour of several industrial establishments in Brooklyn yesterday.

They were curious to know how it was that the average wage of the American toiler virtually doubled that of his British brother, and how it was possible for industries here to offer such fat envelopes to their employees and at the same time compete successfully in world markets.

American More Productive

After a study of the Brooklyn Edison plant and the factory methods of the Mergenthaler Linotype Company in Brooklyn, the delegates remarked that one of the vital reasons for the disparity was that the American worker was capable of producing and actually did produce more than the British toiler in a given time.

This he was enabled to do, they learned, because of the high standards of efficiency obtaining here, mass production methods, the utter perfection of organization for which the American industrialist seems always to be striving, and labor-saving devices evident on every hand.

The comments of the delegates were voiced by Sir Percival Phillips, special correspondent of "The Daily Mail," Fenton MacPherson, of the same newspaper, and William Mosses, J. P., who had a prominent part in the British Labor Ministry during the war.

Mr. MacPherson also noted that the welfare facilities offered by the American plant were much more elaborate than in England and that equipment and quarters were more beneficial. This was evidently the result, he observed, of the frequent scrapping of plants here to make way for expansion and develop-

7 Point Body
Will average 1238 words to a 21-inch column

6¾ Point

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7¼ Point Body
Will average 1156 words to a 21-inch column

7 Point

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8 Point Body
Will average 1083 words to a 21-inch column

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

Linotyped in Garamond Bold and Ionic No. 5

TARCH BEGINS STUDY OF NEWSPAPERS

our-A Research Director Who Has Analyzed Magazine Distribution, Now Turns Eyes to Readers of Dailies

Preliminary tests are being made by he research department of the American ssociation of Advertising Agencies oking toward the inauguration of what ames O'Shaughnessy, executive secre- ary, this week described as "a practical tudy of newspaper circulations."

The tests are being made by Dr. Daniel Starch, who has been making researches egarding the quality of magazine circu- ations for A. A. A. A. The nature of he preliminary newspaper "tests" was ot disclosed by either Mr. O'Shaugh- nessy or Dr. Starch.

"We eventually want to determine where newspapers go, who reads them, nd why they are being read," Mr. O'Shaughnessy said. "One of the ideas ehind the study is that we believe an- wers to these questions will help adver- isers fit their products and the adver- ising copy promoting those products to he different types of circulations.

"Any study will result in a larger use of newspaper space, I believe," Mr. O'Shaughnessy continued. "It is foolish for any publisher to be afraid of having ll possible facts regarding his news- paper's circulation known. Certainly no ublisher is foolish enough to want his irculation to consist solely of bank presi- dents.

"Whatever study we make of news- paper circulations must be disinterested o be valuable. While many individual newspapers have developed some remark- able data along the same lines we ex- pect to work, this data is frequently not trusted by agents or advertisers, who are inclined to suspect it of being self- serving. What we must do is to make an independent study of a nature adver- tisers and agents generally will accept.

"If we can remove any doubts from the minds of advertisers regarding news- paper circulations, we believe we will automatically increase newspaper adver- tising linage. We know that, as a whole, newspapers are sound and that newspaper advertising does pay. We also know that from time to time questions arise regard- ing newspaper circulations. We expect that answers to these questions will re- move all doubts from advertisers' minds."

Dr. Starch has been associated with the A. A. A. A. in charge of research for the last several years. The idea of the research department was first brought forward by Stanley Resor, president of the J. Walter Thompson Company, New York advertising agency, when he was president of the association.

Mr. Resor was mainly interested in having made what he termed a qualitative analysis of magazine circulations, but when Dr. Starch was first retained by the association it was expected that a survey of newspapers would later be in- cluded in his work.

Dr. Starch has not yet issued a com- plete report on qualitative magazine cir- culations, although at the last meeting of the A. A. A. A. in Washington he made a report to members which included his tentative findings on this subject and also some statistics he had gathered on the question of magazine duplication.

No date has been set for the com- pletion of the study of newspaper circula- tions. Mr. O'Shaughnessy stated defi- nitely this week that he did not expect Dr. Starch would be ready to make an announcement at the next annual con- vention of the association, which will be held in Washington Oct. 26-27.

"When Dr. Starch has completed his study, we will have his findings published in book form," Mr. O'Shaughnessy de- clared.

ROTO PRINTERS MOVE OFFICE

The HyRoto Corporation of Memphis, Tenn., has removed its New York execu- tive offices from 342 Madison avenue to 100 East 42nd street.

BEACH AND LINKS CALL TO A. N. P. A.

Slover Announces Entertainment Plans for Fall Meeting at Virginia Beach —Bryan Invites Members to His Home

S. L. Slover, president of the *Norfolk* (Va.) *Ledger-Dispatch*, and chairman of the Fall convention golf and entertain- ment committee of the American News- paper Publishers Association, has notified members of arrangements being made for the third Fall convention of the A. N. P. A. to be held at Virginia Beach, Oct. 31 and Nov. 1-2.

One of the features of this year's meet- ing will be a visit to "Laburnum," the beautiful home in Richmond of John Stewart Bryan, A. N. P. A., president, and publisher of the *Richmond News-Leader*.

Describing the convention site, Mr. Slover has written A. N. P. A. members in part as follows:

"Virginia Beach, Va., only forty min- utes by trolley from Norfolk, one of the most attractive of all Southern resorts, has been selected as the place, and it is believed that all those who are with us at that time will be unanimous in their ap- proval of this location.

"The Hotel Cavalier, in which the con- vention will be held, has just been com- pleted, and is equipped with every con- ceivable modern convenience to add to the comfort and well-being of its guests. The hotel is located on the seashore, and from its spacious verandas one may look out over the vast expanse of the Atlantic Ocean. The hotel has 200 guest rooms, each with bath or shower, with running ice water in each room.

"Special convention rates have been se- cured as follows: Single room with bath, $10 and $11 per day per person; double room with bath, $8 per day per person. All rates, of course, are on the American plan.

Those who attend the Fall convention will be most fortunate in that the Princess Anne golf course, on of the sportiest and most picturesque courses in the country, has been secured for the Golf Tourna- ment. The course is only a short dis- tance from the hotel, and while it is sporty, is designed for the enjoyment and pleasure of golfers, rather than for their downfall. Golf is a year-round sport at Virginia Beach, and is sure to be more than pleasant during the mild Fall weather when our convention is held.

"For those who do not golf, there are many other attractions. There are ex- cellent motors roads to places of historic interest, such as Jamestown, Yorktown, Williamsburg, and many others. In addi- tion, there are many lovely woodland bridle paths, and an excellent livery stable where riding horses may be ob- tained at reasonable rates. There is also fishing and hunting in season, and in ad- dition to surf bathing the hotel has a large salt water swimming pool.

"In addition to all the foregoing attrac- tions, our president has extended an invi- tation to all those attending the Fall con- vention to stop off in Richmond, where he will entertain them at a reception on the Saturday before the convention. A visit to his beautiful home, Laburnum, is alone worth the trip, and when offered in conjunction with so many other attrac- tions, makes more certain that all who are with us at that time will have an un- usual vacation of exceptional interest, which will prove to be as well most in- structive and enjoyable."

P.-I. TEACHES SWIMMING

Co-operating with the city parks and bathing beaches, the *Seattle* (Wash.) *Post-Intelligencer* provides free swim- ming instruction for any youngsters who may wish to acquire proficiency or have channel ambitions. An expert swimmer has been engaged to conduct the free swimming classes at the nine bathing beaches where instruction has been in progress during recent weeks, for the swimming season does not open until late and is very short in Seattle.

To Merchandise a Product In Indianapolis

The Outside Trading Radius Must be Sold

The Territory in Which

THE INDIANAPOLIS STAR

Leads All Indianapolis Newspapers

DAILY STAR

Average for first 6 months, 1927.

104,060

LEADS IN 56 COUNTIES OUT OF 92 IN 224 TOWNS OUT OF 396 DAILY

LEADS IN 63 COUNTIES OUT OF 92 IN 264 TOWNS OUT OF 396 SUNDAY

SPECIAL REPRESENTATIVE

KELLY SMITH COMPANY

New York Chicago Boston Philadelphia

Alco-Gravure, Incorporated, New York, Chicago

SUNDAY STAR

Average for first 6 months, 1927.

140,131

"GHOST" FOR LIEUT. NOVILLE CONFESSES HE ENJOYED ASSIGNMENT

Flight Engineer of Byrd Plane Had Excellent Sense of News Values, Declares Stowe of Herald Tribune Who Wrote 2,000 Words a Day

By ALBERT LANEY

(*Paris Correspondent of* Editor & Publisher)

IN a recent issue of Editor & Publisher Philip Schuyler, after tracing the extensive literary output of Col. Charles Lindbergh to Carlyle MacDonald of the *New York Times*, went on to relate the experiences of "ghosts" he had met. He named the "ghosts" of a dozen or more celebrities and told many interesting things about the gentle art of ghosting. His story had been in print only a week or so however, when another and greater ghost arose to walk in the shadow of another great hero and turn out a series of the most dramatic and readable stories ever a ghost was responsible for.

The hero was Lieut. George O. Noville, flight engineer of the plane America on its dramatic but hopeless all-night search for Le Bourget field, and the ghost was Leland Stowe of the Paris bureau of the *New York Herald Tribune*.

Mr. Schuyler's story made it appear that being ghost to a celebrity is no great shakes as an assignment and one not coveted by newspaper men. But this is the story of a reporter who got his greatest thrill from his first experience at ghosting and freely confessed, when the last article of the series was on the cables, that it had been the most interesting assignment of his career.

He had seven days of being ghost to a very much alive celebrity and since this celebrity happened to be an international air hero—one of four to snatch at a thousand-to-one gamble for life in a blind dive to a melodramatic windup, and win—his job was an extremely lively one, as the following "confession" shows:

"When the Herald Tribune assigned me to get Lieut. Noville's story of the America's transatlantic flight and put it on the cable, it sounded interesting. It was—much more so than I had expected.

"Once the generous and impulsive French public gets hold of a great aviation hero he has about as much time to himself as a candidate for the presidency in the U. S. A. This idea of sitting down quietly in a locked room and taking down a carefully dictated story sounds easy, but it doesn't work out. At least it didn't in Paris.

"That's why there are a lot of things this particular ghost can be thankful for. A ghost to a celebrity must be twin brother to the original pest and pretty trying on the original's nerves, I should think. And there is no logical reason why a man who has flown for 42 hours in succession, through the worst weather hazards any plane ever battled for so long a time, should have any great amount of the patience of Job.

"But I was most fortunate in the man whose ghost I was elected to be. Lieut. Noville somehow came through a terrific nerve-wracking experience with plenty of good nature to spare. More than that he turned out to be what, in such circumstances is every newspaper man's joy, a flyer with a high sense of the dramatic and a fine grasp of details.

"You didn't have to be a high-pressure question-asking ghost to get the high lights of the adventures of the America's crew from Noville. For the most part he poured them out in good sequence and with a surprising newspaper sense of the unusual. Almost nothing of the dramatic tenseness of their situation, imprisoned in the fog over France for seven hours, escaped him. Better still, he recalled quickly and accurately countless little incidents which told more than columns of rhetoric could have told. It was a genuine relief to his ghost to discover that this Lieut. Noville had all the instincts of a newspaper man.

"Never once did he pull down the ego-whistle and let her blow. I remember the first thing he said to me after reading our first story in the *Paris Herald* the morning after the crash at Ver-sur-Mer. 'I've no criticism to make at all—only go easy on the I-stuff. Don't use the personal pronoun if you can help it; say 'we.'

"And he held to that wherever he could throughout the series of seven articles on the America's flight. Wherever the personal pronoun appeared I stuck it in of my own accord because I felt it would detract from the graphic realism of Noville's story if I left it out.

"But this business of getting the story of a celebrity is not so simple. His first day in Paris I got snatches of it between courses at a luncheon at the Union Interalliée, between countless interruptions in the parlors afterward, by riding with him in a car enroute to buy a suit of 'civies' and on the way to the Elysées Palace to call on President Doumergue.

"As we rode through the streets, with crowds on both sides cheering continually, he gave me the account of their blind hours in the fog over France. A little here, a little there; always being interrupted by cheering crowds, by receptions or by autograph-seekers, but always coming back to the point again and never losing the thread of the story. I wonder where I would have been in a situation like that if I'd drawn a hero with a touch of temperament.

"The one factor which helped most in whipping those stories into shape was Lieut. Noville himself. I didn't have to fight to get at him. He gave me the run of his suite and when, as often happened, he had to dash off again to some reception or other, he would declare 'Stowe's coming with me' and that would settle it so far as officials were concerned. Only this made it possible to get a story up to 2,000 words daily in the face of the dizzy program which was thrust upon the Byrd expedition during their stay in Paris. It meant eternally dogging Noville's footsteps from 8:30 in the morning until that hour or later in the evening, but it also meant that you got your stuff, and when you did it was graphic and real and had a tremendous punch in it.

"If you must be a ghost, it is a comfort to be ghost to a man who senses a story and gives it to you without self-consciousness, in a Navy man's language.

"The biggest thrill of this week of ghosting came on the afternoon when Noville asked me to unpack his camera case.

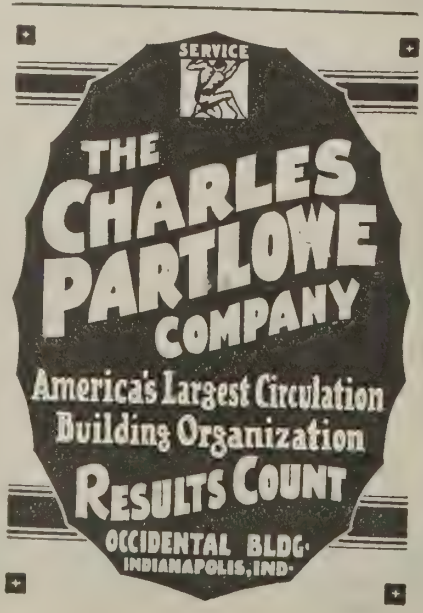
"'Just take out the camera and get the stuff that's in the bottom of the case,' he said.

"There was just a soggy, greasy wad of papers, about as useless as anything could be until you slowly unrolled one bit after another. And then I had in my hands one message after another that Byrd had written to Noville and the others during those hours in the air, over the Atlantic and over France. In Byrd's own handwriting the radio messages he had sent and the directions he had given to his crew which no one but members of the crew had seen until then. Noville grinned as I read them.

"'Say! That stuff is dramatic, isn't it? Why, when you read them now they even get under my own skin!'

"It was no wonder they did for they told the story of the America's great battle as nothing else could.

"Being a ghost, in this instance, had its compensations."



PHILLIPS TO PARIS

New York News Man to Join U. S. Paper in France

Joseph B. Phillips, who joined the staff of the *New York Herald Tribune* in June, 1926, sailed last week for Paris, where upon his arrival he will become a member of the New York Herald Tribune's Paris Bureau.

Mr. Phillips is a graduate of the Virginia Military Institute and the Columbia School of Journalism. Before going to the Herald Tribune he worked for the *Paducah* (Ky.) *News-Democrat*, at his birthplace; on the *Washington Herald* and in the Associated Press New York office.

Shortly after joining the Herald Tribune Mr. Phillips was assigned to fly to the scene of the Florida hurricane. The plane crashed in a swamp several hundred miles from Florida, and the journey was completed by automobile.

Mr. Phillips also covered the Ford-Sapiro trial for the Herald Tribune.

TWO WRONGS MAKE—?

Anyway, Two Indiana Papers' Mistakes Nullified Injunction's Effect

The *Huntington* (Ind.) *Herald* and the *Huntington Press* were enjoined last week by the Circuit Court from publishing legal notices of the city of Huntington, to enable that city to annex College Park, a suburb.

However, the notices were published the day the order was issued in the Herald by mistake and the next day in the Press by mistake. Publication of the notices makes annexation legal, according to attorneys.

F. W. H. Bangs, president of the College Park board of trustees, said contempt proceedings may be brought against the newspapers. No action has been taken by Judge Sumner Kenner, who issued the restraining order.

EDITOR GOES BACK TO SOIL

After spending the best part of his life in the newspaper business and after having worked in at least 20 cities in the country John Cowen recently resigned as assistant telegraph editor of the *Scranton* (Pa.) *Times* to become a farmer. He has moved to Band, Oregon where he has purchased a farm of some 50 acres. Mr. Cowen was presented with a traveling bag by members of the Times staff before he left Scranton.

Announcement

I wish to announce the appointment of Paul Block and his Organization as representatives in the National Advertising Field for the Pittsburgh Evening Sun-Telegraph and Sunday Sun-Telegraph.

The Evening Sun-Telegraph is the consolidation of the former Evening Chronicle-Telegraph and Evening Sun. The Sunday Sun-Telegraph is the combination of the former Sunday Post and Sunday Gazette-Times.

It is a little too early to estimate what the circulation of the two papers will be but it is my opinion that both editions will be larger than even the most optimistic advertiser may expect.

H. M. BITNER
Vice-President and Publisher

To Cover The Richmond, Virginia Market Requires Only One Medium—

THE NEWS LEADER

Virginia's Greatest Newspaper

The Richmond News Leader goes into the homes of Richmond every day.

It is carried by train and bus into every one of the 30 counties in Richmond's trading area every day.

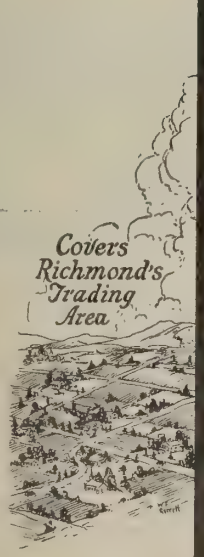
It goes into homes both in Richmond and outside at the time of day when everyone has the time and inclination to read the daily news—in the afternoon.

It is the best medium—and the only medium needed—to reach the 550,000 people in Richmond and its trading area.

Both local and national advertisers recognize this fact. Last year the Richmond News Leader gained 581,826 lines of advertising while the other Richmond paper lost.

There are only three other newspapers in the United States which so intensively cover their markets as The Richmond News Leader.

The Richmond News Leader has the largest circulation of any paper in Virginia—and it is steadily growing.





National Representatives:

KELLY-SMITH COMPANY

Graybar Bldg., New York City — Waterman Bldg., Boston, Mass. — Atlantic Bldg., Philadelphia, Pa. — Tribune Tower, Chicago, Ill.

J. B. KEOUGH, ATLANTA, GA.

The Richmond NEWS LEADER

"On News Leader Square"

Covers Richmond Like a Roof

CALL FOREST FIRES BY CORRECT NAMES, NORTHWEST URGES NEWSPAPERS

False Impression Given Other Parts of U. S. by Stories Which Feature as Equally Big, Fires in Slash and in Valuable Timber

WITH the season of forest fires opening, timber owners, forest conservation officials as well as Chambers of Commerce and leading citizens of the Pacific Northwest, have undertaken a campaign of education with newspapers throughout the country in the hope of obtaining more accurate reference to forest fires in headlines and news columns.

Representatives of these interests have felt for the last few years that loose terminology on the part of copy editors and reporters especially, has been responsible for the middle-west, east and south getting the wrong impression of the forest fire situation in the Northwest during the months of August and September each year with a resulting loss of travel and investment.

At a conference of citizens interested in Tacoma, Feb. 16, 1927, a committee of newspaper men and others was named to formulate a chart to be used in newspaper offices as a guide for reporters and editors when referring to the various types of forest fires. At the same time, the committee pledged co-operation with the newspapers in obtaining more accurate information on forest fires. This co-operation will extend into every avenue of the timber and lumber business and it is expected will bring about more satisfactory conditions for the newspapers when covering forest fires or slashing fires.

The committee had made itself clear that it was making no effort to suppress news of the truth about forest fires, but it is making an effort in the interest of business and tourist travel to have forest fires properly referred to when news is put on the wire to other communities and when the news is being handled by the newspapers in the community itself.

The committee points out that the East gets the idea that vast acreages of green timber of marketable age are swept by flames, whereas the truth is only a very small percentage of the forest fires each summer and fall are located in marketable timber areas. Many of the fires are in logged-over lands which are worthless for timber or in well-controlled burnings of slashing or clearings. These two types of fires make as much smoke as fires in marketable timber and therefore lead to erroneous impressions on the part of reporters and the public.

The committee hopes that the campaign of education which it is starting now with newspapers throughout the country will induce editors and reporters to choose their words when referring to forest fires. The committee maintains that by use of the chart below, head writers and reporters can find expressions other than "forest fires" which will give the reader a more accurate impression of what has actually occurred in the forest area during the dangerous season.

The chart is as follows:

FOREST FIRE CLASSIFICATION

Newspaper Usage			Official Usage How entered by forest officers on forms sent their head offices for official statistics.	
Main Head	Secondary Decks and Copy	Descriptive Key for Forest Officers and Press	Forest Service	State and Association
Forest Fire... 1.	Green timber Merchantable timber Timber Old growth Virginia forest	Mature and merchantable only.	Mature or merchantable timber.	Merchantable timber.
It will go for main head, Young Growth 2. Fire suggested for Bracket 2 and 3 fires and Woodland Fire for Bracket 4 fires. 3. If won't go, use Forest Fire qualified in second deck by best bracket term.	Regrowth Second growth Young trees Young growth New crop Immature forest	Recognizable young forest of commercial species. Any age and size between 1 and 3.	Reproduction or young growth.	Potential forest land.
	Cutover land Logged-off land Reproduction Reforestation Seedlings Reforesting land	Land that will produce commercial forest if fire prevented, whether reforestation now noticeable or not.		
4.	Scattered growth Non-commercial woodland Woodland Scrub forest Alpine growth	Forest land permanently non-commercial because of altitude, species or permanent sparsity. May have game or watershed value or hazard other land.	Protection forest.	
Slash Fire...	Slashings Logging works Logging debris Clearings	Either accidental or purposeful burning of new slashings.	Slash.	(Official practice varies with states). Other land.
Brush Fire...	Brush Waste land Watershed Chaparral	Permanently non-forest land. May have game or watershed value or hazard other land.	Non-timbered (brush or other).	

The recommendations of the committee have been printed and sent to all newspapers in the Northwest. The committee in charge of this educational compaign is:

E. T. Allen, Western Forestry & Conservation Association, Portland; M. J. Mingo, Tacoma, *Tacoma Ledger;* W. W. R. May, *Portlond Oregonian;* Marshall Dana, *Portland Oregon Journal;* Fred Insinger, *Seattle Times;* Edwin Selvin, *Business Chronicle,* Seattle; J. P. Austin, *American Lumberman, Seattle;* J. A. Ford, Chamber of Commerce, Spokane; Geo. C. Joy, State Supervisor of Forestry, Olympia; L. P. Cronemiller, Deputy State Forester, Salem, Ore.; J. D. Guthrie, United States Forest Service, Portland; C. S. Cowan, Washington Forest Fire Association, Seattle; Paul E. Kendall, Long-Bell Lumber Company, Longview, Wash.; C. S. Chapman, Weyerhaeuser Timber Company, Tacoma.

IF YOU WANT TO GET
MORE LOCAL DISPLAY
WITHOUT EXTRA COST
WRITE OR WIRE
THOS. W. BRIGGS CO.
Columbian Tower Building
MEMPHIS, TENN.

EDITOR & PUBLISHER CALENDAR

Aug. 11-13—East Tennessee Press Assn., annual meeting, Lenoir City, Tenn.
Aug. 18-20—Maine Press Assn., annual summer meeting, Lakewood, Me.
Aug. 19-20—North Louisiana Press Assn., meeting. Opelousas, La.
Aug. 20-25—National Assn. of State Press Field Mgrs., annual meeting, Detroit.
Aug. 22-24—Georgia Press Assn., annual convention, Eatonton, Ga.
Aug. 25—Florida Circulation Managers Assn., meeting, Orlando, Fla.
Aug. 29—International Press Conference, League of Nations, Geneva.

CHANGES ON ROCKFORD STAR

L. H. Fredericks has been promoted from city editor to managing editor of the *Rockford* (Ill.) *Morning Star.* He is succeeded as city editor by Alden E. Calkins, lately City Hall reporter. G. Douglas Wilson, director of the Star's junior press club and day city editor, will continue in both capacities. Dick Ramey, correspondent at the University of Illinois, will succeed Mr. Calkins at the City Hall.

PRESS CLUB ALMOST READY

The National Press Club Building Corporation moved July 30 to its quarters in the new National Press Club building in Washington, which is approaching completion. The office section of the building, most of which has already been rented, will be completed Sept. 1 and the floors to be occupied by the National Press Club will be finished shortly afterwards.

GRIER NAMED EDITOR OF EVERY EVENING

Has Been City Editor for 31 of His 42 Years on Wilmington (Del.) Paper—Other Staff Changes Follow Promotion

Albert O. H. Grier, for the past 3 years city editor of the *Wilmington* (Del.) *Every Evening,* has been appointed editor of that paper, succeeding William J. Robertson, who resigned last December to go with the *Philadelphia Public Ledger.* Harris Samonisky, who has been assistant city editor, becomes city editor, Samuel Caufman, Jr., a member of the local staff, has been made assistant city editor.



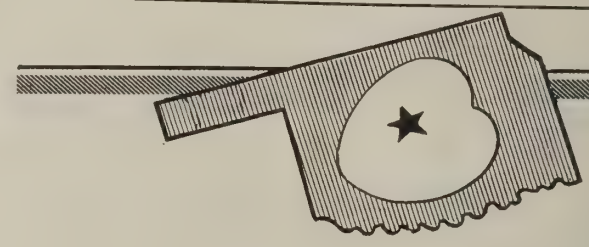
A. O. H. Grier

There are no other changes in the executive staff. William F. Metten is publisher and general manager; Frederick K. Reybold, managing editor; William J. McVey, state editor; Morris Taylor, editor emeritus. Thomas D. Ranson continues as assistant to the editor.

All of the above are natives of Delaware, with the exception of Mr. Ranson. Mr. Taylor has been with *Every Evening* 44 years; Mr. Grier, 42 years; Mr. Metten, 30 years; Mr. Reybold, 15; the others mentioned, from three to ten years.

BROOKLYN EAGLE ADOPTS IONIC

Seven point ionic No. 5 is to be used by the *Brooklyn Daily Eagle* beginning with the issue of Aug. 8. A complete new set of matrices will be installed in all of the Eagle's 40 linotypes.



Take these facts into Consideration in Selling the

OKLAHOMA CITY MARKET

$600,000 in new wealth each day from oil production.

$1,836,238 increase in Oklahoma City building permits over the first six months of 1926.

$3,196,804.29 increase in Oklahoma City bank deposits over January 1, 1927.

This prosperous, able-to-buy market is thoroughly and alone covered by the two biggest newspapers in the state of Oklahoma.

Morning, 78,757; Evening, 72,512; Sunday, 92,366

The DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Represented by E. Katz Special Advertising Agency
New York, Chicago, Detroit, Kansas City, Atlanta, San Francisco.

A Note from CHARLES A. WEBB:

GEORGE STEPHENS, PRESIDENT

PUBLISHED BY
THE CITIZEN COMPANY

CHARLES A. WEBB, V.PRES & TREAS

Western North Carolina
Good Roads Climate and Scenery Unsurpassed The Nearest Playground to Twenty Million People

THE ASHEVILLE CITIZEN
DEDICATED TO THE UP-BUILDING OF WESTERN NORTH CAROLINA

76 PAGES TODAY

ESTABLISHED 1868. ASHEVILLE, N.C. SUNDAY MORNING MAY 9, 1926 PRICE FIVE CENTS

ASHEVILLE, N.C.

July 19, 1927.

My dear Mr. Katz:

Our Business Manager this morning has called my attention to the large increase in our national advertising lineage since the first part of the year, and I want to personally thank you for the very substantial increase in our revenues derived from that source. It is most acceptable and agreeable at this particular time.

I feel that I should ~~at this time~~ express to you my sincere appreciation and the appreciation of all those connected with this newspaper, for the intelligent cooperation and assistance which your organization has given us since you have been representing us in the national field. I do not see how it could possibly have been better.

I know personally almost every one connected with your organization and I am glad to have the acquaintance and business connection with such a large, fine, intelligent, energetic, hustling group of men as those who are associated with you. I congratulate you on being able to secure and retain the services of such an able force of assistants.

We have found it a pleasure to do business with you, as well as to have received real, direct financial returns. We have never regretted that we made a contract with you, nearly nine years ago. It is one of the pleasant spots in our business life.

With best regards for you and all your assistants, I am,

Sincerely yours,

Chas. A. Webb

Charles A. Webb,
Co-Publisher.

W:B

Mr. G. R. Katz,
% E. Katz Special Advertising Agency,
58 West 40th Street,
New York City.

SOLICITOR ENJOINED FROM COMPETING WITH FORMER EMPLOYER

Kentucky Court Upholds Contention of Thomas W. Briggs Co. That Its Contract With Employe Debars Him from Entering Its Field

By LESLIE CHILDS

AS a general proposition of law, an employment contract that restricts an employe from competing with his employer, after the termination of the contract, will be enforced, providing it goes no farther than is necessary for the protection of the employer's interests. So much for the general rule, the application of which to particular cases depends, of course, on the facts involved.

However, it's a good rule for both employers and employes to have in mind when restrictive contracts of employment are being entered into. And, as an illustration of its application to a contract arising in the advertising field, the recent Kentucky case of Thomas W. Briggs Company v. Mason, 289 S. W. 295, may be reviewed by advertising men with interest and profit.

In this case the Briggs Company employed Mason as a crew manager in its business of soliciting and selling advertising. The business involved the getting out of special advertising through contracts with newspapers, magazines and other periodicals, and its continued success depended in a measure on the preserving of its trade secrets, business methods and good will. In view of this the contract of employment with Mason contained the following restrictive paragraph:

"It is expressly agreed that upon the termination of this employment * * * and for a period of two years thereafter, the party of the second part [Mason] will not engage, * * * for himself or others in a similar or competitive business * * * in any city or state where * * * he shall have worked for party of first part under this contract. * * *"

Pursuant to this contract Mason worked about four years, when he left the employment, and immediately organized a similar business in competition with the Briggs Company. The latter thereupon brought the instant action for an injunction, on the grounds that Mason was violating the terms of his contract of employment as quoted heretofore.

Upon the trial of the cause, the lower court declined to give the Briggs Company relief, and dismissed the action. From this an appeal was taken which squarely raised the question of the validity of the restrictive clause in the contract between the Briggs Company and Mason. Here, in stating the general rule in enforcing clauses of this kind, the court said:

"Contracts have frequently been upheld whereby salesmen, agents, canvassers, and other employes who come in personal contact with their employer's customers agree not to engage in a competitive business in a limited time and area after leaving their employer's service. * * * Such restraints, however, must not be wider than reasonably required for the protection of the employer's business. * * *"

Following the above statement of the general rule, the court turned to the record in the instant case to determine the validity of the restrictions, and whether or not, if valid, they had been violated. In this connection the court, in part, said:

"The business was a new and unusual one, employing special methods which constitute trade secrets. * * * Necessarily years of patient and careful study and attention were necessary to organize and develop such business and bring it to a point where it would be profitable. * * * The employer, it would seem, under facts like these, has the right by contract to protect himself against the giving out of information * * * and trade secrets * * *.

"As appellee [Mason] was engaged as manager of the business and sent * * * into different cities to carry out contracts * * * he was put in intimate touch with all of appellant's clientele and customers and learned all of the intimate secrets of the business and how to carry it on * * * The period of two years in which appellee engaged not to go into a similar business cannot be said to be too long * * *.

"There is and can be no denial that * * * Mason violated the terms of his contract by engaging directly in a business similar to that of his employer in territory in which his employer was actively engaged in business at the time of and during his employment, and in which by the terms of his contract he was not to work for a period of two years.

"Giving full force and effect to the established general rule * * * we are constrained to hold that the restrictive clause in the contract before us could not have been of advantage to the employer had it been limited in territory to space less than that covered by the employment, and to a period of time much less than that fixed in the contract. * * *"

In conclusion the court, after passing upon other matters not material here, reversed the judgment of the lower court in favor of Mason, holding, in effect as outlined in the opinion, that under the facts of record the Briggs Company was entitled to have the restrictive terms of the contract enforced.

The foregoing case is one of the clearest the books contain, on the construction of this phase of an employment contract, in the field of advertising. And, in the light of the facts and circumstances involved, it seems the holding fairly represents the weight of authority on the question decided.

It is of course obvious, that each case of this kind presents a question of fact, which precludes the statement of a hard and fast rule that would apply in all situations. And the case reviewed does not purport to announce any such rule. However, it does constitute a well reasoned case on the question involved, and in view of the nature of the contract construed, becomes a decision of considerable importance to advertising men in general.

MOVE LAWSON CARVINGS

Rare French Walnut from His Home to Adorn Chicago News Plant

Rare wood which Victor F. Lawson, late editor and publisher of the *Chicago Daily News*, imported from France for the living room of his home on Lake Shore drive, is to become a part of the new home of the Daily News as a memorial to Mr. Lawson, who guided the destinies of the newspapers for almost half a century.

The wood will adorn the directors' room of the building to be constructed by the Daily News on the west bank of the Chicago river between Madison and Washington streets.

When planning his home, Mr. Lawson went to Europe in search of materials and furnishings. In France be obtained the walnut for his living room and had it carved there before sending it on to Chicago.

The Lake Shore drive home is to be replaced by a 25-story $5,000,000 co-operative apartment building. When this became known, the Daily News, wishing to preserve in its new building some tangible reminder of Mr. Lawson, arranged for the purchase of the rare wood.

Largest Circulation
and
Largest Volume of Advertising
of any Daily west of the Missouri river
LOS ANGELES
EVENING HERALD
REPRESENTATIVES
Chicago, JOHN M. LEDERER, 910 Hearst Bldg.
San Francisco, A. J. NORRIS HILL, 640 Hearst Bldg.
New York, HERBERT W. MOLONEY, 604 Times Bldg.

I. T. U. CELEBRATES ITS 75TH ANNIVERSARY

Indianapolis Convention Next Week Will Tackle Report of Laws Committee and Reform of Pension System

The International Typographical Union, founded in Cincinnati in 1852, will celebrate its diamond anniversary Aug. 8 to 13 when more than 3,500 members will gather at Indianapolis for the union's convention. Daily sessions throughout the week will be held at the national guard armory.

Preceding the convention the committee on laws will be in session and will prepare a report to be made at the opening session Monday, Aug. 8. A reception will be held in the armory Saturday night. An automobile tour of the city will be made Sunday afternoon.

John L. Lewis, president of the United Mine Workers; W. L. Hutcheson, president of the United Brotherhood of Carpenters & Joiners; Daniel J. Tobin, president of the International Union of Teamsters and Chauffeurs, all of Indianapolis, and Thomas F. Taylor of Terre Haute, president of the Indiana State Federation of Labor, will speak on the opening day. A chicken dinner at Broad Ripple park will close the first day's activities.

Problems before the convention include the thrashing out of the situation surrounding the representation of allied crafts in international conventions, determination of other basic policies and stabilization of the pension fund. A special commission appointed last year to study the latter question is to report. Forming the commission are Theodore McCullough, Omaha; George Seibold, Washington; Edward Close, Denver and Sylvester McBride, Boston.

Twenty-five hundred are on the old age pension roll and 300 at the Union Printers' Home.

The union has 78,000 members in the United States and Canada and reports $5,250,000 in money and securities in Indianapolis financial institutions. Headquarters of the union were established in the Vance block, now the Indiana Trust building, in 1889, with 20,000 members and an office force of three persons. The union now has headquarters at Typographical Terrace, Twenty-eighth and Meridian streets, with a personnel of sixty.

Officers of the union are Charles P. Howard, Chicago, president; J. W. Hays, Minneapolis, secretary-treasurer; Seth R. Brown, Los Angeles, first vice-president; Austin Hewson, New York, second vice-president, and Charles N. Smith, Brooklyn, third vice-president.

EDWARDS HEADS PRINTERS

The New York State Allied Printing Trades Council held its thirty-first annual convention at Rochester, N. Y., last week and elected officers as follows: President, E. W. Edwards of the International Printing Pressmen & Assistants' Union of New York; secretary-treasurer, John L. Hartnett of the Typographical Union of New York, for the fourteenth consecutive time; vice-presidents, Typographical, Florence A. Tague of Syracuse; mailers, James J. Gibson of Rensselaer; pressmen, Norbert Berger of Buffalo; stereotypers, Leon De Veze, of New York; electrotypers, John C. Schmidt of New York; photo-engravers, Edward Fisher of New York, and bookbinders, Thomas Mullan of Albany.

LENGEL GETS LIFE

Saranus A. Lengel, former Chief of Police of Canton, Ohio, was sentenced to life imprisonment for the murder of Don R. Mellett, editor, Aug. 4, when Judge Frank M. Clevinger overruled his motion for a new trial. Lengel was convicted on July 16.

THE MIRROR DELIVERY TO YOU AS AN ADVERTISER

This then is what The Mirror offers to you:

Daily Contact in the Home

City families	12,625
City consumers	53,908
Exclusive city consumers	40,565
Outer families	12,370
Outer consumers	56,655
Exclusive outer consumers	46,980
Total families	24,995
Total consumers	110,563
Total exclusive consumers	87,545

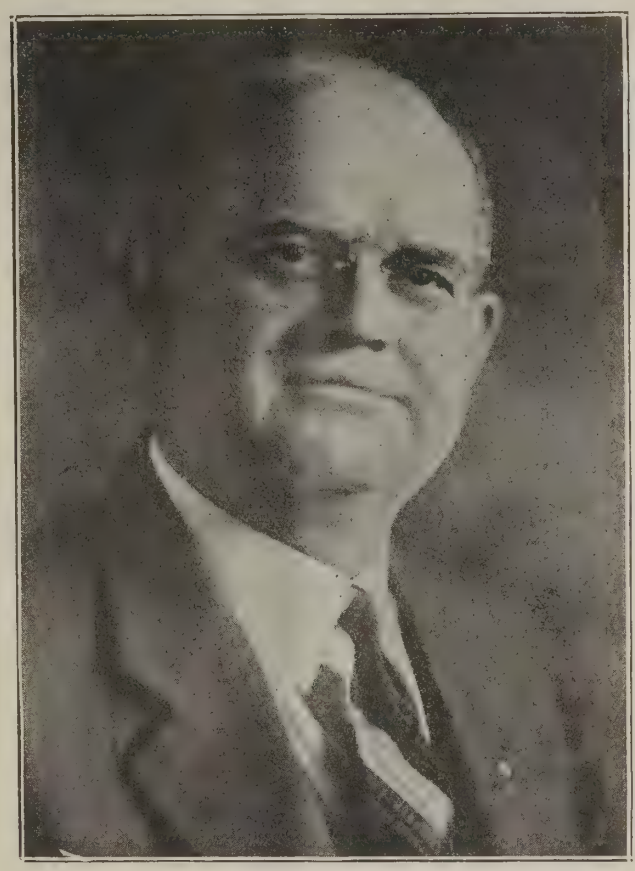
Such a universal acceptance of The Mirror throughout the trade area gives reason for an inspection of circulation methods. Examine the ABC report. The auditors show that no premiums or contests were used; canvassers were not employed; clubbing offers were not permitted; no artificial stimulus had any part in securing this audience for Mirror advertisers. The paper is bought on merit, because the family demands it.

Clearly it dominates the inviting Altoona market so far as home coverage is concerned.

THE ALTOONA MIRROR
Altoona, Pa.

Business Direct

Fred G. Pearce, Adv. Mgr.



Walter J. Scott

The Dallas Morning News
THE DALLAS JOURNAL
The Semi-Weekly Farm News

Dallas, Texas

are pleased to announce the appointment of National Advertising Manager of Walter J. Scott, who has been in charge of the Chicago office of these papers for twenty-three years.

THE JOHN BUDD COMPANY :: NATIONAL REPRESENTATIVES

New York Chicago St. Louis Atlanta San Francisco Los Angeles Portland

FALL PROSPECT BETTER CROP REPORTS SHOW

Chicago Tribune Business Survey Finds Optimism Prevailing—Farmers to Get $500,000,000 More Than in 1926

Fall prospects have greatly improved declares a survey report issued by the *Chicago Tribune,* Aug. 5. The new impetus originates at the farm, a quarter whose principal contributions to business information in recent years have been gloom, the report states, and continues "Many a day has passed since Wall Street has been able to derive enough encouragement out of the soil for a major upward movement. But exactly that has just happened. The facts about the agricultural situation which came to light during July have precipitated a bull stock market which has already carried many securities to the highest prices ever reached.

"The farm income is only 10 per cent of the total national income and yet its concentration in the fall months gives it an influence in fall business that is greater than appears from the annual aggregate. The condition of the farmer pretty well determines whether the business of the closing quarter of the year is good or bad. The government published its forecasts of crops on July 11, and these probable yields calculated at present prices indicate that from the eight principal crops alone, farmers will receive at least a half billion dollars more than last year. There is a real basis for optimism about trade this fall.

"The whole level of business appears to have improved in the past sixty days if allowance is made for seasonal variations.

"Chicago and Zone 7 building construction continues to be the bright spot of the industry. The awarding of contracts totalling $51,197,800 in June brought the total for the half year in the city up to $225,717,700, a volume that was greater than any state's except three, $20,000,000 in excess of that in all New England and more than five that of the whole northwest. The six months' total is moreover about $35,000,000 in excess of the aggregate for the same period last year.

"In the geographical division which is called the Central West in the Dodge reports, there was an increase during the first half of the year of $167,226,700. Leaving the Central West out of the building totals for the country a loss of $107,400,000 is shown for the country. With the Central West in, there is a gain of $59,834,000. Current commentators on business have said that the building industry is the backbone of the business structure in 1927. From these figures it is quite clear that the Central West is the backbone of the building industry.

"Chicago and the middle west were about the only places in this country where the factories had more people at work in June than they had in May. The Illinois Department of Labor has announced that its monthly survey of employment shows 1.6 per cent increase in the number of people at work in Chicago industrial establishments, and the Federal Reserve Bank of Chicago at the same time announced an expansion in the district of 2/10 of 1 per cent. Meanwhile in the country as a whole the number of employes declined 7/10 of 1 per cent, according to the United States Bureau of Labor Statistics.

"Good business weather prevailed throughout June, and it had a stimulating effect upon the sales of the department stores. As reported by 552 stores to the Federal Reserve Board, there was an increase the country over amounting to 1.6 per cent compared with a year ago."

PLAY FOR ICE FUND

Two thousand tickets for the baseball game between the *Chicago Tribune* and the Lombard, Ill., teams Sunday, July 24, were ordered by Lombard almost a week before the game. The contest was held for the benefit of the Tribune's free ice and Camp Algonquin funds, which the newspaper sponsors each summer.

DALE PAROLED

Muncie Editor Serves Half-Hour of His Sentence for Contempt

George R. Dale, editor of the *Muncie* (Ind.) *Post-Democrat,* whose editorial attacks on Judge Clarence W. Dearth echoed through the state Legislature and the United States Supreme court and brought him a ninety-day sentence for contempt, at last gained his freedom July 30 after "serving" half an hour on the state farm. Dale stayed at the farm only long enough to become a technical prisoner so that he could receive the parole granted him by Gov. Jackson.

The parole was granted Dale after he withdrew his appeal to the Federal Supreme court from the contempt conviction in the Delaware Circuit court, over which Judge Dearth presides. The Indiana Supreme court had affirmed the lower court.

In his editorial attacks upon Dearth and other Delaware county officials, begun about four years ago, Dale charged that jury panels in the Circuit court were illegally drawn and that the Ku Klux Klan dominated certain county offices. Judge Dearth was tried for impeachment before the last state Legislature, where testimony supporting some of Dale's charges was presented. The Senate, which heard the trial, returned a verdict of acquittal.

SPENCER NOW HEADS COAST UNIVERSITY

Former Dean of Journalism at Washington Appointed President of Seattle Institution, Effective Sept. 1

Dr. M. Lyle Spencer, who formerly directed the department of journalism of the University of Washington, Seattle, has been appointed president of the University of Washington by the board of regents. He will assume his new position Sept. 1, with an annual salary of $12,000.

Dr. Spencer, who is 46 years of age, was educated at Kentucky Wesleyan College, Northwestern University and the University of Chicago, where he received the degree of Ph. D. Prior to the war he was reporter, copy reader and editorial writer in Milwaukee, and was a captain in the U. S. Army in 1918.

Coming to the University of Washington in the summer of 1919 as a lecturer in journalism, he was promoted to the director of that school in the fall of that year. Since retiring recently he has been engaged in the preparation of textbooks on journalism and has also devoted attention to the country papers which he owns, being deeply interested in the press of the State of Washington.

At present he is president of the Seattle Rotary Club, was vice-president of the Seattle Chamber of Commerce last year, and last Monday returned from a convention of International Rotary which was held at Ostend, Belgium.

Whenever you see a dispatch signed by

George T. Hughes,

market expert,



you know the paper that prints it has the exclusive city-of-publication rights of the financial service of

CONSOLIDATED PRESS

"MILL" MAKES LABORER AT THE BORDER

Canadian Official Rules Buffalo Reporter Going to Toronto Ball Game with Typewriter Violates Regulations

It is illegal for a United States newspaper reporter to go into Canada to cover an assignment if he takes his own typewriter with him, but there is no bar to his going on such an errand provided he leaves his favorite machine at home, judging from an incident of last week on the Niagara frontier.

Accompanied by his wife, Don B. Reed, baseball writer for the *Buffalo Evening News,* began a motor journey to Toronto to cover the series between the International League baseball team of that city and the Buffalo team of the same league. Arriving at the border at Niagara Falls he was asked where he was going and like all good reporters told the truth. The Canadian official, spotting the typewriter, forced the reporter and his wife to turn back, ruling they would be entering the country to work, contrary to certain Dominion regulations.

The baseball writer took his automobile and typewriter to a Falls garage, boarded a train, and upon being questioned by another Canadian official told his destination. Having no typewriter this time he was admitted without question and the series was covered, using a Canadian typewriter to produce the copy.

While in Toronto, Mrs. Reed suffered a serious attack of ptomaine poisoning from which she is now recovering.

BACK TO HAND-SET DAYS

In the electrical storm of Aug. 1 which incapacitated wires all over New York and New Jersey, the *Jersey City* (N. J.) *Journal* found itself, an hour before press time, with no "juice" and two columns of front page material unset. A hurry-call to linotypers revealed the fact that two of them were old type-setters, and and an old case of dusty, unused type in the back of the shop completed the plan to set the missing columns by hand. Ten minutes after the electricity was on again the paper was on the streets.

NEW PRESS CONGRESS FORMING IN PACIFIC

Organization Suggested by Dean Williams at Honolulu Meeting Will Study Propaganda—Ivy Lee Approves

Investigation of propaganda organizations and study of their methods in attempting to color news reports in Pacific countries is expected to be one of the first tasks of a Pan-Pacific Press Congress being organized at Honolulu, T. H.

Need of a Pan-Pacific Press Congress to supplement the work of the Press Congress of the World was pointed out by Dean Walter Williams of the University of Missouri School of Journalism, in conferences with newspaper men attending the Institute of Pacific Relations there.

Preliminary organization work has been placed in charge of L. A. Thurston, editor and publisher of the *Honolulu Advertiser;* Riley H. Allen, editor of the *Honolulu Star Bulletin,* and representatives of the United Press, Associated Press and International News Service. The first meeting is tentatively scheduled for Honolulu in August, 1928, and the second in South America or New Zealand in 1929.

Impetus to study methods used by groups intent on coloring news was given all newspaper men and institute delegates here by a paper submitted by Karl A. Bickel, president of the United Press Associations. Bickel's paper recounted the refusal of the United Press to become entangled with official or semi-official news agencies that might attempt to shade news reports.

Ivy Lee, addressing guests at a Pan-Pacific luncheon in honor of Williams, urged that the new congress make the study and investigation of these propaganda groups one of its first duties.

OUR POLICY

ONE SIZE

all mats 20" x 24"

ONE QUALITY

only the best we can make

ONE PRICE

15c

on standing order

Certified Stereotyping is Simplified Stereotyping

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue New York, N.Y.

For wet mat printing with DRY MAT facility — use CERTIFIEDS MADE IN U.S.A.

MADE IN CERTIFIED DRY MATS THE U.S.A.



The children's month is August. Vacation is at its height, yet school is less than a month away. This is the time to go after rotogravure advertising on children's wear. Use this insert to supplement the big 32-page catalog of photographs furnished you by the Kimberly-Clark Rotogravure Development Department. Including the illustration on this page, sixteen pictures, ready for your use, are shown. Extra copies of this insert will be sent you upon request. Order the prints you need by number.

THE only limit to the number of products for which these illustrations are appropriate is the ability of the advertising man to create appropriate headings. Just below is a picture equally well suited to a baby food, to rompers, or to a baby walker.

These pictures, shown small here to get them all in, are adaptable to other sizes. The first page of this insert illustrates what may be done in liberal space. For your convenience in ordering, these pictures are numbered. Send orders by mail or wire to Kimberly-Clark Company, Rotogravure Development Department, 208 So. La Salle St., Chicago, Ill.



X-2—*We dress boys to be boys*

Rotoplate, the perfect paper for rotogravure printing, is used by almost every newspaper in North America publishing a rotogravure section.



X-3—*Suits for the Young Man*
Rompers 98c and up



X-4—*School boy Specials*



X-5—*Healthy Babies Do Not Tie Mothers Down*



X-6—*Everything for Babies*



X-7—*Jean Laurie's Layettes make an art of caring for babies*



X-8—*Well Shod*



X-9—*Merit Flour Makes Wholesome Cake*



X-10—*She protects those teeth*





X-12—*O-o-o-h Daddy! For me?*



X-11—*The Wilson Candy Smile*

X-13—*Tasty Pastry from*



X-14—*Wash Suits and Frocks Clearance Sale!*



X-15—*August Special in Sleeping Garments*



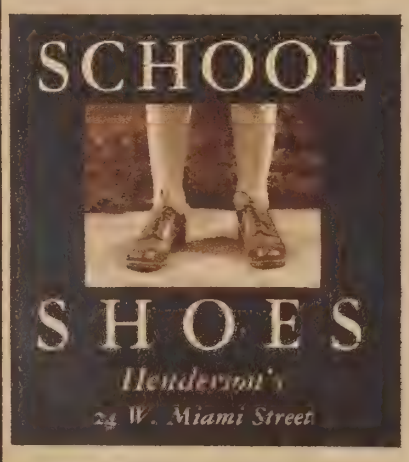
X-16—*Low Prices on Play Suits for Hot Weather Days*

Make Up

FROM the preceding pictures—or from parts of them—our art director made up five advertisements, quite varied in appearance and size. We think they illustrate how great a number of advertisements can be laid out with the material in this insert.

Just below this paragraph there's a shoe advertisement illustrated by a part of X-4. The upper part of the same picture could be used in a boy's lumber jacket advertisement, while the whole makes a general boys' clothing picture.

Let the art and copy men of your Service Department make suggestions for your advertisers on using these pictures in your rotogravure section.





The Headline HERE MIGHT BE—

Eager for Belle Mead Milk, Wholesome Bread makes Healthy Children, Tiny Togs for Tiny Tots—or any one of a host of others suitable for foods and children's furnishings.



NAME HERE

Active

Boys Need Rugged Clothes



These illustrations suggest a dozen possible advertisements for a boys' department and might also be used in advertising playgrounds, boys' camps, foods, etc., with such headlines as Off the Street, Direct Their Play, The Milk-Fed Boy on Top, etc.

With

Name *Big, Here*



Adapt the Shapes to Space *Available*



This panel of mother and child is cut from the nearly square picture No. X-5. It would go well in oval or circle, too. The baby, to the right, might be in rectangle as on Page 2. Could have a patterned background also.





Headlines might be written for this layout making it an excellent advertisement for baby's wear, baby food, milk, orange or other fruit juices, etc. Balance the headline by placing

THE NAME HERE

CUT

from No. 9-x and good for a barber, a food product, or a "Save for Them" banking advertisement.



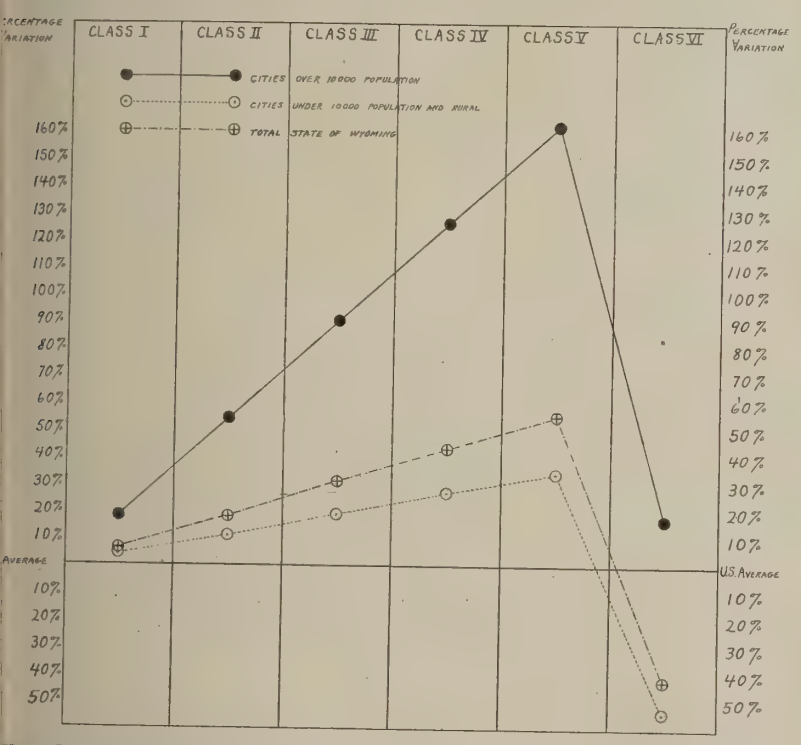
KEY TO CONSUMER BUYING ABILITY

Statistical Rating of Wyoming Counties and Cities for Products of General Appeal, in Six Major Classes of Quality and Cost—An Original Simplified and Tested Formula from Basic Data

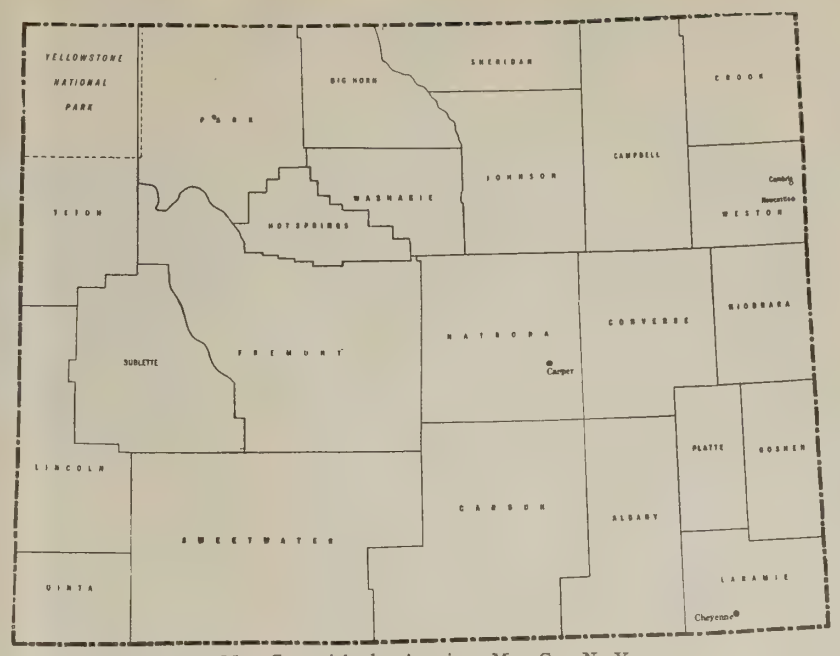
By NELSON H. SEUBERT

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FOLLOWING is the twelfth article in the series descriptive of the consumer buying-ability of the states and their counties and city subdivisions. The current article deals with the state of Wyoming, large in area, comparatively small in population, yet having ability to buy necessities and luxuries far in excess of the percentage of its population to that of the country as a whole. According to the formula of this key which has been described in several of the preceding articles, Wyoming presents a market ranging from 20% to 160% better than the average for the country, for merchandise ranging from staples to fairly high-priced luxuries. Even in the highest priced luxury class, this state stands well.



This chart shows the relative variation for the State of Wyoming above or below the United States average for cities of 10,000 or more population, cities of less than 10,000 and rural population and the entire State of each merchandising class.



Base County and Town Map Copyright by American Map Co., N. Y.

All cities of more than 10,000 population, according to latest census estimates, are indicated on this outline map of Wyoming

BUYING POWER ANALYZED BY PRODUCT CLASSES FOR WYOMING

Note: Figures below represent percentages of U. S. total carried out to four places: To use, mark off four places and insert decimal point.

Counties in bold face capitals—Cities in capitals and lower case

	CL No. 1	CL No. 2	CL No. 3	CL No. 4	CL No. 5	CL No. 6
WYOMING	2070	2309	2547	2785	3024	1123
ALBANY	59	96	134	171	208	85
BIG HORN	127	125	123	121	119	13
CAMPBELL	49	42	34	26	19	9
CARBON	62	104	146	188	230	100
CONVERSE	88	83	78	73	68	23
CROOK	51	42	33	24	15	6
FREMONT	122	115	109	102	95	34
GOSPEN	76	63	51	38	25	8
HOT SPRINGS	57	63	69	75	81	37
JOHNSON	44	40	36	31	27	15
LARAMIE	228	261	295	328	361	148
Cheyenne	140	187	235	282	329	131
LINCOLN	102	114	127	139	151	28
NATRONA	292	410	528	645	763	358
Casper	239	306	374	442	509	243
NIOBRARA	67	56	45	34	23	7
PARK	73	66	59	51	44	46
PLATTE	73	67	61	54	48	8
SHERIDAN	176	189	203	217	230	77
SUBLETTE	15	14	14	14	13	5
SWEETWATER	157	211	266	320	374	66
TETON	13	11	9	7	5	9
UINTA	63	65	68	70	72	24
WASHAPIE	32	29	26	23	20	7
WESTON	45	42	39	35	32	8
YELLOWSTONE NAT'L PARK	1	1	1	0	0	4

INSIDE INFORMATION ON COPYRIGHT CLAIMS

(*Continued from page 9*)

known under her maiden name and wishes to continue to use it publicly, the claim can be registered under the name used before marriage if the application so requests and without statement of the surname of her husband.

"A requirement in the application is the statement of the *title*, and here we experience considerable difficulty in relation to newspaper contributions. Newspaper editors think of the thing required in relation to any contents as a heading, or an announcement rather than a bibliographical title, so that very frequently the heading used if recorded does not at all identify the actual printed text. I apprehend this is something which it is almost impossible to change; but if the difficulties experienced in making reliable copyright registration were understood and some consideration given to the needs of the indexer when headings are assigned, no doubt gradually a distinct improvement could be obtained.

"It is, of course, desirable and necessary for complete identification to state the name of the newspaper in which the contribution was printed, and the volume-number and date of the issue of the paper where the contribution appeared. Finally the statement of the date of first publication is absolutely necessary as the term of copyright begins to run from that date. Ordinarily in a newspaper that date is the same as the date of issue; but in the case of weeklies or monthlies, there may have been such prior distribution that the date when distribution was made becomes the actual legal date of publication, the law itself declares that the date of publication shall be held to be the earliest date when copies of the first authorized edition were placed on sale, sold, or publicly distributed by the proprietor of the copyright or under his authority.'

"To summarize: Copyright is set up by *publication* with notice, and the notice must contain the name of the owner of copyright in the correct form—the form in which it is recorded when the copyright is registered. The form of notice prescribed by law should be strictly observed and the year date of publication included; i. e., 'copyright, 1927, by The Chicago Daily News Company.' Any deviation from this form whether by addition, omission or modification will affect unfavorable the validity of the copyright.

"Promptly after publication in order to secure copyright registration for the newspaper, two copies must be deposited, one for registration of the contribution and one complete copy of the paper with the entered contribution plainly marked.

"In either case the copies should be accompanied by a suitable application carefully filled out and a money order for the $1 fee.

"In general each separately published article requires separate registration and fee.

"Copy, application and fee should reach the Office at the same time, otherwise prompt action cannot be taken. No registration can be made unless copies, and an application and fee have all been received, and if the fee is sent in advance of copies and application it compels the Office to book up the fee, causing unnecessary bookkeeping, and if, as often happens, there is a confusion of names of applicant and remitter, then much time is lost in searching to make necessary connection and delay results in making the required registration."

VIRGINIA SPENDING $300,000

Advertising Funds of State Equal One-sixteenth of U. S. Total

Virginia this year is spending more than $300,000 on national advertising, according to figures which have been compiled by the publicity department of the Virginia State Chamber of Commerce, covering all sources of state and municipal advertising in the Old Dominion. This represents approximately one-sixteenth of the amount being spent throughout the United States in community and state advertising of various kinds.

Virginia's expenditures include $50,000 being spent by the state conservation and development commission for advertising, $100,000 being spent for advertising and promotional work by the Norfolk-Portsmouth Chamber of Commerce and smaller amounts which are being spent in advertising by the Roanoke Chamber of Commerce, the Richmond Chamber of Commerce, the Northern Virginia bureau and small sums ranging as low as $1,000 by various other chambers of commerce.

ANOTHER QUINCY WEEKLY

The second weekly to appear in Quincy, Mass., within the past two weeks issued its initial number last week. The new paper is the *Wollaston Local News,* being devoted to news of the Wollaston section of Quincy. The other new paper which appeared two weeks ago is the *Quincy Transcript.* A. W. Fuller is editor of the Wollaston Local News and W. F. Hallisey is business manager.

PRINTING CONGRESS IN BERLIN

The International Federation of the Trade and Technical Press, headquarters of which are in Paris, will hold its international congress this year in Berlin, Sept. 26-30.

EDITORIAL

PITTSBURGH MERGERS

NEVER before in the era of newspaper consolidations have we witnessed such a sweeping of a field as the present week revealed at Pittsburgh where two great interests purchased four dailies and two Sundays and by trades and mergers brought forth one evening paper, one morning paper and one Sunday paper.

This action gives Pittsburgh two evening dailies, two Sunday papers and one morning paper. The astonishing contrast to this lies in the fact that in 1923 Pittsburgh had three morning papers, five Sunday papers and four evening papers. Thus, a total of 12 papers has been reduced to five in four years.

The line-up in Pittsburgh in 1924 was as follows: *Dispatch,* morning and Sunday; *Leader,* evening and Sunday; *Sun,* evening; *Post,* morning and Sunday; *Gazette-Times,* morning and Sunday; *Chronicle-Telegraph,* evening; *Press,* evening and Sunday. The present alignment is: Press, evening and Sunday, owned by Scripps-Howard; *Sun-Telegraph,* evening and Sunday, owned by William Randolph Hearst; *Post-Gazette,* morning, owned by Paul Block. Three of the strongest journalistic interests of this country now divide the field.

There are those who deplore newspaper consolidations, largely through sentiment, and those who believe that they are decided by economic conditions and are therefore "just business." That Pittsburgh was badly over-newspapered in 1923 there can be no question, since, to relieve a situation that was distressing all of the publishers and the advertising world in general, it became necessary for the publishers' association to purchase and suspend both the Dispatch and the Leader. That seemed a very drastic measure at the time but subsequent events proved that it did not suffice—that still sharper pruning was required to satisfy the advertising public. The mergers of the week are the result.

A feature of interest is that all three of the dailies of Pittsburgh are now owned by so-called newspaper "chains" and it is also noteworthy that Pittsburgh, which four years ago supported three morning papers, has become a one-morning-paper town, following in this respect such other middle west cities as Cleveland, St. Louis, Detroit, Minneapolis, St. Paul and Buffalo.

In its recent semi-annual survey of circulations and rates EDITOR & PUBLISHER revealed the astonishing fact that the total number of English language dailies in the country had dropped from 2,001 to 1,952 in six months. Since that time several mergers have been announced and the year promises to break all records for consolidations, at least during the nine-year period in which EDITOR & PUBLISHER has published such statistics.

Aside from all other questions, it is obvious to any business man that sound economy will be served by the Pittsburgh mergers. Faced by curtailed volume of advertising, publishers found it practically impossible to reduce expenses. Each paper seemed prosperous, but the future was in doubt. The mergers give the city exceptionally strong and virile papers, each one well able to keep the hot pace of the times.

Editors who would fly into a rage if they discovered a partisan statement in first-page news accounts seem never to notice that their sport pages are filled with actual "tips" to the gambling fraternity while financial writers are advising the public to buy this or sell that.

GOOD PROMOTION

ONE of the most interesting pieces of newspaper promotion that has recently come to our desk is a pamphlet, issued to the advertising circle, by the management of the *Cleveland Press.* On the cover is a design of a human heart and the entire text concerns the civic activities of the newspaper during the year—community parties, tournaments, educational features and other enterprises in behalf of the people of the circulation district. "Deep in the hearts of the people," is the title of the booklet. There is no better theme for any newspaper's promotion, but it must be deserved by reason of action.



Blessed is the man that endureth temptation: for when he is tried, he shall receive the crown of life, which the Lord hath promised to them that love him.—James, 1; 12.

ATTACK CONSIGNMENT SELLING

HOW to break up the gentle game of forcing unsolicited merchandise into the hands of the public, on a consignment basis through the mails, has been a great problem in many cities. EDITOR & PUBLISHER recently reported that more than 10,000 people of Richmond, Va., had within a few weeks received unsolicited packages of neckties, initialed handkerchiefs and other products, but that the Richmond Chamber of Commerce had vigorously attacked the practise. It was also stated that the Better Business Bureau of Philadelphia had notified the public, through newspaper advertisements, that "you do not have to buy unordered goods, nor return them, even if sufficient postage is enclosed for the purpose." The advice was to hold the goods, with reasonable protection of them, and let the company that sent them call for them.

This is not bad advice, but the best scheme we have heard of to break up this "train butcher" merchandising plan is the invention of the *Cuba* (N. Y.) *Patriot & Free Press,* of which Elmer E. Conrath is publisher. Acting on what was considered competent legal advice the newspaper opened a department for the storage of such consigned merchandise. It then gave notice to its readers that if they received unsolicited goods with a request that they remit for or return them, they were under no obligation either to pay for the merchandise or return it. The fact that stamps were enclosed for the return package did not in any way obligate the recipient. All that could be expected of the person receiving the goods was that he hold them until they were called for by some one representing the shipper. Nor could they be expected to hold the goods for an unreasonable length of time.

The Patriot then announced that it had opened a storage department where unordered goods would be held for the recipients. When John Smith gets a box of neckties which he did not order and does not want he brings them to the Patriot office where they are put in storage. Notice of the fact that they are being so held is given to the shipper by mail. He is also informed that a storage charge is accumulating against the merchandise, pending its removal by him. This charge varies, according to the article, and when it approaches the approximate value of the goods the newspaper proposes to sell the merchandise at public auction.

A point that should be remembered is that when notice is given to the shipper that the goods have been placed in storage, at his expense, the letter is signed by the person to whom the unwelcome goods have been consigned.

This scheme is working wonders in Cuba. Shippers have suddenly taken a great dislike for that town, which heretofore had been deluged with unsolicited merchandise.

When newspapers give art and science to the people they are offering safe antidotes for the poisons of this material age.

INDEFINITE REPORTING

REPORTERS elsewhere than Rapid City, N. D., will agree that getting definite facts and figures is the hardest, as well as the most essential, part of the newspaper job. They will likewise agree that it would have been a relief if on Wednesday and Thursday this week any of the correspondents at the Summer Capital had been able to learn exactly how many telegrams President Coolidge's terse announcement actually brought forth. There is too frequent use of the cliches, "a tremendous stack," "fell like snow," "kept wires humming" and similar generalities which no longer glitter.

MOVIE CRITICISMS

IN language that is plain and emphatic Chest Bahn, dramatic critic of *Syracuse* (N. Y.) *H* challenges the smug practice of the moving ture industry which seeks to have published ir press as original expressions of editorial op prepared reviews which gush and glow hot productions that may be good, bad or indifferent. Bahn has the courage to carry to his readers recent editorial entitled "The Critical Function," tended by us for the professional circle, agr perfectly with its plea for better and more inde dent criticisms of plays, pictures, radio and b "Speaking for the Herald," writes Mr. Bahn can say that whatever may be the situation where, the critical comment appearing in this n paper is without outside influence." He adds local theatre managers know that, in the long the entertainment business is benefited by fair free criticism.

Mr. Bahn is amused by a comment recently m by a volunteer spokesman for the moving pic industry in New York, who questioned the righ a newspaper man, drawing from $35 to $150 week, to "pass judgment upon a product of 'br with a collective remuneration of hundreds of t sands of dollars." The answer is that the cri salary is not necessarily the gauge of his ab to judge a picture; he is quite likely to write al the picture with no thought of himself; he is do less better able to judge local sentiment than lordly director out in California; he might e know better than does the producer that cer situations offered on the screen are illogical absurd or observe faults in details of such as pe pictures. But mainly the local critic can be pended on to tell whether a performance has re entertained a local audience, and this should be garded as valuable service to the entertainm industry. Mr. Bahn points out some glaring er in pictures that were passed to the public by aforementioned "brains." His comment is that s of those who depend on the picture industry their quail on toast might very well call on th who depend upon newspapers for their beer skittles for comment that might save many wasted dollar.

George R. Dale, valiant battling editor of Muncie, Indiana, paid his $500 fine and it was applied to the local school fund. In the next issue of his paper Dale wrote: "This fine was assessed against me for telling the truth. I hope that the school children will be taught that truth is a virtue, not a crime."

LAST OF THE COURIERS?

THAT 100,000 people could be killed on the ea and the fact be not known to civilization more than 60 days, seems astonishing in t day of rapid communications service. It was May 22 that the mighty quake in the Kansu provin of China occurred, the fact being reported in few hours by Science Service, which maintains world-wide seismograph watch, but the news the extent of the devastation was brought to t cable head by courier, requiring 62 days.

This is the second great earthquake disaster occur in Kansu province, the first being reported 1920 with an estimated loss of life of 500,000. T incident suggests the primitive conditions that exi in China. Kansu province is compared to our ow wild-west in pioneer days, being an unsettled countr where the people have reared several cities only see them fall in ruins. A few world travelers onl know how bitter, wild and futile have been the liv of the people.

With the spread of radio it seems impossible tha dissemination of such vast news can depend upo courier from any section of the world for lon This incident may be the last of such occurrence Science may even equip the seismograph with a jig ger which will tell us, not only that the quake ha occurred, but add that 100,000 are dead, with whol cities in ruins. The thought seems fantastic unti one considers what have been the developments i communications since 1914.

PERSONAL

ARTHUR BRISBANE, editor of the *New York Evening Journal,* sailed on the *Aquitania* this week with Mrs. Brisbane and their two children Sarah and Seward. Mr. and Mrs. Brisbane expect to enter their children in a school in Paris and to return home late this month.

Roy W. Howard, chairman of the board of the Scripps-Howard Newspapers, and W. W. Hawkins, assistant chairman, are now on the Pacific Coast and will return to New York early next month.

Mr. and Mrs. Ogden Reid, of the *New York Herald-Tribune,* are at their camp, Aldair, at Paul Smith's, N. Y., for a short visit.

Kent Cooper, general manager of the Associated Press, who only recently returned from a European trip, will sail from New York Aug. 10 to attend the International Press Conference to be held at Geneva, Aug. 24.

George B. Parker, editor-in-chief of the Scripps-Howard Newspapers, sailed for abroad this week to attend the conference.

E. F. Crandall, president of the British United Press, and Karl A. Bickel, president of the United Press Associations, sailed from New York Saturday on the majestic to attend the League of Nations Press Conference at Geneva, Aug. 24.

Robert P. Scripps, president of the Scripps-Howard Newspapers, and Thomas L. Sidlo, of counsel for that organization, sailed this week on the Berengaria for Europe. They expect to attend the press conference to be held in Geneva, Aug. 24, under the auspices of the League of Nations.

Howard Davis, business manager of the *New York Herald Tribune,* is spending his month on vacation at Lake Champlain, Vt.

James C. Dayton, publisher of the *New York Evening Journal,* and his daughter sailed for Europe last week.

Hugh H. Soper, editor of the *Watonna* (Minn.) *Journal-Chronicle,* has returned to his desk after spending a vacation at Camp William Colvill, Lake City, Minn., as plans and training officer of the 135th Infantry.

George W. Marble, editor of the *Fort Scott* (Kan.) *Tribune-Monitor* and former president of the National Editorial Association, has returned from the Mayo Clinic at Rochester, Minn., where he spent several weeks recently.

Fred B. Appleget, of the Hearst Newspapers, New York, has returned from two weeks of bass fishing in Kennebec County, Me.

Fred L. Rentz, president of the *New Castle* (Pa.) *News* received congratulations July 30, the 45th anniversary of his connection with the News. For the past 31 years he has been its manager.

Dean H. F. Harrington of the Medill School of Journalism at Northwestern University is recovering in Ostend from a fractured leg, it was learned here. Prof. Harrington had been conducting a tour of Europe for students and instructors in journalism.

Benjamin F. Lawrence, general manager of the Star League of Indiana, is spending his vacation taking a leisurely trip up the east coast.

Nelson Metcalf of the *Boston Evening Transcript* and Mrs. Metcalf, E. W. Preston, publisher of the *Boston Herald,* and Mrs. Preston, and G. B. Mitchell of Albert Frank & Co., of New York, advertising agency, were among the passengers on the S. S. *Yarmouth* on her maiden voyage from Boston, Mass., to Yarmouth, N. S., recently.

Omar Gray, field secretary of the Press Congress of the World, was honor guest at a dinner given to officers of the California Newspaper Publishers Association by Crombie Allen, editor of the *Ontario* (Cal.) *Daily Report,* a former president of the association, in appreciation of courtesies shown by Gray when Allen went to Switzerland last fall to invite the Press Congress to California in 1932.

Max Elser, president of the Metropolitan Newspaper Service, returned to New York this week from a vacation spent in Quebec and other Canadian cities.

Norman B. Black, publisher of the *Fargo* (N. D.) *Forum,* a director of Rotary International, returned to this country on the White Star Liner *Cedric,* docking at Boston, Mass., July 24th, with the Rotary delegation. It is expected that Black's name will be presented as a candidate for Rotary president in 1928.

IN THE BUSINESS OFFICE

EDWIN S. FRIENDLY, business manager of the *New York Sun,* is taking the month of August for his vacation at Scarsdale, N. Y., where he and his family are living for the summer.

H. C. Milholland, vice-president and advertising manager of the *Pittsburgh Press,* returned last week from a vacation spent abroad.

William Farrell of the *Chicago Tribune's* national advertising department has been sent to the Boston office of that department. Mr. Farrell, who has been with the Tribune since November, 1914, has served in the business office, in the auditing department, pay office, business survey, and classified, local and national advertising.

W. E. Bates, for the past eight months with the business survey of the *Chicago Tribune,* has been transferred to the eastern office of the national advertising department.

J. A. Rayner, of the *Miami* (Fla.) *Daily News* business office staff, has returned from a 10 weeks' holiday in England, Scotland and France.

Walter J. Scott has been appointed national advertising manager of the *Dallas* (Tex.) *News, Dallas Journal* and *Dallas Semi-Weekly Farm News.* He represented those newspaper in Chicago for more than 20 years.

Thornton E. Pike, classified advertising manager of the *Haverhill* (Mass.) *Gazette,* and Miss Donna Bayley of Haverhill have become engaged.

IN THE EDITORIAL ROOMS

JAMES A. STUART, managing editor of the *Indianapolis Star,* and Mrs. Stuart are the parents of a bady boy, Lawrence Day, born last week. The baby was named for Benjamin F. Lawrence, general manager of the Star League of Indiana.

A. R. Holcombe, managing editor of the *New York Herald Tribune,* with Mrs. Holcombe, has gone to Siasconset, Mass., for several weeks. George Goldsmith, dramatic editor, is also at Siasconset on a vacation.

Ralph Clifford of the *Boston* (Mass.) *Traveler* won the newspaper men's golf tournament at the Winchester, Mass., Country Club July 25, with a gross of 86. A. F. Pratt, Jr., of the *Boston Post* won the net prize with a 76. In Class B, M. G. Clarke of the Post scored both the winning gross and winning net. A large field turned out for the tournament.

Boyd Gatewood has resigned as secretary to Gov. Moody of Texas, and will again be Austin correspondent for the *Houston Post-Dispatch.*

(*Continued on page* 36)

FOLKS WORTH KNOWING

G. RUSSELL CHAPMAN, who is the general secretary and manager of the Advertising Association of Great Britain, has had a varied career, which has seen him at work in Egypt, Australia, the United States, and Canada, as well as the "tight little Isle" of England.



G. Russell Chapman

Born in Croydon, England, he studied for the law, but, regarding the wishes of his family, gave up the idea of a profession and went into the textile business. In 1903, he became interested in men's clubs and was for a while organizing secretary in the old Volunteer and Territorial Army camps. In 1906 he went to Egypt, where he taught school for more than three years. When he journeyed to Australia, it was to become departmental manager of a large sugar growing firm.

Returning to England during the war, he undertook the organization of canteen and welfare work in the great munitions factories. He had hoped for a commission in the army, but had been rejected on account of malaria. In 1917 he took over the direction of the publicity campaigns for the British National Y. M. C. A. war work with the troops. It was in the following year that he came to the United States for the U. S. Liberty Loan and the Combined Drive Campaigns and to Canada for the Victory Loan.

After the war he organized and directed the "Over Seas Visitors Bureau," which served 10,000 American visitors in eight months. This was in 1920 and in 1921 he became sales manager of the *London Times,* a position he held until 1923 when he joined the staff of the London Press Exchange and became organizing secretary of the Air League of the British Empire.

At the International Advertising Convention at Wembley in 1924 he was in charge of finance, registration and programme.

HUMOROUS FEATURES
AND WE HAVE THEM!

By America's Leading Writers and Cartoonists

Will Rogers—Daily dispatches and weekly articles.
Irvin Cobb—Daily anecdotes.
Rube Goldberg—Cartoon Follies of 1927.
Harry J. Tuthill—The Bungle Family strip and page.

If your territory is still open for these features, wire us for samples and quotations.

The McNaught Syndicate, Inc.

V. V. McNitt, President — Times Bldg. New York, N. Y. — Charles V. McAdam, Vice-President

Now Ready



MILDRED BARBOUR

At Her Best

In

JEALOUS HEARTS

A Powerful Serial

Of

Love and Marriage in Conflict

72 Dramatic Chapters
Superbly Illustrated

Wire Now for Terms

Metropolitan Newspaper Service
Maximilian Elser, Jr., General Manager — Earl J. Hadley, Associate
150 Nassau St., New York City

(*Continued from page* 35)

Harris M. Crist, managing editor and treasurer of the *Brooklyn Eagle,* is spending his vacation with his family at Vineyard Haven, Mass.

Cleveland Rodgers, associate editor of the *Brooklyn Eagle,* is spending his vacation in Canada, accompanied by his wife and daughter.

H. V. Kaltenborn, who is touring the Orient in the interest of the *Brooklyn Eagle* and to obtain material for his radio talks, climbed Mount Fuji Yama, in Japan, on his first day in that country. He has since left for China.

Brooks Burnside, feature writer on the *Columbus Ohio State Journal,* and Mrs. Burnside, are parents of a daughter born last week.

Charles D. Heck, a reporter on the *Columbus Ohio State Journal,* won the championship in a newspaper men's golf tournament held at Columbus a few days ago.

Henry P. Lewis, who served in the naval flying forces during the war, is conducting an aviation column for the *Springfield* (Mass.) *Union.*

Thomas C. Stowell, Albany (N. Y.) staff correspondent for the *New York Herald Tribune,* suffered a severely sprained ankle when he fell while working on a ladder in the rear of his house.

Forrest Lowry, city editor of *Salt Lake City Tribune,* is convalescing from an operation performed in the Latter-Day Saints Hospital, that city.

George E. Farrell of the staff of the *Hartford* (Conn.) *Sunday Courant* is spending two weeks with his parents in New London, Conn.

Clement E. Kennedy, former reporter on the old *Boston* (Mass.) *Journal* and later Associated Press correspondent, has been appointed managing director of the Vinoy Park Hotel, St. Petersburg, Fla. He has been president and general manager of the New Ocean House, Swampscott.

Willard De Lue of the *Boston* (Mass.) *Globe* staff is writing a series of daily articles on "Daily Visits Among the New England Vacation Spots."

Daniel Rochford, aviation editor of the *Boston* (Mass.) *Transcript,* was a passenger in the first aeroplane to land at Round Hills, Mass., the spacious estate of Col. E. H. R. Green, in North Dartmouth. Rochford is secretary of the Massachusetts American Legion aviation committee.

William Grant Barney, until recently financial editor of the *Buffalo News,* has become advertising manager for Schoellkopf, Hutton & Pomeroy, Buffalo investment banking house.

William L. McPherson, editorial writer for the *New York Herald Tribune,* will sail on August 11 on the American Banker, for a six weeks' vacation in Europe. He will be accompanied by Mrs. McPherson.

Charles H. Roland of the staff of the *New York Herald Tribune* is in Europe on vacation with Mrs. Roland.

Dave Shackelford, feature writer on the *Oklahoma City Daily Oklahoman,* who was one of the 65 pilots and passengers who made the national air tour recently is back after a two weeks' vacation in the air. Single seaters and gigantic 12-passenger cruisers sailed over 4,000 miles at a rate of 100 miles an hour, visiting half the states of the Union and Canada, all the Great Lakes, the Atlantic, the Chesapeake and other places.

E. F. Hughitt, golf writer for the *Buffalo Evening News,* worked his way into the first flight of the Western New York golf tournament with a medal score of 77. He also won his first round match in the competition but later was eliminated.

Harry Berger, for many years Boston, Mass., newspaper photographer and recently newsreel camera-man, is now in charge of the Paramount news pictures in Philadelphia and vicinity. Berger was formerly photographer for the *Boston* (Mass.) *Post* and prior to that connected with numerous western papers.

Col. Franklin P. Sellers, for the past 30 years religious editor of the *Brooklyn Daily Eagle,* was declared considerably improved this week and well on the way to complete recovery after a serious illness of several weeks' duration. He will leave for Lake Minnewaska, Ulster County, N. Y., on Aug. 6.

Arthur J. Bean, financial editor of the *Boston Post,* is the author of a book entitled "Successful Speculative Investment."

Kenneth Youel has left the *Brooklyn Daily Eagle* to join the reportorial staff of the *New York Evening Post.*.

Frederic Sterbenz, telegraph editor of the *Cleveland Press,* and Irene Holmes Sterbenz, former woman's editor of the *Press,* are parents of a son, born July 30.

Charles C. Stone has been promoted from telegraph editor to head of the universal copydesk of the *Indianapolis Times.*

Franklin Chase, dean of the editorial staff of the *Syracuse* (N. Y.) *Journal,* is writing an editorial page column headed "Ten, Twenty, Thirty." He recounts in an original way events that were chronicled in Syracuse ten, twenty and thirty years ago. Mr. Chase also is dramatic editor of the Journal.

ASSOCIATIONS

THE FINANCIAL ADVERTISING ASSOCIATION will hold its annual convention at West Baden, Ind., Sept. 12-15.

The EAST TENNESSEE PRESS ASSOCIATION will meet at Lenoir City, Tenn., August 11-13.

Turning in a 92 for 18 holes, Andrew Kellner was awarded first prize for low gross score in the golf tournament conducted at East Aurora, N. Y., by the GREATER BUFFALO ADVERTISING CLUB as part of its midsummer outing entertainment program. With a score of 73, Charles Wilson was prize winner for the low net, Walter Weimert followed with a net score of 74 while Charles Baxter won third with 75.

Elaborate plans are being made for the annual convention of the NORTHWEST TEXAS PRESS ASSOCIATION to be held Sept. 9-10 at Wichita Falls.

THE WEST TEXAS PRESS ASSOCIATION has just held its semi-annual gathering at Sweetwater. Lamesa was chosen for the next meeting. The session was featured by talks by J. L. Martin, Snyder, president of the association; Ollie Webb, New Orleans, La., secretary to the president of the Texas & Pacific railroad; Bowen Pope, Hamlin, and T. Paul Barron, Midland. Visitors at noon were guests of a luncheon at the Sweetwater Club.

PRESS ASSOCIATION NOTES

C. E. HONCE has been appointed news editor of the central division of the Associated Press, Chicago, succeeding C. K. Eastman, resigned.

Hugh Baillie, vice-president of the United Press, left New York this week with Mrs. Baillie to spend their vacation on the Pacific Coast.

L. B. Mickel, superintendent of bureaus of the United Press, returned to New York headquarters this week from a business trip to Kansas City.

Tom Gerber, promotion manager of the United Press, addressed the Rotary Club of Allentown, Pa., Aug. 5, on "Newspapers and Press Associations."

Horace Epes, director of the editorial department of the Consolidated Press, is spending his vacation with his family at Cape May, N. J.

L. C. Owen, Pacific Coast superintendent of the Consolidated Press, is returning to San Francisco after a motor trip through the Yellowstone where he spent his vacation with his family.

Charles A. Ahrens, formerly of the Lansing bureau of the United Press, has been appointed manager of the Cleveland bureau.

Ben Titus of the staff of the San Francisco bureau of the United Press, was called home to Portland, Ore., this week at the death of his father.

BLACK DROPS FLORAL RAIN

Van Lear Black, chairman of the board of the *Baltimore Sun,* who recently finished a round trip airplane flight between Amsterdam and the Dutch West Indies, arrived at Glasgow to meet his daughter. Mr. Black flew over the ship as she entered the harbor and showered her with thousands of carnations from a Fokker monoplane.

"STAR CHAMBER" DIDN'T PAY

No longer will minutes of the Knox county road commission be withheld from reporters. A reporter for the *Knoxville* (Tenn.) *News-Sentinel* learned of steps taken to build a road which would benefit the property of a member of the commission, exposed it, and Chairman Peter Blow announced that in the future the minutes would not be denied reporters.

PLANNING TEXAS MEETING

Elaborate plans are being made in El Paso to entertain the annual tenth district convention of the *International Advertising Association,* Nov. 10 to 12, according to Paul O. Sergent, assistant business manager of the *El Paso Herald* and *Times.* Outstanding speakers will include King Woodbridge, I. A. A. president. Drives over the border city and through the Rio Grande Valley, dances, luncheons and a fiesta at Juarez in old Mexico are included on the tentative program.

JOINS STANDARD UNION

John A. Gaffney, for nine years editor of the *Plainfield* (N. J.) *Courier-News,* has resigned from the paper to become associate editor of the *Brooklyn Standard Union.* He had been with the Courier-News for more than twenty years.

FLASHES

We do not choose to work tod but that's all the good it does us.—R Crouse, *New York Evening Post.*

* * *

If politics makes strange bedfellow is due to their fondness for the s bunk.—*Florence* (Ala.) *Herald.*

* * *

Wherever all these non-stop flyers headed, they are all really trying to l on the first page.—*Wichita Eagle.*

* * *

Dr. Nicholas Murray Butler says for the first time in 2,000 years world is without a great man, wh would seem to go to show that the do had fooled away so much time teac school he hasn't had time to read Hollywood press agents' stuff.—*Ma Telegraph.*

* * *

Another thing we admire about Col Lindbergh is that he doesn't seem have been cured of anything yet in patent-medicine advertisements.—*C State Journal.*

* * *

Have you heard about the air m carrier who flew to Europe to delive letter and then forgot it?—H. I. Phill *New York Sun.*

* * *

Example of soft answer that turn away wrath:—"Make the alimony a li larger, Judge; I want to take care her well."—*New York Evening Jour*

* * *

The next thing to coming from g stock is owning plenty of it.—*Worces* (Mass.) *Post.*

* * *

An Austrian cut the fingers off two his brothers. Another case of sever relations.—*Florence* (Ala.) *Herald.*

Building Prestige —AT A PROFIT

USERS of the Ludlow system of composition are steadily building the kind of prestige that pays. They are giving their advertisers more than just a good newspaper. They are providing a higher grade of service—more attractive advertising and a better paper with display lines that are easy to read because of the always-new type used.

The Ludlow system promotes confidence between advertisers and newspaper. Business men recognize the increased selling power of Ludlow-set advertisements and their enthusiasm encourages the use of greater space. Hence the Ludlow serves to advantage both the newspaper and advertisers.

The Ludlow is not expensive to install or to operate —in fact its economies are frequently startling. Write us for details that prove how it can help your paper.

Ludlow typelines are slug-cast from hand-set matrices in sizes up to 72 pt., full-width caps and lower-case, and even 84 pt. caps. No machine or mold changes required.



Ludlow Typograph Co.
2032 Clybourn Avenue, Chicago

Boston: 470 Atlantic Avenue
New York: 63 Park Row
Atlanta: 41 Marietta Street
San Francisco: 5 Third Street

LUDLOW QUALITY SLUG COMPOSITION

Rate based on this Circulation

This Circulation actually delivered

Sept. 1920 — 330,972 Circulation — $1.25 per Line

Same Old Rate

June 1927 — 494,725 Circulation — $1.25 per Line

163,753 circulation free

SEPTEMBER 1, 1920, The Weekly Kansas City Star established its advertising rate of $1.25 per agate line, basing the rate on its circulation of 330,972.

Today The Weekly Kansas City Star has a circulation of 494,725, yet the same old rate of $1.25 per line is still in effect. An additional 163,753 circulation! No increase in rates! This *extra* circulation alone would be a sizable circulation for a farmers' newspaper. Yet it comprised *less than a third* of The Weekly Kansas City Star's present circulation.

The Weekly Kansas City Star's advertising rate, based on circulation, is the lowest of any farmers' publication in America. This fact would still be true even if The Weekly Star today had only the circulation it had in 1920. But it has 163,753 *more!*

In short, Weekly Star advertisers *pay* for 330,972 circulation and The Weekly Star *delivers* them 494,725 circulation. A pretty good buy for advertisers, don't you think? "The best advertising buy in the world," you'll say, particularly when you consider that over 90% of The Weekly Star's total circulation reaches the rural two-thirds of the Southwest not covered by daily newspapers.

$1.25 is mighty cheap for nearly half a million of this kind of circulation.

And an Additional 25% DISCOUNT

Not only does The Weekly Kansas City Star give advertisers 163,753 circulation free. It gives them an additional 25% DISCOUNT from the regular rates, providing they use an equal or greater amount of space in The Daily or Sunday Kansas City Star.

The Daily-Weekly combination provides nearly a million circulation at a rate scaling down to $1.35 a line. The Sunday-Weekly combination provides nearly 800,000 circulation at a rate scaling down to $1.17 a line.

Largest Farmers' Weekly in the World

The Weekly Kansas City Star

Chicago Office:
1418 Century Bldg. Wabash 1067

New York Office:
15 East 40th St. Lexington 10122

FORGIN

For May, for June, for July—for the first seven months o
advertising, but was the only standard

WHAT WAS DONE

For May—

THE PHILADELPHIA RECORD GAINED 46,925 Lines

The Inquirer	Lost	171,355 Lines
The Bulletin	Lost	141,860 Lines
The Public Ledger	Lost	112,130 Lines
The Evening Ledger	Lost	19,970 Lines

For June—

THE PHILADELPHIA RECORD GAINED 53,040 Lines

The Inquirer	Lost	201,925 Lines
The Bulletin	Lost	177,985 Lines
The Public Ledger	Lost	36,410 Lines
The Evening Ledger	Lost	86,680 Lines

For July—

THE PHILADELPHIA RECORD GAINED 46,230 Lines

The Inquirer	Lost	33,850 Lines
The Bulletin	Lost	210,440 Lines
The Public Ledger	Lost	27,555 Lines
The Evening Ledger	Lost	106,630 Lines

For First Seven Months of 1927—

THE PHILADELPHIA RECORD GAINED 24,075 Lines

The Inquirer	Lost	739,205 Lines
The Bulletin	Lost	1,718,425 Lines
The Public Ledger	Lost	719,590 Lines
The Evening Ledger	Lost	579,490 Lines

Those who spend advertising dollars are fast coming to appreciate the fact that it's not so much how many people you talk to, as how many hear and believe your story.

THE PHILADE

Alw

SECOND LARGEST MORNI

AHEAD

Philadelphia Record not only showed a substantial gain in
newspaper to show any gain at all

AND WHO DID IT

Advertising Personnel

Rowe Stewart, President

W. H. H. Neville, Advertising Manager

Ross Anderson
J. C. Bates
Miss M. Bell
G. N. Benjamin
S. Berman
J. J. Brown
J. A. Butler
A. M. Burns
Joseph Campbell
J. J. Carlin
William Collar
Miss Sara Cohen
W. W. Dalling
J. S. Dimon
Miss R. V. Donahue
Miss Irene M. Farrel
Charles Fayko
C. H. Fehling
Joseph L. Fitzpatrick
C. W. Fleming
Miss Margaret Fort
C. W. Foy

Robert J. Gicking
E. L. Gilchrist
E. Forrest Held
Miss M. Helms
A. E. Hera
C. L. Herschel
Robert Hitchings
Max Kahn
C. W. Kelly
L. F. King
R. J. Knight
William Koset
P. W. Lewis
Miss Catherine Lynn
William F. Maginnis
Miss Marian C. Mahony
Edwin I. Manning
H. J. Mayer
Miss H. McDermott
C. F. McGowan
Miss V. McGurk

Miss R. McManus
Miss Ruth Miller
Miss Ethel R. Moran
Miss Rose Mungiole
Miss Ethel O'Connor
Anthony Pavese
H. A. Peirsol
Alfred Pflueger
Miss Marie Quindlen
Fergus Reed
Warren G. Sanderson
Miss Eleanor Schweiger
Vernon S. Smith
Harry Spain
W. Stark
Arthur H. Story
William V. Stroup
Harry S. Waters
William C. Weber
Miss K. D. Whelen
William H. Winslow

Foreign Representatives: Story, Brooks & Finley
Financial and Steamship Representative: Robert S. Farley

HIA RECORD

le

LY IN PHILADELPHIA

BUILDING NEWSPAPER CIRCULATION

How Fort Wayne Journal-Gazette Increased Mail Circulation—Getting the Boys to Make That Pesky Sales Talk—Worcester Post Tries Recipe Contest

W. G. MERCIER, circulation manager of the *Fort Wayne* (Ind.) *Journal-Gazette,* has a story to tell. The Journal-Gazette, a morning paper published in a town of 100,000 population, with a trading area of less than 50 miles, in which reside 300,000 persons, has built up a mail subscription list of close to 19,000 readers.

"This circulation," Mercier has explained, "was built up through the sale of a splendid newspaper by experienced salesmen making direct house to house calls on the rural route residents.

"These men are paid a straight commission of 25 per cent on renewals and 33⅓ per cent on all new business, plus an allowance of $2.50 a day for auto expense. They furnish and maintain their autos. The circulation manager assigns them their territory. A card system is maintained by the circulation department showing the dates canvasses or when mail canvass by letter or circulars have been made of the routes operated. This card record makes a systematic canvass possible.

"During the week ending June 11, 1927, the cash collections totaled $1,336.50. Eight solicitors working a total of 42 days during that week produced 108 new subscriptions and 169 renewals. The total expense involved which included the cost of magazines, insurance policies, etc., was $459.43. The cost per order, therefore, was $1.65 for every $4.00 subscription. The pecentage of new subscribers was 40 per cent with 60 per cent renewals.

"Employment of good solicitors is the best method we have ever found for building mail circulation."

That poem "barefoot boy with cheeks of tan," as every circulator knows, should read "bashful boy." Sometimes you just can't make them give that sales talk. To get them to ring the door bell is at times a feat in itself.

But John Ahlers of Spokane, Wash., has an idea. He passed it on to EDITOR & PUBLISHER this week as follows:

"A good scheme to keep the boys working is to leave a free amusement ticket or some other sort of a prize at the home of some friendly non-subscriber to be given to the first boy giving a complete 'selling talk' to the prospect.

"The first night tell the boy that the prize is somewhere on his route. If he does not find it the first night he will be encouraged on the second night if you name the street on which it is to be found. In order to find it he will have to try many people whom he did not think wanted his paper and he will be agreeably surprised if some of them take it. The mystery of the 'game' also interests the boys."

The *Worcester* (Mass.) *Post* is gunning for summer slump circulation with a recipe prize contest. Awards totaling $300 weekly are offered, with the stipulation that winners who are carrier-delivered readers of the paper will receive double the offered awards.

C. Ray Graves, who has been Canton (Ill.) circulation representative of the *Peoria* (Ill.) *Star,* has been made district circulation manager and F. G. Gmelich of Peoria, with the Star circulation department four years, has been made Canton circulation manager.

The *Chicago Tribune's* third annual golf driving contest will be held Sunday, August 7. Entries close at noon Saturday, August 6. The purpose of the contest is to find the best tee shot expert within range of The Tribune's circulation. The contest is open to any amateur and a contestant may use any golf club, ball or tee that is legal under the rules of the United States Golf Association.

Each contestant will drive three balls, the total distance of the three drives to count.

In accordance with the Tribune's policy of fostering amateur sports, there will be no professional contest this year, but instead there will be a new contest for women.

Three silver cups and thirty-six gold, silver and bronze medals will be awarded to the winning golfers.

The *Chicago Herald & Examiner* is also making it possible for many legionnaires and members of auxiliary units to go to Paris this September to attend the legion convention.

The veterans, who sell subscriptions for the Herald & Examiner, receive cash pay and the newspaper then sees that all their expenses are paid to Paris aboard the legion ships.

As a special inducement, the Herald & Examiner last week gave $50 in cash awards to the three legionnaires or members of auxiliary units who sent in the largest number of subscriptions.

Readers of the *Chicago Evening American* are helping the Cook Book editor of the paper prepare a new cook book, by furnishing her with menus and recipes. The newspaper asked its readers to send in to the Cook Book editor their favored recipes and menus, or their favored recipe for one dish. The best of these will be compiled and published in a volume of about 250 pages.

SEEK STANDARD TRADE AREA

A. N. A. Finds Present Newspaper Definitions "Inconclusive"

Further discussion of the problem of determining trading areas featured a special meeting of the research council of the Association of National Advertisers, held in New York Aug. 4. The advertisers are seeking to establish a uniform method of dividing the country into selling areas to assist in sales control.

Arthur Ogle, A. N. A. secretary, commenting on this week's meeting, declared the association was particularly anxious to find a uniform method of determining newspaper trading areas. As set up by publishers at present the areas are inconclusive, he said, because they are not standard.

Attending the meeting were Everett Smith, who is chairman of the council, S. E. Conybeare, Armstrong Cork Company; E. T. Hall, Ralston Purina Company; M. B. Bates, Life Savers Corporation; W. A. Hart, DuPont de Nemours Company, Inc.; P. L. Thomson, Western Electric Company, and Bernard Lictenberg, Alexander Hamilton Institute.

PINCH-HITTER FOR PREACHER

When efforts failed to secure a pastor to replace an absent clergyman at Worcester, Mass., Robert T. Phillips, church reporter for the *Worcester Telegram,* stepped into the breach and conducted the services recently. After doing the parson's work, Phillips went at his own day's work and "did the beat" as usual. The reporter's sermon touched on native life in India, based on observations he made on a tour two years ago.

WOMEN IN ADVERTISING AND JOURNALISM

These Girls Are Following Their Nose for News in South America—Washington Chapter of Theta Sigma Phi—Miss Foster Writes on Swimming

PART of the cargo which the freighter, the S. S. Commercial Guide, took to South America on its last voyage from New York recently was two Indiana newspaper girls in search of information about their Latin-American neighbors.



Miss Josephine Crowder and Miss Ruth Crawford

The young women, Miss Josephine Crowder of Sullivan, Ind., and Miss Ruth Crawford of Terre Haute, have commissions from some of the leading journals of the United States for articles covering their tour.

They intend, during the three months they are in South America, to visit Brazil, the Argentine, Chili, Bolivia and Peru, returning to the United States by way of the Panama Canal.

From the beginning the young women have sought to avoid the usual tourist trails through South America. To do this they shipped as passengers on a freighter, carrying a cargo to Santos, Brazil; Montevideo and Bueno Aires. They write back that their choice proved not only a happy one but a surprising one as well. They had expected, since the ship was a freighter, that there would be a chance to pose as travelers who could withstand great hardship. Instead, they found themselves basking in leisure and comfort throughout the twenty-day voyage through southern waters.

The seamen were at first at a loss to know whether to treat "the girls" as ladies of leisure or as human beings, but finally decided upon the latter course. Consequently, the travelers enjoyed the camaraderie of a rare cosmopolitan group, a Norwegian captain, a Danish and a Canadian engineer, a South American banker and an Australian trader en route to his headquarters in South America. The latter two, along with the two Hoosier girls, made up the entire passenger list, the first which the U. S. S. Commercial Guide has ever carried.

The itinerary of the young women is indefinite. They plan to go wherever their "nose for news" scents a good story. They intend interviewing the leading political figures of the countries visited, also to study trade and social conditions as they bear on relations to the United States. They hope to visit the interior, as well as the cities, and are looking forward to a stay on a ranch.

Both Miss Crowder and Miss Crawford have had varied newspaper experience. The former, who is a daughter of Dr. and Mrs. J. R. Crowder, after graduating from Indiana University, was feature writer for the *Terre Haute Spectator* and the *Terre Haute Post.* For the last year she has been feature writer on the *Tourist News,* a magazine published in St. Petersburg, Fla., and also done correspondence work for the *New York World.*

Miss Crawford likewise started her newspaper work on the Saturday Spectator in Terre Haute. During the Florida boom she did newspaper and magazine work in St. Petersburg. For the last year she has been working in New York, doing, among other feature work, a series of interviews with prominent Ameri... which was released by the United ... ture Syndicate of the United Press A... ciation. She is the daughter of Mr. ... Mrs. Edward Graves Crawford.

The organization of the National ... tal Alumna Chapter of Theta S... Phi, national honorary and professi... fraternity for women in journalism, ... brought together eleven of Wash... ton's younger newspaper and adverti... women with varied positions.

The chapter was organized for the ... pose of promoting the projects for wo... in journalism sponsored by the frater... particularly *The Matrix,* the maga... published by the fraternity for wo... in journalism, and the Woman's Nati... Journalistic Register, the fraternity's ... ployment agency, which has offices ... New York and Chicago, and for ... further purpose of working for the ... interests of women in journalism ... Washington.

The members of the National Ca... Alumna Chapter of Theta Sigma Phi:

Mrs. Alice Watts Hostetler, a gr... ate of DePauw University, associate ... itor of the *Congressional Digest;*

Miss Josephine Hemphill, a grad... of Kansas State Agricultural Coll... who, as "Aunt Sammy," plans the ho... hold radio programs of the United St... Department of Agriculture;

Miss Ruth E. Hill, a graduate of ... University of Kansas, the only wo... on the staff of the *United States D...* who covers the Department of Agri... ture for the paper;

Miss Flora G. Orr, a graduate of ... University of Wisconsin, who is ... Washington correspondent of the *St. P... News* and the *Omaha News;*

Mrs. Marjorie Hendricks Davis, ... graduate of the University of Wiscon... who writes biographies for the Natio... Dictionary of Biography;

Miss Edith Porter, a graduate of ... University of Wisconsin, who is on ... advertising staff of Palais Royal, a Wa... ington department store;

Mrs. Marjorie Binford Woods, ... graduate of Indiana University, w... handles feature advertising, particula... the "Hunting for Homes" feature wh... she recently originated on the *Washing... Daily News;*

Mrs. Lenore Berry Bennett, a gradu... of the Kansas State Agricultural Colle...

Miss Ruby A. Black, a graduate ... the University of Texas, who cov... Congress for the General Press Assoc... tion, a bureau serving as Washing... correspondent for forty eastern ne... papers;

Miss Pennell Crosby, a graduate of ... University of Wisconsin, who works ... a trade journal;

Miss Geneva Stiffler, a graduate ... Ohio State University, who is on ... editorial staff of the National Educati... Association.

One of Miss Porter's advertisemen... was recently reproduced in an advert... ing trade journal as an example of "p... fect copywriting."

Miss Hemphill has contributed to t... *Country Gentleman* and *Child Life.*

Miss Black is editor of the fraternit... magazine, *The Matrix,* and has contri... uted to the *Nation.* She writes regular... for *Equal Rights,* the Feminist week... published by the National Woman... Party.

During its first year, the Nation... Capital Alumna Chapter of Theta Sig... Phi has had as guests of honor at its ... weekly meetings the leading newspap... women of Washington, including Mi... Cora Rigby, head of the Washigton B... reau of the *Christian Science Monito...* Miss Marjorie Shuler, of the Christi... Science Monitor; Miss Ruth Finney, ... the Scripps-Howard Newspaper Allianc... Miss Martha Strayer, of the *Washingto... Daily News;* Miss Genevieve Hendrick... writer on interior decoration, and sever... fiction writers, including Mrs. Bertha ... Mellett and Lella Warren, youthful no... elist and short story writer.

Miss Dorothy Foster, assistant physic... education director of the Worceste... (Mass.) Y. W. C. A., is writing a seri... of articles for women and girl swimmer... which are appearing daily in the *Wo... cester* (Mass.) *Evening Post.*

Test Your Eyes!

Each of the three columns below is set in 7 Point *Ideal* News Face. The first column is solid, the second half point leaded, and the third one point leaded.

Read each column all the way down without stopping. *Which column can you read quickest and with the least effort?*

Naturally, your answer will be "the column that is one point leaded."

This illustrates very clearly and conclusively a principle in legibility that has long been *accepted* by authorities on the subject.

And just as proper white space *between* lines is essential to easy reading, so words with proper white space between letters are easier to read than words whose letters are too closely "packed" together.

Like an old friend . . . Intertype *Ideal* News . . . wears well on the eyes.

SOLID

It has been said that "all reading demands an effort." To produce a type for newspaper use which can be read almost without effort is a problem which has engaged the attention of Intertype designers for several years.

The solution of this problem resulted in the production of the Intertype News Series. This new series is meeting the unqualified approval of all those who believe that types should be made for the needs of the newspaper reader.

The qualities which make the Intertype News Series easy to read are not free from the usual mannerisms of the standard newspaper type faces. The Intertype News Series conforms to the familiar and friendly design to which the majority of newspaper readers are accustomed, and yet gives a clearness to print which is not to be had by the use of ordinary light-face type.

It's Like an Old Friend

Intertype established the fact that easy-to-read type is familiar type. Unfamiliar type quickly tires the eyes. Intertype then set about to improve familiar type. The changes from old standards were, in most instances, not of great importance, but most of them were in directions that have heretofore been avoided by type-makers.

The hairlines of Intertype News Series show a distinctly visible thickness. The serifs were shortened and bracketed, and the descenders were made a little longer. The sharp contrast between thin and thick lines has

HALF POINT LEADED

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ONE POINT LEADED

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The hairlines of Intertype News

Intertype matrices will run in other slug-casting machines

Write nearest branch for larger specimens

Standardized INTERTYPE TRADE MARK

Designed in 5½, 6½, 7 and 8 Point

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St.; *London; Berlin*

WHAT'S WHAT IN THE FEATURE FIELD

Puzzle Authors Rally to Defend Their Games Attacked by Professor—Miami Valley Press Service Organized—Water Color Artist Turns to Comics

WHEN a mere professor attacked puzzles the other day saying that "only morons engage in such forms of mental recreation," the puzzle authors got mad and statistical at the same time. Dr. Charles Gray Shaw, professor of philosophy of New York University, the attacking professor, is now in retreat.

Margaret Petherbridge, one of the originators of the cross-word puzzle, had this to say about Dr. Shaw's remarks:

"If Dr. Shaw says that people who do cross-word puzzles are morons I think he is maligning a large portion of the population, for many, many people like to do them."

Miss Petherbridge, who collaborated with Prosper Bernelli and F. Gregory Hartwick on the first cross-word puzzle book, said that the eighth book will be published in the near future and the ninth has already been completed.

Mr. Bernelli said that to date nearly 2,000,000 cross-word puzzle books have been sold. He enumerated Heywood Broun, F. P. A., Ruth Hale, Clare Briggs and Herb Roth as some of the 'morons' who like the sport.

Milton Mackaye, originator of the "Guggenheim," another type of brain tickler, likewise disagrees with the professor. "Dr. Shaw is breaking my heart." said Mr. Mackaye today. "For years I've been trying to crawl out of the moron class. First I became a newspaper man, and that didn't help any. Then I did cross-word puzzles, shook the dust off Dr. Shaw's books and read 'em, and, as a final prayerful gesture, helped write a Guggenheim book, and now I find out my case is as hopeless as that of the famous Mr. X of Weisbaden.

"Among the 'morons' who play and like Guggenheim are Professor Phelps of Yale, Irving T. Bush, Dr. Canby, Will Irwin, Irvin S. Cobb and others. Those fellows never did get along very well in school."

Three Ohio and Florida news writers have organized the Miami Valley Press Service with headquarters at Dayton, Ohio.

They are: George R. Hayes, director of public relations for Hagenbeck-Wallace Circus last season; Bert Klopfer who spent the last five years in newspaper work in Florida, and Miriam Rosenthal, until recently of the *Dayton Daily News.*

The Miami-Valley Press Service will engage itself in news and feature writing for syndicates and national publicity and advertising.

Alan Dunn, who draws "Gladys," a daily one column comic, for the Metropolitan Newspaper Service, established himself as a painter in oils and water colors before turning to the "funnies." He has exhibited at the National Academy and at the Chicago International Watercolor Exhibit. He is a fellow of the American Academy at Rome and is a member of the American Water Color Society and the Tiffany Foundation.

The Jersey Feature Service was organized last week by Irving A. Brody, political writer and legislative correspondent, and Leo J. Hershdorfer, special staff writer of the *Union City* (N. J.) *Hudson Dispatch.* The new syndicate intends to serve New Jersey papers mainly with political news, offering two releases a week. Brody, before joining the Dispatch was on the *Elizabeth Times, Troy* (N. Y.) *Times, Troy Record,* and *Albany Argus.* Hershdorfer was formerly city editor of the *Bayonne* (N. J.) *Public Opinion* and the *Bayonne Times.*

Leslie Fulenwider, president of the Famous Features Syndicate, is in Paris on business.

The McClure Newspaper Syndicate has obtained second serial rights to "The Strange Countess," by Edgar Wallace.

Dr. William T. Ellis, who syndicates Sunday School lessons from Swarthmore, Pa., is now making a speaking tour in the South.

Science Service, Washington, D. C., is offering a series of daily articles on building and and flying model airplanes. The author is Paul Edward Garber, assistant curator of engineering in charge of aeronautics, Smithsonian Institute, and a former air mail pilot.

Norman Klein is author of a series of three articles describing how Attorney General Arthur L. Gilliom of Indiana defied Hoosier State Law in order to give his sick children whiskey when the doctor prescribed it and other angles of the fight to modify the Wright act. They are being placed by the Post Syndicate, New York.

NEWSPAPER GOODWILL HELD UNTAXABLE

Knoxville (Tenn.) Papers Win Court Fight Against County Tax Assessor's Effort to Levy on Intangibles

An effort to assess the "good will" of Knoxville (Tenn.) newspapers has been lost by the county tax assessor Frank L. West.

The state board of equalization had upheld the contention of the newspapers that only their physical property was subject to taxation. Mr. West thereupon took the case to the courts. Naming the *Journal* and the *News-Sentinel* and the equalization board as defendants, Mr. West brought suit in the name of the state.

Judge A. B. Neil of the second circuit court at Nashville held that Mr. West had no right to seek to review a decision handed down by the state board of equalization.

The late Attorney-General of Tennessee, Frank M. Thompson, had also held that the intangibles of newspapers are not subject to taxation, it was pointed out this week.

ADVERTISING AGENCY AFFAIRS

Quinlin Organizes Own Business in Chicago—Howell Now Vice-President of Burton Bigelow, Buffalo—Fuller & Smith Elects Billingsley

ROY QUINLIN is president and treasurer of a new advertising agency he has organized in Chicago under the name of the Quinlin Company. John Hayes Kelly formerly with Henri, Hurst & McDonald, Chicago, is secretary. Mr. Quinlin was formerly connected with the Potts-Turnbull Company.

Allen Billingsley has been elected a director and vice-president of Fuller & Smith, Cleveland advertising agency. He has been service manager of the agency for more than three years.

Shields & Colcord, Chicago advertising agency, has changed its name to Shields & Vanden, Inc. George W. Vanden has been elected vice-president.

The Homer McKee Company, Inc., Indianapolis, announces the appointment of Francis McGregor Smith to take charge of creative production. He was recently head of the direct mail department of the Detroit Saturday Night Press.

Erwin, Wasey & Co., is now directing the account of E. Frederics, Inc., manufacturer of permanent hair waving machines, New York.

Clarence L. Newton has been elected president and a director of the James T. Wetherald Advertising Agency, Inc., Boston, succeeding the late James T. Wetherald.

Walter R. Howell, who has been editing a house organ for Dodge Bros., Inc., of Detroit, has resigned to become vice-president and account executive of the Burton Bigelow Advertising Agency, Buffalo.

WITH THE GENERAL ADVERTISERS

Newspaper Campaigns Planned by Mutual Drug Companies—Piggly Wiggly in Co-operative Drive—Brown Sales Manager of Waltham Watch Company

JOBBING orgnaizations are being formed in various communities under the name of the Mutual Drug Companies for the purpose of meeting chain store and other competition and the keeping down of selling costs. Newspaper advertising campaigns are being planned for next year in Cleveland, Buffalo, Baltimore, Columbus, Ohio, Detroit, Chicago, Minneapolis, St. Louis, and Kansas City. The prime mover in the organization is F. B. Rous, head of the Mutual Drug Company Cleveland. The various local mutual organizations have a national body known as the Federal Wholesale Druggists' Association, which will hold its next annual meeting in St. Louis, Sept. 14-16.

A co-operative campaign will start shortly for the Piggly Wiggly Operators' Association. Copy is to be placed by the J. Walter Thompson Company. There are 307 operators operating more than 2,400 stores in 824 cities and towns. The operators are each required to subscribe $7.50 per store per month for three years for advertising.

Wallace H. McLauthin, for more than 30 years advertising manager of Walter Baker & Co., Ltd., Boston, has resigned. The Baker company was recently purchased by the Postum Cereal Company, of which Ralph Starr Butler is advertising manager.

A. Page Brown, formerly with the Boston office of the Curtis Publishing Company, has been appointed sales manager of the Waltham Watch Company, Waltham, Mass. Recently Mr. Brown was with the H. B. Humphrey Company,

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A net profit of $2,204,520 after charges for the first six months of 1927 is reported by the Lambert Pharmacal Company, Listerine makers, compared with $1,608,963 in the first half of 1926.

Donald K. David, for seven years assistant dean of the Harvard Graduate School of Business Administration in Cambridge, Mass., has resigned to become executive vice-president of the Royal Baking Powder Co.

AD TIPS

Aitkin-Kynett Company, 1516 Chestnut stre Philadelphia. Placing account for the Red L Cabinet Company, Red Lion, Pa.

Anthracite Operators Conference, 120 Bro way, New York. Placing account direct w newspapers.

Geo. Batten Company, 383 Madison aven New York. Now placing account for Beldi Hall Company, Belding, Michigan, makers Electro Ice Refrigerators.

Austin F. Bement, Inc., General Mot Building, Detroit. Placing orders for the C. Dent & Company.

Blaker Advertising Agency, Inc., 110 W 40th street, New York. Placing orders i the New Haven Clock Company, New Have Connecticut.

Biow Company, Inc., 9 East 40th street, N York. Renewing contracts for S. Glensb Sons Company, New York.

Brandt Advertising Company, 431 Nor Michigan avenue, Chicago. Sending copy a few papers on the Battle Creek Foo Company, Battle Creek, Michigan.

Glen Buck Company, 39 S. La Salle stree Chicago. Placing the account of the Electric Research Laboratories, Chicago, ERLA Radi

Calkins & Holden, Inc., 247 Park avenu New York. Making contracts to run fro August to November for the National Bi cuit Company, New York.

Nelson Chesman & Co., Inc., 1110 Locus street, St. Louis, Mo. Will handle accou for the Plapao Laboratories, Inc., St. Louis manufacturers Stuart's Adhesif Plapao-Pads an Goodform Reducer Supporter. Issuing contract to newspapers on the A. H. Lewis Medicin Co., St. Louis, Mo.

Corman Company, Inc., 49 West 45th street New York. Placing a test campaign wit newspapers for the Sterling Chemical Corpora tion, New York.

Dorland Agency, 101 Park avenue, New York. Placing account for Tecla Pearls.

Geo. L. Dyer Company, 76 West Munroe street, Chicago. Is issuing copy to newspapers on the Old Nick Candy Bar, Schutter-Johnson Candy Company, Chicago.

Ferry-Hanley Advertising Company, Inc., 1110 Grand avenue, Kansas City, Mo. Placing account for the Exchange Sawills Sales Company, Kansas City, Mo.

Albert Frank & Co., 134 S. La Salle street, Chicago. Is now placing the advertising of the Jewel Tea Company.

Hanff-Metzger, Inc., 1501 Broadway, New York. Placing account for Federal-Brandes, Inc., "Kolster Radio Equipment," Newark, N. J.

Harvey Adv. Agency, Walton Building, Atlanta, Ga. Is now placing account for Youthform Company, Atlanta.

Arnold Joerns Company, 26 East Huron street, Chicago. Has secured account of the Richmond Radiator Company, Chicago and New York.

Joseph Katz Company, 16 East Mount Vernon Place. Baltimore, Md. Renewing contracts for the Sealpax Company, Baltimore.

Klau - Van Pietersom - Dunlap - Younggreen, Inc., 417 Sycamore street, Milwaukee, Wis. Now placing the advertising of Yahr-Lange Company, Milwaukee, manufacturers of radios.

Lennen & Mitchell, Inc., 17 East 45th street, New York. Placing extensive newspapers campaign for P. Lorillard & Company, "Old Gold Cigarette," New York.

Littlehale Advertising Agency, 175 5th avenue, New York. Placing advertising generally for the Zetka Laboratories, Inc., Newark, N. J., and the Kilzo Chemical Company, New York.

Lord & Thomas and Logan, 247 Park avenue, New York. Placing an extensive schedule for the American Tobacco Company, "Lucky Strike."

Lord & Thomas and Logan, Inc., 1151 South Broadway, Los Angeles. Placing account for the California Fruit Growers' Exchange. Los Angeles.

Mitchell-Faust Company, 7 South Dearborn street, Chicago. Is issuing copy to a scattered list of newspapers on F. J. Cheney & Company, Toledo, Ohio.

Morris-Harris Advertising Company, 400 North Michigan avenue, Chicago. Placing account for the Reva Corporation, Chicago, manufacturers "Reva" hair tonic.

Quinlan Advertising Company, 35 East Wacker drive, Chicago. Will hereafter place the advertising of Lloyd Manufacturing Company, Menominee, Michigan.

William H. Rankin Company, 342 Madison avenue, New York. Placing orders generally for Thomas J. Lipton, teas, New York.

Roche Advertising Co., 310 South Michigan boulevard, Chicago. Has released some schedules on the Studebaker Motor Car Company, South Bend, Indiana.

Ruthrauff & Ryan, Inc., 225 North Michigan boulevard, Chicago. Placing advertising for the Glessner Company, Findlay, Ohio.

United States Advertising Corporation, Home Bank Building, Toledo, Ohio. Placing orders in coast newspapers for the Falcon Motors Corporation, Detroit.

Vanderhoof & Co., 167 East Ontario street, Chicago. Is using a few Chicago papers only on Tweaker Manufacturing Company, Chicago.

Williams & Cunnyngham, 6 North Michigan boulevard, Chicago. Is now placing account for the McDougall Company, Frankfort, Indiana.

Young & Rubicam, 285 Madison avenue, New York. Placing advertising in about sixty newspapers for the Borden Company, condensed milks.

THE JOURNAL DAILIES of OTTAWA say the Cline System of Press Control— "has given entire satisfaction."



Journal Building

The Journal Dailies

The Evening Journal The Morning Journal

Member Audit Bureau of Circulations

The Journal Publishing Co. of Ottawa Limited, *Publishers*

Advertising Offices

TORONTO Branch Office, 95 King St. East, J. B. Rathbone, Manager

UNITED STATES—Chas. H. Eddy Co., New York, Park-Lexington Bldg.: Chicago, 666 Wrigley Bldg.: Boston, Old South Bldg.

Ottawa, October 8, 1925.
Canada

The Cline Electric Mfg. Co.,
Conway Building,
111 West Washington St.,
Chicago, Ill.

Gentlemen:-

We are very satisfied at the manner the Electric Press Control your company placed in our pressroom about a year ago has done its work. It is smooth, easy to handle and has given entire satisfaction. So far we have had no trouble with it, and its rugged construction seems to indicate that it will give many years of good service.

The Pressmen are very highly pleased at the easy manner in which the press can be controlled by your system and the signal system installed has eliminated any danger of accidents when working the press. The paper brake system is working fine and has also given good satisfaction.

Yours truly,

MP:AJH

THE JOURNAL PUBLISHING CO.,

Michael Powell

GENERAL SUPERINTENDENT.

The Cline Electric Mfg. Co. furnish Motors and Control Equipments for Printing Presses and Auxiliary Machinery for Newspaper and Job Presses.

CLINE ELECTRIC MFG. CO.

MAIN OFFICE, CONWAY BUILDING, 111 W. WASHINGTON ST., CHICAGO, ILL.

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
SAN FRANCISCO
CALIFORNIA

CLINE SYSTEM — CLINE ELECTRIC MFG. CO. CHICAGO — QUALITY, SERVICE, SAFE — CLINE WESTINGHOUSE

EASTERN OFFICE
MARBRIDGE BLDG.
47 WEST 34th ST.
NEW YORK CITY

INSIDE DETAILS OF GREAT PITTSBURGH MERGERS

(*Continued from page 4*)

advertisements were cleaned off the second and third pages of the first section and from the first page of the second section. Mr. Williams sent out notices by registered mail to a list of 3,000 advertisers announcing the increases in advertising rates. These increases, ranging from six to 10 cents a line, were effective with the Aug. 2 issue, and, according to Mr. Williams every local advertiser continued his space at the higher rates. The lowest department store rate of the Sun-Telegraph is 25 cents a line, according to Mr. Williams, comparing with a price of 30 cents local advertisers were forced to pay for representation in both the old Pittsburgh Sun and the Chronicle-Telegraph.

As announced this week at the office of Paul Block, Inc., the new national advertising rates for the Pittsburgh Sun-Telegraph and the Pittsburgh Post-Gazette, which happen to be the same, follow:

For 5,000-line contracts: 32 cents, first four months; 36 cents second four months; 40 cents, thereafter; 2,500-line contracts: 35 cents, first four months; 39 cents, second four months; and 43 cents, thereafter; transient: 40 cents, first four months; 45 cents, second four months, and 50 cents, thereafter.

Rates for the Sunday Sun-Telegraph are: For 5,000-line contracts, 40 cents, for the first four months; 45 cents, second four months; and 50 cents thereafter; 2,500-line contracts, 43 cents first four months; 48 cents, second four months; and 54 cents, thereafter; transient, 50 cents first four months; 56 cents, second four months; and 60 cents, thereafter.

The Hearst accounting system is also being installed on the Sun-Telegraph.

In returning to Pittsburgh as publisher of the new Hearst daily, Harry Bitner is renewing former associations and friendships. Bitner and T. R. Williams, who remains as business manager, had their first taste of journalism when they got out the college paper together at Franklin-Marshall College. Williams was graduated in 1902 and immediately started work as a reporter on the Pittsburgh Press. Bitner was a year behind, but as soon as he was graduated in 1903 he hastened to join his friend on the staff of the same paper. When a few years later, Williams was made city editor of the Press, he made Bitner his assistant. Bitner likewise followed Williams when the latter changed to the Chronicle-Telegraph, was made managing editor and then business manager. In 1922, Bitner left Pittsburgh to become associated with Mr. Hearst in Detroit.

Pennsylvania journalism loses the name of a family long connected with the upbuilding and governing of the state in the retirement of George S. Oliver and A. K. Oliver, whom Mr. Hearst and Mr. Bitner have succeeded as president and vice-president respectively of the company publishing the Sun-Telegraph.

Henry William Oliver, grandfather of the two brothers who have just sold out their newspaper property, came to Pittsburgh from Ireland and opened a saddlery warehouse in that city. George T., father of the two brothers, was born in Ireland during a return of his parents to their native land, but he always considered himself a native American. He made a fortune in steel in Pittsburgh, having established the Oliver Steel & Wire Company, which he later sold out to the United States Steel Corporation. The year of this sale was 1900 and in the same year Mr. Oliver purchased the Chronicle-Telegraph.

George S. Oliver was graduated from Yale in 1899 and started newspaper work at the time of the purchase of the Chronicle-Telegraph, George S., in talking with friends, has sometimes said:

"I worked up from office boy to president without a change of salary."

Like his father before him, George S. Oliver went into politics. He, however, never held public office while his father had been a U. S. Senator.

After he was graduated from Yale in 1903, A. K. Oliver also started his newspaper career on the Chronicle-Telegraph. He was a reporter at first, and today recalls how he covered a mine explosion near Pittsburgh in the winter of 1904 when 178 were killed. "A. K." worked on the news end of his father's paper until 1906 when he was appointed advertising manager. He also went into politics and served two years as city councilman.

Another who expressed regret at retirement from newspaper publishing was Arthur E. Braun.

The statement of Mr. Braun, signed jointly with George C. Moore, on relinquishing control of the Post and Sun, read in part as follows:

"It is with keen regret that we make this announcement of our retirement from the newspaper publishing field in Pittsburgh. For 16 years the services these papers have rendered to the economic development and growing civic consciousness of this great city has been a constant challenge to further labors.

"Multiplying demands of other interests, however, now leave us no choice. It would not be possible longer to devote to these newspapers the time and attention requisite to fulfillment of the inescapable obligations of a publisher. There is no course then, but to relinquish them to other hands."

Pittsburgh's newspaper history reaches back to the days when the city was a little cluster of log houses. It was in 1786—141 years ago—that the newspaper which became the Gazette-Times was founded. The Post, of which Mr. Block is now publisher, came into the field in 1842. Next to appear were the Chronicle and the Telegraph, later merged. The Sun was the city's newspaper baby. It was born 22 years ago.

John Scull and Joseph Hall founded the *Pittsburgh Gazette*. The first publication office was in a log house on the Monongahela river, at Water street and what was then known as Chancery lane. The equipment for the office was hauled across the Allegheny mountains from Philadelphia. Hall died after he had been in Pittsburgh about six months and his interest in the paper was acquired by John Boyd.

John Scull retired as editor of the paper in 1816. Morgan Neville became the editor and John I. Scull, a son of the founder, was made the business manager.

David M. McLean acquired the paper in 1822 and published it until 1829, when control of it passed into the hands of Neville B. Craig. Under his management it became a daily in 1833, having been a weekly and a semi-weekly up to that time.

Alexander Graham became the owner of the paper in 1840 and Craig performed the work of editor. D. N. White succeeded Craig as editor in 1841.

In 1847 Erastus Brooks had charge of the paper but about a year later D. N. White again took the helm. White remained in charge until 1856, when D. L. Eaton and Russell Errett succeeded him and conducted the paper until 1859. In that year the paper passed into the control of an organization composed of Eaton, Errett, S. Riddle and J. A. Crum. In 1866 F. B. Penniman, Josiah King, Nelson P. Reed and Thomas Houston became the owners, with Houston and King as editors.

Henry M. Long became a partner in 1871 but soon sold his interest to George W. Reed and D. L. Fleury.

In 1873 the ownership was known as King, Reed & Co., with Josiah King as editor in chief.

In 1877 the Gazette bought a controlling interest in the *Commercial*, a paper which had been started in 1864 by C. D. Bigham. The papers were merged and the name, the *Commercial Gazette* was adopted.

The Commercial Gazette was bought by the late George T. Oliver in 1900 and six years later the *Pittsburgh Times*, which was owned by the late Christopher L. Magee, was bought and merged. The paper then became known as the Gazette-Times and until the present there had been no further changes in the name.

Robert P. Nevin founded the Times and sold it to the company which Magee headed.

The Post became a newspaper under that name in September, 1842. It was an outgrowth of the *Mercury and Manufacturer*. The Post has been an organ of the Democratic party throughout its history. All other Pittsburgh papers, which endured for any great length of time, were Republican or independent.

Thomas Phillips and William H. Smith were founders of the Post but it quickly passed into the hands of a partnership known as Bigler, Sargent & Bigler. Lechy Harper and John Layton succeeded them in a year or two. John Layton died in 1854. Another partnership, Montgomery and Gilmore, bought the Post from Harper and sold it to James P. Barr. It was conducted for many years by Barr and his sons. The late T. Hart Given, then president of the Farmers' National bank, was the next owner. At his death, under the terms of his will, it passed into the control of Arthur E. Braun and George C. Moore, who had been Given's close associates in the banking business.

The Sun was started as an afternoon newspaper, 22 years ago, by the owners of the Post.

The *Chronicle* was the name of a newspaper founded in May, 1841, with J. Herron Foster and William H. White as joint editors. It was at first a weekly but was made a daily in 1842. Charles McKnight took over the paper in 1856, selling it in 1863 to J. G. Seibneck.

The Telegraph, which had been founded in the early seventies by H. Bucher Swoope, was consolidated with the Chronicle in 1884, and the Chronicle-Telegraph was the name chosen for the merged newspaper.

It was controlled for a number of years by Col. Oliver S. Hershman and associates, who sold it to George T. Oliver about 27 years ago.

ADD TO OKLAHOMA CHAIN

Elam and Lachenmeyer Buy Wewoka Daily Democrat and Weekly

With the purchase of the *Wewoka Daily Democrat* and the *Wewoka Capital-Democrat*, weekly, by Richard Elam and O. H. Lachenmeyer, from J. A. Patterson and V. A. Kiker of Wewoka, the third newspaper has been added to the Elam-Lachenmeyer chain of newspapers. The other two are the *Pawhuska Journal-Capital* and the *Cushing Daily Citizen*. Transfer of plant and equipment will occur Sept. 1. Additional equipment will be added. A long-time lease has been taken on a new brick building, which is being built for the newspaper.

This paper is to be under the direct supervision of Mr. Elam, who founded the *Enid Morning News*, the *Ponca City Daily News* and the *Ardmore Daily Press*. He is a past president of the Oklahoma State Press Association. Mr. Lachenmeyer was formerly connected with newspapers in Pennsylvania, but has been associated with Elam for the past three years in the publication of papers at Pawhuska and Cushing.

NEW MISSOURI DAILY

Publication of the *Clinton* (Mo.) *Daily News* by W. K. Leatherock, publisher of the *Clinton Chronicle*, has been started. It is an afternoon paper.

PROMOTIONS IN TOLEDO

Stephenson Now Associate Edit; Brown Managing Editor of News-Be

Appointment of Howard Stephenson be associate editor and Robert Brown be managing editor was announced t week by Har C. Place, edi of the *Tol News-Bee* Scripps - How newspaper.



HOWARD STEPHENSON

Brown joi the News-Bee cently as ne editor, after se ice with t *Cleveland Pre* He had been ne editor of t *Cleveland Tim* previous to connection wi the Press. Bro is a graduate of Ohio State Univers and has worked on newspapers in To Ohio; Wabash, Ind., and Miami, F He succeeds Paul Smith, resigned, managing editor.

Joining the News-Bee Staff after discharge from the army at the close the World War, Stephenson has be successively a reporter, city editor, promotion editor and editorial writer. He was educated at the University of Kansas and his previous newspaper experience was gained in Montreal, Springfield, Mass., Troy, Ohio, Waterbury, Conn., and in the Chicago and Columbus (O.) bureaus of the Associated Press. Stephenson was nation director for this year's marble tourn ment, staged annually under Scripp Howard auspices.



ROBERT BROWN

HELP FOR MOTORISTS

Chicago Tribune Seeks to Face Grie ance with Proper Remedy

As another feature to help automobi owners, the *Chicago Tribune* has estab lished a permanent new Sunday depar ment, "The Friend of the Motorist." Th department, assigned to the automobil section of the Sunday Tribune, has fo its object the public airing of the trouble injustices and abuses that all automobil owners and drivers face, and their ulti mate correction through public appeal and co-operation with the proper author ties. The department will be open to a motorists.

In addressing communications to "Th Friend of the Motorist," readers ar asked to confine their letters to 30 words.

"The Largest Business of Its Kind in America"

HOTALING'S NEWS AGENCY

NEW YORK

Distributors of Out-of-Town Newspapers

RETAIL BRANCHES

NEWS-STANDS—43rd & Broadway
North End of The Times Bldg.

WOOLWORTH BUILDING
Barclay St. Entrance

FOREIGN NEWS DEPOT
The TIMES BUILDING

FROM "NEWSPAPER HEADQUARTERS," 308 West 40th STREET.
We make five deliveries daily to the principal hotel news-stands.
(Call Longacre 4649)

Any daily, Sunday or weekly newspaper in the world secured. Low prices quoted on quantity and standing orders.
Back numbers of New York and out-of-town newspapers carried in stock.



L. K. Rothman

Machinist in Charge

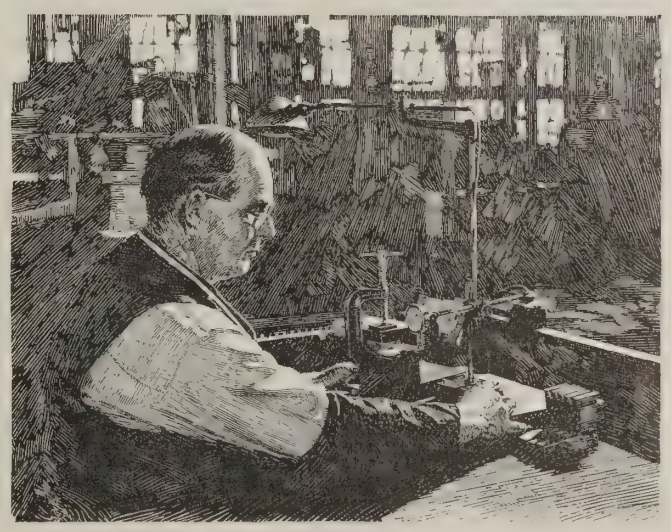
Little Rock, Ark., *Little Rock Gazette*

. . . . "I figure that the time I am worth most to my paper is when I can sit back in my corner and watch a line of sweet-running Linotypes grinding out slugs. If a machinist has sense enough to stick to genuine Linotype parts, keep his machines cleaned and oiled and otherwise leave them alone, that is about all he will have to do and he will get pretty close to 100 per cent production from them."

GOOD WORK
GOES INTO IT

TRADE LINOTYPE MARK

GOOD WORK
COMES OUT
OF IT



REPAIR BILLS FOR 1952

. . . It is this man's business to keep them down

The remarkably low records of upkeep cost that are constantly being reported by Linotype users are due partly to the self-protective features of Linotype design and partly to the extreme vigilance of Linotype inspection. Parts are rejected for microscopic defects. But in the course of twenty-five years' operation the defect which seems so trivial now might cause the part to wear or break. This man, and hundreds of others like him, are constantly on the lookout for possible trouble years before it may happen.

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

CHICAGO SAN FRANCISCO CANADIAN LINOTYPE LIMITED
NEW ORLEANS TORONTO, CAN.

Representatives in the Principal Cities of the World

LINOTYPED IN GARAMOND AND GARAMOND BOLD

CLASSIFIED ADVERTISING

An Old Idea Refurbished Results in Two Additional Columns for the Fresno Bee—Do You Keep Reminders of Service in Busy Offices?—Stuffers for Mailing Lists

A SOMEWHAT new adaptation of an old classified idea has resulted in two additional columns of new classified advertising daily for the *Fresno* (Cal.) *Bee*. It is a variation of the "Who's Who" or business directory plan, and was put into effect on The Bee two weeks ago by Robert L. Bellem, the paper's classified advertising manager. So far it has resulted in new thirty-day orders to the tune of two full columns.

After having exhausted practically all the local business directory prospects and building the Fresno "Who's Who" to a daily two columns, Mr. Bellem conceived the idea of establishing a separate directory for the smaller towns surrounding Fresno. He set his telephone solicitors to work calling the merchants, physicians and service specialists within the radius of Fresno county—making sure that no telephone call cost more than 25c. Within a week the "Who's Who in Nearby Towns" amounted to a full column of solid monthly orders, and today it has grown to two columns and threatens to surpass the local "Who's Who" feature in point of size and volume. All ads are sold on the 30-time basis, and as soon as the order is secured via telephone, a 30-time contract is mailed to the prospect together with a form letter and a return envelope, stamped. The signed contracts come back 100 per cent, thus ensuring collections. The ads average from 2 to 4 lines and are grouped according to their various classifications, then grouped again under headings indicating the different communities. Mr. Bellem writes to EDITOR & PUBLISHER that he will be glad to send clippings of the feature to anyone who requents them.

Solicitors cannot call at every employer's office every day, nor every employment agency, but the *Pittsburgh Sun-Telegraph* sees to it that there is a reminder in these offices.

One of their stunts is to have their sales message printed on a pad of telephone instruction notes. The card is made out:

Mr.....Called at.....
o'clock.

He said .....

And at top and bottom is promotional matter for classified advertising.

In letters sent out locally by newspapers, there may well be stuffers made up like those of the *Aitkin* (Minn.) *Republican*, which carry the questions: "What have you to sell? Do you wish to buy? Have you lost? Have you found? Would you like to swap? What else do you want? Try a Republican classified advertisement!" The recipient is asked to write his ad on the back of the card. Rates are printed.

REPRESENTING THE NEWSPAPERS

THE John M. Branham Company has just issued from its New York office a revised edition of its well-known telephone card, giving addresses and telephone numbers of all newspapers and other publications, advertising agencies, special representatives, and other interests allied with publishing and advertising in New York City. Copies will be supplied to the advertising trade upon request.

William C. Henning recently resigned as western manager of the Weaver-Stuart Company, representing Wisconsin daily newspapers, for an appointment with the Chicago office of Woodward & Kelly. Mr. Henning was formerly associated with the Class Journal Company and the *Chicago Herald & Examiner*.

J. Randall McDonough, formerly of the *Chicago Herald & Examiner* and Barron G. Collier Company, has been appointed manager of the Chicago office of the Thomas F. Clark Co., Inc. B. A. Pincus, formerly of the Charles A. Fuller Advertising Agency has been made assistant to Mr. McDonough.

J. M. Grassick has been appointed western advertising manager of the *New York Evening Graphic* with offices at 168 North Michigan Avenue, Chicago. H. J. Tyler is associated with Mr. Grassick in representing the Graphic.

The *Norristown* (Pa.) *Register* has appointed Fred Kimball, Inc., as national advertising representatives, effective immediately.

The *Indianapolis Evening Post* has appointed the Thomas F. Clark Company, Inc., as its national advertising representative.

E. Crosby Vining of the Chicago office of the Potts-Turnbull Company, has been added to the Chicago staff of Woodward & Kelly. Mr. Vining was formerly space buyer at the Shuman-Haws Advertising Company, Chicago.

Scheerer, Inc., representatives of Middle West daily newspapers, have added to their New York staff John O. Boyd, formerly of the advertising department of Best & Co., New York, handling advertising research work. Mr. Boyd will serve as assistant to Richard B. G. Gardner, Eastern manager.

LYNCH DESCRIBES CLUB HOUSE

N. Y. Newspaper Group in New Three-Story Home Aug. 5-6

The Newspaper Club of New York was to move into its new and larger home on Aug. 5 or 6, this week. The address is 136 W. 42nd street, and the newspaper men will occupy three floors of a five-story building.

This week, Denis Tilden Lynch of the *New York Herald Tribune* and club president, sent the following description of the new home to members:

"In our larger quarters we will have everything that makes for privacy short of our own building. We will have our own private elevator which will be operated by the Bush Terminal Company—our present landlord as well as our future—until eight o'clock in the evening. Thereafter we will run it ourselves. It is an automatic lift which a child can operate—as reads the advertisements.

"On the first of our floors will be the lounge, library, office, chess tables. The entire floor above will be occupied by the dining hall and kitchen. The billiard and card rooms will be on the top floor.

"Each floor will be the last word in modern lighting. This has been seen to by Mr. William G. Marthai, Chief Illumination Engineer of the New York Edison Company. Wall brackets and drop lights have been so arranged that we will not have any dark corners. The walls and ceilings are painted in light cheerful tones. Two wash rooms have been installed on each floor.

"We will have a main entrance from Number 136 West Forty-second street. We may also use the Forty-first and Forty-second street entrances of the Bush Terminal Building, as an opening has been made in the wall of the ground floor corridor, midway between the two sets of elevators.

"It would be impossible to find a more central spot."

Obituary

JOHN J. WILLIAMS, aged 59, for many years connected with the several Charlotte newspapers, one time as foreman of the News Printing Company, died Aug. 2. He had also worked on papers in Greensboro and High Point. Pallbearers included B. Arp Lowrance, field secretary of the North Carolina Press Association; Hugh M. Sykes, James E. Honeycutt, C. L. Grainger, W. E. Adans and R. L. Creech.

RUSSELL HARRISON SCOTT, a former Chicago newspaper man, died July 28 in a Baltimore (Md.) hospital after an illness of several months. Mr. Scott was at one time connected with the old *Chicago Chronicle*. He was a nephew of Mrs. Benjamin Harrison and a cousin of the late Gen. William Crawford Gorgas. He was once secretary to former Gov. Frank O. Lowden of Illinois. Burial was in Washington, Pa.

MRS. SARAH RIDENOUR, aged 79, mother of C. F. Ridenour, publishers of the *Piqua* (Ohio) *Call*, is dead.

WILLIAM COLBURN, aged 74, former editor of the *New Lexington* (O.) *Tribune* and later employed on papers in Chicago, died in that city a few days ago.

BERNARD F. TIERNEY, for 35 years employed in the *Boston Globe* press-room died in Roxbury last week.

MISS ISABEL J. LOUGHLIN, for more than 35 years a member of the *Boston* (Mass.) *Globe* reportorial staff, died in Boston last week. Miss Loughlin has been particularly active in reporting women's political, social and literary club activities.

FRANCIS K. WILLIAMS, aged 76, president of the F. K. Williams Company, oldest printing establishment in Springfield, Mass., died this week. He learned his trade at Adams, N. Y., later going to Oswego, N. Y., where he was employed by the *Oswego Press*. From Oswego he came to Springfield to enter the employ of the *Springfield Republican*, leaving that paper to become editor of the old *Westfield News Letter*.

J. WILLIAM SCHULTE, aged 80, the oldest printer in Quincy, Ill., who began newspaper work as a carrier for the *Quincy Herald*, died July 23. He was foreman of the *Quincy Germania* for 35 years up to his retirement 20 years ago and had been a member of the local typographical union more than 50 years.

FRED A. FERNALD, aged 66, attorney for many years for the *Boston* (Mass.) *Globe*, died in Sharon, July 17.

Mrs. MARY POST, 69, mother of Fred Post, city editor of the *Leavenworth* (Kan.) *Times*, died at Leavenworth recently.

JAMES S. REBER, 77, who established the *Kansas City* (Kan.) *Daily News* and for many years was editor and publisher of the *Illustrated World*, died at Kansas City recently.

M. D. GEDDES, editor of the *Farm and Ranch Review*, one of the best known newspaper men in Western Canada, was instantly killed Aug. 2 when he fell from Mount Lefroy, near Lake Louise. He was a noted Alpinist.

Lieut. GEORGE G. MYERS, 35, world veteran and former financial editor of the *Indianapolis Commercial*, was killed with two other young men at Newcastle, Ind., July 31, when his plane crashed to the ground from an altitude of about 200 feet. Myers had just opened a commercial flying field near Newcastle and was taking up his first passengers Sunday.

OSCAR GRANT THOMAS, 62, for 40 years compositor on Indianapolis newspapers, died in Indianapolis July 30.

Mrs. KATIE LOWRANCE, aged 65, of Forest City, N. C., mother of B. A. Lowrance, editor of the *Mecklenburg* (N. C.) *Times* and field secretary of the North Carolina Press Association, died in Charlotte, N. C., July 27.

THOMAS J. FLAHERTY

Heart Attack Fatal to Editor of Portland (Me.) Sunday Telegram

Thomas J. Flaherty, newspaper man for the past 44 years and editor of the *Portland* (Me.) *Sunday Telegram* since 1898, died suddenly at his home July 31 of heart trouble.

Taken slightly ill in his office in the Press Herald building, Wednesday afternoon, Mr. Flaherty went to his home. A physician was summoned, but there seemed to be no indication of illness of a serious nature. Later he suffered another attack and died within a few minutes. He was the fifth member of his family to die suddenly of heart disease within the past 20 years.

Mr. Flaherty had grown up with the newspaper business in Portland. He was born in that city of Irish parentage and received his education in the Portland schools. At the age of 15 he started his newspaper career in the composing room of the Sunday Telegram, later becoming foreman. In 1898 he was made editor of the paper and during the years that followed brought about many improvements, all the while steadily building up its circulation.

Austin M. Goodwin, sporting editor of the *Portland* (Me.) *Evening Express* and connected with that paper for the past 25 years, has been named editor of the *Sunday Telegram* to fill the vacancy caused by the death of Mr. Flaherty. Mr. Goodwin will still supervise the sporting section of the Telegram.

Mr. Goodwin will be succeeded as sporting editor by Edward D. Small, connected with the sporting department of the Express for the past ten years and previously with the *Morning Argus*.

JOHN FLETCHER DIES

John Fletcher, 50, for fifteen years secretary to Ralph Pulitzer, editor of the *New York World*, died July 31 at his home in Great Kills, N. Y. Mr. Fletcher was born in Concordia Parish, La., and was in the bond department of the Union Trust Company before he became Mr. Pulitzer's secretary in 1912.

FOR PROMPT SERVICE

TYPE

BORDERS ∞ ORNAMENTS ∞ BRASS RULE

Printers' Supplies

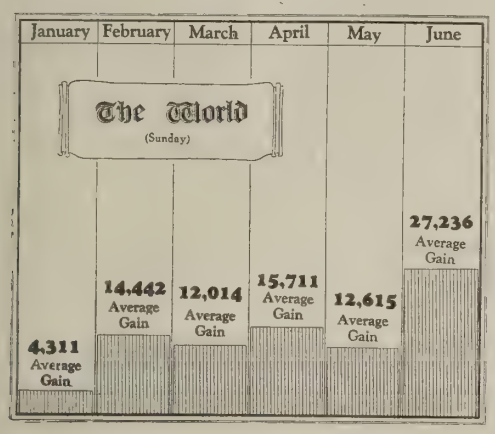
KELLY PRESSES ◆ KLYMAX FEEDERS ◆ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

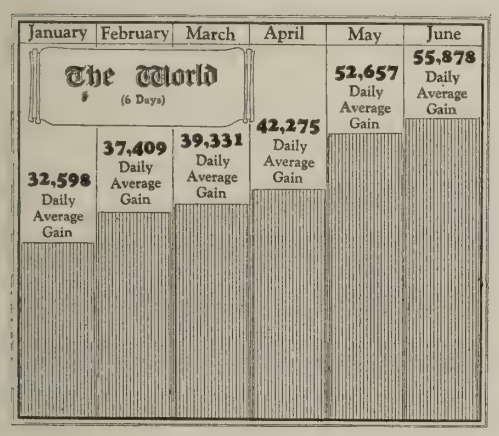
Carried in stock for prompt shipment at the following Selling Houses of the

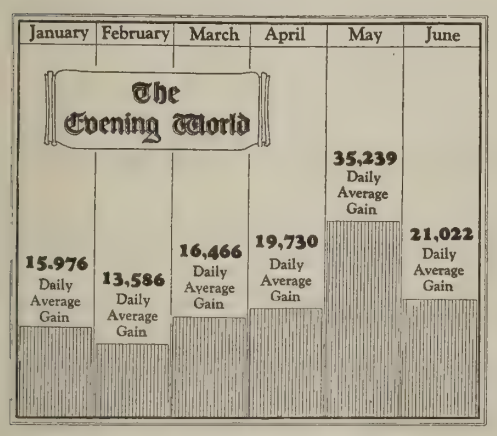
AMERICAN TYPE FOUNDERS COMPANY

Boston	Baltimore	Pittsburgh	Cincinnati	Kansas City	San Francisco
New York	Richmond	Cleveland	St. Louis	Des Moines	Portland
Philadelphia	Atlanta	Detroit	Milwaukee	Denver	Spokane
	Buffalo	Chicago	Minneapolis	Los Angeles	

Since January 1, 1927, THE WORLD, THE EVENING WORLD and THE SUNDAY WORLD have delivered to their advertisers an excess circulation *of 10,187,630 copies over the corresponding six months' period last year.*







PURCHASERS of advertising space in THE WORLD, THE EVENING WORLD and THE SUNDAY WORLD have enjoyed a consistently increasing circulation since January 1st—an *increase* that in six months has piled up a total of 10,187,630 copies actually delivered to readers *in excess* of the distribution during the first six months of last year.

This *excess circulation* represents an average of 1,697,772 copies per month—no mean distribution in itself, but in the case of these newspapers, it is the *extra measure,* the assurance of increasing *reader interest* in three of the fastest growing advertising mediums in the New York market.

This increased sale is founded only upon the soundest kind of newspaper development—the making of *a good newspaper* that will attract new readers and hold old ones. No other inducement has been offered the army of *new* readers which the gains illustrated on this page indicate.

The merchant or the manufacturer who desires to *widen his market,* who wants to add new accounts on his books or bring new customers to his store, would be fortunate, indeed, if he could increase his sales even proportionately to the extraordinary increase in circulation shown in the accompanying charts. He can at least get his share of this new business by advertising in

The World — Pulitzer Building, New York

The Evening World — Tribune Tower, Chicago

New York

A COPY OF "THE A. B. C. OF THE NEW YORK MARKET" WILL BE MAILED ON REQUEST

BRITISH DAILIES FORM NEW COMPANY

Lord Reading Heads Firm Owning London Chronicle and Other Papers for Which Stock Is Offered

By ALLAN DELAFONS

(*London Correspondent of* EDITOR & PUBLISHER)

A new company has been formed, the public announcement was made in London on July 12, for the purpose of purchasing the ordinary shares of United Newspapers (1918), Ltd., the proprietors of the *London Daily Chronicle* and the *Sunday News,* and owners of the controlling interest in the *Edinburg Evening News,* the *Yorkshire Evening News,* and the *Doncaster Gazette.* The directors of the new company are the Marquis of Reading, chairman; Sir David Yule, Bt., Sir Thomas Catto, Bt., Sir Charles C. Barrie, and Major General Sir Robert Hutchison, M. P.

In November last year it was announced that David Lloyd George had parted with his controlling interest in United Newspapers to a company or group represented by Lord Reading, Sir David Yule and Sir Thomas Catto and Lord Reading took over the chairmanship at the beginning of this year.

The capital of the new company is to be £3,050,000, divided into 800,000 first preference shares of £1 each, carrying interest at seven per cent; 700,000 second preference shares of £1 each, carrying interest at 8 per cent; 1,400,000 ordinary shares of £1 each, and 3,000,000 deferred shares at one shilling per share. The 800,000 seven per cent first preference shares are shortly to be offered for sale by Messrs. Higginson.

Control of the company will be in the hands of Lord Reading, Sir David Yule and Sir Thomas Catto, and Lord Reading has stated that there was to be no change in the policy or style of the papers, which are conducted in the Liberal interests.

United Newspapers (1918), Ltd., has an authorized share capital of £2,000,000, of which £1,229,000 has been issued and paid up.

ENWRIGHT AT PRISON CAMP

Former Publisher, Term Half Served, Relieved from Boston Jail

Frederick W. Enwright, former publisher of the now defunct *Boston Telegram* and *Telegraph,* who is serving an eight months' sentence for having criminally libeled ex-Mayor James M. Curley of Boston, this week was transferred from the Charles street jail, Boston, to the state prison camp at Tewksbury.

In announcing the transfer of Enwright, who was committed to jail April 11, last, State Commisioner of Corrections Sanford Bates issued the following statement:

"It is the practice to transfer men from county jails to camp who have served about half of their time and are safe and suitable cases for camp. The present case comes within the rule."

Gov. Alvan T. Fuller has twice been appealed to by Mrs. Enwright on behalf of her husband, but refused to interfere.

G. O. P. EDITORS MEET

After two days of entertainment the annual outing of the Indiana Republican Editorial Association came to a close at Lafayette, July 29, with a banquet in the Purdue University Memorial Union building. Nearly a score of those prominent in Republican affairs were presented by James J. Patchell of Union City, president of the association, but political speeches were barred. Everett E. Neal of the *Noblesville Ledger,* first vice-president of the association; Allen C. Hiner of the *Newcastle Courier,* second vice-president; Paul R. Bausman of the *Monticello Herald,* treasurer, and Neil D. McCallum of the *Batesville Tribune,* secretary, were the association officers presented.

CIRCULATION EXERTS DIRECT SALES FORCE

(*Continued from page* 5)

on specific types or lines of merchandise —Friday for Saturday's business, for example, or on big events such as store anniversary sales and merchandising events involving all the departments, commonly known as store-wide events.

Quality appeal circulations draw better volume and draw more consistently for regular run of store merchandising and regular values as against bargain offerings and price sales. Metropolitan cities present interesting contradictions to these tendencies. This is due to the large number of floating or itinerant populations common to the nine or ten major cities and to the congested buying areas and concentrated market areas in all of them.

As an example in point, the checking over a period of ten consecutive days of returns of a New York store on the circulation of a morning paper of quality appeal, showed a consistent drawing-power of 36 cents per unit reader on whole-store volume, 12 cents on returns from advertised departments and 4 cents on advertised items, that is on direct returns. A similar checking (24 consecutive days) is another big city showed that a paper of popular appeal drew 30 cents, 10 cents and 2 cents per unit-reader respectively on whole-store, advertised department and direct returns volume.

Both instances are indicative of tremendous direct selling power and neither paper is a local leader in quantity of circulation.

If either of the papers in question could present in tangible terms, store terms, such proof of actual effectiveness their problems of new business would be materially reduced if not practically solved.

It is too much to expect competing stores to compare volume and analyze the drawing-power of mediums they must use in common. But in view of the need for better understanding of the value of newspapers to stores in a localized territory it is not too much to expect the newspapers to co-operate with the stores along general lines of research with the object in view of clarifying the market-power of each paper as it affects each store.

No vital secrets would be disclosed if five representative stores registered from time to time with each newspaper used the results of space on advertised departments stated in percentages over specific periods such as ten days in the middle of each calendar month. (Drawing power of circulation varies with calendar seasons just as normal demand in a given city varies with the seasons.)

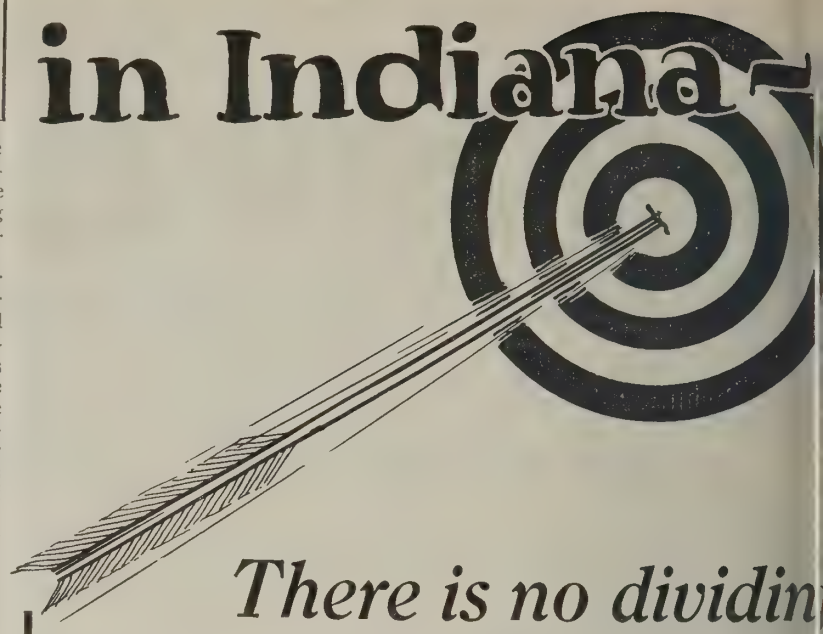
Three or more newspapers in a local field could do worse than employ jointly an experienced retail man to act as a clearing house of research for both stores and papers, since research made by a single store, while valuable to it, throws no light on the general situation unless the facts are common property.

Every store in a community has common interest in and every newspaper common need for whatever market development is possible. Tangible facts as gathered could in no way disadvantageously affect individual initiative or normal competition. Whatever volume of business and profit merchant or paper can get comes from the same source: the buying population served by one and reached by the other.

In the end, within five years if not sooner, common advertising practice with retail stores will be smaller average daily space but more frequent insertions and on a regular, consistent schedule. And the result will be better direct returns from space and circulation and a mighty increase in the general publicity value to the merchant of whatever amount of space he uses.

The newspaper publisher will gain in two directions: his selling costs will decrease and the value of his service to retailers will increase in definite relation to the rate he must charge.

in Indiana



There is no dividin Line in Selling

The consumers of Indiana have been so educated to the merits of the advertised brand that the private brand has hard sledding in this territory. Therefore, unless your product is well advertised in the local papers your chances for its success is negligible, for the dealer has little time to waste to talk about the merits of the non-advertised brands. Experience has taught him that it is much more profitable to give the customer what he asks for than to try to force upon the buyer brands of unknown quality and reputation.

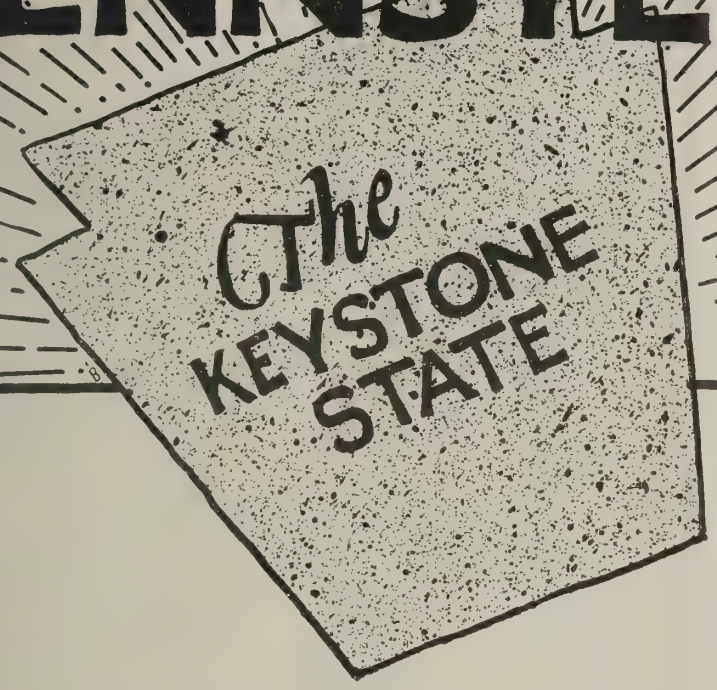
Every manufacturer of a product, who wants to sell in the Indiana Market—a market that is rich in consuming and buying power because the people can afford the best on the market—must advertise the merits of his product in the Indiana newspapers, if he wants to reach the greatest number of consumers at the lowest possible cost.

The newspapers listed below are the representative dailies that circulate in the homes of Indiana's great army of buyers. They will co-operate with you if your product is meritorious. They will not only show you how to reach the consumer but they will enlist the aid of the dealer. They are awaiting to hear from you.

	Circulation	Rate for 5,000 lines
**Columbus Republican ..... (E)	5,027	.03
**Fort Wayne Journal-Gazette ..... (M)	38,539	.08
**Fort Wayne Journal-Gazette ..... (S)	30,255	.08
**Fort Wayne News-Sentinel ..... (E)	44,217	.10
†Frankfort Times ..... (M&S)	8,231	.04
**Gary Evening Post-Tribune ..... (E)	17,002	.06
**Huntington Press ..... (M&S)	5,058	.03
**Indianapolis News ..... (E)	130,079	.25
**Lafayette Journal & Courier.. (M) 7,931 (E)13,813	21,744	.06
††La Porte Herald-Argus ..... (E)	6,839	.04
**Marion Leader Tribune ..... (M&S)	9,898	.04
††Shelbyville Democrat ..... (E)	4,063	.25
**South Bend News-Times .... (M) 9,858 (E)18,288	28,146	.07
**South Bend News-Times ..... (S)	26,421	.07
**South Bend Tribune... (S) 23,482... (E)	24,351	.07
**Terre Haute Tribune ..... (E&S)	22,973	.06

**A. B. C. Publisher's Statement, March 31, 1927.
†Government Statement, October 1, 1926.
††Government Statement, March 31, 1927.

PENNSYLVANIA



—A Billion Dollar Market—

The Keystone State—America's workshop, is known as a billion dollar market. So gigantic are its industries that it maintains this leadership in the quantity production of the important and necessary commodities which it distributes all over the world.

The market spends billions of dollars annually for every conceivable product. If you are not getting your share of the business then it's because your sales effort has not the force to create demand with the consumer and move your product with the dealer.

Advertising in the local newspapers below will forcefully bring before the great buying power of Pennsylvania, the merits of your product. It will stimulate demand for both dealer and consumer, for these newspapers enter the homes of the Keystone families and are read daily thruout the entire trading area, reaching a buying and consuming power of over 10 million people.

You can dominate America's most important market thru these papers. They are ready to help you with any advertising or merchandising plan you may formulate. Consult them freely.

	Circulation	2,500 lines	10,000 lines
**Allentown Call .....(M)	33,300	.11	.11
**Allentown Call .....(S)	23,638	.11	.11
††Beaver Falls Tribune .....(E)	7,141	.03	.03
††Bethlehem Globe Times ....(E)	14,147	.06	.06
††Brownsville Telegraph .....(E)	7,818	.04	.04
**Chester Times .....(E)	19,742	.09	.07
††Coatesville Record .....(E)	6,866	.035	.03
**Connellsville Courier .....(E)	6,012	.02	.02
**Easton Express .....(E)	34,476	.10	.10
**Erie Times .....(E)	30,594	.08	.08
††Greensburg Tribune Review(EM)	14,800	.05	.05
††Hazleton Plain-Speaker....(E) ††Hazleton Standard-Sentinel ...	20,582	.08	.07
**Mount Carmel IItem .....(E)	4,340	.0285	.0285

	Circulation	2,500 lines	10,000 lines
**Oil City Derrick .....(M)	6,903	.04	.04
**Scranton Times .....(E)	43,000	.13	.12
**Sharon Herald .....(E)	7,656	.0357	.0357
**Sunbury Item .....(E)	5,922	.035	.035
**Warren Mirror-Times .....(ME)	9,685	.043	.043
**Washington Observer and Reporter .....(M&E)	18,130	.06	.06
††West Chester Local News ..(E)	11,941	.04	.04
**Wilkes-Barre Times-Leader ..(E)	26,442	.08	.06
**Williamsport Sun and Gazette & Bulletin .....(ME)	28,722	.09	.09
††York Dispatch .....(E)	20,131	.05	.05

**A. B. C. Statement, March 31, 1927.
††Government Statement, March 31, 1927.



By MARLEN PEW

FOR the sake of historical accuracy it is important that the story of the first airplane flight in America be given to the world by one who can speak with authority. The man best equipped to tell the story is Edward O. Dean, of the telegraph copy desk, of the *New York Times*. It is with pleasure that we introduce him to the Shop Talkers.

* * *

Mr. Dean speaking:

The recent trans-Atlantic air voyages of Colonel Lindbergh, Chamberlin and Levine, and Commander Byrd and his companions, have revived interest in the pioneer flight of the Wright brothers in 1903. Much has been written from time time of the epochal event at Kitty Hawk, N. C., on the 17th day of December, nearly 24 years ago. The Wrights themselves have told the story, and others have added valuable details, all of which information is readily accessible. So that as to the initial flight, the facts are widely known and there can be no basis for controversies when writers in the years to come turn to the task of giving to the world an authentic record of aerial navigation. Such is not the case, however, with regard to the part newspaper men played in acquainting the public with that day's triumph on the wind-swept North Carolina shore, a triumph to which Americans now look back with renewed pride in contemplation of it as the forerunner of the notable air exploits of their fellow-countrymen in recent months.

* * *

ON several occasions there have been references, in more or less detail, to the first newspaper story of that first flight, some grossly inaccurate, others partly in error or deficient in vital points. Let us then here set down the recollections of an eye-witness, so to speak, one who was in the best possible position to know the facts and who remembers them distinctly, despite the lapse of many years. That was only a twelve-second flight a quarter of a century ago, but it was a flight nevertheless. A heavier-than-air machine rose from the surface of the earth and traversed space, albeit a tiny span; and the Wrights then and there knew that they had conquered. At the moment that the crude device was sailing deviously and haltingly through the air a few feet from the ground the inventors visioned the end of their years of sacrifice and struggle against obstacles, against bitter discouragements, against the derisive comments of their townsmen and friends. Later flights clinched their experiments and convinced a still doubting world, but the Dayton young men realized on that day that they had mastered the secret of flying by machinery. So we say that was the first flight and the newspaper stories that were written about it were the first flight stories put into newspaper type on the American continent. That being true, let us turn to the men responsible for getting that story before the American newspaper-reading public.

* * *

IN December, 1903, the writer was a member of the reportorial staff of the *Norfolk* (Va.) *Virginian-Pilot,* a morning newspaper. About 5 o'clock in the afternoon of that day I called at the Weather Bureau in the course of my routine work. Being in direct touch by a special telegraph line with a dangerous stretch of North Carolina coast, the Norfolk station was a prolific source of shipping news and required careful watching on the part of the press for reports of shipwrecks and vessels in distress.

The Weather Bureau man informed me that they had received over the station's special wire to the Manteo (N. C.) weather station a dispatch stating that the Wright brothers had made a successful flight in an airplane at Kitty Hawk, nearby. After getting all the available details at the Weather Bureau, and they were of a very meagre character, I hurried to the Virginian-Pilot offices and reported to Kevil Glennan, city editor. I was under the impression that I probably was the first newspaper man to have received the "tip" on a piece of news of world-wide interest and importance, but I was quickly dispelled of my delusion by Harry P. Moore, chief of the Virginian-Pilot's mailing room, a young man who though at that period not an active member of the news staff of the paper, was the local correspondent for a large number of out of town papers. Moore entered while Glennan and I sat talking, or rather standing and sitting at frequent intervals, so excited were we both, and unfolded the whole story.

* * *

HOW and from whom we obtained it I never knew. Although we were on terms of close personal friendship and still are, I did not ask him. Such matters, as all newspaper men know, are considered inviolable among the craft. Many pournalists have gone to jail rather than violate the confidence of those who supplied them with information for their columns.

* * *

MOORE had an uncanny "nose for news" and his sources of supply were then and are to this day a profound mystery to his fellow scribes. He has since achieved a wider reputation as a writer and news gatherer, and for years has occupied a responsible editorial post on the Virginian-Pilot, the while he has through a score or more of newspapers near and afar kept the nation informed on the doings of Eastern North Carolina and the Virginia seaboard. Moore and Glennan, the latter a master at descriptive writing, collaborated in the preparation of a front page "spread" story under streamer headlines for the Virginian-Pilot. In addition Moore and Glennan sent out a story over the wires to the *Washington Post, Cincinnati Enquirer, New York American, Philadelphia Record, Chicago Inter-Ocean* and some other newspapers which I cannot now recall.

I remember very clearly, and old newspaper files will bear me out, that the story did not go out that night of December 17 to the press associations, but was put on the associations' wires the following forenoon for the afternoon papers of December 18. In New York City, for example, The American was the only morning paper in the city that carried the story on December 18, its dispatch from Moore contaning about four hundred words. That dispatch was a summary of the greatly detailed article that appeared in the Virginian-Pilot on the same morning.

* * *

"VERY little can be learned here about the Wrights," said Moore's Norfolk dispatch to the New York American. "They seem to be men of means. Wilbur Wright, the inventor, weighs about 150 pounds, has dark hair, keen blue eyes and a long sharp nose. Orville Wright has a fair complexion and black eyes." In Chicago the old Inter-Ocean was the only paper in that city to order Moore's story, and I presume it published it. The Record had exclusive rights to Moore's dispatch in Philadelphia, and so on with the others, Glennan filing it to the papers of which he was the Norfolk correspondent and Moore to the papers of which he was the local representative. I believe that about eight papers all told carried it on the morning of December 18. The news became general that afternoon when the press associations got hold of it. The Virginian-Pilot, with a clear beat on its morning rival, the old *Norfolk Landmark* which it subsequently absorbed, carried a slashing story of the flight. That night Glennan was at his best and Moore crammed the article w details. It was an ideal combination f the handling of a big item of news.

* * *

FOR a long time the Wrights had be experimenting in the Kitty Hawk r gion and Moore had been watching a waiting, the embodiment of patience a tenacity of purpose. As secretly as could be done the Ohioans conducted the tests and quietly and unobtrusively Moo maintained his vigil. He sensed the ma nitude of the project as did the Wright and when the Dayton men triumph Moore was primed to proclaim it to t four corners of the earth.

Some recent dispatches from Washin ton have mentioned that on May 6, 190 D. Bruce Salley, a reporter on the *No folk Landmark,* during a trip along t North Carolina coast sent out from Ma teo to various newspapers a dispatch te ing of the "first Wright flight," and th the original of this dispatch has bee placed in the Congressional Library.

ADVERTISERS who understand the Iowa situation know from experience that the consumers' market there cannot be properly sold without the use of newspapers in these twenty-one key cities.

IOWA DAILY PRESS ASS'N
DAVENPORT, IOWA.

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat & Leader
Davenport Times
Dubuque Telegraph-Herald
Fort Dodge Messenger & Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times-Republican
Mason City Globe-Gazette & Times
Muscatine Journal & News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Courier
Waterloo Tribune

The Morning Telegraph

the leading newspaper in Theatricals, Turf, Finance and Motion Pictures, prints all of the day's worth while general news, with exclusive features covered by a great staff of special writers.

It has the largest professional circulation of any newspaper in the United States.



Over 260,000 Homes in Michigan served by Booth Newspapers

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN
50 East 42nd Street
New York City

J. E. LUTZ
6 N. Michigan Ave.
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NEW OFFICES
GRAYBAR
BUILDING

On and after August 1st the new offices of this organization will be 1823 Graybar Building, 420 Lexington Avenue, New York City.

S. P. WESTON, INC.

Newspaper Buildings, Production, Operation Surveys, Valuations.

420 Lexington Avenue, New York

ROTO-GRAVURE
Sections for
Newspapers & Magazines
STANDARD
Gravure Corporation
LOUISVILLE, KENTUCKY

Space is space—but the BEST Classified Advertising publicity justifies its daily appearance in your newspaper

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

IT WILL PAY YOU TO HIRE TRAINED MEN

Ambitious young men, schooled in every branch of the newspaper or magazine field, may be secured to fill that opening on your publication by simply making your wants known to the Personnel Bureau of Sigma Delta Chi, professional journalistic fraternity.

No Charge To Employers

Avail yourself of this free service to replenish your staff whenever the occasion requires. Write or wire John G. Earhart, 836 Exchange Ave., Chicago, Ill., and he will put you in touch with the right man.

a mistake, of course, to call this flight f May 6, 1908, "the first flight." It was eferred to at the time as the first flight y the Wrights in their "war aeroplane." he first officially recorded flight was ade by Orville Wright at Dayton on eptember 26, 1905, when he flew 11.12 iles in eighteen minutes and nine seconds. Several newspaper correspondents itnessed the 1908 flights at Kill Devil ill, N. C. They were written up at onsiderable length and the Wrights alked freely to the press. There was one of the reticence on this occasion uch as marked their notable experiments t Kitty Hawk in 1903. A clipping bere me of a dispatch sent out at that me from Manteo, N. C., quotes Orville right as follows: "We know that we ave made the aeroplane a practical mahine, but we are not over-sanguine about s revolutionizing the transportation of ne future. It will scarcely displace the ailroad or the steamboat. Necessarily ne expenditure of fuel will be too great. n a steamship it is calculated that the eat from the burning of a sheet of letter paper will carry a ton a mile. You ould scarcely expect such results from n airship.

"The airship, so far as we can see at resent, will have its chief value for warare, and for reaching inaccessible places, or such uses as expeditions into the Klondike or to Peking during the siege few years ago.

"The value of an airship moving faster han a railroad train for reconnoitering r dropping explosives upon an enemy in ime of war, is now obvious to the entire ivilized world. The aeroplane also will e of great value in the near future for arrying mail. When properly developed t will be quicker than any other means f locomotion now in use for direct journeys between two places, unless against urricanes. There will be no switches or tops whatever, and the journey can be nade in an airline.

"The eventual speed of the aeroplane will be easily sixty miles an hour. It will probably be forced up to one hundred miles an hour. Our last machine howed forty miles and the one we are uilding now will go considerably faster. At speeds above sixty miles an hour the esistance of the air to the machine will nake power much more expensive. Our xperiments have shown that a flier designed to carry an aggregate of 745 ounds at twenty miles an hour would equire only eight horse power and at hirty miles an hour would require twelve orse power.

"At sixty miles twenty-four horse ower would be needed and at 120 miles ixty or seventy-five horse power. It is lear that there is a certain point of speed eyond which the air resistance makes it mpossible to go. Just what this point s experiments will determine. Every ear gas engines are being made lighter, fact which will increase the surplus arrying power of the machine available or fuel and operator and heavier construction; but at present sixty miles an our can be counted on for the flying machine.

"The aeroplane running sixty miles an hour will have a surplus lifting power enough to carry fuel for a long journey. We can and possibly soon will make a one-man machine carrying gasoline enough to go one thousand miles at forty miles an hour. Moreover, any machine made to move at speeds up to sixty miles an hour can be operated economically at a cost of not much more than one cent a mile for gasoline."

* * *

THE Virginian-Pilot's story of the first flight in December, 1903, all the facts of which were gathered by Mr. Moore and the story written jointly by Mr. Moore and Mr. Glennan, had as its opening paragraphs the following:

"The problem of aerial navigation without the use of a balloon has been solved at last. Over the sand hills of the North Carolina coast yesterday near Kitty Hawk two Ohio men proved that they could soar through the air in a flying machine of their own construction with the power to speed it and steer it at will.

"While the United States Government has been spending thousands of dollars in an effort to make practicable the ideas of Professor Langley of the Smithsonian Institution, Wilbur and Orville Wright, two brothers, natives of Dayton, Ohio, have quietly, even secretly, perfected their invention and put it to a successful test.

"They are not yet ready that the world should know their methods in conquering the air, but the Virginian-Pilot is able to state authentically the nature of their invention, its principles and its chief dimensions."

The story then went on to describe the "box kite" framework, the engine, wingspread and so on, and gave the following physical description of the aviators: "Wilbur Wright, the inventor, is a well-groomed man of prepossessing appearance. He is five feet, six inches tall, weighs about 150 pounds and is of swarthy complexion. His hair is raven-hued and straight, but a pair of piercing deep blue eyes peer at you over a nose of extreme length and sharpness. His brother, Orville, on the other hand, is a blonde, with sandy hair and fair complexion even features and sparkling black eyes. He is not quite so large as Wilbur, but is of magnificent physique."

During the ensuing few days Moore gave further details of the flight and the history of the Wrights' experiments over a period of several years. He obtained an exclusive interview with Orville Wright at Kitty Hawk, quoting the inventor as follows: "In the past several months my brother and myself have had a very strenuous tussle with the laws of gravitation and the problem of aerial navigation, but I confidently believe that we have now reached the point where we can look for success at an early date.

"We have virtually won out already. Our next step will be to prove it to the world. I believe that it is only a matter of a short time when transit through the air will be a thing of small moment. We shall return to Kitty Hawk in the early Spring and erect larger and more commodious quarters in which to carry on our work. Among other things we will have an extensive and complete shop supplied with all the necessary tools and appliances for building our machines. Our invention is practically completed now, but there are a few minor difficulties remaining to be overcome, which we anticipate little or no trouble in meeting, when we go back to our North Carolina experimental grounds next March or April. Of course our reasons are obvious for maintaining absolute secrecy as to the mechanical and technical arrangements of our invention. I will say, however, that its simplicity is the foundation for what success we have already achieved.

"It is true that in the past few days numerous scientific men connected with the Federal government have manifested deep interest in our machine, but as yet we have been tendered no offer of a purchase of our rights thereto. It would be, of course, premature for the government to make such an offer, or for us to entertain such a proposition until we complete our work and go before the world with a perfected practical aerial vehicle.

"I will say that the United States has as yet taken no official cognizance of our invention, though, as I say, several attaches of the scientific departments of the service have displayed keen interest in the progress of our experiments which we have been making at frequent intervals in the neighborhood of Kitty Hawk in the past week."

* * *

A DAY or two after this interview the Wright brothers returned to Dayton, taking their machine with them, having dismantled and boxed it. That is our story of a story. History, if it is to be fair and truthful, must give credit to Harry P. Moore and Kevil Glennan for putting into print the first account of the first airplane flight in this country. Each modestly insists that the other is entitled to the lion's share of the glory. Perhaps there is enough for both.

ADOPTS NEW TYPE DRESS

The *Watertown* (N. Y.) *Times* last week adopted a new type dress, beginning the use of the new Intertype Ideal type, in seven point face on a seven and a half point body.

Used Presses to Fit Your Needs

Fully guaranteed

Write us

THE DUPLEX PRINTING PRESS CO.

Battle Creek MICHIGAN

Buffalo, The Wonder City of America

Buffalo—a profitable Market for Advertisers

Sales in Buffalo are splendid for advertising goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

EDWARD H. BUTLER
Editor and Publisher
KELLY-SMITH COMPANY
Representatives
Graybar Bldg. New York, N. Y.
Atlantic Bldg. Philadelphia
Tribune Tower Chicago, Ill.
Waterman Bldg. Boston

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday news papers *combined*.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

The largest evening paper circulation in Baltimore

151,059

May, *net paid*

May, 1927, sets a new circulation record for daily papers in Baltimore.

The NEWS, with its May net paid circulation of 151,059, enjoys a margin of 24,141 copies over that of the Evening Sun, its nearest competitor.

You reach more of Baltimore through the

BALTIMORE NEWS

Largest circulation of any daily paper in the South

in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

first! in OHIO

Dispatch Sets the Pace

During the first six months of 1927 The Columbus Dispatch carried more paid advertising than the second Columbus paper by 4,639,750 agate lines.

For years The Columbus Dispatch has enjoyed the distinction of being first in Ohio in paid advertising volume.

NET PAID CIRCULATION

City	60,216
Suburban	28,937
Country	24,525
Total Circulation	113,678

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago



Our Own World of Letters

By JAMES MELVIN LEE

WILLIS SHARP in the *Atlantic Monthly* for August takes President Coolidge in the magazine woodshed for a sound thrashing because of the way Washington correspondents of American newspapers are now treated. Mr. Sharp wields a picric pen and favors hickory as a holder.

Once in the magazine woodshed, Mr. Sharp puts the President in the corner while he takes American newspapers across his knee. Before doing so, however, he delivers this little lecture:

> It has been repeatedly charged of late that the press of the country has become commercialized out of all independence of thought and spirit. It is alleged that the tingle for circulation and the itch for an even greater prosperity have pretty well paralyzed its critical faculties. It is asserted that the newspapers are to-day largely standardized, money-making machines, whose rich owners are so intent on the increase in advertising linage and so tickeled over the Mellon tax reduction on the higher bracket incomes that the only real political emotion they have left is the fear that the situation may be disturbed. Hence their general disposition to soften all criticism of the Administration and to treat as dangerous and degraded fellows those who grow excited over corruption in politics.

Logically, Mr. Sharp believes that political supineness should be most frequently found among newspapers which operated at a loss and that political independence and fearlessness should be present where the press had financial security. But that condition, in his opinion, does not obtain, for in the article he says:

> On the contrary, with few exceptions, it is the papers that make money literally by the cartload that seem the most sluggish and the smuggest, the least concerned about newspaper standards, the most indifferent to the dignity of their profession, the most narrow in their conception of the function of the press, the most deeply steeped in partisanship.

The illustration which he gives is the treatment by the *Chicago Tribune* of Gov. Smith's reply to the open letter of Charles C. Marshall which appeared in the April issue of the *Atlantic Monthly*. The Tribune is criticized because it cut the Smith statement from four thousand to four hundred words and printed it on an inside page with no editorial comment. "That," he says, "is a hard thing to get around."

In my opinion, the pivotal point is how much interest the readers of the Chicago Tribune had in the Catholic controversy. The article surely did not have the interest for Chicago newspapers that it had for those published in New York. A hard thing for me to get around is the tremendous amount of publicity American newspapers gave the Atlantic Monthly without cost.

Passing from the Smith incident, Mr. Sharp takes up the White House conference between the Washington correspondents and the President. The theory which he sets forth is that these conferences are occasions on which representatives of American newspapers of all shades of opinion may question the President and receive "If not answers, at least the courtesy of a reply that the President has nothing publicly to say on that subject"—the theory that has been thrown in the discard because the rules established by President Coolidge have made it absurd.

Under these rules the correspondent may not say that he saw the President; he may not quote the President; he may not say that an official spokesman said what the President said—in other words, he has no authority at all for what he sends to his newspapers. In effect, these conferences are merely pleasant chats where Mr. Coolidge secretly tells an obedient press what he would like to have printed about him. American newspapers, to quote Mr. Sharp, "have become little more than the personal publicity machine of Mr. Coolidge." Washington correspondents, therefore, have become merely press agents for the President—reluctant in some cases.

Mr. Sharp says that President Coolidge has gone further and stamped on a press prerogative "more vital to the press and to the people than the right to deal with him on approximately equal terms in the press conference." On this point, Mr. Sharp adds:

> Four times now has he expressed the view in effect that the newspapers have no right to criticize the Administration in matters of foreign policy, and evidenced his resentment over such criticism. Three of these occasions were at the aforementioned conferences with the Washington correspondents; one was in a public speech in New York, delivered at a dinner given by the United Press.

The first occasion was on Sept. 18, 1925, when Mr. Coolidge rebuked American newspapers for the criticism of the Administration in connection with the foreign debt. A Washington dispatch is quoted as follows:

> In connection with the French debt, the President thinks the press of the country ought to assume the duty of looking after the interests of its own country rather than the interests of a foreign country.

The second time the President lectured the press on this topic was on Dec. 31, 1926. On that day, according to Mr. Sharp, the President more curtly and emphatically than before expressed his displeasure over the criticism of Mr. Kellogg and the State Department that had appeared in reference to Nicaragua and Mexico.

Later in April, again at a conference with the Washington correspondents, the President returned this idea about the duty of the press to support the Administration. This time he deplored the tendency of American newspapers to "speculate" on the attitude of the American Government or the attitude of other governments with which the United States was brought into contact.

The fourth time, already mentioned, was the occasion of his address at the 20th anniversary dinner of the United Press, held in New York City. As this address was reported so fully in THE EDITOR & PUBLISHER at the time, no other details are necessary in this connection. Mr. Sharp then takes up the attitude of American newspapers toward other Presidents in general and toward Woodrow Wilson in particular. About the only important newspapers which Mr. Sharp finds opposing the President are the *New York World*, the *Baltimore Sun* and the *St. Louis Post-Dispatch*.

In conclusion, Mr. Sharp says that if Mr. Coolidge can continue to get away with this solemn lecture without real protest, that will be all right for the President. But this question is asked, "What of the Press?"

Mr. Sharp answers as follows:

> By excessive praise the press builds Mr. Coolidge up to a point where support appears to him not a favor but a duty. He then publicly reprimands it as a whole for the dereliction of a few, indicates his belief that it should pay a subservient and not an independent part in politics, and the newspapers for the most part humbly transmit his rebuke to the people, thus misrepresenting not the President but themselves. The thing would be ludicrous if it had not its serious side.

The Atlantic is surely kicking up these days. The first question it seems to ask about a manuscript is, "Is it interesting?"

* * *

CONSTANTINE TABIT, who for several years has been the Syrian correspondent of the *London Times*, chat about journalism in the June issue of th *Alumni Monthly*, published by the Ameri can University of Beirut. To him, jour nalism is a double-edged weapon whic "if mis-handled may cut the person tha wields it."

Mr. Tabit is speaking of the *Londo Times* when he says:

> It was the first newspaper to be printed b steam and was for 100 years practically th only prevailing type of daily newspaper in th British Isles. Much of the success is due t the enterprise and genius of the founder, M John Walter, and also, the fact that the owner ship remained for long in the hands of th Walter family, that jealously kept up the tradi tions of their forbear. It is a historic fac that, having been refused the use of the pos for his foreign news packets, Mr. Walter estab lished his own system of communication an beat the government with important items o news on several occasions, such as the new of Waterloo, which he was the first to announce The prestige and success of the Times was en hanced after the exposure of the maladministra tion of the Crimean campaign, through the pub lication of the letters of its correspondent, W H. Russell.

SEVEN MONTHS' LEADERSHIP

THE New York Times in the seven months of this year published 16,903,408 agate lines of advertising, 6,119,008 lines more than any other New York newspaper.

The Times maintains its leadership despite the exclusion of tens of thousands of lines of announcements which do not meet its censorship rules.

The New York Times

Detroit
Fourth Largest City

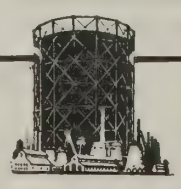
For most complete and economical coverage concentrate in one paper—

The Detroit News.

Offers advertisers unusual opportunities

Read in 4 out of 5 Homes In PEORIA

PEORIA JOURNAL-TRANSCRIPT
"The Try-Out Medium In the Try-Out City"



FOR linotype, stereotype and mat work—and in the engraving and photographic departments—there is no other source of heat so dependable as

GAS

In your business, as in your home, whatever the need for heat, "You can do it better with Gas."

American Gas Association
420 Lexington Ave., New York City

The insignia that represents GOOD service.

Over 400 newspapers discovered a simple and practical solution to their checking proof problems, when they accepted our NEW and *Complete* Checking Proof Service. Under this plan *the Publishers' office is relieved entirely of all detail work.*

Less expensive—
Greater results.

(Two months' trial test offer)

The Advertising CHECKING BUREAU Inc.
79 Madison Ave. NEW YORK — 538 So. Clark St. CHICAGO

NEA Service newspictures are always on top of the news—*or ahead of it.*

NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

This comparison is made by Mr. Tabit between journalism in England and that in America:

The two greatest newspaper countries in the world are Great Britain and the U. S. A.; since, out of 60,000 daily and weekly papers computed in the world, 28,000 are published in the U. S. A. and 13,000 in the British Empire. In Great Britain, where the modern newspaper had its origin, the development moved along conservative lines, and the newspaper continued to cater to the upper and educated classes until the influence and methods of the American press crossed the Atlantic, when two types came into being in England, expressively described as journals for classes and journals for masses, the prototype of the latter being the *Daily Mail*, the most widely read paper in Great Britain, whose daily circulation is said to have attained 1¼ million copies. The circulation of the leading Sunday papers is said to have exceeded 2½ million copies. These figures, large as they are, may be much surpassed by the leading American papers. There the peculiar conditions have created a new type of newspaper, which had to meet the needs of a large public, able and eager to read, but with no further education, and uncritical as to matters of taste and perhaps even of veracity.

Mr. Tabit frankly admits that for enterprise and for lavish expenditure newspapers in America surpass those of any other country in the world. He is speaking of journalism in Beirut when he says:

As a distinguished and unmalicious friend justly remarked to me in this connection, the newspapers of Beirut would do well to pool their interests and merge in a few, to be directed by able and competent hands. Some of the pitfalls that a certain section of our press would do well to studiously eschew are the tendency to personal abuse, mercenariness and cheap appeal to political and racial passions under the guise of nationalism. On the other hand, each and all would do well to cultivate the virtues common to all great newspapers in the west, viz. sincerity of political conviction, aim at highest service, scrupulous search for truth, honest desire to serve the national cause and welfare and, at the same time, humanity at large.

* * *

SOME one on the copy desk of the *San Francisco Examiner* has sent the following justification of the word "flay" to William Lyon Phelps who prints it in his department "As I Like It" in *Scribner's* magazine for August:

The word "flay" as used in newspaper headlines was submitted for your Ignoble Prize in the May issue of your magazine. It was proposed by a California woman who doubtless has read it in this newspaper, The Examiner.

Permit a blackball to be cast, please.

The head-line to which your correspondent objected was an indefinite one—"Senator Flays Rival." That, of course, is too indefinite to be a good headline. There are—or ought to be—96 senators. He should have been named, the slayer.

But the word 'Flay" is essential to our business.

Here is our problem:

What happens is: Senator William E. Borah excoriates the Permanent Court of International Justice, or whatever its name is.

We have to tell that story in a 96-point line, eight columns wide, counting 24 letters and spaces. So we write:

BORAH FLAYS WORLD COURT

It is a good line, well within the count. "Flay" is an excellent synonym for "Excoriate." That is, Borah strips the hide off the World Court.

If we don't use 96-point headlines, Gothic type, the circulation manager tells us the paper will not be sold, and if the paper is not sold, it will not be read, and if the paper is not read, no one will know what Senator Borah says, and the Republic will fall.

A rattling good newspaper yarn was recently printed in the *Saturday Evening Post*. I refer to the tale "Galle - Proof," by Clarence Budington Kelland.

This is a story of a small-town editor who owned his own soul. Throughout the story, Mr. Kelland has injected a good deal of sound philosophy about newspaper editing and making. The following is a typical illustration, "Given enough subscribers, and advertising comes in meekly, without a halter." "Galley Proof" is not only a good tale but it also has several good tips for editors of community weeklies.

So much for the tale of Mr. Kelland. The current issue of the *Saturday Evening Post* has a short article "Breaking into Advertising." It purported to be an interview with Henry Ewald by Norman Beasley. In this interview, Ewald advises young men who wish to learn advertising to spend three years as a newspaper reporter, then a year in the classified department of some good newspaper and then a year in the display department. Then—but not till then—is a young man well prepared to take a position in an advertising agency. Just what these years will teach a young chap is given in detail in the article.

Having spoken of a story and an article in the Saturday Evening Post, I do not need to overlook the advertisements. An advertisement which especially pleased me is that which the Scripps-Howard Newspapers inserted in the Post for July 30. It has for its caption, "There's the man who wrote that story and we all know he writes the truth." These advertisements are advertised to present little dramas in the life of a great newspaper system.

WHERE are the graduates of schools of journalism? That question is answered satisfactorily, so far as the School of Journalism at the University of Missouri is concerned, in an article which George Marvin contributes to *The Outlook* for July 20. His article, "Missionaries of Missouri—a University Source of Sound Journalism," not only tells what the graduates are doing but comments intelligently on the instruction offered at that institution. Of course it has words of praise for the Dean, Walter Williams, who started this school in 1908.

Since 1908, according to Mr. Marvin, 499 men and 308 women have been graduated by Dean Williams with a degree of Bachelor of Journalism. These graduates are scattered from Dan to Bersheba—to quote a Biblical phrase. Especially is the school of Dean Williams well represented in China, Japan, and South America. The article is illustrated with a picture of Neff Hall, the home of the School of Journalism at Columbia, Missouri.

WRITERS TESTIFY IN MURDER TRIAL

Three Called in Le Boeuf Case at Franklin, La.—They Obtained Confession in Prison Cell—Many Cover Case

(*By Telegraph to* EDITOR & PUBLISHER)

COURTHOUSE, FRANKLIN, La., Aug. 4.—A battery of newspaper writers is covering the Le Boeuf murder trial here. Three of them have been summoned as witnesses. They are Meigs O. Frost, of the *New Orleans State;* Martha Dalrymple, of the *New Orleans Item Tribune*, and Gwen Bristow, of the *New Orleans Times Picayune*. They secured from Mrs. Ada Bonner Le Boeuf, a complete confession in her prison cell, and that confession, it is believed, let James Beadle, a defendant, to break away from the other two accused with him of murder.

The press throughout this case have found the chief defense counsel, Sen. James R. Parkerson, quite an obstacle. His summoning of Miss Dalrymple and Mr. Frost was regarded as purely a move to get them out of the courtroom. Their testimony certainly could not have been favorable to his clients. The summoning of Miss Bristow by District Attorney Emile Vuillemot, was done at the suggestion of the reporters, who wanted to spike the guns of Mr. Parkerson.

The next day the senator withdrew his objections to having the reporter witnesses in the courtroom and they returned to their desks. Press arrangements are very good, thanks to Sheriff Pecot. The Associated Press and New Orleans Item Tribune have leased wires. The Western Union put in several extra wires, all of which were installed in a room in the courtroom. The arrangements were made by the sheriff and by Sanford Jarrell of the Item Tribune, the first newspaper man of the scene.

Among the Newspaper representatives present were New Orleans States, Meigs O. Frost and Andrew Ojead; New Orleans Item and Morning Tribune, Sanford Jarrell, Martha Dalrymple, Ruth Nisbet, and William J. Sadler; New Orleans Times Picayune, Kenneth K. Knoblock and Given Bristow; *Beaumont Enterprise*, Frank Door; Associated Press, James Douthitt; Universal Service, Ann Daly; International News Service, M. F. Cassidy; *Houston Press*, Asa Bordages. Several other newspapers were represented by the Item Tribune News Bureau.

WORCESTER POST PRAISED

The *Worcester* (Mass.) *Evening Post* of which John H. Fahey is publisher and George T. Richardson editor has been highly commended by Gifford Pinchot, former governor of Pennsylvania, for its successful fight covering a several months' campaign for the reduction of rates of both the Worcester Gas Light Co. and the Worcester Electric Light Co. According to Mr. Pinchot, the rate cut victory of the Post has made history in the regulation of public utility rates and gives the small consumer the first ray of hope.

now

195,000 Daily
425,000 Sunday

and The largest home-delivered circulation of any paper in its territory

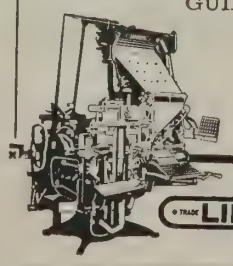
Los Angeles Examiner

From the Linotype Mailbag

"Solved Our Problem"

"We are glad to send you copies of the Norfolk Journal and Guide which is set in your recent Ionic 6½ Pt. and we wish to say that we are very much pleased with its effectiveness. It is a beautiful face of type, very readable, yet sufficiently condensed to be desirable newspaper body type. We received many compliments from our readers on our new dress and although we changed from an 8 pt. face to the Ionic there has not been a single reader complaint. Before installation of the Ionic we set a portion of our newspaper in 6 pt. Century which always brought a large number of complaints. The Ionic seems to have solved our problem and we are very happy with the results."

NORFOLK JOURNAL AND GUIDE
Norfolk, Va.



TRADE LINOTYPE MARK

If Quality

of circulation is your first consideration.

The Evening Star

With Sunday Morning Editions
Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll

Chicago Office—Tower Building
J. E. Lutz

NEW YORK STATE
Westchester County's

Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns

Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon

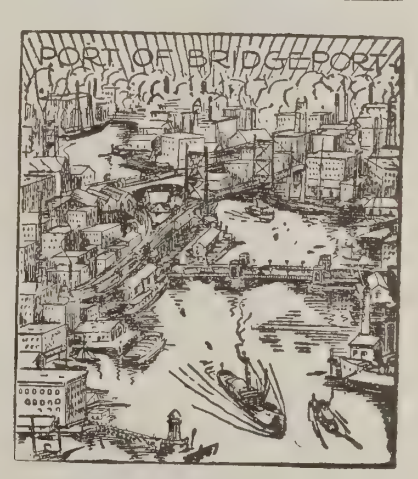
THE STANDARD STAR
of
New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

America's Complete Newspaper

NEW YORK
Herald Tribune



A Busy Port!

15,719 vessels entered and departed from this harbor during 1926

1,173,493 tons of merchandise cargo valued $94,299,666

50,000 families spend $48,000,000 annually in Bridgeport's retail stores. National advertisers can cover BRIDGEPORT, Connecticut, completely with the

Post Telegram

National Representatives
GILMAN, NICOLL & RUTHMAN
New York, Boston, Chicago, San Francisco.

VICE-PRESIDENTS APPOINTED

President Meredith of National Editorial Association Picks State Chiefs

Appointment of State vice-presidents has just been announced by President C. M. Meredith, Quakertown, Pa., of the National Editorial Association, as follows:

Alabama—Marcy B. Darnall, *Florence Herald.*
Alaska—E. G. Morrissey, *Ketchikan Chronicle.*
Arizona—O. B. Jaynes, *Tucson Citizen.*
Arkansas—C. B. Hurley, *Camden News.*
California—Bernice C. Downing, *San Jose Mercury-Herald.*
Colorado—J. N. Green, *Colorado Springs Farm News.*
Connecticut—W. J. Pape, *Waterbury Republican* and *American.*
Delaware — Theodore Townsend, *Milford Chronicle.*
Florida—P. V. Leavengood, *Ocala Daily Star.*
Georgia—G. S. Chapman, *Sandersville Progress.*
Idaho—H. C. Dworshak, *Burley Bulletin.*
Illinois—Gerry D. Scott, *Wyoming Post-Herald.*
Indiana—J. P. Cox, *Owensville Tribune.*
Iowa—C. M. Richards, *Toledo Chronicle.*
Kansas—Mack Cretcher, *Newton Journal.*
Kentucky—Keene Johnson, *Lawrenceburg News.*
Louisiana—D. A. Gallagher, *Southern Printer,* New Orleans.
Maine—Charles H. Fogg, *Houlton Times.*
Maryland — Geo. C. Rhoderick, Middletown *Valley Register.*
Massachusetts—Gardner E. Campbell, *Wakefield Item.*
Michigan—M. H. DeFoe, *Charlotte Republican.*
Minnesota—E. K. Whiting, *Owatonna Journal-Chronicle.*
Mississippi—L. H. Bowen, *Brookhaven Times.*
Missouri—J. S. Hubbard, *Missouri Publisher,* Columbia.
Montana—T. J. Hocking, *Glasgow Courier.*
Nebraska—H. D. Leggett, *Ord Quiz.*
Nevada—W. C. Black, *Lovelock Review-Miner.*
New Hampshire—Charles G. Jenness, *Rochester Courier.*
New Jersey—Richard C. Anzer, *Union City Hudson News.*
New Mexico—J. G. Greaves, *Portales News.*
New York—C. G. Clarke, *Perry Record.*
North Carolina—J. A. Sharpe, *Lumberton Robesonian.*
North Dakota—Wayne Peterson, *Rolla Star.*
Ohio—C. R. Callaghan, *Bellevue Gazette.*
Oklahoma—N. A. Nichols, *El Reno American.*
Oregon—Hal E. Hoss, *Oregon City Enterprise.*
Pennsylvania—Marion S. Schoch, *Sellinsgrove Times.*
Rhode Island—E. A. Noyes, *Wickford Standard.*
South Carolina — E. H. DeCamp, *Gaffney Ledger.*
South Dakota—E. B. Oddy, *Woonsocket New*
Tennessee—Hugh J. Doak, *Manchester Time*
Texas—Mrs. Lee J. Rountree, *Bryan Eagle.*
Utah—Charles England, *Logan Journal.*
Vermont—Harry E. Parker, *Bradford Unit-Opinion.*
Virginia — George N. Buck, *Front Roy Sentinel.*
Washington—Frank S. Evanss, *Sedro-Woole Courier-Times.*
West Virginia—H. L. Snyder, *Shepherdsto Register.*
Wisconsin—Mark R. Bell, *Ladysmith Ne Budget.*
Wyoming—O. G. Frazine, *Newcastle Ne Letter.*

GEYER LEFT $50,000

An estate of $50,000 was left Charles J. Geyer, well known advertisi man, who died at his home in Dayton, recently. The estate is left to his wido

Supplies and Equipment

SUPREME
METAL FURNACE
For Remelting and Refining Metals
IMPROVED
SIMPLEX
METAL FEEDER
For Composing Machines
ALFRED W. CHANNING, Inc.
Manufacturers and Distributors of Equipment for Printers
27 Thames St., N. Y.

Drive and Control for Newspaper Presses

A representative installation on the Pacific Coast is a 100-h. p., a-c. equipment on a 4-unit Hoe press at the San Diego, Cal., Union. This is a repeat order.

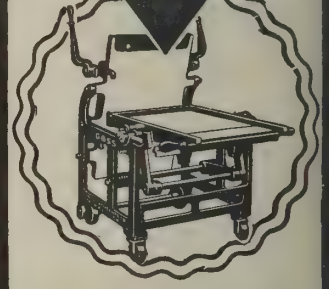
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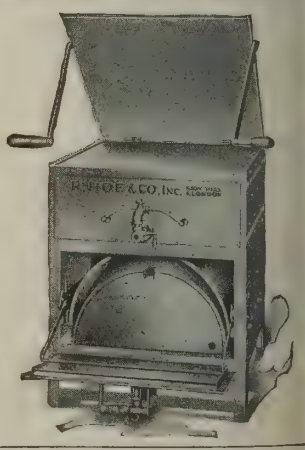
USED NEWSPAPER PRESSES
Scott 16, 24 and 32-Page Presses
GOSS 24 and 28-page presses good for black or color work, also Goss Sextuple.
HOE Pony Quadruple, Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.
DUPLEX Metropolitan Quadruple stereotype presses—print up to 32 pages.
Available for Early Delivery
WALTER SCOTT & COMPANY
Main Office & Factory.....Plainfield, N. J.
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Chicago Office.....Monadnock Block

BLANKETS
of all kinds for all makes of
Rotary Newspaper Printing Machines
Automatic Efficiency Felt Blankets
Monocork Blankets
Oil-proof-face Rubber Blankets
Cutting Rubbers and Conveyor Wire.
You can save waste paper, increase production and obtain better printing when your machines are properly blanketed.
We specialize in the manufacture of Newspaper Printing Blankets and carry a complete line, including all widths and thicknesses.
New England Newspaper Supply Company
Worcester, Mass., U. S. A.
Cable Address NENSCO
Worcester, Mass.

Modern
Composing Room Furniture
as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.
Do it now!
HAMILTON MFG. CO.
TWO RIVERS, WIS.

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO—NEW YORK—LONDON

GOSS
STEREOTYPING MACHINERY
Carried in Stock

Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.
THE GOSS PRINTING PRESS CO., CHICAGO

Two Matrix Scorching Ovens For The Price Of One

THIS Hoe Improved Combination Curved and Flat Matrix Scorching Oven is equipped with four gas burners to provide the high temperature necessary to scorch dry mats quickly and uniformly.
The curved saddle and the flat mat chamber are both covered with asbestos.
R. HOE & CO., INC. 504-520 Grand St., New York City
Sharon Bldg. SAN FRANCISCO — 7 So. Dearborn St. CHICAGO — Pere Marquette Bldg. NEW ORLEANS — 7 Water St. BOSTON

Eventually
Equipment must be replaced and there is always a demand for Supplies. Advertisers in Editor & Publisher keep their message before the men who buy—in fact this publication is the market place where the Buyer and Seller meet in the right atmosphere.

Employment—Equipment—Services

DITOR & PUBLISHER Classified Advertising Information

RATES

SITUATIONS (Cash with Order)
1 Time — .50 per line
3 Times — .40 per line
ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .75 per line
4 Times — .60 per line

ite space charge at same rate per line insertion as earned by frequency of in- tion. Minimum Contract space, three es. The Editor & Publisher reserves the ht to classify, edit or reject any adver- ement.

ADVERTISING

General Promotion

You Want More Local Advertising put us work for you selling our "Worthwhile" atures. Write F. G. Hogan Syndicate, mcke Bldg., Indianapolis, Ind., or Kane, Pa.

Supplies

ading Sheets for Art work and Benday ef- ts. Bourges Service, Inc., 144 West 32nd eet, New York.

USINESS OPPORTUNITIES

Brokers

Big Bargain for Quick Buyer. Weekly and plant in Eastern Pennsylvania; field of re than 20,000; modern equipment, including plex press; good circulation; price $12,000, -half cash. J. B. Shale, Times Bldg., New rk.

gh Grade Properties in Kansas, Missouri, wa, Nebraska, Oklahoma and Arkansas, both ily and weekly; exclusive listings; no damag- publicity; personal service in every deal; ecial attention to financing. All matters solutely confidential. High grade newspaper nds for sale. Clyde H. Knox, 851 Board of ade Bldg., Kansas City, Mo.

ade Journal, established, in good condition, pable of expansion. Gross about $20,000. king price, $17,500 cash. Harris-Dibble Co., 5 Madison Avenue, New York City.

Newspaper Interest Wanted

blisher - Editor - Manager, experienced in itorial, business and other departments, who s just built up and sold successful daily, eks new connection. Young, energetic, re- urceful. Would consider investment or mporary salary arrangement. C-869, Editor Publisher.

Service

Out of Town Concerns. You can secure all e advantages of a New York address, includ- g the services of established, fully furnished d equipped offices, where your interests, en- iries, callers, literature, mail, or samples ll be intelligently and properly handled, for nominal annual charge. Address (by letter ly) Suite 1004, at 1841 Broadway (Columbus ircle), New York City.

CIRCULATION

Promotion

rculation—When quick, additional circulation verage becomes necessary, remember that r twenty years in this one line of endeavor your proof against experimenting. Write or ire. Pacific Coast Circulation Service, Bell lock, Cincinnati, Ohio.

rculation Builders—Blair & Austin, 1504 Cen- e ave., Reading, Penn. Originators of Sales- anship Club Campaigns.

k the Man Who's Had One! In over 20 ears of nation-wide experience, we have proved urselves always able to produce greater results r dollar expended. Our circulation building mpaigns, large or small, have all expert man- gement and attention. Address us now, care of he World-Herald, Omaha, Nebr., or at any me at Box 288, Waterloo, Iowa. Myers' Cir- ulation Organization.

uperior Circulation Builders—The W. S. Ken- all Company, 104 North Bailey Ave., Louis- ille, Kentucky. The circulation-building or- anization that has set the standard for aggres- ive, successful circulation campaigns for nearly wenty years.

he World's Largest Circulation Building Or- anization—The only circulation-building serv- e in Newspaperdom furnishing publishers' ffidavits of the exact results of its every ampaign. The Charles Partlowe Company, ecidental Building, Indianapolis.

EMPLOYMENT

Help Wanted

ssistant Circulation Manager wanted on orning daily near New York City. Must be apable promotion man with carrier boys and ealers. Address Box C-877, Editor & Pub- sher.

ditorial Writer and News Editor, experienced, nterested in attractive opening, wanted. State ully education and experience and submit amples of editorial work. Adrian Daily elegram, Adrian, Mich.

EMPLOYMENT

Help Wanted

Supervisor for telephone Want Ad room wanted. Prefer a young man but young woman with proper qualifications would be acceptable. Must be able to direct extensive voluntary traffic; know how to handle a force of 30 girls and be experienced in producing new business. The paper is first in an Eastern Metropolitan city. Give complete details in first letter. C-878, Editor & Publisher.

Typist Wanted—Young man, speedy typist, who can write terse captions for news photographs. Good opportunity for young man willing to assume responsibilities. Prefer young man with newspaper experience. Tell us all about yourself in your letter, and mention salary you want. To be in New York City. C-880, Editor & Publisher.

Situations Wanted

Advertising Manager—Twelve years' experience, including one year each New York and Chicago, national fields; 6 years executive, both local and national. Thorough organizer and intensive salesman, accustomed to keen metropolitan competition. Intimate knowledge retail and national merchandising. Especially equipped to create large volume of new business. Excellent reason for desiring new opportunity. Six years present employers. Splendid record and best references. Correspondence invited in strict confidence. Age 33, married. Protestant. In New York week of Aug. 10 for interviews. Address C-801, Editor & Publisher.

Advertising Salesman with five years' experience and an excellent record wants opportunity to increase linage for sound newspaper. Has had merchandising experience that inspires constructive promotion work. Employed but available on reasonable notice. C-861, Editor & Publisher.

Advertising Manager—Executive, ten years' experience in newspaper, corporation, agency and direct mail advertising, desires permanent connection in city of 15,000 or over, with live newspaper or growing concern. A hard worker. Age 34, married, personable. Write C-872, Editor & Publisher.

Advertising Solicitor, thoroughly experienced in all phases, layout, copy, long-term special pages. A money maker for newspaper in Middle West or Pacific Coast. Inquiry will bring you full story and photo. C-874, Editor & Publisher.

Cartoonist of great ability and reputation, with fifteen years' experience on large Eastern daily doing Editorial page cartoons, desires position with paper or syndicate, preferably in the East. C-859, Editor & Publisher.

Circulation Manager—Capable, reliable and resourceful; 20 years' experience on all classes of dailies; absolutely familiar with all details. Reference furnished. C-871, Editor & Publisher.

Circulation—Young married man with successful record on four publications, who has made intensive study of circulation system, promotion and finance, and who has successful record in sub-executive positions on three publications in different parts of the country, and an excellent record in two years' circulation management on New England newspaper under most adverse conditions, is seeking a location with a paper that will afford him a definite opportunity for personal progress and of permanence. Changes made in position have been for purposes of advancement, and has never left a position except of his own accord. For a connection with the right publication, is willing to make some salary sacrifice at the outset. In position to assume new connection at once and willing to pay one half of expense in going for interview. Correspondence invited from publishers in cities of 150,000 or less, and assurance is given that letters will be held strictly confidential. C-809, Editor & Publisher.

Classified Advertising Manager.—Experience covers wide range in every phase of Classified as well as an intensive study. Now Manager on daily in city of 300,000 population. Paper is one of foremost in country. Age 25, married, in good health. Can train street and phone solicitors. Know collections and promotion. Experienced in organization departments. Works thoroughly and builds only permanent linage. Enjoys keen competition. Used to hard, consistent work. Dependable, aggressive, pleasing personality. Ability proven by references from past and present employers. Excellent reasons for desiring new opportunity. Never left position except of own accord. Seeking connection on large daily in either north, east or west. C-873, Editor & Publisher.

Classified Manager, employed at present, wishes to make connection with paper in city of 100,000 population or over. Can furnish best of reference. If I can't increase your production 20% in four months I don't want the job. C-853, Editor & Publisher.

Composing Room Foreman or Superintendent wishes a permanent position; can give reference as to ability, character and reliability; experienced in large and medium plants; 14 years in one place. Address C-868, Editor & Publisher.

Copy Writer—Man, 28, B.A. degree, four years writing news, editorials, and publicity, one year of selling, wants copy department opening. Metropolitan district, agency preferred. References. C-870, Editor & Publisher.

Editorial Writer—Vigorous and snappy editorials on Democratic politics and Government activities. Small compensation. C-847, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Executive—Available to publisher on two weeks' notice, the services of expert upbuilder of small dailies. Can do work of several ordinary men as editor and general manager. Can hire, fire, buy to advantage and apply modern methods to ad, news and circulation departments at no extra cost. Record shows two successes, third under way. Recommendations from successful publishers, would want eighty, with small increase on each thousand for circulation boost. C-846, Editor & Publisher.

In Any Capacity—College graduate, 25, desires to connect with daily newspaper in or near New York. Two years' business experience. C-882, Editor & Publisher.

Mechanical Superintendent, three years' experience afternoon paper, city of thirty thousand, wants to make change. C-865, Editor & Publisher.

Newspaper Business Detail man, thorough, wants connection with Eastern newspaper. Many years' experience all branches of detail management. Experienced in all labor matters. Complete working knowledge of entire mechanics of newspaper publishing. Trained in good sized Western city. Several years executive experience in New York. Expert accountant and system man. Few hours away from New York. Interview confidential. Address C-879, Editor & Publisher.

News Executive—Editorial writer of wide experience; competent to take complete charge of news and editorial end; A-1 references; now employed; seeks permanent connection in South, East. Address C-876, Editor & Publisher.

News Executive and Writer, exceptional experience, free September 1. College man, 37, married. Nine years' newspapers from reporter to managing editor, seven years Associated Press, two years United Press. Organizer and developer of news staffs. Puts accuracy, fair play ahead of sensations. Understands money comes from business office. Address C-866, Editor & Publisher.

Service Dep't Manager of three publications open for connection. Prolific writer. $60. Available Aug. 8th. C-849, Editor & Publisher.

Young Man desires editorial work on trade paper or magazine, or, as an assistant to busy news executive or publisher. Experience includes 12 years' general business, together with 7 years' newspaper and journalistic work. Capable editorial writer, and in mechanical make-up and secretarial detail. B-881, Editor & Publisher.

MECHANICAL

Equipment for Sale

Due to Consolidation of two Lima newspapers we have for immediate sale at very attractive terms and prices the following equipment:
1 Hoe mat rolling machine.
1 small coal melting furnace.
1 flat casting box.
1 Goss shaver or curved plate.
1 Goss chipping block.
1 Goss melting pot with pump and curved casting box attached.
1 saw trimmer with motor.
1 Westinghouse electric press control, 50 cycle, 25 H.P. motor operating on 220 volts.
1 24-page Goss press.
1 Westinghouse electric pot with automatic temperature control, size 150, using 220 volts, known as style B.

These articles must be moved at once, and are available at practically your own price with reasonable terms to responsible parties. L. T. Ward, Lima Star, Lima, Ohio.

Due to Consolidation of two Lima newspapers The Lima Star has a $2,450 credit on a new linotype machine which will be sold at a liberal discount on reasonable terms to responsible parties. If interested, wire or write L. T. Ward, Lima Star, Lima, Ohio.

For Quick Sale—16-page Scott press and stereotyping equipment, where it stands in Concord, for $2,000. Is in good condition. For information write Concord Monitor, Concord, N. H.

For Sale—Four Mergenthaler Electric pots, 220 volts, 60 cycle, A. C., complete and in excellent order. Changing because of rate. The Daily Pantagraph, Bloomington, Ill.

For Sale: Goss Monitor Perfecting Press with motor. Lately overhauled; guaranteed first-class condition. 7 or 8 columns. Mat roller, casting box and stereotype outfit complete. Must be sold at once. Can give terms. Globe-News, Amarillo, Texas.

For Sale—One complete photo-engraving plant. Miles Machinery Co., 64 West 23d St., New York.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffman Type & Engraving Co., 114 E. 13th St., N. Y. City.

Printers and Bookbinders:—Two Revolution Presses, Drum Cylinder Presses, Power Paper Cutters, Lever Paper Cutters, Colts and Universal Presses, Chandler & Price Presses, Golding Jobbers, New Style Gordon Presses, C. & P. Presses, with Miller Feeder, Multi Color Presses Folders, Punches, Perforators. Wire stitchers Numbering Machines, Standing Presses, Embossers, Shears, Proof Fresses, at greatly reduced prices and upon most liberal terms American Type Founders Co., 96 Beekman St., New York City.

MECHANICAL

Equipment for Sale

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 153 So. Paulina St., Chicago, Ill.

Web Press for Sale—Goss, horizontal straight line quintuple. 2 plates wide, 36" web, 5 decks high, capacity 20 page straight, 40 page collect, single half page folder, with extra former, late news device, self contained paper hoist, belt driven, without electric control. General Electric D. C. motor, 35 HP, 230 V, 600 R.P.M. including base and pulley, rheostat, 2 pole switch, belt shifter and 45 lineal feet 7" double leather belting.

This press now in operation, in splendid condition and can be shipped immediately. Putting in larger press reason for selling. C-875, Editor & Publisher.

Equipment Wanted

Four Used Duplex QQ 1165-E form roller stocks wanted. The Journal Company, Webster City, Ia.

Wanted to Buy—Thirty stereotype chases, used, for 8-col., 12 ems, length 21½ or 22 inch. Would trade in equal amount of 7-col. chases, or sell outright. The Globe-News Pub. Co., Wilbur C. Hawk, Gen. Mgr., Amarillo, Texas.

SUPPLIES

Metal

Standard Linotype, Stereotype and Monotype metal at substantial discounts when purchased in ton lots or over. Let us quote you. American Alloys Company, 1939 East Sergeant St., Philadelphia.

Newspaper Properties Bought, Sold and Appraised

All negotiations confidential

PALMER, DEWITT & PALMER

Business Established in 1899

350 Madison Ave. New York

Pacific Coast Representative:
M. C. Moore, 515 N. Canon Drive, Beverly Hills, Calif.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON

Times Bldg. New York

WE CONNECT THE WIRES

IF YOU ARE SEEKING a position in any department of newspaper work, our Individual Service Plan will show you the way. It is bringing good results for our clients. Let us tell you about it.

FERNALD'S EXCHANGE, INC.
SECURITY BLDG. SPRINGFIELD, MASS.

DOLLAR $ $ $ $ PULLERS

One Dollar will be paid for each idea published. Send clipping for payment.

THE *Hudson* (N. Y.) *Evening Register* last week used a band concert as the means of selling a full page of advertising. The page was headed: "For an evening of real enjoyment come to the next band concert in Old Kinderhook." The band's program occupied space in the center of the page. There was a total of 13 advertisements.—C. W., Albany, N. Y.

"Eat Fruit for Health" could be the heading over a page spread with ads of local fruit dealers appearing under the heading.—Frank H. Williams, 815 So. Van Ness Ave., Santa Ana, Cal.

Advertising men should not forget that now is the time to sell advertising to fur dealers. New stock arrives and many merchants are putting on special displays, accompanied, in some cases, by sales—Jack Sedwick, Dayton, Ohio.

The *Albany* (N. Y.) *Times-Union* printed a ten-page advertising section July 29, under the title of "Albany Old Timers' Edition." The sub-heading was "Concerns in Business 25 to More Than 100 Years."—C. W., Albany, N. Y.

A weekly of Seattle, Wash., gives $1 for the best letters on what changes would be made in the paper were the contributor the editor. Many new and excellent suggestions may be received by a paper which features such a contest.—C. M. L., Seattle, Wash.

Advertisers giving special offerings usually post clipped advertisements in their windows. As clippings they are unattractive and do not appeal to the eye, so we have adopted a system of furnishing attractively mounted clippings as soon as the paper is off the press. The mounting is made on lightweight card with an attractive printed border, of which we keep a half dozen sizes. Any size ad from the two-column to the page may be mounted effectively. Underneath we have "As Advertised in The *Times-Herald*," thus keeping our name before the advertiser and the public.—Rowland Threlkeld, Alliance, Neb.

Omaha real estate owners and managers are conducting a very interesting series of advertisements in the newspapers to acquaint the tenants and general public with some of their problems. The first "card" of the interesting series shows what the owners do with every cent in every dollar received, while the second card tells of insurance and taxes, the third about cleaning bills and the fourth deals with the cost of heating as a part of every rent bill. Why not interest the owners and managers in your community in the idea as a means of better relations between owners and tenants?—Cole, Fall River.

HUNCHES

One Dollar will be paid for each idea published. Send clipping for payment.

OUR paper has found that the interest in "Ask Me Another" is waning the same as that of "Cross-Word Puzzles." We have stopped both and started a "Do You Know—" feature like this:

DO YOU KNOW—

That Colorado is good state for a woman to "get a husband"?

That there are 45,000 more males than females in the state?

That Massachusetts has a superfluity of spinsters because there is an excess of 72,000 females in this New England state?

Do You Know—

That normally there is more precipitation in this vicinity in May than any other month, and that January has the least precipitation?

That in an average year, May has more than six times as much precipitation as January?—Houston Waring.

The *Indianapolis Star* and *Indianapolis News*, in co-operation with the Indianapolis Real Estate Board, have asked prominent business men of the city to tell "What I Would Do To Improve Indianapolis." The writers have been asked to point out any needs or ills and the remedy for them.—Dow Richardson, Logansport, Ind.

"Business Men Who Play Golf" is the title of series of intimate pictures of Salt Lake City's leading business and professional men who find great relaxation in playing golf. The articles will not be written to show golf skill but for the purpose of showing how health and pleasure has been secured by the game.—Fred L. W. Bennett, Salt Lake City.

The *Utica* (N. Y.) *Observer-Dispatch* is conducting a "Cartoon Voting Contest" based on amateurs reproducing the cartoons that are printed daily. Three prizes are offered, $5, $3 and $2.—C. W., Albany. N. Y.

The County Fair season will soon be "open" in most sections. Visit the various booths and side shows. There will be many interesting characters that will weave into a good feature story.—Davis O. Vandivier, Franklin, Ind.

Our weekly paper has just completed a "Big Six" election. We printed a ballot in the paper for two weeks and asked our readers to vote for the six leading men of the community, considering: High character, integrity, energy, civic spirit, leadership, and good influence. There were no prizes or commercial motive attached to the election, and the result of a heavy vote showed that the leaders really had been chosen. Good will was built for our paper; interest was created for the readers, and the town benefited by the encouraging of civic spirit.—H. W. Littleton, Colo.

The *Rochester* (N. Y.) *Times-Union*, afternoon daily, is featuring an advertising section headed: "Ancient and honorable business firms, who for over a half century have faithfully served this community."—Carroll Walker.

TRI-STATE MEETS OCT. 6-8

Business, Golf and Stock Show on Sioux City Editorial Program

The Tri-State Editorial Association annual convention will be held at the Martin Hotel, Sioux City, Oct. 6-8. Two hundred members from Iowa, South Dakota and Nebraska are expected to attend. Business meetings will be held the second and third mornings, with the annual banquet the night of Oct. 6. The visiting editors will be guests the first day at the Stocker and Feeder show at the Sioux City Yards Company and the Sioux City Live Stock Exchange; a special editors' golf tournament will be held the afternoon of the second day and a silver loving cup trophy will be awarded, winner for three consecutive years to come into permanent possession of the cup. The second evening will be given over to a theater party and golfers will vie with the editors.

Officers and members of the association who outlined the program for event were: Deloss Hall, Tyndall, president; H. F. Wagner, Homer, vice-president; C. C. Sturges, Correville, Ia., secretary; Mrs. Kathryn Hunt, Sioux City, treasurer; R. R lison, Laurel, Nebr.; Mrs. Lillian K Anderson, Elk Point, S. D.; He Koch, Mapleton, Ia., and Thomas ray, Pender, Nebr.

COSTS $25 TO HIT EDITO

Ganem A. Ganem, 21, of 360 street, Lawrence, Mass., was fined $ the Lawrence District Court Jul for assaulting Fred Ghusin of that editor and publisher of the *Dai* weekly newspaper. A similar c against Ganem's father, Najeen Ganem, was dismissed, the court fi him not guilty. According to testir the alleged assault was the result item in Ghusin's newspaper regardi relative of Ganem.

What Do You KNOW ?

A Great Questions and Answers Feature

New Questions Daily

King Features Syndicate, Inc.
New York City

We Supply
WEEKLY ILLUSTRATED
FICTION

Daily One-Column Mat Features

Weekly Special Articles

Serials

Ask Us for Samples

The O'Dell Newspaper Service
55 Fifth Ave., New York City

PAWNEE BILL
by
HERMAN EDWIN MOOTZ

GRIPPING TALE of INDIAN LIFE

Thrilling 60,000 word story of the ONLY LIVING SCOUT.

LOVE ROMANCE of FRONTIER DAYS

The Last Real Story of the Red Man in 32 instalments.
Released Now.
Illustrated by exclusive photos never before published from the collection of Major Gordon W. Lillie (Pawnee Bill).

44 Cities Closed.
Yours may not be.
Wire your order.

GRAPHIC SYNDICATE, Inc.
350 Hudson Street, New York, N. Y.

Sparkling Accurate Reporting and Complete World Coverage of Telegraph News

INTERNATIONAL NEWS SERVICE
63 Park Row, New York City

Going Over Big—

"The best that I can say for Abie's Irish Rose is that I find myself reading it."
Don Sterling
Portland, (Ore.) Journal.

Abie's Irish Rose
The greatest serial since the war

Sixty daily installments, each illustrated with specially posed photographs.

UNITED FEATURE SYNDICATE
World Building, New York

GIVE YOUR READERS "DAILY HEALTH TALKS"
by Dr Frank McCoy
"The Mayo of Health Writers"

A health service that is different—home treatments without medicine or costly apparatus, based on a knowledge of food chemistry and the mechanics of the body

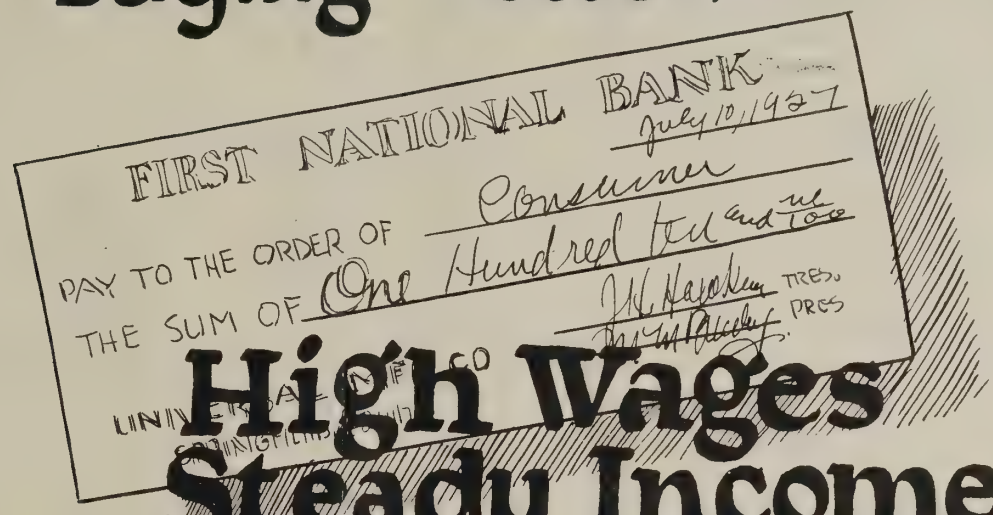
WIRE OR WRITE
McCoy Health Service
Brack Shops Building, Los Angeles, Cal.

"Today's News Today"

UNITED·PRESS

Complete wire reports for evening, morning and Sunday newspapers everywhere.

What is behind New England's Buying Power----------



High Wages Steady Income--

Wherever you find a combination of high wages and steady income, there you have a fertile field for the cultivation of volume sales.

New England is this ideal market. Compact in area, peopled by a highly intelligent class of citizens who dwell in the most important industrial district in the country, they are earners of good and steady incomes and they represent a potential buying power second to none in the country.

Your advertising in the local newspapers listed below will fall on fertile soil. How big and how profitable your returns from the advertising dollar will amount to, depends only on how carefully you plan your campaign to reach this consuming power.

These New England newspapers have helped many an advertiser to successfully market their products in this territory. Their experience is available. You are free to call on them as often as you desire.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	5,736	.03	.03
**Boston Globe .....(M&E)	286 361	.50	.50
**Boston Globe .....(S)	333.452	.55	.55
††Boston Transcript .....(E)	38,245	.20	.20
**Boston Post .....(M)	394.851	.60	.60
**Boston Post .....(S)	350.627	.55	.55
**Fitchburg Sentinel .....(E)	12,069	.06	.045
**Haverhill Gazette .....(E)	16,415	.065	.05
**Lynn Item .....(E)	17,004	.065	.05
††Lowell Courier-Citizen and Evening Leader ...(M&E)	20,621	.07	.07
**New Bedford Standard Mercury .....(M&E)	32,607	.10	.10
**New Bedford Sunday Standard (S)	29,262	.10	.10
**North Adams Transcript.(E)	10,427	.05	.04
**Pittsfield Eagle .....(E)	18,264	.05	.05
**Salem News .....(E)	21,495	.09	.07
**Taunton Gazette .....(E)	9,414	.045	.035
**Worcester Telegram-Gazette (M&E)	99,207	.28	.25
**Worcester Sunday Telegram (S)	52,740	.21	.18

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
**Bridgeport Post-Telegram (E&M)	44,370	.15	.15
**Bridgeport Post .....(S)	23,171	.10	.10
**Hartford Courant .....(M)	33,017	.09	.09
**Hartford Courant .....(S)	58,674	.13	.13
††Hartford Times .....(E)	56,077	.13	.13
**Middletown Press .....(E)	8,560	.05	.03
††New Haven Register.(E&S)	48,507	.145	.135
**New London Day .....(E)	12,293	.06	.045
††Norwich Bulletin .....(M)	12,842	.07	.05
**Norwalk Hour .....(E)	6,429	.04	.04
††South Norwalk Sentinel..(E)	5,320	.04	.03
**Stamford Advocate .....(E)	10,937	.05	.04
**Waterbury Republican-American (M&E)	25,234	.08	.08
**Waterbury Republican....(S)	15,903	.08	.08

MAINE—Population, 768,014

**Portland Press-Herald Express, Sun & Telegram...(M&E)	59.356	.20	.16

NEW HAMPSHIRE—Population, 443,683

**Concord Monitor-Patriot.(E)	5.773	.0375	.025
††Keene Sentinel .....(E)	3,980	.036	.023
**Manchester Union Leader (M&E)	32.585	.15	.12

RHODE ISLAND—Population, 604.397

	Circulation	2,500 lines	10,000 lines
††Newport Daily News....(E)	6.249	.0336	.0293
**Pawtucket Times .....(E)	28,449	.08	.08
**Providence Bulletin ....(E)	71,443	.20	(B).27
**Providence Journal .....(M)	38,599	.12	(B).27
**Providence Journal .....(S)	74,009	.20	.20
**Providence News .....(E)	28,021	.08	.08
**Providence Tribune .....(E)	21,162	.10	.09
**Westerly Sun .....(E&S)	5,273	.03	.03
**Woonsocket Call .....(E)	14,880	.05	.05

VERMONT—Population, 352,428

**Barre Times .....(E)	7,282	.03	.025
††Brattleboro Reformer ...(E)	3,520	.035	.02
**Burlington Free Press...(M)	14,265	.05	.05
**Rutland Herald .....(M)	11,816	.05	.05
††St. Johnsbury Caledonian-Record .....(E)	4,061	.03	.02

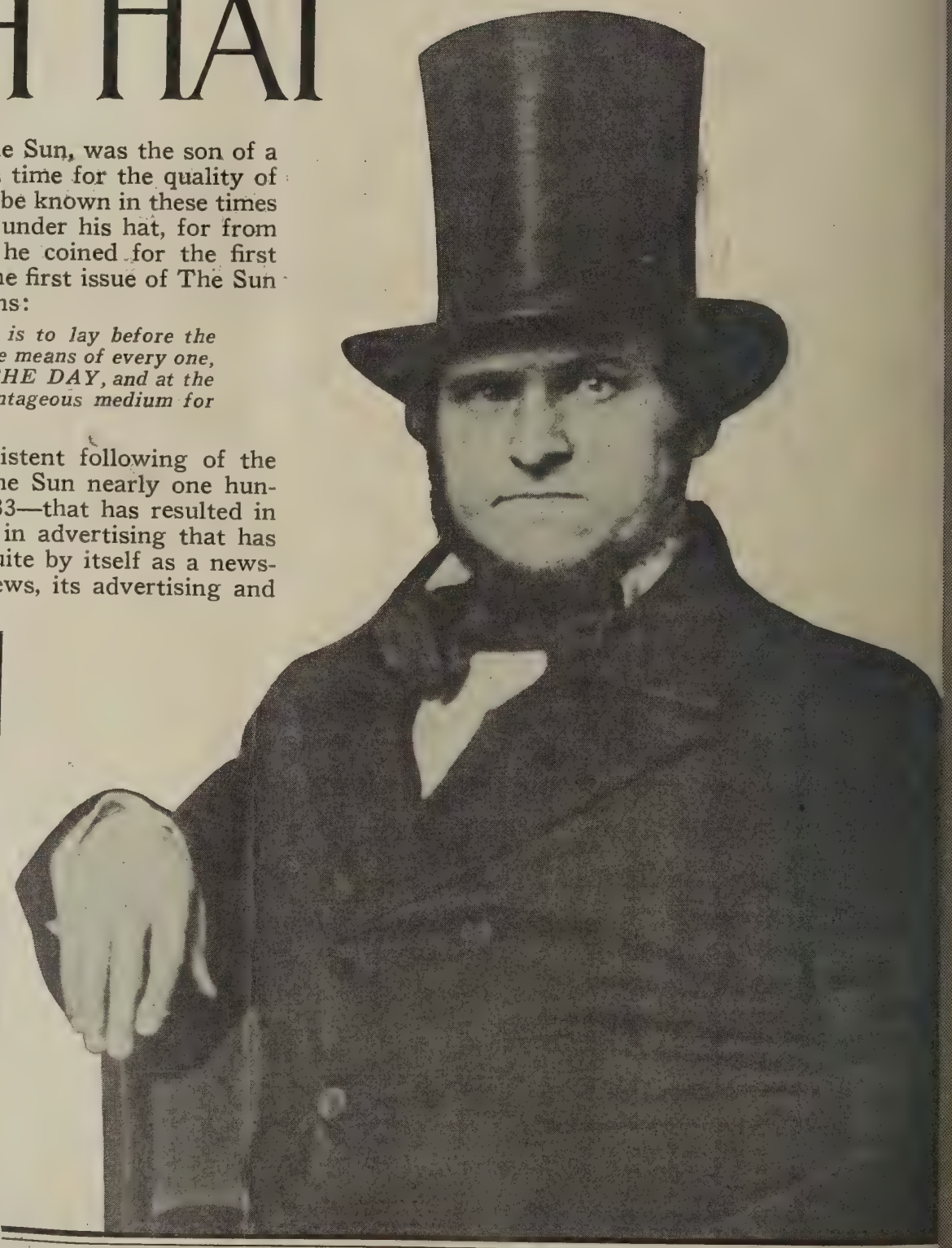
** A. B. C. Publisher's Statement, March 31, 1927.
†† Government Statement, March 31, 1927.
(B) Combination rate Daily Journal and Eve. Bulletin.

UNDER BEN DAY'S HIGH HAT

Ben Day, the Founder of The Sun, was the son of a hatter and was known in his time for the quality of his high hat. He might well be known in these times for the quality of what was under his hat, for from his fertile and active brain he coined for the first column of the first page of the first issue of The Sun this statement of his ambitions:

> *The object of this paper is to lay before the public, at a price within the means of every one, ALL THE NEWS OF THE DAY, and at the same time afford an advantageous medium for advertising.*

It is the constant and consistent following of the principles first printed in The Sun nearly one hundred years ago—Sept. 3, 1833—that has resulted in a growth in circulation and in advertising that has placed The Sun in a class quite by itself as a newspaper of distinction in its news, its advertising and it readers.



The Sun First

In the New York Evening Field for Two Years.

The following table gives the advertising lead of The Sun over the nearest New York evening newspaper since June, 1925:

	Lead in Agate Lines
1925	
July	21,260
August	62,326
September	71,820
October	41,278
November	58,664
December	132,656
1926	
January	229,498
February	52,090
March	78,448
April	99,346
May	78,770
June	138,520
July	124,568
August	122,846
September	172,758
October	98,790
November	120,228
December	171,366
1927	
January	259,348
February	132,490
March	237,134
April	154,772
May	200,778
June	183,984

What Would Ben Day Think of That?

The Sun

280 BROADWAY, NEW YORK

WASHINGTON, D. C.
Munsey Building

BOSTON
Old South Building

CHICAGO
208 So. La Salle St.

LOS ANGELES
Van Nuys Building

SAN FRANCISCO
First National Bank Building

THIS ISSUE: SURVEY OF COMBINATION NEWSPAPER ADVERTISING

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1927

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.C. — MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 60. No. 12 — NEW YORK, AUGUST 13, 1927 — By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign — 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

Total Newspaper Advertising

in Greater New York in Agate Lines

FROM

JANUARY 1 TO JUNE 30, 1927-1926, INCLUSIVE

DAILY AND SUNDAY

Compiled by Statistical Department, New York Evening Post, Inc.

Pages 1927	Pages 1926		Percentage of total space	1927	1926	Gain	Loss
8,240	8,014	American	7.3	6,443,284	6,851,764	.....	408,480
9,872	9,478	Herald Tribune	10.9	9,655,694	9,642,818	12,876	.....
12,702	11,988	Times	16.8	14,954,094	15,251,876	.....	297,782
7,426	8,370	World	9.0	7,986,028	9,173,772	.....	1,187,744
5,646	5,218	*Mirror (Tab.)	1.9	1,618,945	1,810,890	.....	191,945
9,198	8,172	News (Tab.)	5.0	4,443,347	3,832,860	610,487	.....
6,022	6,784	*Eve. Graphic	2.0	1,788,632	1,847,878	.....	59,246
7,022	6,950	*Eve. Journal	3.2	2,869,752	2,618,302	251,450	.....
5,038	4,708	*Eve. Post	5.6	4,999,397	5,165,330	.....	165,933
4,718	5,056	*Eve. World	9.5	8,465,552	8,402,130	63,422	.....
6,572	6,448	*Sun	3.4	2,994,071	3,055,086	.....	61,015
3,836	3,726	*Telegram	10.2	9,027,445	9,359,124	.....	331,679
7,462	7,534	Brooklyn Eagle	3.8	3,387,276	3,720,052	.....	332,776
4,480	4,380	Brooklyn Times	3.2	2,863,612	2,966,420	.....	102,808
2,880	3,194	Standard Union					
101,014	100,018	Totals		88,794,175	91,423,760	.....	2,629,585 (Net Loss)

*No Sunday editior

	1927	1926	1925	1924	1923	1922	1921
American	6,443,284	6,851,764	7,162,104	7,808,098	6,153,872	5,668,330	5,236,928
Herald	.....	.....	.....	2,355,910	5,927,014	5,982,182	6,287,834
Herald Tribune	9,655,694	9,642,818	7,794,822	6,206,288	4,996,138	4,737,786	4,841,259
Times	14,954,094	15,251,876	13,587,396	13,293,132	12,582,026	12,079,894	10,930,894
World	7,986,028	9,173,772	8,355,936	8,600,114	9,255,570	8,243,470	7,345,998
Mirror (Tab.)	1,618,945	1,810,890	1,915,106	.....	.....	.....	.....
News (Tab.)	4,443,347	3,832,860	3,251,376	2,884,664	2,123,898	1,643,000	1,126,112
Eve. Graphic	1,788,632	1,847,878	942,732	.....	.....	.....	.....
Eve. Journal	7,297,046	7,725,468	7,751,838	7,475,876	6,794,786	5,970,288	5,383,034
Eve. Mail	.....	.....	.....	††612,782	3,214,534	3,055,906	3,223,622
Eve. Post	2,869,752	2,618,302	2,507,736	2,209,886	2,077,672	2,047,812	3,142,521
Eve. World	4,999,397	5,165,330	4,357,518	3,951,176,	4,511,140	4,597,850	4,650,308
Eve. Globe	.....	.....	.....	.....	‡3,825,302	3,693,968	3,555,150
Sun	8,465,552	8,402,130	7,012,532	6,815,856	5,290,192	4,901,150	4,221,880
Telegram	2,994,071	3,055,086	3,562,044	4,824,988	3,438,312	3,516,492	3,430,878
B'klyn Eagle	9,027,445	9,359,124	8,577,076	8,804,036	8,289,030	7,789,578	6,829,310
B'klyn Times	3,387,276	3,720,052	2,518,838	2,389,888	1,934,896	1,762,750	1,621,564
Stand. Union	2,863,612	2,966,420	3,436,764	3,811,696	3,944,698	3,873,502	3,447,546
Totals	88,794,175	91,423,770	82,743,868	82,944,390	84,359,080	79,563,958	75,274,748

‡Sun and Globe combined June 4, 1923; name changed to Sun, March 10, 1924.
††Telegram and Mail combined January 28, 1924; name changed to Telegram May 18, 1925.

Thank You...

FIVE years ago a certain prominent advertising agent expressed the opinion that he doubted whether a tabloid paper would ever get support enough from either the public or from advertisers to justify its publication. His day of doubting, as far as this tabloid paper is concerned, is definitely ended.

The public speedily answered for itself. For more than three years The News has had the largest Daily and Sunday circulation in America. No newspaper in the United States ever gained public support or approval so rapidly and in such volume.

And year after year, advertisers have been turning to The News in increasing number with increasing volume. The first six months of 1927 furnished specific and conclusive proof of the advertising acceptance of The News.

* * *

FOR many types of business 1927 has been an off year. Advertising in all types of media ran somewhat behind the 1926 record for the first six months. Newspaper advertising for the six months period ran 2% to 10% behind last year.

In the New York field, eleven papers sustained losses in the first six months of this year.

Only four papers showed gains.

One of the four is The News—

A gain of 610,487 agate lines. An increase far greater than the gains of the other three combined.

An off season brings out strength. The News gain shows The News strength; its growing appreciation among advertisers.

It costs money to use The News. The News has the highest newspaper line rate in the United States. Advertisers in 1927 as a whole are paying from ten to twenty cents a line more to The News than they paid last year. So increasing News appropriations on shrinking schedules are a very substantial form of recognition.

Department store volume and advertising lineage throughout the country, and in New York, is behind last year. But The News gained 156,494 lines in this classification. In a buyers' market, the New York department stores are looking to The News for new business, and getting it.

This is also an off year for the automobile industry and also for automobile advertising. The News gained 38,570 lines in this classification.

Other News gains are in foodstuffs, furniture, jewelry, musical instruments, public service, book publishers, railroads, real estate, resorts, tobacco, and women's specialty shops.

These gains prove the value of The News. Advertisers are coming more and more to realize that it is not just "one of the tabloids" but a new selling influence of superlative efficiency, of extraordinary economy. It reaches approximately 70% of all families in New York City. Its cost is lower. The high visibility of the small paper and the small page helps advertising do a better job. It is the one newspaper in New York today that really covers and really sells the whole market.

THE second six months of the year will show the profits. Before you settle on your Fall schedule for New York, give serious thought to The News.

THE NEWS
New York's Picture Newspaper
Tribune Tower, Chicago
25 Park Place, New York

FOUND ONLY IN

Scott

"Multi-Unit" or "Straight-Unit" Presses

1 —A rated speed of 400 r.p.m.—48,000 per hour—made possible by solid forged steel printing cylinders, special roller bearings, especially rigid bases and framing, and special gearing.

2 —Special baseplate construction with one-piece unit, folder and passage bases machined, by a patented method, into exact alignment.

3 —Two revolutions of driving shaft to each cylinder revolution, rigid bearings placed close together and ball thrust bearings behind bevel gears to reduce power consumption.

4 —Units take up least floor space yet provide maximum accessibility for plating, web leading, cleaning and adjustment of rollers.

5 —Vibration against form rollers and two large transfer rollers between ink drums to assure uniform ink feed at all speeds.

6 —The only automatic tension device that adjusts itself instantly as pull on web varies, thereby lowering web breaks and paper waste, and increasing production.

7 —An unequalled printed-web control which entirely eliminates swaying or "floating" of webs and maintains correct register.

8 —The only 3 to 2 ratio folder on the market which cuts the inside section of collected products shorter than the outside section and cuts no ribbons. Handles heaviest products perfectly at full speed.

9 —All passages at floor level, provided with corrugated cast iron flooring, and absolutely safe.

10 —A perfected lubricating system with plate specifying the right kind of oil to use for every bearing.

WALTER SCOTT & COMPANY

Main Office and Factory - - - - - - **Plainfield, New Jersey, U. S. A.**
New York Office - - - - - - - - - - - **1457 Broadway**
Chicago Office - - - - - - - - - - - **1330 Monadnock Block**

Cable Address: WALTSCOTT NEW YORK

Replies to Advertising

What price each?

Cost per inquiry is an absolute measure of the responsiveness of circulation. We say that the New York Herald Tribune readers respond to advertising. Here is proof that they do.

An advertising agency placed five advertisements for a client who manufactured an essential but costly item of building equipment in the New York Herald Tribune, and the same five advertisements in another leading New York morning newspaper.

The Herald Tribune produced 78 replies at a cost of $6.50 each. The other morning paper produced 73 replies at a cost of $12.50 each.

The New York Herald Tribune produced *more* replies, at a cost per reply not much more than half the cost per reply produced by the other paper.

Veteran advertisers in the world's greatest market have found that the New York Herald Tribune readers are remarkably responsive. And there's a reason—

The New York Herald Tribune is edited for, and is read by, people above the average in intelligence and income.

Advertisements in the New York Herald Tribune reach readers who are buyers.

NEW YORK

Herald Tribune



CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

DETROIT
Woodward & Kelly
Fine Arts Building

SAN FRANCISCO
Thomas Emory
681 Market Street

BOSTON
Carroll Judson Swan
931 Park Square Bldg.

8 QUESTIONS and ONE ANSWER

From the last Audit Bureau of Circulations report of The Evening Bulletin, Philadelphia's Newspaper

15.	Were premiums offered free with subscriptions? (By "Premium" is meant anything (excepting periodicals) offered to subscriber either free or at a price for or with his own subscription either direct, through or by agent.)	No
16.	Were premiums offered at a price in addition to regular subscription price?	No
17.	(a) Were canvassers employed on salary? (b) On commission?	No
18.	Were subscriptions received through club raisers?	No
19.	Were clubbing offers made?	No
20.	Were subscriptions received through or from other publishers?	No
21.	(a) Were circulation contests employed?	No
	(b) Were carrier competitions employed?	No
22.	Other sources from which subscriptions were received.	None

The Evening Bulletin is sold on its merits as a newspaper; no prize, premium, coupon, guessing contests, insurance schemes, or other methods of artificially stimulating circulation have been used.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Average daily net paid circulation for the six months ending March 31, 1927

546,527 copies a day

The circulation of The Bulletin is the largest in Philadelphia and one of the largest in United States.

New York.....247 Park Avenue (Park-Lexington Building)
Chicago.....Verree & Conklin, Inc., 28 East Jackson Blvd.
Detroit.....C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Blvd.
San Francisco.....Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.

(Copyright 1927, Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication, by The Editor & Publisher Co.
J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway,
New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau
of Circulations. Member Associated Business Papers Inc.

60 NEW YORK, AUGUST 13, 1927 No. 12

urvey of "All-Day" Newspaper Rate Cards Reveals Varying Sales Practices

136 "Combinations," 119 Sell As Unit in National Field, and 68 in Local Field—274 Newspapers Listed—Principal Arguments on Both Sides of Question

By PHILIP SCHUYLER

'ORTANT eyes of the advertising orld are focused these days on a ce of newspaper publishing vari- known as the "combination" or the ay" paper.

ese are the newspapers, usually ing and evening in the same city the same ownership, space in which ld as one unit, one rate covering es for insertion in both. While in t every instance such groupings, tially local economic developments, led to prosperity of the publishers eneral welfare of the advertisers and rs by reason of economical produc- complete coverage obtained, and oved product, they have also occa- l no small amount of opposing lip- e from a section of the advertising nity, which has been ever ready to resolutions branding the plan as und business practice."

a new voice in the chorus of ism aimed at the system by the As- ion of National Advertisers, the re- resolution of the advertising man- members of the National Automobile ber opposing the "enforced com- ion" has agitated the discussion of practice, which, at least 40 years has stubbornly resisted attacks and ily flourished.

pioneer in the all-day paper field, e plan is called by its friends, is *Kansas City Star,* which recently at the record price of $11,000,000, dex to its prosperity and the com- able service it must have given to and national advertisers. Some 40 ago also the *York* (Pa.) *Daily* and *ork Dispatch* were sold in "enforced ination." Eventually the Daily was out to the morning paper publisher ow the two papers under different rships cover this market.

t elsewhere, and those who have a thorough study of the system this to be true, the all-day paper, mbination, has, where it has arisen, ued as a blessing to communities o publishers, who, by purchase and lidation, have saved themselves the ant worry, expense and general luggery concomitant with competi- n a crowded field.

e number of all-day papers has never so large as it is today. According e best available figures there are to- -different pairs of all-day papers, dvertising columns of which may urchased in some cases separately n others only as a unit, as local con- ts or the policy of the publishers dic- Of the total, 18 are sold sep- ly in the national field and 119 are as a unit. To local advertisers 68, shers said they sold their two papers unit and 58 sold them separately.

is survey, according to advocates of ll-day paper system, doesn't begin cture the differentiation in practice policy of this particular publishing gement denounced in general terms nsound."

ere flourishes, for instance, the combination in which the morning paper circulation is largely held to the surrounding rural territory reached by automobile delivery, while the evening paper's reader-concentration is in the city. In another case, competition from a threatened invader of the field was forestalled and the entrenched paper strengthened and complete coverage of the field at one rate insured by the start of a morning edition sold in combination with the afternoon. Still another example appeared where an unjust circulation comparison was being created by a competing paper with a pre-date edition. Adjustment of this situation was only possible through the combination plan. Four papers losing money have in several cities combined into two on the advice of local merchants and have gone into the black. Then, no consideration of the question could, of course, be complete without mention of the unique Davenport (Ia.) combine, where two evening papers, under different ownerships, but of opposite political camps, are being successfully sold together locally and nationally.

Despite this conglomerate aspect of the combination newspaper problem, the question is treated in the most general terms by resolution-framers of hostile organizations.

HOW COMBINATION NEWSPAPERS SELL LOCAL AND NATIONAL SPACE

WIDE diversity of practice prevails among the so-called "combination" newspapers in the sale of their advertising space, according to the following tabulation. It covers all of the generally listed "combinations of two or more papers in the same city selling all or a part of their space at a joint rate. There are 274 papers listed—135 morning and 139 evening, and they are formed into 136 groups. Generally, a morning and an evening paper are paired, but in two cases, evening papers compose the combination, and in one instance, two mornings and two evenings are assembled on one rate card.

Of the combinations, 119 of the 136 are sold as a unit in the national field and 68 as a unit in the local field. Details of the tabulation follow:

Name of Newspapers	Issued	SOLD AS UNIT In National Field	SOLD AS UNIT In Local Field	SOLD SEPARATELY In National Field	SOLD SEPARATELY In Local Field
ALABAMA					
Birmingham Age-Herald & News	(me)	Yes	No	No	Yes
Mobile Register & News-Item	(me)	Yes*	No	Yes	Yes
ARKANSAS					
El Dorado News & Times	(me)	Yes	No	No	Yes
Fort Smith S. W. American & Times-Record	(me)	Yes	Yes	No	No
CALIFORNIA					
Modesto News-Herald	(me)	Yes	Yes	No	No
San Bernardino Sun & Telegram	(me)	Yes	Yes	No	No
San Diego Union & Tribune	(me)	Yes	No	No	Yes
San Luis Obispo Tribune & Telegram	(me)	Yes	....	No	....
COLORADO					
Colorado Springs Gazette & Telegraph	(me)	Yes	No	No	Yes
Denver Rocky Mt. News & Evening News	(me)	Yes*	No	Yes	Yes
Denver Post	(me)	Yes*	No	Yes	Yes
Greeley Tribune-Republican	(me)	Yes	Yes	No	No
CONNECTICUT					
Bridgeport Post & Telegram	(em)	Yes	Yes	No	No
Waterbury Republican & American	(me)	Yes	Yes	No	No
DELAWARE					
Wilmington News & Journal	(me)	Yes	....	Yes	Yes
DISTRICT OF COLUMBIA					
Washington Herald & Times	(me)	Yes*	No	Yes	Yes
FLORIDA					
Lakeland Ledger & Star-Telegram	(me)	Yes	....	....	....
Pensacola Journal & News	(me)	Yes	No	No	Yes
Tallahassee Democrat & State	(me)	Yes	Yes	No	No

(*Continued on page* 44)

As one enthusiast for the all-day paper bluntly expressed himself to EDITOR & PUBLISHER this week, "if these gentlemen instead of passing vague resolutions denouncing 'enforced combinations' devoted the same thought to analyzing thoroughly the different combinations offered them, they would want to invest in all-day newspaper space with big money, rather than threaten foolishly to stay out."

It seems that those publishers and space salesmen who have essayed the combination have all become enthusiasts. They express no fear of resolutions or boycott threats, believing that they are playing their part in an inevitable trend of publishing, and feeling that advertisers who at the moment happen to resent the policy will eventually come to realize its saneness and will respect the inherent right of a business man to run his business as he sees fit, provided he serves his customers well and obeys the law.

These enthusiasts experience no difficulty in massing arguments for selling all-day papers to advertisers.

"The hardest part is selling the publisher on the idea," declared a New York representative who is an ardent advocate of the plan. "Given an opportunity and we can make the proposition appeal to the advertiser. Sometimes the publishers are blinded by fear to the advantages to be derived from cleaning up destructive competition in his field."

Briefly tabulated, the five main arguments in favor of the all-day paper are:

1. Economy of operation, including reduced selling cost.
2. Improved product resulting, increasing reader-interest.
3. Relief of over-papered communities.
4. Controlled circulation.
5. Lower rates to advertisers through combination.

First and foremost as an argument favoring the all-day paper is the economic aspect of the plan. Obviously it is cheaper to publish two papers from one plant than from two. A smaller staff is required; the mechanical investment is lower. One man well versed in the the question, viewed this angle as follows:

"To me the combination paper in most instances looks like a question of business efficiency. I hate to see it, but the bald fact of the matter is that the newspaper business is losing its individuality and personality and gaining dollars and cents. Newspapers today are viewed more often as business propositions than as personal playthings. The big corporation idea has gained a foothold in newspaperdom. Just as the big manufacturing corporations are making money, so are the newspaper combines. They can do it because of the possible economical methods of operation employed.

"Certainly no advertiser cares to do business with a moribund paper losing money. Where does he gain any insurance of the future by placing his copy in a paper that may any day be forced to the wall? It was to correct such situa-

(*Continued on page* 44)

FIRST FALSE RADIO ADVERTISING CASE BEFORE FEDERAL TRADE COMMISSION

Complaint Issued Against Omaha Tannery for Misrepresentation of Profits and Product by Ether and Mail Channels

THE Omaha Tanning Company and W. C. Kalash, of Omaha, Neb., have been charged with broadcasting false statements in radio advertising representing the products of the company, in a complaint just made public by the Federal Trade Commission. It was stated orally that this is the first trade practice case involving the use of the radio which has come before the Commission.

The complaint alleges that representations made by the respondents that the company had eliminated "needless profits" by selling its manufactured products direct to the consumer are false.

The company, it is said, advertises its products through radio talks made by its president, W. C. Kalash, broadcast from stations located at Omaha, and other points throughout Nebraska, Iowa, Missouri and Kansas.

The full text of the complaint follows:

The respondent sells its merchandise principally to the ultimate user thereof. It solicits orders for said merchandise by means of catalogs and by form letters, which catalogs and form letters are sent by mail to prospective customers residing in all the States of the United States, but principally residing in the States of the Mississippi Valley.

Respondent also advertises its business by having broadcast through radio stations located at Omaha, and other points, talks made by its president, W. C. Kalash. These radio talks are broadcast throughout Nebraska, Iowa, Missouri, Kansas and other States.

The form letters referred to are signed by the president under the fictitious name of "Harness Bill Kalash," as president of the respondent corporation. The catalogs referred to contain pictorial representations of various harnesses, saddles and collars, together with instructions for ordering, and also many statements and representations in regard to the business of the respondent corporation and its merchandise, which statements and representations purport to be made by the respondent Kalash as president of said respondent corporation.

The respondents in said form letters and catalogs have made and make many false and misleading statements and representations relative to the character of respondent corporation's business and the sources and character of the merchandise sold by it. Among such false statements and representations are the following:

(a) "Owning my own tannery, making harness leather in my own plant, manufacturing harness and selling direct to you, I am able to make you a better harness for less money than you can possibly get in any other way."

(b) "This is the only tannery in the United States that actually tans harness leather from which it makes harness and sells direct to the farmer."

(c) "Oma-Tan leather is the best I know how to make from selected hides tanned by the old-fashioned oak-bark methods, and because I select my own hides, tan harness leather, make harness from that leather and sell direct to you, I save you five needless profits, as explained on page 10."

(d) "Needless Profit No. 1. The country buyer purchases the hides you have for sale. Then he sells them to some hide house at a profit. We save you that profit."

In the radio talks referred to above, the President of said corporation, respondent Kalash falsely states and represents as follows:

"Now folks, I want you to understand that I am positively not selling anyone else's harness made from anyone else's leather, but I am only offering you harness which is made in my own tannery, from leather which I have tanned myself, and have watched the process of the tanning every step of the way from the green hide to the finished leather here in my own tannery. Send in your order early, because I may not be able to make harness fast enough to supply you. Last year I had to return a great many orders with your money, because I could not tan leather fast enough from which to make the harness to supply the demand, and because I absolutely refused to ship a single set of harness to anyone that I did not make myself from my own leather here in my own tannery."

The statements and representations set forth are false and misleading. The respondent corporation purchases from manufacturers and others the greater portion of the merchandise which it sells, and of the merchandise which it manufactures, only a very small proportion is made from leather tanned in respondent's tannery. The respondent does not manufacture any horse collars or saddles. Respondent does not make the "rigid" or "merciless" test, or any test, except that of observation of the leather used in the manufacture of the harness sold by it; and respondent does not save to the customer, by its methods of doing business, the five profits, or any of them, claimed by it in its representations and statements contained in subdivision (c) and (d).

Each of the false and misleading representations made by respondents has the capacity and tendency to cause, and has caused, very many of the purchasing public to purchase merchandise from the respondent in and on account of their belief in the truth of such representation.

There are, among the competitors of the respondents, many who in nowise misrepresent their merchandise or the character of the respective businesses in any of the particulars included in the misrepresentations mentioned.

For more than two years last past the respondents have engaged in the acts and practices, under the circumstances and conditions, and with the results, all as in this complaint before set forth.

The above alleged acts and practices of respondent are all to the prejudice of the public and of respondents' competitors, and constitute unfair methods of competition in commerce within the intent and meaning of Section 5 of an Act of Congress entitled "An Act to create a Federal Trade Commission, to define its powers and duties, and for other purposes," approved September 26, 1914.

EDITOR & PUBLISHER CALENDAR

Aug. 18-20—Maine Press Assn., annual convention, at Lakewood, Me.
Aug. 19-20—North Louisiana Press Association, Opelousas, La.
Aug. 20-25—National Association of State Press Field Managers, annual meeting, Detroit.
Aug. 22-24—Georgia Press Assn., annual convention, Eatonton, Ga.
Aug. 24—International Press, conference, League of Nations, Geneva.
Aug. 25—Florida Circulation Mgrs. Assn., first meeting, Orlando, Fla.
Sept. 5-17—Educational Graphic Arts Exposition, Grand Central Palace, New York.
Sept. 8-10—Montana Press Assn., annual meeting, Great Falls, Mont.
Sept. 9-10—Northwest Texas Press Assn., annual convention, Wichita Falls, Tex.

POLICE GUARD EVANSTON PLANT

A number of policemen were detailed by the Evanston (Ill.) force to guard the office of the *Evanston* (Ill.) *News-Index* as a precaution against possible attempts at violence following the discharge of 42 union employes last week. Allen D. Albert, publisher of the paper, said that he had received a number of threats from the men, whom he discharged, he declared, because they failed to reduce expenses. He hired non-union men to replace them.

EXTRA SUNDAY IN JULY MAKES LINAGE GAIN

LINAGE in New York and Brooklyn daily newspapers during July, 1927, exceeded that of July, 1926, by 80,824 agate lines. The 1927 total was augmented by an extra Sunday, having 5 against 4 last year. Gains were shown by nine of the 15 newspapers listed as follows:

Pages 1927	Pages 1926		Percentage of Total Space	1927	1926	Gain	Loss
1,212	1,186	American	8.5	933,646	853,246	80,400	.....
1,502	1,388	Herald Tribune	10.9	1,194,300	1,141,582	52,718	.....
1,988	1,726	Times	17.7	1,949,314	1,839,506	109,808	.....
1,184	1,228	World	10.7	1,179,900	1,200,534	.....	20,634
742	816	*Mirror (tab.)	1.5	152,178	228,500	.....	76,322
1,356	1,196	News (tab.)	5.2	568,244	469,534	98,710	.....
932	1,036	*Eve. Graphic (tab.)	1.9	211,420	239,066	.....	27,646
886	828	*Eve. Journal	6.7	733,600	801,094	.....	67,494
766	740	*Eve. Post	2.9	321,686	307,850	13,836	.....
618	656	*Eve. World	4.9	533,180	527,260	5,920	.....
818	842	*Sun	7.5	826,570	925,662	.....	99,092
584	548	*Telegram	3.8	421,550	401,336	20,214	.....
1,044	982	Brooklyn Eagle	10.9	1,197,846	1,157,092	40,754	.....
696	610	Brooklyn Times	3.5	388,086	450,456	.....	62,370
466	452	Standard Union	3.4	378,152	366,130	12,022	.....
14,794	14,234	Totals		10,989,672	10,908,848	80,824	.....
						Net Gain	

*No Sunday edition.

	1927	1926	1925	1924	1923	1922	1921
American	933,646	853,246	887,186	961,338	1,058,268	821,004	776,996
Herald	.....	.....	.....	.....	759,996	826,554	834,722
Herald Trib.	1,194,300	1,141,582	1,002,686	774,238	630,440	636,486	666,268
Times	1,949,314	1,839,506	1,756,832	1,528,688	1,746,628	1,667,264	1,499,584
World	1,179,900	1,200,534	1,170,454	1,103,604	1,394,608	1,342,544	1,087,524
Mirror (tab.)	152,178	228,500	262,148	249,292	.....	.....	.....
News (tab.)	568,244	469,534	406,110	348,642	287,292	222,840	173,546
Graphic (tab.)	211,420	239,066	148,668	.....	.....	.....	.....
Eve. Journal	733,600	801,094	837,390	862,284	704,190	622,994	659,764
Eve. Mail	.....	.....	.....	‡.....	374,824	334,276	368,618
Eve. Post	321,686	307,850	281,358	255,382	236,594	246,014	388,370
Eve. World	533,180	527,260	537,752	437,056	483,776	438,664	500,418
Globe	.....	.....	.....	.....	†.....	417,700	443,160
Sun	826,570	925,662	858,650	744,158	665,332	557,662	466,860
Telegram	421,550	401,336	440,736	566,270	507,068	477,200	450,738
Brooklyn Eagle	1,197,846	1,157,092	1,120,024	1,119,056	1,150,116	1,119,746	1,018,548
Brooklyn Times	388,086	450,456	348,890	329,100	276,364	241,696	265,276
Standard Union	378,152	366,130	407,830	483,298	475,522	514,620	481,494
Totals	10,989,672	10,908,848	10,466,714	9,762,406	10,751,018	10,487,264	10,081,886

†Sun and Globe combined June 4, 1923; name changed to Sun March 10, 1924.
‡Telegram and Mail combined January 28, 1924; name changed to Telegram May 18, 1925.

EARLY EDITION ISSU BY PITTSBURGH PRE

"Metropolitan" Appears on Stree 9 A. M., Selling at 2 Cents—Po Gazette, Selling for 3 Cents, Won't Cut Price

The *Pittsburgh Press* on Aug. sued a morning edition appearing o streets shortly before 9 a. m. The is two cents per copy. The Press lishers announced that the mornin "Metropolitan" edition was in respon a popular demand. The price of the other morning paper, the recently m *Post-Gazette*, is three cents. No ch is contemplated in the price, despite lower rate at which the Press is sold.

Changes in personnel of the *Pos zette* are being made slowly and no de announcement can be made now, wit exception that W. U. Christman is tained as managing editor with F W. Merchant, former managing e of the *Sun* as assistant, and Ray Sp is retained as city editor.

GEORGE FRENCH APPOINTE

Will Handle American Part in Ger Press Exhibition

The American Committee of the ternational Press Exhibition, to be in Cologne, May to Oct., 1928, he luncheon conference Monday at the vertising Club of New York under chairmanship of John Clyde Oswal which George French was appoi Managing Director. Miss Lisa Ge was duly elected secretary. Victor der, *New York Journal of Comm* was elected treasurer.

Arthur Weiner, of the Atlantic & Art Corporation, New York, will as personal representative of Dr. E Esch, president of the International Exhibition, and Herr Weber of Lei

Mr. French was authorized to fo late plans for the representation of A ican publishing, advertising and gra arts interests at the Exhibition.

McGREGOR GETS CANADA MED

D. A. McGregor of the *Vanco Province*, won the gold medal offered the best editorial in Canadian daily n papers dealing with Confederation, purposes and achievements. Compet for second place was so close it was cided to give two silver medals. T were awarded to Charles Gautier *Droit*, Ottawa, and C. O. Smith, *Cal Herald*. The bronze medal, offered third place, was not awarded, the a tional silver medal for second place b substituted. The competition was under the auspices of the national c mittee for the celebration of the dian jubilee of Confederation. Judging of torials was left in the hands of the C dian Daily Newspapers Association.

BOWLES' SUCCESSOR NOT NAM

No successor has yet been name Rear Admiral Francis T. Bowles president and treasurer of the *Spring* (Mass.) *Union*. Mr. Bowles died week in Barnstable, Mass., of a heart tack. He was a grandson of Sa Bowles, founder of the *Springfield publican* and his father was for sev years business manager of the Republi Following the acquisition of the Spr field Union by himself and other m bers of the Bowles family in 1926, miral Bowles became president and tr urer of the organization. He maintai a firm policy of non-interference editorial independence, whether or the editorial views expressed in the p lications agreed with his. He resigne 1926 as a director of the Republican a serving on its board since 1915.

NOW BAY CITY TIMES

The name of the *Bay City* (Mic *Times-Tribune* was changed Aug. 4 *Bay City Daily Times*, six days a w and *Bay City Sunday Times* for the S day issue.

BROUN, NOTED COLUMNIST, GOES ON STRIKE

lk-Out of New York World's Star Follows Suppression of Sacco and Vanzetti Column—Will Stay Out, Writer Says—Colleagues on Paper Expect Him to Come Back

By PHILIP SCHUYLER

'WOOD BROUN, who writes "It Seems to Me" for the *New York* and other papers through the l Syndicate, and is one of the most columnists in the country, went on this week. He refused to continue g his daily column because the l suppressed two articles he had n expressing his opinions on the -Vanzetti case.

liam P. Beazell, assistant managing of the World, who, in the absence erbert Bayard Swope, executive edi- suppressed the two columns issued llowing statement:

n Monday and Tuesday of this week rticles written by Mr. Broun were out by us in the exercise of our ial prerogative. As a sequence to we received a telegram from Mr. n on Tuesday evening reading: have decided to go on a permanent .'

'e have had no further communica- from him."

. Broun, interviewed by this writer is 85th street home, declared he t what he said when he used the "permanent." At the World it confidently predicted that the nist would return to his column n a week. Mr. Broun is under con- to the World and has two more to serve. The contract entitles the paper to the writer's exclusive ry work, and it is understood that r. Broun attempts to write for other cations before the contract expires ction suits will be brought similar hose successfully prosecuted when iam Raldolph Hearst took Tom ers, the cartoonist, away from the ld and gave him work at higher pay he *New York American*.

r. Broun, preparing for legal con- ncies, has placed the matter in the s of his attorney, Morris L. Ernst. he suppressed columns were described Mr. Broun as "mild" compared with columns he wrote on the Sacco- zetti case on Friday and Saturday of week. The Friday column, de- ed by Broun's followers as a classic ewspaper writing, is reproduced in in this issue of EDITOR & PUBLISHER. rought forth considerable favorable ment from readers.

nce Monday of this week, Mr. Beazell received personally more than 100 hone inquiries asking why Broun's Seems To Me" was missing from the r.

r. Broun had retained no copies of two columns which the World de- d to use, and he reconstructed the sday column, which he said was the t important, for EDITOR & PUBLISHER. he unpublished Monday column set n Mr. Broun's opinion that members he board which supported Gov. Fuller's sion in the Boston case, President ell of Harvard, President Stratton he Massachusetts Institute of Tech- gy and Judge Robert Grant were in r in throwing out the Madeiros con- ion on the ground that "a young fel- out on a murder" appeared confused his recollection of the locale of the th Braintree murder.

s Mr. Broun recalled it, the second pressed column began:

'm so prejudiced myself on the co-Vanzetti case that it is impossible me to give my unbiased opinions re- ling it. Yet I don't actually believe n biased. I think I am fair. If I am ing to admit this about myself, cer- ly it must also work the other way."

rom this premise, Mr. Broun de- ped the theme that it was impossible Presidents Lowell and Stratton and ge Grant to be unprejudiced. Klans- n, for instance, the columnist pointed never think they are prejudiced. nted that the three members of Gov. ler's board had disciplined minds and had doubtless, expressed honest and intelligent opinions, they could not be opinions without prejudice. The columnist also commented on the "Hairline" drawn by the Governor's committee in admitting that Judge Thayer was "guilty of indiscretions" in the course of the trial but in stating that these indiscretions outside the courtroom had no bearing on the Judge's decision. Mr. Broun de-



Heywood Broun

clared that in his opinion this distinction was psychologically impossible.

Mr. Broun said he had talked a great deal with Robert Benchley, the writer, who in affidavits has told of some of the remarks made about the case by Judge Webster Thayer outside the courtroom. Mr. Broun had concluded, after hearing Benchley, that from the evidenct state of mind of the jurist it was likewise impossible for him to fail to be prejudiced.

A friend had referred Mr. Broun to a book Judge Grant had written in 1912, In the suppressed columns, Mr. Broun had quoted from this book. Judge Grant had written down some strong convictions on capital punishment, asserting that to his mind too many criminals were acquitted. He had also related an Italian episode in which he had been the victim. While in Rome at one time, it seems, his pockets had been picked.

Obviously, as Mr. Broun pointed out, the inference to be drawn from these quotations, was that Judge Grant might not be of an entirely unbiased mind, consciously or subconsciously, toward convicted murders, radicals, and Italians in general.

Mr. Broun had had a previous fight with the World over the play jury system which the newspaper advocated at the time of an uproar over allegedly smutty plays on Broadway. Mr. Broun is opposed to all censorship and said so in his column. An inner-sanctum storm followed the waves of which were only quieted by the oil of an agreement providing that thereafter Mr. Broun would not differ "violently" with the editorial page opposite which his column is printed daily, he said.

At the time, an attempt was made to get Mr. Broun to agree to leave any subject alone, which the World supported, and which he could not support. He said this week that he never agreed to this and has shown in his column he was in disagreement with World policies on several occasions since. He has not been in "violent disagreement," however, he contended.

"Certainly my columns were not in violent disagreement with the editorial policy the World held toward the Sacco and Vanzetti case several months ago," Mr. Broun said. "There has been, however, a change in the World's policy in the last few days."

By one of the editors this change was described as toward a "milder attitude." The editorial council was responsible. The editorial council is made up of Ralph Pulitzer, editor, Walter Lippman, editor of the editorial page, F. D. White, general manager, and either Herbert Bayard Swope, executive editor, or W. P. Beazell, assistant managing editor. An editorial was prepared on Gov. Fuller's decision, and this council moved to have it "toned down."

"I want you to emphasize," he said, "that I am enough of a newspaper man to know that a newspaper must have a continuing editorial policy. I realize that I can't thumb my nose at the World's pet projects. It would be too much to expect a paper to harbor an outlaw who would utterly repudiate whatever it said.

"Nor should I be allowed to libel anyone. Or if the World were boosting Al Smith for president, I agree that I should not every day in my column attack Smith as a poor candidate.

"But I contend that in a column headed 'It Seems to Me,' and signed by 'Heywood Broun' this is Heywood Broun speaking and not the World. We have discussed this frequently, and I still cannot agree with Ralph Pulitzer that a newspaper should be an 'organic unit.' In making it plain that the column is what Heywood Broun says, I certainly am not putting the force of the paper behind my opinions. I am speaking as an individual.

"Granted there should be limitations to a column of opinion, I believe that the limitations should be eexrcised only in the most flagrant cases. I would concede it was a flagrant case if I continued to hammer away daily against the views expressed on the editorial page. But the World is a liberal paper, I am not generally on the opposite side."

Mr. Broun told of "frequent notes" he received from Mr. Swope the executive editor, terming such and such a phrase as "unfortunate."

"I disbelieve wholeheartedly in the theory that a newspaper gets readers only by pleasing them," Mr. Broun continued. "In my opinion the only fatal thing is to bore a reader."

One of these notes with Mr. Swope's comment of "unfortunate," concerned the Methodist colony of Ocean Grove, N. J. Mr. Broun said in his column that he didn't like Methodists.

Mr. Swope objected immediately, and cautioned his columnist not to indict a whole sect, saying it was very bad for the World, very bad, and that it would alienate a lot of readers.

To Mr. Broun this argument slushed like applesauce. The Methodists, he insisted, were fanatically dry and the World was fanatically wet. Moreover the Methodists knew this. Their press agent in Washington rather frequently sends out broadsides attacking the wet World. Certainly the mere knowledge that Heywood Broun didn't like Methodists could do no more harm than already was done in alienating Methodist affections. This was Mr. Broun's argument, when he discussed this note with Mr. Swope. There was then no strike.

On Sunday of this week he expected he would keep on as a columnist for many a moon. He was spending the week-end in the country and sent in his copy by friend and messenger. It arrived late, but Mr. Broun has been late before. On Monday there was no column by Heywood Broun in the World.

WORLD ADVISES READERS OF ITS STAND

ON Friday this week the *World* published the following statemet on Mr. Broun's strike:

The World has always believed in allowing the fullest possible expression of individual opinion to those of its special writers who write under their own name. Straining its interpretation of this privilege, the World allowed Mr. Heywood Broun to write two articles on the Sacco-Vanzetti case in which he expressed his personal opinion with the utmost extravagance.

The World then instructed him, now that he had made his own position clear, to select other subjects for his next articles. Mr. Broun, however, continued to write on the Sacco-Vanzetti case. The World, thereupon, exercising its right of final decision as to what it will publish in its columns, has omitted all articles submitted by Mr. Broun.

Ralph Pulitzer,
Editor, The World.

He telephoned Mr. Beazell.

"What's the matter, Bill?," he asked. "I was afraid I was a little late."

Mr. Beazell allowed the confessed tardiness was correct. They had other copy in the office to fill the column and had decided not to "re-make," when Mr. Broun's arrived. And Mr. Beazell added:

"We think it would be well if you turned to some other theme than Sacco and Vanzetti. There's bound to be an awful lot of that in the paper anyhow, and another discussion by you would help."

Broun said he would try.

He reflected on this injunction. Was there too much about this fishmonger and peddler in the papers? Was he boring his readers? He thought not. When he sat down to write his column, his mind was so full of the case he felt so strongly about it that he could write nothing else, he explained. Mr. Broun for some time has been working at home. He has rarely been seen in the Pulitzer building lately. He went down to Park Row on Monday, however, and took his column with him. He talked to Beazell.

"I'm so het up on this subject," he told his editor, "that I just had to write about it again."

Then the World exercised its editorial prerogative. Mr. Beazell explained he had used his own judgment when he first suggested it "would be well" for Mr. Broun to take up another subject. At a subsequent meeting of the council, members of that body agreed Mr. Beazell had taken the correct stand and stood behind the order that eventually muzzled the noted columnist.

Mr. Broun did not reach his decision to send his telegraphed strike notice hastily. It was the advice of Ruth Hale, his wife, to keep submitting a piece every day on the Sacco-Vanzetti case, whether they used it or not. By so doing, Miss Hale reasoned, her husband was fulfilling his contractual agreements.

But Mr. Broun saw an end to this celebrated cause coming.

"I do not want to go on working for a paper on which the limitations are so finely drawn," was his final decision.

"If the World restrains me from writing," he laughingly said, "I may go on the stage, or I may paint."

Mr. Broun's column of Aug. 5, one of

(*Continued on page* 26)

NEWS MAN WILL FLY IN GERMAN PLANE

Hubert R. Knickerbocker, Berlin Correspondent, Universal Service, Passenger on Junkers Ship—Other Newspapers Help

Newspaper men and newspapers these days are filling their quota ably as aids to the latest mode of transportation and the most modern of industries, aviation. Near the head of the list of individuals must be placed the name of Hubert R. Knickerbocker, Berlin correspondent of the Universal Service, who has willingly accepted the assignment which gives him the opportunity of being the first newspaperman to participate in an attempt to fly across the Atlantic.



H. R. KNICKERBOCKER

Two Junkers planes, each carrying a passenger, will take off soon from Dessau, Germany, for a non-stop flight to New York. Knickerbocker will be one of the passengers on the Europa, which recently broke the world's flight endurance record. The story he writes will be distributed by King Features Syndicate.

Other projected newspaper enterprises for the benefit of aviation and circulation include: "Old Glory" Hearst plane to be piloted by Lloyd Bertaud and James D. Hill; and the Courtney flight in the "Whale" sponsored by the North American Newspaper Alliance; Jack Frost's participation in the Dole race from the Pacific Coast, as pilot for the *San Francisco Examiner;* and the offer announced this week by the *Philadelphia Bulletin* of $25,000 prize to the flyer who first flies from Europe to Philadelphia.

INSPECT STATES' AIRPORTS

Toledo Blade Men Tell New Navigation in Word and Picture

One of the most unusual newspaper goodwill tours in recent years was that conducted by Walter W. Schramm, news editor, and Norman C. Hauger, head of the photographic staff of the *Toledo* (O.) *Blade*. The tour, which was by airplane, covered Michigan and Ohio, and the newspaper party stopped at most of the important airports in the states.

The pilot of the Blade flight was George O. Wells, owner and manager of the Standard Aircraft Company, Toledo. During publication of the series of stories written by Mr. Schramm about their trip, which were accompanied by many illustrations by Mr. Hauger, the Toledo city council appropriated $15,000 for construction of a municipal airport and signed a three-year lease on a tract of 210 acres, to be used as a temporary landing field, which, officials say, is to be one of the best in Ohio.

IOWA CITY IN NEWSPAPERS

Two-Year $20,000 Advertising Campaign Starts in 24 State Papers

IOWA CITY, Ia., July 30.—A two-year newspaper campaign, inspired by the Iowa Daily Press Association publicity endeavor, has been launched by Iowa City business interests to advertise the state university town as "Iowa's ideal home city." A fund of $20,000 will be required for the campaign, which will be confined to state papers and a few middle western papers. The first series of advertisements, which will run over a period of nine weeks, appeared this week in 24 state papers. The next broadside will be launched in the spring.

ROTO ADVERTISERS SPENT $40,000,000 IN FIRST SIX MONTHS OF 1927

Fifty-seven of 67 Sections Printed Show Gains Over Same Period of 1926—Total Linage Ran 30 Per Cent Ahead of Old Record

MORE than $40,000,000 was spent by advertisers during the first six months of this year for space in rotogravure sections of the nation's newspapers, according to figures furnished EDITOR & PUBLISHER this week by the Gravure Service Corporation, New York. This constitutes a new high record for this branch of the advertising business, it was explained.

There are 67 newspapers in the country publishing Saturday or Sunday rotogravure sections, and only 10 out of the total showed losses in the period from Jan. 1 to July 1, the announcement of the corporation stated.

The total linage of 1926 for the first six months was 7,902,479, while this year these figures shot up to 10,274,275, a gain of 2,371,796 lines. This gain was divided into 729,074 lines of local advertising and 1,486,395 lines of national.

Coincident with this Gravure Service Corporation announcement, it was learned that General Motors Corporation was about to start a $500,000 campaign in 44 rotogravure sections, promoting Fisher bodies. This campaign was reported to be only a forerunner of further use that G. M. C. intended to make of the newspaper's picture medium.

So far during the year, other advertisers who have begun buying space in rotogravure sections include: the Prudential Life Insurance Company; Cliquot Club Ginger Ale; Hickok Belt; Fatima Cigarets, Lucky Strikes; Califc Prune Growers' Association; Amer Stove Company; National Carbon C pany, for Pyrofex; Bradley Kni Mills; Middishade Suits; Fifth Av Corset Company; and Hamilton B Carpet Sweeper.

Other big exclusive roto advert are the Cohen, Goldman Comp makers of Knitex clothing, and C makers of beauty preparations. Coty nearly every rotogravure section in country consistently, and is a he buyer of space at Christmas time. the last three years the makers of Kn clothing have used rotogravure sect exclusively, through the Federal Ad tising Agency, New York, and is gai what are described to be remarkable sults.

During the last year, the Gravure S ice Corporation reports, eight newspa have added rotogravure sections.

DETAILS OF GRAVURE LINAGE, JAN. 1—JUNE, 1927-1926

Newspapers	1927 Linage Local	National	Total	1926 Linage Local	National	Total
Birmingham News	27,605	99,311	126,916	2,103	83,071	85,174
Fresno Bee	14,203	29,826	44,029	(First Issue May 1926)		
Long Beach Press-Telegram	93,831	13,657	107,488	111,800	2,051	113,851
Los Angeles Times	130,536	183,050	313,586	81,900	172,788	254,688
San Francisco Chronicle	98,497	165,494	263,991	128,660	154,826	283,486
Denver Rocky Mt. News	60,810	78,450	139,260	10,870	45,430	56,300
Hartford Courant	53,206	43,194	96,400	56,065	36,266	92,331
Waterbury Republican	38,968	13,831	52,799	30,011	14,742	44,753
Washington Post	82,341	57,566	139,907	59,607	40,798	100,405
Washington Star	91,222	134,429	225,651	94,932	105,692	200,624
Miami News	68,256	27,181	95,437	(First Issue Jan. 1926)		
Atlanta Constitution	54,208	54,712	108,920	36,190	36,302	72,492
Atlanta Journal	47,497	117,103	164,600	46,246	103,453	149,699
Chicago Daily News	89,856	57,358	147,214	128,439	37,413	165,852
Chicago Tribune	34,701	393,385	428,068	No local	304,741	304,741
Peoria Journal-Transcript	89,222	35,266	124,488	34,426	17,472	51,898
Ft. Wayne News-Sentinel	31,843	24,738	56,581	No record		
Indianapolis Star	45,785	147,717	193,502	8,313	100,249	108,562
South Bend News Times	2,254	21,826	24,080	16,702	14,938	31,640
Des Moines Register	48,064	133,820	181,884	62,526	82,696	145,222
Wichita Eagle	32,256	26,635	58,891	48,524	27,936	76,560
Louisville Courier-Journal	59,111	111,880	170,991	89,251	82,409	171,660
Louisville Herald-Post	77,647	22,724	100,371	(First Issue May 2, 1926)		
New Orleans Times-Picayune	14,020	112,522	126,562	29,782	91,079	120,861
Baltimore Sun	123,188	134,852	258,040	110,104	96,229	206,333
Boston Herald	138,447	197,675	336,122	159,706	224,173	383,879
New Bedford Standard	32,851	20,727	53,578	53,112	15,134	68,246
Springfield Republican	54,366	37,297	91,663	69,275	36,606	105,881
Detroit Free Press	15,792	104,076	119,868	38,234	100,454	138,688
Detroit News	19,642	172,746	192,388	24,556	196,004	220,560
Minneapolis Tribune	67,201	144,550	211,751	63,188	99,739	162,927
Minneapolis Journal	30,918	61,485	92,403	20,460	43,193	63,653
St. Paul News	124,054	39,046	163,100	125,118	26,894	152,012
St. Paul Pioneer Press	40,138	111,524	151,662	37,870	75,726	113,596
Kansas City Journal Post	56,900	48,659	105,559	43,463	78,015	121,478
Kansas City Star	59,622	131,842	191,464	(First Issue Sept. 1, 1926)		
St. Louis Globe Democrat	12,021	107,679	119,700	20,751	104,245	124,996
St. Louis Post Dispatch	24,668	206,808	231,476	20,272	137,760	158,032
Omaha Bee	2,857	70,000	72,857	15,008	50,813	65,821
Newark Call	130,862	105,304	236,166	154,421	87,560	241,981
Albany Knickerbocker Press	11,492	43,669	55,161	13,623	43,362	56,985
Buffalo Courier-Express	71,738	118,863	190,601	27,072	68,042	95,114
Buffalo Times	70,452	39,083	109,535			72,989
New York Evening Post	140,033	13,115	153,148	46,109	13,793	59,902
New York Times	179,659	246,600	702,760*	198,583	295,059	493,642
New York Herald Tribune	120,572	150,274	270,846	113,188	152,968	266,156
New York World	17,527	101,339	118,866	26,402	106,316	132,718
New York Daily News	10,514	142,313	152,827	(First Issue Oct. 10, 1926)		
Rochester Democrat & Chronicle	65,801	70,047	135,848	83,384	62,698	146,082
Syracuse Herald	68,676	48,162	116,838	68,873	22,918	91,791
Syracuse Post-Standard	17,990	33,587	51,577	3,591	26,759	30,350
Cincinnati Enquirer	43,778	140,630	184,408	53,354	91,266	144,620
Cleveland News Leader	8,694	47,530	56,225	12,628	37,310	49,938
Cleveland Plain Dealer	40,152	196,194	236,346	34,038	170,911	204,949
Youngstown Vindicator	23,793	15,897	39,690	(First Issue Nov. 27, 1926)		
Toledo Times	94,599	25,910	120,509	(First Issue Nov. 7, 1926)		
Philadelphia Inquirer	11,442	132,447	143,889	14,275	55,492	69,767
Philadelphia Public Ledger	29,534	159,147	188,681	61,957	173,518	235,475
Providence Journal	83,207	90,828	174,035	83,499	86,932	170,431
Memphis Commercial Appeal	69,839	110,705	180,544	28,021	68,488	96,509
Nashville Banner	49,875	53,626	102,501	2,243	29,343	31,586
Houston Chronicle	41,860	80,584	122,444	51,030	71,638	122,668
Houston Post-Dispatch	53,410	36,652	90,062	(First Issue Sept. 1926)		
Richmond Times-Dispatch	48,916	59,122	108,038	64,827	39,648	104,475
Seattle Times	9,184	157,304	166,488	12,628	112,028	124,656
Milwaukee Journal	42,186	141,747	183,933	44,205	93,589	137,794

*New York Times total includes lineage in suburban tabloids.

"IT" IN U. S. ADS SEL FRANCE

Continentals Captivated by "Inta ible Quality" Says Paul Loui Hervier, of Paris Evening Intransigeant

Is it the "it" in American advert ments that fascinates Continental E peans, even though they have no kn edge of English?

Paul Louis Hervier, secretary-gen of the *Paris' Evening Intransige* thinks so. He said as much the ot day when the Crowell Publishing C pany acted as his interpreter. He sai

"Perhaps this is the 'it' of which Am cans talk so much, and which, I un stand, means an intangible quality compels—well, attention at least.

"However, whether partly aimed Europeans or not, the effect of these vertisements has been an interesting st to me and I have found numerous stances where actual changes in natio customs can be traced directly to th This may not always have meant di sales of American wares but it meant least the demand for goods similar those advertised and thus a new dra ing upon American markets for r terials."

From this beginning (with the lead written) the "Newspaper Service B reau" of the Crowell Publishing Co pany, which gets out magazines, c tinued for two neatly and solidly ty written pages.

Mr. Hervier spoke politely ab American magazines in general and T American Magazine and Woman's Ho Companion in particular.

And at the top, the Newspaper Serv Bureau, pleasant name for press age had explained to the Editor:

"The following summary of Mr. H vier's report on the influence of Americ advertising in Europe is submitted to y as a contribution of general intere showing the influence and scope American advertising. It seems likely be useful in emphasizing to readers t importance and dignity of the advertisi columns."

NOW SALT LAKE TIMES

The *East Salt Lake Times,* Salt La City, Utah, has dropped the word "Eas and will hereafter be known as the *S Lake Times.* The paper has moved larger quarters in the Sugar House se tion of the city and is spending sever thousand dollars on new mechanic equipment and on enlarging its news d partment.

TRIES OUT NEW ROLLER

The *Cleveland Plain Dealer* is exper menting with a rubber roller manufa tured by the Goodrich Rubber Compan of Akron, O. The composition of th roller is said to be much harder than commonly used. The makers claim th it will wear longer, withstand very h weather, will hold its shape and elim nate much roller washing. The roller tried on two presses which run off th woman's and dramatic section.

GENEVA PRESS PARLEY ATTRACTS 60 DELEGATES

ooper Says A. P. Has No Government Connections and Seeks No Favors—Japanese Will Ask Reduction of Cable Rates to Europe and America

IXTY delegates from 36 different countries of the world are converging Geneva for the second International ess Conference, scheduled to be held ler the auspices of the League of tions, beginning Aug. 24.

From New York this week sailed Kent oper, general manager of the Asso- ted Press; R. P. Scripps, president of Scripps Howard Newspapers, and omas L. Sidlo of counsel of that or- nization; and Seiichi Uyeno, managing ector of the *Osaka Asahi* and the *kyo Asahi*, with K. Kitano, the New rk correspondent of those Japanese wspapers. Sailing last week were Karl Bickel, president of the United Press, d George Parker, editor-in-chief of the ripps-Howard Newspapers.

M. Koenigsberg, president of Interna- nal News Service and Universal Serv- , sails for Europe, Saturday, to at- d the Conference.

David M. Church, foreign news di- ctor of International News Service, led for Europe Wednesday aboard the rengaria.

After the close of the Geneva confer- ce, Mr. Church will visit the Euro- an bureaus of International News rvice. He will also call on the new ents added by International News rvice within the last few months in ague, Vienna, Budapest, Barcelona d Madrid.

Before sailing Mr. Cooper issued a atement to the effect that there was n ntest between the Associated Press and e United Press involved in the confer- ce. The United Press has been sending t stories signed by Ed L. Keen, its uropean manager, declaring that the nited Press was fighting for an "open or" news policy opposed by official overnment agencies with which the As- ciated Press was allied. Keen's stories ere based on a resolution placed before e first conference last year by Roy W. oward, chairman of the board of the cripps-Howard Newspapers.

Mr. Cooper's statement follows:

"I was not at the Geneva conference f the news agencies last year, but I was ld that at that conference there was a eclaration, to which no objection was ced, that absolute equality of treat- ent should be observed in the distribu- on of official government news to all gencies. If this is the case I cannot nderstand the inspiration of any ex- ressions of doubt as to the probability of ny adverse action this year upon last ear's declaration.

"So far as the Associated Press is con- erned, of course it has no government onnections and never has had, and it ever has asked and does not ask any referential treatment from any govern- ent."

Reduction of cable rates will be sought y the Japanese delegation, Mr. Uyeno old EDITOR & PUBLISHER. Mr. Uyeno as appointed delegate to represent all apanese newspapers, while other fellow ountry-men who will attend the con- erence are M. G. Date, director of the apanese Associated Press; and S. Uyeda, f the Nippon Dempo Tsu Shin Sha hich is closely allied with the United ress.

"If cable and wireless rates are re- uced there will be increased interchange f news and consequent broader under- tanding between countries," Mr. Uyeno eclared.

"It requires between four and five ours to get messages between New ork and Tokio and about three hours rom London, and we pay the highest ate in the world. To send urgent mes- ages from New York to Tokio costs s as high as $2.75 a word.

"We are also interested in the ques- ion we understand is before the con- erence of granting newspaper men in- ernational or diplomatic privileges."

Other suggestions will aim at safe- guarding the integrity of the press and the profession. Only journalists with the most unqualified credentials will be en- titled to the exceptional advantages sought from governments. Publicity-men, "moochers" and others who come to Europe with a "letter of introduction from the publisher of the Monthly Star" of Blankville, seeking "reserved seats" in press galleries already overcrowded with working journalists will receive short shrift.

The provisional agenda as drafted by the preparatory committees during the past year is as follows:

1. Press Rates:
   - (a) Telegraph.
   - (b) Telephone.
   - (c) Wireless telegraph.
   - (d) Wireless telephone.
2. Coding of Press Messages.
3. Improvement of Communications.
4. Transport of newspapers.
5. Postal subscriptions to newspapers.
6. Protection of News.
7. Professional facilities for Journalists.
   - (a) Travel tours.
   - (b) Schools for Journalists.
   - (c) Scholarships for Journalists.
   - (d) Double taxation of Journalists living abroad.
   - (e) Reductions of steamship and railway fares.
   - (f) Passport visas for Journalists.
   - (g) Identity cards for Journalists.
   - (h) Repressive measures against Foreign Journalists (expulsion.)
   - (i) Equality of treatment for Foreign Journalists.
   - (j) Facility for enquiry afforded Journalists.
8. Censorship in Peace-time.
9. Information on the latest technical improvements of interest to the Press.

(Wireless telephony, television, etc.)

The calling of the Conference signals a great success for the League, in that the original proposal of M. Yanez, Chilean delegate to the 1925 Assembly, was confronted with many difficulties.

M. Yanez proposed: That the League Council consider the desirability of summoning a committee of Press Experts, representing the Press in different countries in order: (1) to enquire into the means of ensuring more rapid and less costly transmission of Press news with a view to reducing the risks of international misunderstanding. (2) to discuss all technical problems the solution of which in the opinion of experts would be conducive to the tranquilization of public opinion in various countries.

It was due to the initiative and energy of M. Hymans, formerly foreign minister of Belgium, and member of the League Council that the plan materialized. When M. Hymans was succeeded by M. Vandervelde, present foreign minister of Belgium, the latter pressed the venture with equal sagacity and enthusiasm.

"The Chilean proposal is undoubtedly a bold one," declared M. Hymans in discussing it at the time. "The press, like all great powers, is rightly jealous of its independence. We must therefore approach the vast and delicate problem raised by this resolution with great circumspection. I wish to make it clear at the outset that the League does not wish to interfere in the affairs of the press and that it will only interest itself in them if the journalists themselves consider that its assistance is of value."

That was the spirit in which the League approached the undertaking. And in that spirit journalists, publishers and press association officials from a score of countries aided in the preparations. Among the Americans participating in the preliminary work were Roy W. Howard, of the Scripps-Howard Newspapers; Ed L. Keen, European manager and Henry Wood, Geneva eorrespondent of the United Press; Elmer Roberts, European manager and Joseph Sharkey, Geneva correspondent of the Associated Press; the Anglo-American Journalists Association, of which Wilbur Forrest, of the *New York Herald Tribune,* was president at the time. Lord Burnham and other prominent British publishers have taken an active interest also.

In adopting the Hyman's Report and authorizing the calling of the Conference, the last Assembly also clearly defined the part the League was to play. It noted:

"In certain cases the League of Nations can undoubtedly do a great deal to assist co-operation between the Governments and the press. Although an aggregate of private enterprises, the press is frequently obliged to have recourse to various government services. For example, it depends in a large measure on the governments for the transmission of news by telegraph, telephone, cable and radio-telegraph; it also depends in every country upon the national legislation in all questions connected with authors' rights, transport rates, etc. In directions like these the friendly assistance of the League of Nations might often be of great value."

An indication of how complete has been the preparation can be gained from the fact that representatives of sixteen of the largest press agencies attended the first session. This was followed by a meeting in Geneva of representatives of sixteen European press bureaus, from as many countries, while lastly the various Journalists Associations gathered here to formulate the claims of the newspaper profession.

For the program of the conference all that was necessary was to draw up an agenda based upon the results of the preparatory work.

Among the requests that will be made, if the conference follows the lead of the Preparatory Committee, are:

Priority of press telegrams over ordinary messages; reduction of rates by all governments for press communications by telegraph, telephone and wireless or cable.

Establishment of international conversations with a reduction of fifty per cent in current rates, with priority for press communications over ordinary private conversations; reduction of fifty per cent on urgent rates, with priority for urgent press communications over urgent private communications.

In regard to coding the Conference will recommend:

"That the accredited representatives of the press be allowed to use an appropriate code, in whole or in part, at ordinary press rates, for the sending of press news by wireless on the understanding that the code be communicated in advance to the telegraph companies . . . . . that unauthorized persons be prevented from utilizing wireless for press news."

The proposals for the "protection of news" have not yet been definitely formulated, but the League Secretariat is said to be preparing a memorandum on this subject.

The journalists, especially those engaging in international assignments, have asked several advantages, chiefly of a nature to facilitate their work. They urge exemption from double taxation, freedom of transit from one country to another without the vexatious delays of passport and visa and customs formalities; an internationally recognized document of identity which will be accepted by postal and telegraph administrations of the International Postal Union; and the least possible censorship restrictions hampering their work in times of peace.

That the Conference will confine itself to the agenda is not probable. Many interesting suggestions have been made by various publishers, journalists, and press organizations, and "regional" agreements, between bordering countries or groups of countries, will undoubtedly be formulated at Geneva, with the object in view of fostering international relations.

The Roumanian delegation has suggested a scheme whereby scholarships be extended by various countries to journalists of other countries in order that they may become personally acquainted with conditions. It is not improbable, that in the future every telegraph and cable editor on every large international newspaper, will have as a preliminary course of training, a personal acquaintance with the countries wherein news which he edits, originates.

CENTRE OF BRITISH AD CONVENTION



Sellers and buyers of advertising to the number of more than 300 were represented at the recent British advertising exhibition which was a part of the annual Advertising Association convention.

BREAKING THE STORY OF GEN. WOOD'S REFUSAL OF PRESIDENCY IN 1920

Getting Blind Tip from Senator Four Years Later, Newspaper Man Got Detailed Confirmation from Son—Story Received Wide Play

By EDGAR MELS

IN the millions of words written as obituary notices for Leonard Wood, there is not a line referring to his greatest act—to the finest thing done by an American politician—the renunciation of the Presidency of the United States!

Yes, Leonard Wood refused to become President. For this doctor-soldier, whom Pershing would not permit to lead a unit in France—this dubiously successful governor-general of the Philippines, declined the nomination for President at the Chicago convention of 1920.

The writer of this is a Democrat and dislikes Republicans cordially, but he believes that as a man, Wood stands out in striking contrast to his fellows—Republican and Democratic. For Wood could have had the Presidential nomination—equivalent to election—if he had made a verbal agreement to turn the Teapot Dome oil leases over to Jake Hamon and his colleagues.

Of course, the gentle, or otherwise, reader, will ask how the writer knows all this and what proof he has. Such a query is fair and shall be answered in detail and in chronological order. Incidentally, it makes an interesting story—a story behind the story. The first intimation I had that Wood had decided to be right rather than President, came to me early in February, 1924. A Democratic Senator, with vitriolic tongue and an amazing faculty for getting at the bottom of things, phoned me to come to his office in the Senate Office Building in Washington. He wasted no time.

"Mels," he exclaimed the moment I entered his office, "Leonard Wood refused the Republican nomination at Chicago in exchange for the Teapot Dome oil leases. The offer was made by Jake Hamon. Now get out of here."

"But, Senator—," I exclaimed, but the Senator waved me out and then began the three hardest weeks' work I have ever done. Of course, I notified my New York office and next day received word that Wood was away from Manila and would not return for a week. Hamon was dead. His wife, Clara Hamon, had remarried and was somewhere in Southern California. So I got a list of delegates to the 1920 convention, and of alternates, as well as politicians and leaders. I read and reread this immense list until I got pop-eyed. Whichever way I turned there was a wall of something akin to reticence. With childlike blandness, I was told to forget the story—"it could never be proven."

I trailed a clue to New York. It proved to be nothing. Disgusted, I returned to Washington, arriving there at just ten at night. I took a taxi to my modest hotel. We drove along Pennsylvania avenue and had just reached Tenth street when my sleepy eyes beheld, blazoned forth in electric lights atop a theatre:

LEONARD WOOD, JR. PRESENTS:

I have no idea what young Wood presented. "Over there!" I howled at the driver, and he, sensing something unusual, whirled his machine around, just escaping crashes with a street car, two automobiles and a Ford.

"Wait till I come out," I shouted, "if I stay all night." I dashed into the theatre lobby. I sent my name in to young Mr. Wood. Evidently business was not good, because he appeared delighted to see a newspaper man. I introduced myself. I made a speech which Demosthenes and Bryan would have envied. I pleaded with young Mr. Wood to place his father back on the political map as the greatest of Americans, who would rather be right than President. I dangled publicity for his theatrical venture before his eyes. I pleaded. I cajoled. I was ready to knock his block off. There was hope, despair, murder and mayhem in my heart.

Leonard Wood, Jr., proved a gentleman and a scholar. He admited the truth of the story. He told me that Hamon had approached his father when Lowden and Gen. Wood were deadlocked; when Harding was looming in the offing; when Daugherty's fine hand was weaving its spell. Yes, Hamon had made the proposition.

"And what did your father say?" I queried, trying hard to still my thumping heart, for I was face to face with the biggest story of the year.

"All I know," said young Wood, "is what he told me and my mother. He came back from the conference purple with rage. According to his story, he replied to Hamon:

"'I am an American citizen. I am an American soldier. I'll be damned if I betray my country. Get the —— out of here!'

"And, according to my father, Hamon wasted no time."

I had the story; but I needed the written o. k. of young Wood to make it stand up, for men have a habit of denying words when they see them in print. So I explained to him that I had taken no notes—I had become so interested in the story that I forgot all about it. As a matter of fact, taking notes is fatal in an interview—it makes the person interviewed interview-conscious. I asked to write the story on the Wood typewriter. Permission was given. I wrote. I wrote deliberate misstatements. Then I handed five typewritten sheets to Wood, asking him to correct the manuscript and to o. k, each page. He grew suspicious.

"Why each page? Why not the top or the bottom?"

I explained that some one—myself perhaps—might so alter the pages as to ruin him. He began to read. He expostulated.

"It's full of mistakes," he said, and he began to erase and interline—and I had the story cinched, for his own handwriting attested to its authenticity. Finally each page was signed with his initials. I rushed out in indecent haste. I dived into the waiting taxi. I took the midnight train back to New York. The home office yelled with joy when they saw the story. They had found Clara Hamon, who confirmed her husband's share in the transaction. A few days later came a cable from Manila, stating that General Wood refused to comment on the story "at this time."

And on March 6, 1924, the sixty daily papers of the North American Newspaper Alliance carried the story—to have it copied by every paper in the United States the next day. What did I get out of it? A mere $700 for a one-column story!

QUEEN FAINTS IN ARMS OF A. P. CORRESPONDENT

"THE Queen has fainted in Mills' arms again!"

M. N. Stiles, foreign editor of the Associated Press, made this ejaculation this week when he read the cable dispatch from Bucharest containing the interview obtained by James Mills with Queen Marie of Rumania.

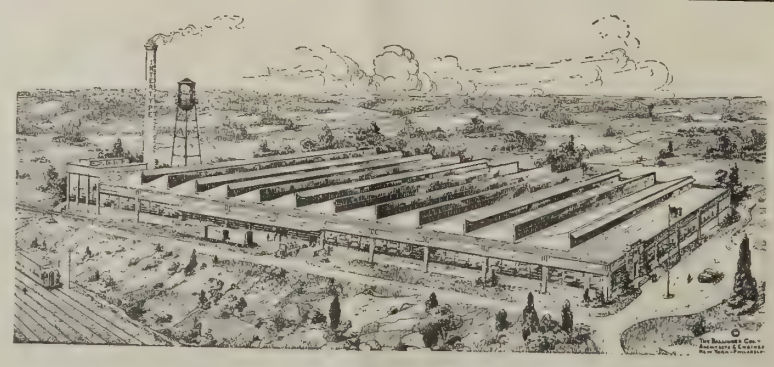
"It is a standard joke in the A. P. office," explained Stiles, "that when the Queen feels emotional she calls for James."

Mills, recently assigned to the Vienna bureau of the Associated Press, re-opened after several years during which this capital was covered by local correspondents, has had several important interviews with Queen Marie. Durthe war he obtained a leave of absence and entered Red Cross work in the Balkans. It was then that he became acquainted with Her Royal Highness, and she has favored him since with a number of exclusive stories.

CHANGES IN DENTON, TEX.

As successor to Will C. Edwards, who recently became publisher of the *Washington* (D. C.) *Herald*, R. J. Edwards, formerly of Fort Worth, has been named general manager of the *Denton* (Tex.) *Record-Chronicle* and president of the corporation which publishes the Denton paper. R. J. is a brother of Will C. Edwards.

INTERTYPE TO BUILD ITS OWN HOME



New Intertype factory, Harrison, N. Y.

THE Intertype Corporation has completed its plans for the building of a large new factory at Harrison, N. Y., a suburb of New York City. The corporation owns 43 acres of land near the railroad station. On this plot will be erected a modern building covering about four and a half acres.

As shown architect's drawing shown above, the building will be a one-story brick structure and its attractiveness will be enhanced by appropriate landscaping. Provision has been made for recreation grounds, with baseball field, tennis courts, handball walls, etc.

The building will include an assembly auditorium with more than 1,000 seats. It will also contain facilities for moving pictures, dancing, basket ball and volley ball, a modern cafeteria, library, shower and locker rooms, and a hospital.

Neal Dow Becker, president of the Corporation, when interviewed on the subject, said:

"Since the organization of the Intertype Corporation in 1916, with its principles of standardization in manufacture and its policies of consideration in dealing, its sales have steadily increased.

"The executive offices now located at 1440 Broadway, New York, and the two factories in Brooklyn will be combined in one building in Harrison.

It is planned to begin building operations soon and the new factory will be in operation by Sept. 1, 1928.

CHINESE EDITOR SLAI IN VANCOUVER WAR

President and Employes Shot b Caller, Who Also Dies in Paper's Office—No Halt in Publication

A political feud which started in Va couver's Chinatown Aug. 7 claimed t lives of Louis Man Har, president an editor of the *Morning News*, city Ch nese daily newspaper and special com missioner of the Vancouver branch of th Chinese National League, Wong Par typesetter and writer for the News, an a Chinese believed to be Wong Sue Sang, of Kamloops, B. C.

The three died following a shootin affray in the offices of the News, issue in the Chinese National League head quarters. Police stated after investiga tion that they believed the affair was direct result of the recent split in th ranks of the Nationalist party. The au thorities said they were informed tha Louis Man Har was seated in his offic on the mezzanine floor when Wong Sue Sang entered and requested to see th editor.

Wong Park, one of the dead men, wa seated in the front office with a reporte and Mak Ya Shee, a sub-editor. Sue Sang was told to go upstairs, which h did.

Violent argument between the editor and his visitor was heard by the three men in the business office, but they paid little attention until they heard a shot ring out and looked up to see Suey Sang taking aim with a revolver above the railing of the mezzanine floor.

As Wong Park rose and turned to flee, a bullet from the assassin's gun struck him in the back. Entering the place, the officer found Wong Park dying on the first floor, a bullet having entered his back on the left side. On the balcony floor Louie Man Har was found on the floor with a bullet hole through from the left temple to the right side of the skull, a second bullet lodged farther down in the left side of the head, and a third in his left knee. On his desk was found an automatic 25-calibre pistol of Spanish manufacture, with one shell discharged.

In the northwest corner of the balcony office was the dead body of Wong Suey Sang, lying over an English 38-calibre revolver with five discharged and one undischarged cartridge in the cylinder.

Evidence that the newspaperman's code that "the paper must go to press" exists among the Chinese was given by the youthful Wong, the reporter, who fled for his life.

When the excitement of the shooting began to die down he approached Detective McNeil and pointing to the large pools of blood on the office floor, said:

"Is it all right for us to clean up? You know we must publish in the morning."

SUIT WITHDRAWN

W. R. Hearst, Jr., Drops Libel Action Against Los Angeles Record

The libel suit of William Randolph Hearst, Jr., against the Los Angeles Record Publishing Co., was withdrawn Aug. 6, in superior court, by mutual consent.

The suit arose over a news report published in the *Record* June 10, 1926, regarding an automobile accident. Young Hearst's name appeared in the news item because it was thought that the automobile involved had been previously rented by him from the Cadillac agency.

TO WED RUSSIAN PRINCESS

Lorimer Hammond, of the *Chicago Tribune* foreign staff, will marry Alexandra P. Lebedoff, the daughter of the late Prince Peter Kropotkin, Russian revolutionary, author and scientist. Hammond spent some time in Russia in journalistic work. Mme. Lebedoff was born in London, where her father was in exile, but subsequently returned to Russia as the wife of Boris F. Lebedoff, from whom she obtained a divorce in Moscow in 1920.

I. T. U. WANTS ARBITRATION PACT WITH A. N. P. A.

Convention Rules Local Union's Order of Reinstatement Must Be Complied With By Foreman Until Reversed By Executive Council or Convention—Howard Wing Rules Indianapolis Meeting

By RICHARD P. OVERMYER
(*Indianapolis Correspondent of* EDITOR & PUBLISHER)

INDIANAPOLIS, Aug. 11.—The International Typographical Union today took a definite step in the direction of International arbitration agreement through resolution adopted at the Union's Diamond Jubilee convention here.



CHARLES P. HOWARD

The resolution as reported favorably by the committee on resolutions and adopted almost unanimously as follows:

"Resolved, that further attempt be made to obtain an arbitration agreement between the union and the American Newspaper Publishers Association or any other responsible organization of employers, such an agreement to be according to the laws of the union in effect:

"1. Provision be made against unreasonable delay in determining issues.

"2. Provision be made against accumulation of excessive cost of arbitration proceedings.

"3. In so far as practicable, arbitration to be confined to hours and wage questions.

"4. That established working conditions not be submitted to arbitration.

"5. That the International Typographical Union laws relating to hours, wages and working conditions must not under any consideration be made subject to arbitration whether or not such laws are included in the original proposition of the local unions.

Charleston, S. C., was selected for the convention city of the International Typographical Union for 1928.

An unexpected turn was taken Thursday in the negotiations centering about the status of the Mailers Union, when a resolution which would have eliminated the mailers' president from his post on the I. T. U. executive council was reported unfavorably by the laws committee.

The convention on Wednesday adopted a new rule in regard to disputes regarding labor conditions in the mechanical departments of newspapers, which vitally affects publishers and workmen. The rule was adopted after a stiff battle and after a roll call vote was taken to put the delegates on record, at the demand of Delegate James J. Hoban of Cleveland, O.

The new rule provides that in case of discharge of an employe by a publisher, "when the subordinate union, following an appeal, reinstates a discharged member, the order of reinstatement must be complied with by the foreman until reversed by the Executive Council or a convention; provided, when a subordinate union has made specific provisions in its contract for reference of controversies over discharge of members to a joint agent, the dispute shall be decided as provided in the contract."

Adoption of the new rule regarding discharged employes followed a day of "give and take" battling between the two opposing forces in the union ranks. The progressive forces, headed by President Charles P. Howard, emerged victorious in each contest over the administration delegates, who still maintain a hold on union policies through control of the executive council.

President Howard, through the strength of his forces in the convention, was upheld in his actions prior to the convention by decisive votes. The most telling victory scored by the Progressives was when President Howard's action in discharging twelve representatives of the union some months ago, over the protest of the Executive Council, was sanctioned by adoption of a resolution to that effect.

The differences existing between the two factions in the organization were given an airing again during the afternoon session when Progressive forces put through adoption of a change in the laws regarding publication of the union official publication, which provides that the editor of the *Typographical Journal* must furnish space in the magazine where the President and other officers of the union may express their views without its being censored or edited by the editor of the publication. The Typographical Journal is edited by John W. Hays, secretary-treasurer of the Union and a member of the administration wing of the union, opposed to the policies of President Howard.

A number of minor changes in the laws of the union proposed by various delegates were rejected by the convention on recommendation of the laws committee. One of the important changes in the laws was one which changes the date of the annual convention from August to the second Monday of September. The new date will become effective for the 1928 convention. The delegates also adopted a resolution in support of the sesquicentennial celebration at Vincennes in 1929 celebrating the capture of Port Sackville from the British by George Rogers Clark.

The entire morning session was taken up with debate over the question of whether the convention would support President Howard in his discharge of the twelve union representatives. The debate brought members of the Executive Council, the president himself and various members of the convention to their feet in defense of their own actions or of their respective leaders.

The entire question resolved itself into one of the date when terms of office of appointees of one administration ended and the question of supervision over the business affairs and personnel of the printers' organization. Mr. Howard asserted it was his opinion that appointees terms ended with the term of office of the administration under which they were appointed, and held that the Executive Council has no authority over the personnel of the organization and must concern itself solely with the business affairs of the union. He asserted the executive council is empowered to remove representatives only for cause. Each of the speakers stressed the fact that he was not at odds with his opponents personally.

The opposing forces termed the action of the President as an effort to gain a "one-man" control of the organization, which supporters of the resolution declared it "better to have good rule by one man than poor rule by four."

The twelve representatives were discharged by Mr. Howard one week after he took office in Nov., 1926, and after Howard asserted the Executive council had held secret and illegal meetings which he felt would embarrass his administration. The meetings were explained by members of the Executive Council as having been held when Mr. Howard refused to call a meeting.

Mr. Hoban declared the question of power to discharge representatives should be answered in an amendment to the constitution and asked for a referendum on the question.

Secretary Hays said that the incident with Mr. Howard was the first instance when he was denied the privilege of voting and added that after serving 18 years in the union he felt that "he should not have his rights overridden." An effort to have the resolution sent back to the committee was ruled out of order and the aye-and-no vote was called, resulting in a victory for the supporters of President Howard. The vote was permitted to stand. Although a charge was made that persons on the sidelines and in the galleries had voted. President Howard warned spectators that they must not participate in the voting.

The victory of the resolution gave another instance of the control which the progressive forces wield in the convention. This control was maintained throughout the day in every question that came before the convention.

Another clash between the opposing forces was precipitated when a resolution was reported which directed the auditors of the union to have each subordinate union report the names of members who had not paid old-age and mortuary assessments, and the amounts they owe. This action followed an order of the executive Council eliminating members not actively engaged in the printers' trade from paying these assessments, following court action in New York.

The progressive forces of the union contended that the order affected only those inactive members of the union who were unable to obtain employment and not those who were "inactive-active" members. As a result of adoption of the resolution all members who retain active membership in the union but who are not engaged in the trade must pay old age and mortuary assessments.

A double warning to the officers and membership of the International Typographical Union to force political factionalism into the background marked the opening session of the organization.

One of the warnings extended the olive branch to members of the faction opposing James M. Lynch, former president of the union, who recently was defeated in his race for re-election, and urged delegates to avoid "petty political squabbles and recriminations." Mr. Lynch now is confined in a hospital at Syracuse, N. Y., and his message to the convention was read at the opening session.

The other warning came from Daniel J. Tobin, international president of the teamsters' and truck drivers' union, and a personal friend of Mr. Lynch, who advised the delegates to the typo gathering to "get rid of" anything that was holding back the union. Mr. Tobin's remarks brought a sharp retort from Charles P. Howard, international president of the typographical union.

Mr. Lynch was president of the union from 1900 to 1914 and had previously served as vice-president. He was defeated for re-election in 1926 when the union membership took issue with him on his policy regarding old age pensions of the union. The previous plan had been to dispense the pension to members 60 years old with a working card of 20 years, but Mr. Lynch's administration advanced the figures to 25 years of work and 65 years of age. The present convention was expected to take action on a referendum on the question.

The administration-progressive wrangle broke out again after the convention had been called to order after numerous protests on seating of delegates had been made. A large portion of the protests were made regarding members of the mailers' union, at whom the force of the progressive battle was directed in the convention.

All these protests were referred by the chair to the credentials committee, but members of the opposing faction, fearful that the committees might have a personnel that would prevent administration delegates from being seated, succeeded in having a resolution adopted requiring the credentials committee to report tomorrow morning.

James J. Hoban of Cleveland, O., who is looked upon as a leader of the administration forces on the convention floor, took the lead in the fight against unseating delegates. Once during the session, when he announced that a meeting of the administration forces would be held last, he received an ovation from administration followers. It was necessary for the Chair to pound the gavel repeatedly to stop the demonstration.

President Howard received an ovation from the delegates when he advanced to take the gavel presented him by Arch D. Hinch, president of Indianapolis local No. 1. The delegates stood and cheered for more than a minute.

Addresses of welcome were made during the morning by Mayor John L. Duvall, T. N. Taylor, president of the Indiana Federation of Labor; James C. Shanessy, general president of the Barbers' International Union; Mr. Tobin and Mr. Hinch. Each of the speakers referred to the place Indianapolis holds in the labor world, with the number of international headquarters located in this city.

A promise that the Indianapolis Mailers' Trade District Union No. 10 will oppose any move to be ousted as an affiliated unit of the International Typographical Union and will fight for its property rights and fair and equal treatment was sounded Saturday night by Charles N. Smith of Brooklyn, N. Y., president of the mailers' union, at a dinner held at the Elks Club. Mr. Smith, who also is a third vice-president of the International Typographical Union, declared that as leader of the mailers he will fight for their cause as long as they back him.

The dinner was attended by delegates to the mailers' convention, and several officers of the International Typographical Union and delegates to the typographical convention. Seth R. Brown of Los Angeles, Cal., first vice-president of the International Typographical Union and John W. Hays of Minneapolis, Minn., secretary and treasurer of the organization, spoke and offered their services in assisting the mailers to solve their problems.

Mr. Smith critized the "politics" played by Charles P. Howard, president of the International Typographical Union, in affairs of the union, especially when dealing with matters affecting mailers. A recent "walk-out" which Mr. Smith directed in Dallas, Tex., was handicapped by the delay of the national headquarters in sending regular weekly pay checks, he said. This was because of the policy pursued by Mr. Howard, Mr. Smith said.

"The mailers don't want to get out of the typographical union," Mr. Smith said. "We have been affiliated with it for 35 years and we love it. We feel that they still want us to associate with them. But when they turn on us, misrepresent us and bite us, it is our duty to fight for our property rights.

"It seems that there are certain politicians within the I. T. U. who would destroy this organization to gain their political aspirations. Eventually the printers and the mailers will place poliitics out of the organization, if necessary."

The other important matter to come before the mailers' convention was the proposal that postal rates of 1920 be restored on second class matter by Congress. At the business session Friday A. S. Nance of Atlanta, Ga., chairman of the postal committee, reviewed his appearance in Washington some time ago, at which time a plea for the restoration of the 1920 rates was made.

Mailers wish the present rates reduced to the 1920 scale in order that more second class matter will be sent through the mails which in turn insures steady employment for members of the union. Mr. Nance said the organization was supporting the request of the American Newspaper Publishers Association in the matter.

HUNTINGTON PAPERS CONSOLIDATED

Advertiser and Herald-Dispatch United Under New Company Including Both Old Owners—Evening Herald Quits

The *Huntington* (W. Va.) *Herald-Dispatch* and the *Huntington Advertiser* were consolidated under a single ownership effective with the Aug. 8 issue, following several weeks of negotiation beteen Dave Gideon, president of the Herald-Dispatch and the *Evening Herald,* and J. H. Long & Sons, owners of the Advertiser. The Evening Herald, started in March of this year, has been discontinued. The two papers, Herald-Dispatch, morning, and Advertiser, evening, will be sold in combination.



Luther T. Long

Beginning Sunday, Aug. 15, the Sunday Herald-Dispatch and the Sunday Advertiser will be combined into a single paper under the name of the *Herald-Advertiser.* Palmer, Dewitt & Palmer handled the transaction for the owners, with Herman Suter on the ground.

Under the plan adopted, both Huntington newspapers will retain without change their established identities. The Herald-Dispatch will support the principles of the Republican party, while the Advertiser will continue as a Democratic newspaper.

Both newspapers will be printed from the same plant, that of the Advertiser, which is believed to contain ample room for the combined mechanical plants and the full staff of workers from both papers.



Edward H. Long

A new corporation has been formed known as the Huntington Publishing Company. Officers are: J. H. Long, president; Dave Gideon, vice-president; Edward H. Long, treasurer. The foregoing together with Luther T. Long and Sol Birke constitute the board of directors.

Announcing the consolidation, the management stated in part:

"This community of interests was devised to meet the constantly mounting costs of newspaper publication, by eliminating duplication of effort and expense, and especially the waste in maintaining two large and costly newspaper printing plants in Huntington, either of which is capable of producing the local papers. The economies possible in plant operation and in other directions will solidify the position of these newspapers, provide means for their steady improvement, and likewise result in economies for their readers and advertisers. * * *



Walker Long

"This new publication arrangement is in direct line with a very definite trend in the newspaper field throughout the country. Within the past two years a number of cities have witnessed like mergers which have worked out to the decided advantage of owners, readers and advertisers. As illustrations we point to the merging under a single management of all the daily newspapers in the following cities: Springfield, Mass; Trenton, N. J.; Elmira, N. Y.; Des Moines, Ia.; Amarillo, Tex.; Laporte, Ind.; Middletown, N. Y.; and Fairmont, W. Va. In Pittsburgh four papers merged into two last week and two papers of Clarksburg adopted this plan during the month of July.

Early in the negotiations just concluded, it was agreed by the local publishers that there were too many newspapers in Huntington, with consequent hardship on owners, readers and advertisers. In evolving a plan for correcting the local situation it was decided to consolidate the local papers in a way that would work to the advantage of owners and the public alike. * * *

"The plan further provides for combining the business office, advertising and circulation staffs of the two old organizations into a single unit of a size and experience that will render still more efficient service. In carrying out this phase of the merger it is the intention to retain as many as possible of the employes formerly operating these newspapers. This work will be under the direction of Luther T. Long as general manager and Edward H. Long, treasurer."



Col. J. H. Long



Dave Gideon

SALISBURY TIMES SOLD

Employes Take Over Maryland Daily, Weekly and Job Plant

Sale of the News Publishing Co. of Salisbury, Md., publisher of the *Salisbury Times,* daily, and the *Wicomico News,* weekly, to Alfred T. Truitt and Charles J. Truitt, who have been manager and editor, respectively, has been announced. The purchase includes the building in which the plant is located, together with the equipment, including that of a job office. The consideration has not been made known.

The publications will be changed from independent Republican to Democratic. The Times was established Dec. 3, 1922, as an evening paper. Recently a morning edition was added, with Associated Press service on both editions. The Wicomico News was established 42 years ago and is one of the most influential weeklies on the Del-Mar-Va peninsula.

The new owners, the Messrs. Truitt, are cousins. Both are natives of Salisbury.

ALL IN THE DAY'S WORK?

While James H. Newton, reporter for the *Worcester* (Mass.) *Telegram,* was covering the story of a serious accident, he was informed that a critically injured victim would have to have an immediate blood transfusion to save his life. Newton volunteered at once, and shortly afterward, having finished the assignment, he was on an operating table beside the patient. The next day Newton was back to work as usual.

FOUR PROMISE REFORM TO TRADE COMMISSION

Advertising Practices Held Misleading Will Be Stopped—Pen Maker Will No Longer Try to Control Retail Prices

The Federal Trade Commission on July 31 announced four stipulation proceedings under which four companies promised to stop alleged false and misleading advertising practices, and a fifth in which a company agreed to stop trying to control the retail prices at which the goods it manufactured were sold.

Two of the four orders resulted from advertising malleable or cast iron as "Cast Steel," "High Grade Special Steel," and the like. Another firm advertised itself as a manufacturer of knitted goods when it was only a jobber, the Commission stated.

A watch-making company was directed to stop calling one of its cases "Gold-Filled" when it did not come up to the regulation trade requirement for such quality.

The order resulting from an attempt to stop price-cutting, was directed against a manufacturer of fountain pens and mechanical pencils, who, it was said, announced set retail prices and "made it known generally" that goods would not be sold to wholesale or retail dealers who failed to maintain these prices he had decided were right.

COMMON OWNERSHIP DENIED

Scranton Republican Refutes Report of Lynett Interest

As a result of repeated rumors that the *Scranton* (Pa.) *Republican* was owned by E. J. Lynett of the *Scranton Times,* the former newspaper recently published an editorial announcement denying that there was any ownership connections between the two journals. The editorial said the entire stock of the Republican was controlled by Col. L. A. Watres and that while he and Mr. Lynett are close friends, neither has any connection with the rival publications. The Republican is a morning and the Times an afternoon newspaper.

THEY WERE LUCKY!

All of the graduates of the department of journalism at Rutgers University, New Brunswick, N. J., who were ready to begin work for newspapers after the commencement of the university in June have obtained positions, according to a report made by Prof. Allen Sinclair Will, director, to Rudolph E. Lent, *Passaic News,* chairman of the New Jersey Press Association committee which is co-operating with the department. These graduates have been engaged on the staffs of newspapers in New Jersey.

PAPERS JOIN TO FIGHT RAISE IN TAXES

Washington (N. C.) Daily and Two Weeklies Meet Aldermanic Move by Threat to Withhold Publicity

Three Washington (N. C.) newspapers the *Daily News,* the *Progress* and the *Beaufort County Record,* are at odds with Washington's city administration. The Progress and the Record are weeklies.

Late in the spring when the city fathers were busy drafting the list of special privilege taxes charged for doing business, they decided to increase taxes on the newspapers. As the chairman of the ordinance committee naively put it, "we didn't think the papers were paying enough."

So the board of aldermen voted to raise the tax on dailies from $25 to $50 and on weeklies from $10 to $25. At the next meeting of the board, W. D. W. Bishop, publisher of the Daily News, filed a written protest which was pigeonholed. At the meeting held Aug. 1, the papers were represented by their publishers, Bishop, Carl Goerch of the Progress and J. J. Johnson of the Record, who made their dissatisfaction known in no uncertain terms.

Threats of reprisal by combining to raise the rate on city advertising and refusing to publish any items requested by city officials as news were heard. The aldermen decided to reconsider and referred the tax back to the proper committee. The committee on Aug. 4 heard all the publishers and will report back to the board in September. It is reported the tax will go back to the old figures.

Publisher Bishop reported that Washington's tax as revised, was so far as known the highest on papers in North Carolina.

NEW COMMUNITY FUNDS

Florida Cities Include Publication Space in Their Publicity Budgets

Various advertising budgets are just now being completed in Florida. The St. Petersburg budget is perhaps the largest so far disposed of definitely. Out of a tax revenue for publicity and tourist entertainment of approximately $125,000, $45,000 is to be used for the purchase of advertising space in recognized mediums and $18,000 will be used for literature, a total of $63,000, or approximately half of the total tax revenue, which will be used for advertising, as that term is used by people in the advertising business.

The community tax for publicity and tourist entertainment in Orlando will yield a little more than $70,000, and of this amount $15,000 will be invested in advertising. The present Orlando plan embraces the use of approximately $10,000 toward the support of a local radio broadcasting station, among other things.

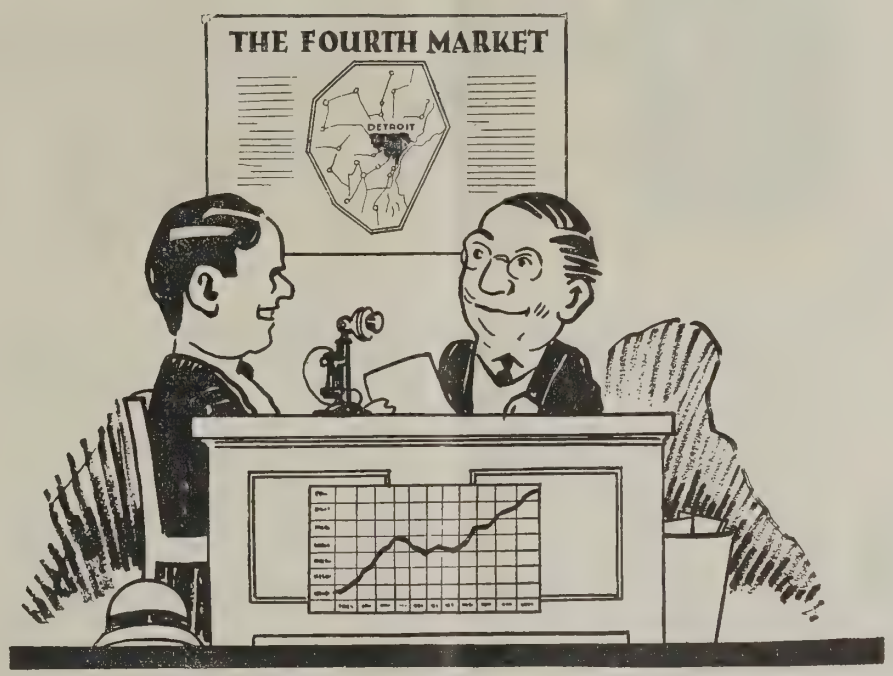
PRINTING ENGINEERS TO MEET

Engineering in the graphic arts is to be discussed at a national meeting luncheon at the Hotel Commodore, New York, on Sept. 14 during the Graphic Arts Exposition. The meeting is being held under the auspices of the printing machinery division of the American Society of Mechanical Engineers. On the local committee of arrangements for the luncheon are Edward Pierce Hulse, Chairman; Edward E. Bartlett, William M. Kelly, W. E. Wines, James J. Phalen and John H. Williams.

WINS "U" SCHOLARSHIP

Glenn J. Degner of Owatonna, Minn., is the winner of the Rhodes Clay scholarship at the University of Missouri, Columbia, having been designated for the $400 award because of his scholastic leadership among approximately 1,350 members of the freshman class at the Missouri state educational institution. Mr. Degner, who is studying journalism at Missouri, returned to a position on the staff of the *Owatonna Journal-Chronicle* for the summer.

When in Detroit Do As Detroiters Do!



In 1926 The Detroit News Carried 2,324,000 More Lines of Local Merchants' Advertising Than in 1923. While the Second Evening Paper Carried 140,000 Lines Less in 1926 Than in 1923 . . . . . .

This increasing concentration of local merchants advertising in The Detroit News is the result of cash register tabulation.

There is no guess work about local merchants' advertising. Each day witnesses a complete checking up of the previous day's advertising and each year sees the appropriation figured scientifically on so much profit per dollar spent.

You can bank on local merchants' choice of a medium. They're on the ground. They not only know by the infallible index of the cash register how each newspaper produces, but they also know from personal experience which newspaper is read in their own home town.

The Detroit News for more than 54 years has been Detroit's home newspaper. It has the greatest circulation in Michigan and reaches the greatest number of homes. Fully 80% of its circulation is delivered by carrier.

Not only the housewife but the master of the house reads The News and among these are the small dealers, the proprietors of local stores, the jobbers and the executives through whom you expect to sell your merchanise to Mrs. Final Consumer.

When in Detroit do as Detroiters Do is a good axiom for any advertiser or manufacturer to follow, for The Detroit News has been a leader for years in every class of advertising dependent on home reading for results. It carries more local, more national and more classified advertising than any other Detroit newspaper because it has been found the most productive medium in its field.

The Detroit News

For 54 Years Detroit's HOME Newspaper

354,000 Sunday Circulation ***321,000 Weekday Circulation***

AD POST OF AMERICAN LEGION GROWS AS BACK-TO-PARIS MOVE BEGINS

Advantages Offered at Home, Not Lure to Travel, Is Tonic to Membership Lists, Leaders Claim—Employment Bureau Opens with Miller in Charge

IN the newspapers, headlines read: "Legion Vanguard Starts to Paris—Officials Leave to Establish Headquarters for Convention Beginning Middle of September."

And the telephone rang in the office of EDITOR & PUBLISHER.

"I've got a good story for you," said Frank Miller, important member of the staff of the Kelly-Smith Company, Inc., New York, newspaper representatives. "It's about the American Legion."

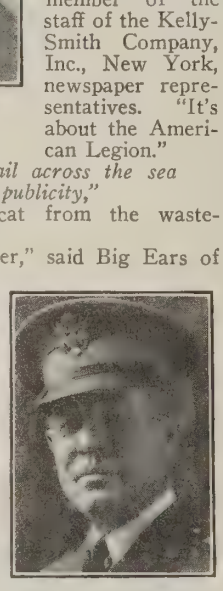


JAMES A. BREWER

"Steamships sail across the sea
Look out for publicity,"

Sang the office cat from the waste-basket.

"I'll be right over," said Big Ears of the staff. "If it's press agentry, I'll expose 'em," he hissed through his whiskers.



GEN. M. D. BRYANT

But when Mr. Miller began talking the hiss wandered back to the whiskers, and stayed there a voice howling in the jungle. Mr. Miller is spokesman for the New York Advertising Men's Post of the American Legion and also a vice-commander. Other officers are James A. Brewer, Seaman Paper Company, Commander; Gen. Mortimer D. Bryant, Bryant, Griffith & Brunson, New York special representative; Herbert Shaeffer, space buyer for the William H. Rankin Company, an advertising agency; and George A. Woodward of the Cuneo Press, Inc., vice-commanders.



HERBERT SCHAEFFER

When gentlemen and ex-soldiers like these set out to do good and help their "buddies" something is accomplished. That was what Mr. Miller wanted to talk about.

Said Mr. Miller to EDITOR & PUBLISHER:

"It is the advantages we have to offer and the good we do at home that is tonic to the membership lists of the American Legion, Advertising Men's Post. This week we organized a free Employment Bureau, for instance."



FRANK MILLER

Big Ears counted off on his hands and feet the newspaper men and advertising men he knew were looking for work. Finished with fingers and toes he started on his buttons. Completing the count his sigh of relief boomed out like the Leviathan whistle.

"I happen to be in charge of this free Bureau," continued Frank Miller. (The Kelly-Smith office is on the fifth floor of the Graybar building. In answering this advt., don't mention our name.)



GEORGE A. WOODWARD

Now Mr. Miller is a small man. His private office is moderately large. He is in danger of being swamped. (Bring life preservers when you come.)

"The other day," continued this courageous ex-soldier, "a trade paper publisher called me up. He wanted a man and was willing to pay $140 a week to start. Not bad, eh? Another call was for four young men just out of college. Pay $75 per week. Still another——"

"Hold!" sobbed Big Ears. "Save yourself and the Graybar building before it is too late."

Thus Mr. Miller's written announcement appeared in this reverse style:

"The Advertising Men's Post of the American Legion enjoys a membership of more than 350 young men engaged directly or indirectly in the business of advertising. The post has a department constituted to serve publishers, advertising agencies and national advertisers, in fact any organization desiring help. The post has available at all times advertising managers for publications or national advertisers, advertising solicitors, copy men, contact men, as well as circulation managers and assistants. This department is in charge of Frank Miller of Kelly-Smith Company, Inc."

There were other things Mr. Miller discussed. A weekly luncheon at the fraternity club, good feed for $1, a speaker thrown in, and acquaintances that count.

A projected liaison with the Advertising Men's Post of Boston for exchange of job and other information.

A. N. P. A. IS PHONE TARGET FOR QUESTION-FIENDS

"WAS 'Fatty' Arbuckle favorably received when he returned to the movies?" was one of the many questions this week asked L. B. Palmer, manager of the American Newspaper Publishers Association. It was a Long Island member asking over the telephone. Mr. Palmer suggested they call one of the movie critics on a New York paper.

Mr. Palmer doesn't claim to be an Ask Me Another King. But the A. N. P. A., he said, is certainly a target for funny questions.

"People call us up to ask the baseball scores; for inside dope on prize fights; for tips on the ponies; and for the telephone numbers of well known New York advertising agencies, to mention just a few of the queries we get," Mr. Palmer said.

A smoker held recently and attended by 1,400.

A sizeable sum raised for Mississippi relief.

Two thousand poppies sold on "Poppy Day."

Gift made to children of killed detective.

"It is our plan to help our buddies, no questions asked," Mr. Miller concluded.

"Supposing an advertising man comes to us. He has lost a job. He has a wife at home and two children. He'll get on his feet again. We know that. We know his type of man. He needs $200 to tide him over, does he? All right. Here's the money. No, don't sign any I. O. U. Pay it back when you can, old man. Good Luck to you."

Big Ears sailed out of Mr. Miller's office on a sob.

"Hey!" called out Mr. Miller.

"I want to give this card to you. It belongs to Charles Baum."

The words grew fainter and fainter. "He works for . . . the Cunard. He will be host this week to a lunch on Thursday on board the steams Caledonia, one of the ships the boys . . . take . . . going back . . . to Fra . . . for the American Legion conv tion."

No. Baum didn't write this story.

HOOSIERS FORM NEW PRESS GROUP

Twenty-four Newspapers of Less Th 10,000 Circulation Organize as Indiana League of Home Dailies

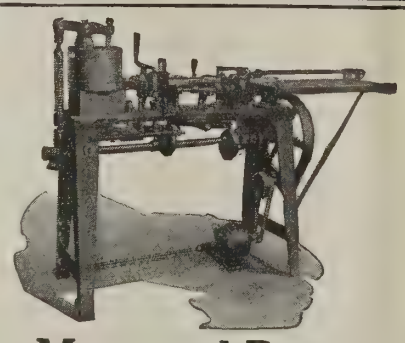
Twenty-four Indiana newspapers rep sented by Scheerer, Inc., met at Indi apolis Aug. 4, and formed the Indi League of Home Dailies, on lines simi to those of the Michigan League Home Dailies, organized in 1920.

It is planned to hold at least 4 meeti each year for round table discussions shop and office problems applying papers of 10,000 circulation or less; better promotion and co-operation w national and local advertisers, also, p moting the fact that the small city m kets of Indiana cannot be covered cept by using the local daily newspap The organization will make market s veys proving these points.

Officers of the Indiana League Home Dailies for the coming year a Geo. L. Saunders, *Bluffton Banner* president; S. B. Boyd, *Washing Democrat*, vice-president; H. Edmu Scheerer, Chicago, secretary-treasurer.

CHANGES IN WEEKLY CHAIN

The *Stuben County News*, Inc., h purchased the *Canisteo* (N. Y.) *Chronic* and will continue publication of the pa as a part of the chain of publications the *Steuben News*. Publication of t *Sanona Review* has been discontinu and the Stueben News chain now inclu the *Hammondsport Herald*, *Bath Pla dealer*, *Addison Advertiser* and *Canist Chronicle*.



More and Better Leads—Slugs—Rules

IN any quantity and any length, the Elrod produces leads, slugs and rules that withstand dry mat pressure or other conditions. There are no welds nor air pockets—every strip is solid.

Its speed and its simple, automatic operation make the Elrod a most economical method of producing quality material. Put the Elrod to work in a small corner and watch it cut your costs for spacing material, plain rule borders, slugs, leads, etc.

Ludlow Typograph Company
2032 Clybourn Ave., Chicago
Boston—New York—Atlanta—San Francisco

LUDLOW QUALITY COMPOSITION

Making Newspapers More Effective

The big cry in advertising circles today is how to make existing media more effective. Give your newspaper advertisers a more attractive medium. Give them typographic design that contains pulling power—that places buyers in a receptive mood. Do that and you gain their lasting confidence.

The Ludlow system of composition is considered by the majority of leading newspaper executives to be a strong factor in the creation of successful advertising.

It is a system that brings more revenue into the business office, promotes harmony and efficiency in the composing room, and increases the selling power of the display advertisement.

Let us tell you in detail how the Ludlow will meet your own requirements.

Ludlow typelines are slug-cast from hand-set matrices in sizes up to full-width 72 point caps and lowercase, and even 84 point caps. No mold or machine changes required.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Illinois

Boston: 470 Atlantic Avenue
New York: 63 Park Row
Atlanta: 41 Marietta Street
San Francisco: 5 Third Street

LUDLOW QUALITY SLUG COMPOSITION

More than 195,000 Daily

CHARACTER QUALITY AMERICA FIRST! ENTERPRISE ACCURACY

Los Angeles Examiner

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE — THE GREAT NEWSPAPER OF THE GREAT SOUTHWEST

"Greatest Salesman in the West"

More than 425,000 Sunday

Daily — August 13, 1927 — 10¢ Sunday

INEAGE RECORDS SHOW WIDE EXAMINER APPEAL

ITY OF OVER 100,000 ADDED TO READERSHIP IN SINGLE YEAR!

NANCIAL GAINS FOR SIX MONTHS LEAD ALL

ILING up increases in Banks and Financial advertising at an unprecedented speed, overwhelming all npetition by constant proof of its verful effectiveness in making sales, e Los Angeles Examiner at the end of first six months of 1927, was hot on trail of a 100,000-line gain in this hly important classification.

ts actual progress was 97,811 lines, increase that exceeded the net gain banks and financial advertising of L the other newspapers in Los geles, by 58,005 lines! It is the only wspaper in this fifth greatest American rket that showed a growth in financial vertising in every one of the first six nths of this year!

"Class" Appeal Galore!

And this was not the only classification licative of how The Examiner reaches well-to-do, able-to-buy, quickly-reonsive audience of this territory. The ne figures reveal some other interesting tistics. For example, in the Electrical pliance field, Jewelry, Musical Instruents, Radio, Real Estate, Building aterials and Toilet Requisites advering—all appealing directly to those who ve the cash and spend it—The Exiner carried a greater volume of adrtising than any other Los Angeles per, from the merchants on the ground no know where their results are coming om.

We're proud of that record in "class" lvertising, but equally as proud of our monstrated capabilities to "sell it to weeney." We carry more net paid musement advertising in Los Angeles an any other newspaper; more local verage, men's clothing and tailoring, ntists, cafes and transportation lineage. In the morning field, alone, we hold nnants also, the June records show, in tal automobiles, motorcycles and accesries volume; cloaks and suits; sporting ods; and dancing schools.

Analyze these facts for woman-interest; men's interest; class or mass appeal: hey're all there! In a newspaper as interesting as The Examiner they cannot lp but be!

adio Stabilized, Says Editorial

THE owner of a radio receiver need not fear that the set purchased yesrday or last week or some months ago ill soon become obsolete," said an edirial in a recent issue of The Los ngeles Examiner. "The radio industry out of its swaddling clothes. . . The dustry has become as stabilized as that the automobile or any other, and there e not going to be any revolutionary anges."

All of which is helpful toward setting e public's mind at rest, and is a job of uth-carrying that The Examiner is glad do for the good of the whole industry.

54 Miles of Building in Los Angeles in Year

BUSINESS is good at the Los Angeles Building Department.

According to the 1926-1927 fiscal year report compiled by J. J. Backus, superintendent of buildings, a total of 36,762 building permits were issued in this city during the twelve-month period ending June 30.

The total value of these permits aggregate $118,037,797.

An idea of the amount of buildings erected during the year may be conveyed by considering these buildings as placed one against the other, without allowing for the different stories. The total frontage would be 813,106 feet, or approximately 154 miles.

This year has again shown considerable activity in the erection of dwellings and apartment houses. Fifty-three and seven-tenths per cent of the total valuation was expended for this type of construction.

Long Beach—In The ExamineRegion!



LONG BEACH, city of over 140,000 population, and a part of The ExamineRegion, (in which The Examiner provides an 87% coverage 52 Sundays a year, and concentrates nearly 80% of its daily circulation) is one of the most prosperous communities in The West. Signal Hill, famous oil producing center, is at Long Beach, and pours a lavish flow of wealth into the hands of thousands of stockholders in its wells. Long Beach is a nationally known playground, and its growth in the past 10 years has been phenomenal!

$7,000,000 Firestone Co. Plant Coming to L. A.

REPRESENTING an investment of more than seven million dollars and to employ 2,500 persons, the Firestone Tire and Rubber Company will immediately erect a huge new manufacturing plant in Los Angeles on a 40-acre tract.

Announcement of the Firestone plant comes close upon the heels of B. F. Goodrich Tire and Rubber Company's plant, which was obtained by the Chamber of Commerce and which will be built at a cost of $6,000,000.

The fact that the Firestone officials insisted on a forty-acre tract is some indication of the size of the proposed plant.

All types of Firestone products will be manufactured in the Los Angeles plant, it is declared.

READER-POPULATION INCREASES RESULTS

A NEW city of more than 100,000 population! . . . an Alhambra, a Santa Barbara, a Culver City, Fullerton and Beverly Hills combined! . . . a golden shower of new dollars—from 97,000,000 to 130,000,000 of them a year!

That's what The Los Angeles Examiner hands to its regular advertisers at the end of June, 1927, as just ONE dividend of many on its growth since the first half of 1926.

A year ago we were selling space on a basis of 175,000 daily, and 395,000 Sunday circulation. Today we sell it with a guarantee of 195,000 daily, and 425,000 Sunday, though we are actually delivering to the advertiser, according to the average daily and Sunday circulation for the first 6 months of 1927, 198,307, and 427,253.

Whole City Annexed!

In other words, we've added over 23,000 families daily. That's a good-sized city. The U. S. Government says we average 4.5 persons to the family, so we've added, for our daily advertisers, 103,500 consumers, and they're the kind of consumers with lots of money to spend, for in this—the fifth greatest American market—the individual yearly income is larger than anywhere else in the world.

To the Sunday advertiser, we've been a little more generous. He finds himself doing business, through the Examiner, with 29,406 more families this year than last; with over 130,500 NEW consumers, who earn $144,463,500 every 12 months and own enough automobiles to provide every third person with his own car!

Ordinarily, to reach a new city of 100,000 population, a merchant has to build another store, stock it with costly merchandise, make new advertising contacts and build up an organization and a consumer-acceptance. The Examiner in Los Angeles provides a quicker, better, easier and much less expensive course than that!

The highest-priced newspaper in Los Angeles, yet with the largest morning and Sunday Circulation by far!

LEDGER CAMERA MAN WINS PHOTO PRIZE

Picture of Lens-shy "Lone Wolf" Snapped Through Courtroom Door Held Best News Feat—Prize to Be Annual

John Smith, a news photographer on the staff of the *Philadelphia Evening Public Ledger*, has just been awarded a prize cup for having made what the Philadelphia News Photographers' Association decided was the "best news picture of the year."

The trophy is awarded annually by Sydney Hutchison, chairman of the Athletic Committee of the University of Pennsylvania, and is bestowed through the news photographers' organization, which makes the final selection. Smith is the first winner of the award, which will be made each year hereafter.



"Lone Wolf" snapped at last. Famous dry agent who wouldn't pose for picture, fell when John Smith's lens caught him through the gap of a courtroom doorway.

The picture for which Smith was awarded the prize is reproduced on this page of Editor & Publisher. It was taken through an open door in one of Philadelphia's courtrooms where the noted "Lone Wolf" Asher was on trial for beating to death a saloonkeeper whom he had involved in prohibition law violations.

Asher was a prohibition "spy." He never would pose for a picture. Finally he was arrested and put on trial. For days the photographers "dogged" his footsteps, but obtained no picture. Asher didn't want the bootleggers to get a line on his looks and he used every effort—successfully—to evade photographers.

Then came the trial and Smith was directed to "get" Asher. He stayed on the job several days. Finally, he edged up against a side-door of the courtroom—a door through which the jury marched for its verdict deliberations. He set his camera and waited. Finally, one of the court attaches opened the door a few inches and snap! went the bulb on the camera.

Fortunately for Smith, the "Lone Wolf" was ideally located in relation to the camera. It made a good "shot," showing Asher directly in the center of the picture giving testimony at the trial.

Asher was acquitted and died later in the Middle West.

ADDRESSES WANTED

Alfred Alexander
R. O. Dudley
Victor H. Williams
Edward M. Franey
Ben Hibbs
Virginia Roehl
R. L. Stout

"WE" AND THE CUP THAT "WE" WON



John Smith and his camera collaborated in working day and night to land the "Lone Wolf's" picture for the *Philadelphia Public Ledger*. The cup which rewarded their patience and skill poses with them.

PHILADELPHIA DAILY OFFERS AIR PRIZE

Bulletin Will Give $25,000 to Aviator Making First Non-Stop Flight There From European Capital—One Plane Enters Contest

Philadelphia, August 12.—The *Philadelphia Evening Bulletin* has offered a prize of $25,000 to the aviator making the first non-stop flight from a European capital to Philadelphia. The offer was made in a letter to Hollinshead N. Taylor, chairman of the Pennsylvania Aeronautics Commission, which is to have charge of all details. The flight is to be made before August 4, 1928.

The prize offer was hailed with enthusiasm by aeronautic experts here and elsewhere, who declared it should result in a trans-Atlantic flight with this city as its objective in the near future, as several planes are now being groomed for a westward flight across the ocean.

The Evening Bulletin on Aug. 11 printed this announcement from John Gunther, its correspondent at Paris:

"The Farman *Bluebird* will compete for the $25,000 prize offered by the Philadelphia Bulletin. Its pilots, Leon Givon and Pierre Corbu, have been instructed to set their course for Philadelphia instead of New York when the big plane takes off.

"The French Aero Club and the Federation Aeronautique International have agreed to have official commissionaires on hand at Le Bourget to seal the barographs, plumb the tanks and otherwise officially certify the start."

The "Bluebird" is scheduled to take off from Le Bourget within the next few days and a number of other entrants are expected to make Philadelphia their goal.

Wide approbation has come to the Bulletin from people interested in aviation.

Following is the text of the letter to Mr. Taylor as chairman of the commission:

Gentlemen:

We hereby agree to place in your hands as The Philadelphia Bulletin prize a sum of $25,000, to be awarded by you to the first aviator to fly from a European capital without stopping to the city of Philadelphia, within a period of a year from this date. The designation of the exact landing field and all similar conditions to be left in the hands of your commission.

Sincerely yours,
The Evening Bulletin.

There is certainly Some Publisher Who will want this man

Because in his fifteen years' experience as business manager of medium sized papers he has achieved results that few men can boast of. A thoroughly unusual ability in building advertising linage, a complete knowledge of the business office from every angle and a spotless personal and business record form a combination with appeal. Here is an opportunity for the right publisher to add strength and dignity to his staff and to head off that droop to his linage out of the ordinary references. Business or advertising managership—whichever offers the most money and greater opportunity. Address Box C-893, Editor and Publisher.

CHICAGO TO COAST BY AIR

M. C. Meigs of Herald Examiner Uses Planes for Business Trips

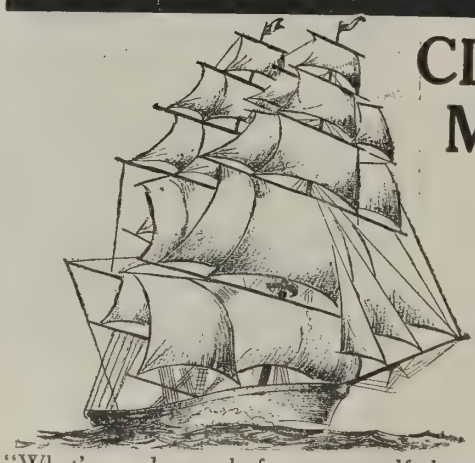
M. C. Meigs, publisher of the *Chicago Herald and Examiner*, made a business trip to California and back to Chicago by airplane. He left Chicago July 30, flying to San Francisco in a plane of the Boeing Air Transport, which combines passenger and mail carrying. He visited San Francisco and Los Angeles. From the latter city he flew to Salt Lake City in a ship of the Western Air Express, and transferred there to a Boeing plane for the completion of the flight.



M. C Meigs

Mr. Meigs was enthusiastic about the new mode of travel, for comfort, speed and enjoyment.

"The speed of the flight—less than a day from here to the coast—speaks for itself," he said. "It is as safe as riding on a street car. The scenery, viewed from the air, is beautiful beyond description, particularly over the mountains and the desert."



CLIPPER SHIP METHODS—

That's what you're using.

The wet plate process of making negatives was discovered back in the Clipper Ship days—when it took a month or more to cross the ocean. Yet many of you are still using this same slow method of turning out negatives.

"What's good enough for my grandfather is good enough for me," may be the safety-first way—but it never got "WE" across the Atlantic.

When we tell you that many of the largest firms in the photo reproduction trade are now making 200 negatives a day by the Contrasto Process at average saving of $.65 in the cost of each negative, considering quantity production, some of you are going to scoff. But so did the clipper ship captains about ocean steamships and thousands Doubting Thomases prophesied the failure of a transatlantic flight.

Frankly we are asking for an argument. Will you give us one? Write for our side of the story. "The Final answer to the Wet and Dry Question." A booklet which gives the complete details of the Contrasto Process.

These two line illustrations were made with Contrasto Strip Film Negatives, by the Hill Reproduction Company, New York.



NEGATIVE PAPERS — CONTRASTO — **PROCESS FILMS**

POLYGRAPHIC COMPANY OF AMERICA, INC.

Sales Offices:
237 Lafayette Street
New York, N. Y.

Rochester, N. Y.

Branch Office:
14 E. Jackson Blvd.
Chicago, Ill.

See our exhibit at the National Graphic Arts Exhibition.

The Georgian-American Keeps Straight Ahead!

Again The Georgian-American has amassed the largest total gain in Advertising. July figures show that The Georgian and Sunday American not only had the largest total gain, but that The Georgian-American is the only paper to show gains in Local, National and Classified totals.

The Georgian-American Alone Gains in All Totals

July Advertising Gains and Losses

	*Georgian-American LINES	Journal LINES	Constitution LINES
LOCAL	29,904 Gain	5,292 Gain	3,136 Loss
NATIONAL	3,164 Gain*	22,050 Loss	70,238 Loss
CLASSIFIED	16,030 Gain	378 Loss	4,718 Loss
TOTAL	49,098 Gain	17,136 Loss	78,092 Loss
AMERICAN WEEKLY	11,284 Gain	1,176 Gain**	7,980 Gain**
GRAND TOTAL	60,382 Gain	15,960 Loss	70,112 Loss

*Hearst Publications and Cosmopolitan Productions Excluded.
**Sunday Magazine and Rotogravure.

Advertising In The Georgian-American Means More Sales

"The Fastest Growing Newspapers in Atlanta"

RODNEY E. BOONE
General Manager National Advertising

F. A. Wilson-Lawrenson
Publisher

Mr. Rodney E. Boone
9 East 40th St.
New York City, N. Y.

Mr. Addison Chapeck
326 W. Madison St.
Chicago, Ill.

Mr. Franklin S. Payne
2412 Book Tower Bldg.
Detroit, Mich.

Roger M. Reynolds
Advertising Director

Mr. F. H. Druehl
136 St. Paul St.
Rochester, N. Y.

Mr. L. F. Barnard
554 New Eng. Press Bldg.
Boston, Mass.

Mr. F. M. Van Gieson
541 Monadnock Bldg.
San Francisco, Cal.

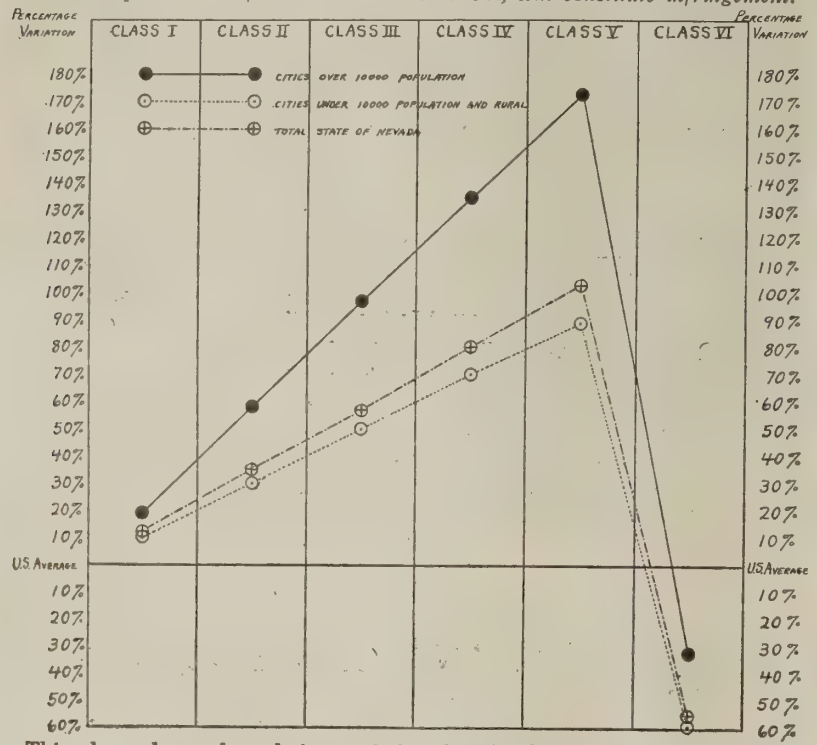
Mr. K. J. Nixon
84 Marietta St.
Atlanta, Ga.

KEY TO CONSUMER BUYING ABILITY

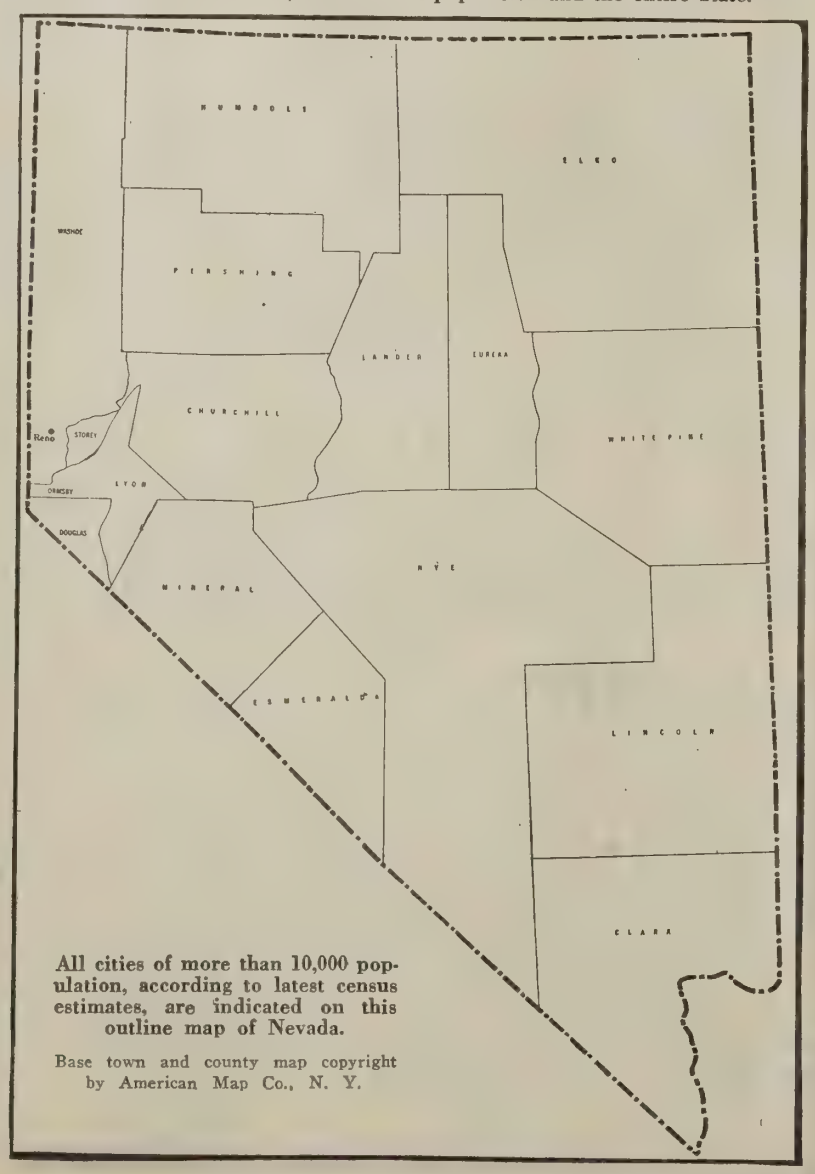
Statistical Rating of Nevada Counties and Cities for Products of General Appeal, in Six Major Classes of Quality and Cost—An Original Simplified and Tested Formula from Basic Data

By NELSON H. SEUBERT

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This chart shows the relative variation for the State of Nevada above or below the United States average for cities of 10,000 or more population, cities of less than 10,000 and rural population and the entire State.



All cities of more than 10,000 population, according to latest census estimates, are indicated on this outline map of Nevada.

Base town and county map copyright by American Map Co., N. Y.

BUYING POWER ANALYZED BY PRODUCT CLASSES FOR NEVADA

Note: Figures below represent percentages of U. S. total carried out to four places: To use, mark off four places and insert decimal point.

Counties in bold face capitals—Cities in capitals and lower case

	CL No. 1	CL No. 2	CL No. 3	CL No. 4	CL No. 5	CL No. 6
NEVADA	759	915	1071	1226	1382	308
CHURCHILL	48	45	42	39	36	9
CLARK	53	59	66	72	78	23
DOUGLAS	16	19	23	27	30	12
ELKO	72	87	103	118	133	30
ESMARALDA	20	21	22	23	24	2
EUREKA	12	15	18	21	24	5
HUMBOLDT	32	37	42	46	51	10
LANDER	15	20	25	30	35	12
LINCOLN	18	18	18	18	18	2
LYON	39	41	44	46	48	4
MINERAL	15	15	15	15	15	2
NYE	59	74	89	104	119	23
ORNSBY	19	20	20	20	21	6
PERSHING	24	27	30	33	36	9
STOREY	14	19	23	27	32	5
WASHOE	206	278	350	423	495	122
Reno	132	175	218	260	303	75
WHITE PINE	97	120	141	164	187	32

FIGHT NEWS ON SCREEN

Stay-at-home fans of the Dempsey-Sharkey fracas read the A. P. ringside account on a screen rigged in the *Brockton* (Mass.) *Times* office. A stereopticon machine was used, throwing the typewritten paragraphs in bold relief on a sheet hung from the corners of the big plate glass window.

GUTHRIE, OKLA., RAISING FUN

Guthrie, Okla., is raising a $10,0 fund with which to advertise the city the town nearest the Logan county fields. Starting as a $2,500 fund, amount was oversubscribed $600 the fi day. The fund quickly reached $6,0 and is expected to reach the desired to in a few days.

A *BIG* FACT

tells more than all the little facts which go to make it up.

Los Angeles Times

is delivered to more homes and is more used by all classes of advertisers than any other newspaper in its field.

For first 6 months of 1927, the Los Angeles Times printed NATIONAL ADVERTISING 2,289,938 agate lines, LOCAL DISPLAY ADVERTISING 6,443,276 agate lines, CLASSIFIED ADVERTISING 4,407,620 agate lines—*more of each than any other Los Angeles newspaper.*

Eastern Rep.: WILLIAMS, LAWRENCE & CRESMER CO.
360 N. Michigan Blvd., CHICAGO - 285 Madison Ave., NEW YORK
Pacific Coast Rep.: R. J. BIDWELL CO.
742 Market St., SAN FRANCISCO - 3322 White Henry Stuart Bldg., SEATTLE

NUMBER THIRTEEN OF A SERIES

THE DISTINGUISHED NEWSPAPER

TRADE LINOTYPE MARK

Little Things Can Be Made to Count

THERE is no component of the daily newspaper smaller than a classified advertisement. Even the shortest news item takes more space, often it receives more considerate preparation, yet a classified advertisement is by no means insignificant. It is one of those little things that can be made to count.

On The Distinguished Newspaper, classified advertisements have been made to count for a good deal. First off, its publishers concluded that the users of these small ads sought but one thing—replies. This demand presupposed more readers, and so, to capitalize on their existing circulation, they made their classified columns as readable as possible to insure their daily perusal.

The two pages next following show the result of this effort. They show just how readable and attractive the classified pages of The Distinguished Newspaper have been made by the exercise of care in typographic treatment, by the use of legible types and tasteful display.

But there is still another way in which these little ads have been made to count. Increased replies per advertisement have made The Distinguished Newspaper a valuable classified medium and enabled it to increase its linear rate in proportion. This added profit is rendered even larger by the economies in the paper's policy of employing Linotype composition throughout its pages.

MERGENTHALER LINOTYPE COMPANY, BROOKLYN, N. Y.

LINOTYPED IN THE CASLON OLD FACE SERIES

319.51

TRADE LINOTYPE MARK

4 Situations Wanted—Male

Advertising or Sales

CONNECTION OFFERING REAL OPPORTUNITY—wanted by Annapolis graduate with post graduate degree in business administration from Harvard. Has had 4 years of executive experience as naval officer, 2½ years of business experience in sales and advertising, 1½ of which were in executive capacity. Address A 42, Distinguished Newspaper.

Assistant to Executive

Young married man who just completed 3-year contract in South as executive in charge of sales and production for large steel products company, desires connection as assistant or junior executive in Anywhere or vicinity. Address A 67, Distinguished Newspaper.

COST AND PAY ROLL ACCOUNTANT—Married man with 6½ years' experience, including general office and production work; excellent references; salary secondary to good opportunity. Address A 59, Distinguished Newspaper.

EXECUTIVE

of high standing, broad executive experience as managing partner of large wholesale business 15 yrs.; age 41; ability proven by former success, seeks responsible connection in executive capacity. Address B 6, Distinguished Newspaper.

JUNIOR EXECUTIVE

seeks connection as assistant to executive, with responsible manufacturing concern; well balanced, past experience with practical problems and management; college graduate; resourceful and readily adjustable to new situations. Address A 45, Distinguished Newspaper.

MANAGER—Married man seeks position as manager of high class hotel or apartment house. Can furnish best of references from former employers in same line. Address A 50, Distinguished Newspaper.

OFFICE MAN—Age 33, 15 years' experience in credits, collections and bookkeeping; now available for responsible position offering opportunity. Address A 70, Distinguished Newspaper.

SALES EXECUTIVE—Man with mechanical ability and extensive experience in direct and mail sales, seeks position selling or in sales promotion department. Now employed. Address A 47, Distinguished Newspaper.

Sales Manager and Organizer

A high caliber master sales manager, who knows how to hire and train the producing kind of salesmen; backed up by 15 years of successful experience and can furnish the very highest credentials of past performance. B 3, Distinguished Newspaper.

SECRETARIAL—Married man, 35 years old, 10 years' secretarial and assistant department head, desires position with real opportunity. Some sales promotion experience. Address A 39, Distinguished Newspaper.

SHOE BUYER

Ex-store owner of proven ability in the better-grade field wants to connect as buyer-manager in department or retail store in town of 75 to 300 thousand population where the work is hard and the hours are long and money is scarce; acquainted with all markets; just sold 2 stores of my own and am ready to start at once; age 28, married; will go to any section of the country on good proposition. Address A 63, Distinguished Newspaper.

Young Man, Age 30

Thoroughly experienced in all angles of the cash or credit business, seeks permanent connection with a reliable firm. Salary secondary consideration; A-1 credentials. Address B 9, Distinguished Newspaper.

UNIVERSITY GRADUATE—Seeks minor executive position with future; 2 years' sales and general office routine experience; married; age 25. Address A 38, Distinguished Newspaper.

5 Situations Wanted—Female

ARCHITECT'S ASSISTANT—Young woman, 23, wishes temporary or permanent employment in architect's office; 2 years in technical college; tracing, some drafting and rendering in color and black and white. Address A 53, Distinguished Newspaper.

BEAUTY SHOP APPRENTICE—All around operator, efficient Eugene waver, wants to locate in Anywhere for winter. Phone Central 7890.

COLORED HOUSEWORKER—Can cook or do laundry; half or whole days, $8-$12; home nights. Phone Pacific 4533.

COOK—Excellent cook desires position with small American family on North side; best references; $25. Address B 4, Distinguished Newspaper.

[illegible] wants country place for [illegible] type of experi-

6 Help Wanted—Male

ARTIST—Letterer; also man for scenic work on show window background. Fifth floor, 99 5th St., Anywhere.

ASSISTANT MANAGER

Man to qualify as assistant manager for large corporation; good income from start, plus remarkable opportunity for future; must be over 30. See Mr. Davis Jones, Room 405, Post Office Bldg.

BELTMAKERS—Experienced transmission belt pressman; familiar with outside work; steady work and good pay for right man. Baker, 439 Main St., Anywhere.

BENCH HAND—Young man, familiar with automobile repairs, to fit wrist pins; write stating experience and salary expected. Address A 41, Distinguished Newspaper.

BILL CLERK—Quick and accurate at figures, neat penman; excellent opportunity for advancement. Write, giving full details as to past experience. Address A 84, Distinguished Newspaper.

BOOKKEEPER—Assistant, having comptometer machine experience; none others need apply. Call Unity Baking Co., 75 Center St.

BOOKKEEPER — Experienced; Polish preferred; good opportunity; references required. Apply 413 Main St., Anywhere.

BOYS—Excellent opportunity in old-established dry goods commission house for intelligent Christian boy about 17; experience unnecessary. Reply in own handwriting, stating age, education, religious affiliations, salary expected and phone number. Address A 57, Distinguished Newspaper.

Boys Wanted

FOR PLEASANT OUTDOOR WORK
Not over 16 years; references required; good salary and chance for advancement to those who make good. Address B 2, Distinguished Newspaper.

CARPENTERS—Screen hangers, experienced men only; steady work. Metal Weather Strip Co., 198 Center St.

CARPENTERS—Three carpenters for frame and trimming work. 4th St., between Jackson and Hayes Aves., Anywhere.

COLLECTOR—Now employed with a large furniture installment house and has a big following, who wishes to earn additional money. A great opportunity awaits the right man. Apply Joseph White, Main Arcade.

COLLECTOR—Live man to handle Jersey and Brooklyn routes; regular accounts; can earn $30 per week. See Mr. Alexander, 520 Post Office Bldg., between 9 and 12.

DRAFTSMAN

Mechanical designer, experienced small and medium automatic machinery, jigs, fixtures and gauges; state age, experience, nationality, salary expected. Address A 65, Distinguished Newspaper.

DRIVER—Experienced in linen supply or laundry preferred but not essential; A-1 reference required. Everready, 413 Main St., near Carman.

DRIVER-SALESMAN—Butter and egg route, house to house; Ford car; salary $22 a week and 3 per cent. Call Shadybrook Farms, Old Oak Ridge Rd.

DRUG CLERK—Junior, experienced salesman, toilet articles, patent medicines. Apply Dr. Carpenter, Drugstore, 115 Main St.

ELECTRICAL CONTRACTOR — Dealer has splendid opportunity for a young man experienced in store and for small repairs and lamp alterations; state complete experience. Address A 87, Distinguished Newspaper.

ELEVATOR MECHANIC—For care and upkeep of elevator, signals and elevators in modern building; state qualifications and salary expected in first letter. Address A 55, Distinguished Newspaper.

FOREMAN—Take complete charge stitching and tucking plant, also know how to make samples and set machines; only those who have complete knowledge in this line and have held similar position need reply. Address A 40, Distinguished Newspaper.

GALVANIZING

SHOP FOREMAN TO TAKE
FULL CHARGE OF SHOP
MUST BE EXPERIENCED
ADVISE SALARY EXPECTED
AND EXPERIENCE
ADDRESS A 74
DISTINGUISHED NEWSPAPER

MECHANIC

for modern office building with low pressure steam plant work, minor repairs throughout building and care and upkeep of high speed elevators and elevator signals; must reside on premises; state qualifications and salary expected in first letter. Address B 8, Distinguished Newspaper.

MAN WANTED

Man wanted, over 25, preferably married, for a responsible position with an established New York financial institution; no experience necessary; every applicant will be interviewed; [illegible] use a man who speaks Italian. [illegible] only.

7 Salesmen Wanted

CANVASSERS

$5 A DAY SALARY—PLUS COMMISSIONS
Staple commodity and firm of well established reputation. Experienced canvassers can make twice as much in commissions as their salary. Must have good appearance, be hard, faithful workers, and have clean records. Permanent positions and assured future for those who qualify. Apply between 9 A. M. and 9 P. M., Monday.
THIRD FLOOR, MAIN ARCADE, AT 4TH ST.

CANVASSERS AND SALESMEN—Good opportunity with large corporation, pleasant outdoor work under the supervision of crew manager with automobile; liberal commission. See Mr. Reese, 400 Main Street, between 8.30-9.30 A. M.

SALESMEN

DRAWING ACCOUNT
EXPERIENCE UNNECESSARY
Wonderful opportunity to earn real money. Call 9 to 12 only, Room 314,
POST OFFICE BUILDING
ASK FOR MR. BARSTOW

SALESMEN REAL ESTATE

SOMETHING NEW
OUT OF THE ORDINARY
BIG MONEY
See Mr. Stanley
9-11 A. M. and 5-7 P. M.
CITIZENS' BANK BUILDING
ROOM 407

SALESMEN

FULL OR PART TIME
PERSONALLY SIGNED LEADS
ADVANCES
BIG COMMISSIONS
ATTRACTIVE DEVELOPMENT IN A
LIVE COMMUNITY NEAR ANYWHERE
FULL CO-OPERATION BY EXPERTS
SEE MR. KELLY
417 CENTER STREET
CALL BETWEEN 10 AND 12
AND 2 AND 4 ONLY

SALESMEN YOUNG MEN

I have openings for two men to sell vacuum cleaners through table demonstration in Anywhere's largest department store; experience unnecessary; income $30 to $40 at start; 9 A. M.; no other time.
ASK FOR MR. McNULTY
ROOM 617, HOTEL LIVINGSTON

8 Male Help—Agencies

High Grade Positions!

3 SALES ENGINEERS	$250-300
COPYWRITER, dept. store exp.	$150
SALES CORRESP., plumbing supplies	$225
CORRESPONDENT-SUPERVISOR	$50
ASST. CR. AND COLL. MANAGER	$175
HOTEL AUDITOR, some public	$200
STENOGRAPHER-SECRETARY	$150-175
STENO. AND CLERK	$25-30
TYPIST BILLER	$25-30
RECORD CLERK, neat penman	$110-125
FILE CLERK, 40 yrs. old	$22-25
JR. CLERK, high school grad	$18-20
ASST. BOOKKEEPER	$20-25
CLEARING HOUSE CLERK	$90
PAYG. AND RECVG. TELLER	$125-140
BOYS, office and errands	$65-75

Salesmen! Salesmen!

PAINTS AND VARNISHES	$200 and exp.
FIRE EXTINGUISHERS	$200-250
CREAMERY MACHINERY	$3,000-5,000
ADVERTISING	$200 and exp.
3 GROC SPECIALTY MEN	$175-200

Guaranteed Service

324 POST OFFICE BUILDING

PERSONALIZED SERVICE

SALES MGR., redi-cut houses	$6-$7,000
SALES CORRES., expd., some college	$30-35
DEVELOPMENT ENGR., conveyors	$300
MECH. ENGR., rolling mill exp.	$300
[illegible] analysis, tests	$175
	$125

THE DISTINGUISH

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The Distingu

9 Help Wanted—Female

ADDRESSERS, previous experience a
ough knowledge of list compiling a
essential. Apply 9 A. M., Jones & Ba
5th St.

ARTIST, student, capable all arou
painting, studio furniture, decora
start. 214 Main St., one flight.

BINDERY GIRLS, experienced coun
jogging, printing factory. $15 to s
floor, 376 Center St.

BOOKKEEPER (ASSISTANT),
GENERAL OFFICE WORK; EXPE
GOOD OPPORTUNITY. Address A
tinguished Newspaper.

BOOKKEEPER'S assistant; know
stenography, experienced; must
accurate and willing worker; $18;
perience in detail. Address B
guished Newspaper.

CASHIERS, NEAT,
WITH CAFETERIA EXPERIE
CHANCE FOR ADVANCEM
ENTREE CAFETERIAS
317 MAIN STREET

CASHIER, who understands kee
and can typewrite; give experien
Arcade Restaurant, Main Arcad

CLERKS

17 TO 25 YEARS OF A
NO BUSINESS EXPERIENCE N
HOURS 9.00 A. M. TO 5.00
SATURDAY 9.00 A. M. TO
SPLENDID OPPORTUNI
FOR ADVANCEMENT
ALL HIGHER POSITIONS
FILLED BY PROMOTI
APPLY
EMPLOYMENT DEPART
CENTRAL TELEPHONE CO
313 5th STREET

DRESSMAK

Woman handy with needl
pable of making minor a
steady work, good pay; hal
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Newspaper

elp Wanted—Female

WAITRESS

xperienced girl for busy tearoom- it; must be thoroughly familiar with Sunnybrook Tea Room, Old Oak oad.

Women (three)

$5 day start; commissions; advance- arnest workers over 25, earning big outside selling new women's garment; ent; short hours; 5-day week. 275 t., Anywhere.

LADY, good appearance, to assist executive; no selling; willing to be experience unnecessary. See or "Director," Suite 204. Main Arcade.

YOUNG WOMEN

AGES 16 TO 27
INEXPERIENCED, FOR
CLERICAL POSITIONS
GRAMMAR SCHOOL GRADUATES
STEADY WORK
ALARY PAID WHILE LEARNING; NCREASES AT FREQUENT INTER- ALS; PROMOTION TO HIGHER OSITIONS; VACATION WITH PAY; MEALS AT LOW COST.

Mars Insurance Co.

MAIN AND CENTER STS.

Female Help—Agencies

High Grade Positions!

TENO. SECTY. hotel exp., coll. ed.	$200
TENOGRAPHER, South Side	$100
STENOGRAPHERS	$90-110
TENO. DICTAPHONE OPERATOR	$115
TENO., small office	$110
TENO., only girl	$125
TENO. BKKPR.	$100
TENO. AND CLERK. A-1 firm	$30
TENO. SWITCHBD. OPERATORS	$150
ECRETARY, newspaper exp.	$35
ECRETARY, engrg. and mnfg. exp.	$25
YPIST CORRESP. S. Side. sm. ofc.	$25
ASST. BKKPR. and BILLER	$85
TYPIST	and $35

10 Female Help—Agencies

GOOD OPENINGS TODAY

STENO.-SECY.—Legal exp.	$30
STENOGRAPHER	$125
STENO.; lumber firm	$27
STENO.	$25
STENOGRAPHER—North Side	$22
STENO.-CLERK—Hat company	$22
TYPIST-POLICY WRITER	$90
E. F. BILLER	$23
COMPT. OPERATOR	$100
DICT. OPER.—Tech. exp.	$110
2 BURR. BKKPRS.—Bk. exp.	$100
BOOKKEEPERS AND CLERKS	
2 BKKPRS.-STENOS	$30-35
2 BOOKKEEPERS	$23-25
ASST. BKPR.—Ins.	$90
CLK.—Cleaners and Dyers' Store exp.	$20
CLERK-TYPIST—Order writing	$20
CLERK-TYPIST	$20
CLERK—Neat penmanship	$65
SWTBD. OP.—TYPIST-Some sten.	$25

No registration fee or advance payment
CALL EARLY TODAY. OPEN AT 8 A. M.

GUARANTEED SERVICE

324 Post Office Building

11 Instruction

Automobile Mechanics

It only requires determination and action on your part to be earning, in a few months, the biggest wage or largest salary paid to any class of skilled help. The automobile trade is always hunting for such help. The question of pay is second to ability. We can train you in 3 MONTHS to start in one of these good-paying positions. Your advancement will depend entirely upon yourself. Previous experience is not necessary.

In order to fully understand and appreciate how much we can do to help you—you should pay us an inspection visit.

Complete Shop Course

of thorough scientific training on
ENGINES, STARTING,
LIGHTING, REAR AXLES,
IGNITION, BATTERIES, ETC.

It will inspire you to see scores of ambitious men in training in what is said to be the most cheerful and the best equipped technical auto-training institution to be found anywhere.

Day and evening classes now being formed. Easy payments gladly arranged. We help to place graduates. If you cannot call, write or phone Main 5000 for free illustrated catalog.

Anywhere Auto School

514 Main Street
Open All Year Round
Classes Now Forming

BEAUTY SPECIALISTS
Earn $30 to $75 Weekly

For $50 (our special course) you will learn to become a beauty specialist under the most expert teachers; $10 will start you, the balance conveniently, and you can help pay it from week-end positions we furnish while learning; day and evening classes; call, write or phone for free booklet.

Beauty Institute

The School of Individual Instruction
Main Arcade

DANCING LESSONS

LEARN TO DANCE NOW

Take a few private lessons, day or evening; class practice evenings at 8 and Sunday afternoon.

TANGO STUDIOS

477 MAIN STREET

Traffic Management Offers Big Future

If you are uncertain about the future, and your present job does not seem to be leading anywhere, why not look into this interesting and profitable work?

Traffic Management is a real job; pays real money—$3,000 to $10,000 yearly—and its field is rapidly growing. There is a place for you in Traffic Management when you are ready.

It will cost you nothing, involve no obligation to investigate. Ask for our 95-page book which explains everything fully and tells you how you can quickly qualify for a Traffic Management position in your spare time.

UNITED SCHOOLS

Anywhere Office
313 Post Office Building

13 Apartments to Let
Furnished

WARRINGTON ARMS
STANLEY RD. AT WARRINGTON AV.

Your inspection is invited to this new 15-story fireproof apartment hotel, located in the finest section on the North Side. Practically all of the apartments command unobstructed view of the lake and the golf links. The apartments, two and three rooms in size, consist of a large living room, dining alcove, kitchenette, dressing rooms, with roll-away bed and bath.

FURNISHED OR UNFURNISHED

The entrance to the building is through a spacious and attractively furnished lobby, where such conveniences as drug stores, tea-room, commissary, and beauty parlor and valet shop can be found.

Our prices range from $70 to $160 per month, including gas, electricity, and mechanical refrigeration.

Manager at building at all hours, or call

STANLEY 4600

NEW BUILDING
Garden Terrace Apts.

FIREPROOF AND SOUNDPROOF

1-2-3 room kitchenette apartments; refrigeration; handsomely furnished; complete hotel service; all outside light; view overlooking lake; bus to door; moderate rates. 1565 Warrington Av., Stanley 3535.

NEW BUILDING

2-3-4 ROOMS

423 MORROW STREET

2 ROOMS, $90 AND UP
WITH BEDROOM, $120 AND UP

Beautifully furnished, including complete equipment of linens, dishes, silverware, and glassware.

Ample closet space; all tiled bath with tub and shower.

GAS, LIGHT, AND
REFRIGERATION FREE

PHONE STANLEY 6000

AVALON
456 STANLEY RD.

In the beautiful Harbor district. Its character is the keynote of our success. It has brought us guests of stability.

An environment of select refinement, yet rates well within your reach. Unusually attractive kitchenette.

$75 up. Beautiful lobby; elevator serv. Everything furnished, including linen, silver, dishes, and glassware.

Live where living is a year around pleasure. Under personal supervision of Mrs. Carpenter, Stanley 5475.

TWO=O=ONE

FARRINGTON BOULEVARD
OUR FEW REMAINING
3-4 ROOM
FURNISHED AND
UNFURNISHED APTS.
AT REDUCED RENTALS
Gas, Light and
Refrigeration Free
Maid Service and Valet

PHONE AURORA 1430

14 Apartments to Let
Unfurnished

520-526 STANLEY RD.

2-3-4 ROOMS

Fronting park and lake; within easy walking distance of golf links, tennis courts and bathing beaches; kitchenettes, in-a-dor beds, private tile baths with built in tubs; spacious closets; bus and surface within 1 block; $60-$80.

Caldwell, Carter & Bowen

N...

1-2-3 ROOMS

Attractive light rooms, overlooking country club and lake. Good closet space, door beds, Pullman kitchens, electric refrigeration; light ... free. Near bus. Immediate possession. ... 470 Stanley Road.

14 Apartments to Let
Unfurnished

2, 3, AND 4 ROOMS

Furnished or Unfurnished
UNUSUAL ATTRACTIONS
MARLBOROUGH COURT

Half block from station, 2 blocks from bus line, 3 blocks from bathing beach; kitchenettes of enameled steel; optional double or twin beds; light and gas free.

REASONABLE RENTS
AGENT ON PREMISES
417 Marlborough St.

TO RENT—565 Morrow St., 8-room apartment. Newly decorated throughout. All new electric fixtures. Must be seen to be appreciated. Keys at 1st floor.

15 Stores and Offices

OFFICE OFFERINGS

POST OFFICE BUILDING
MAIN AND CENTER STS.

3-room corner suite, large offices; best in the bldg. Also a few single rooms.

MAIN ARCADE

Top floor, daylight space. Up to 2,600 ft., ideal for clerical or architect. Will divide. Attractive rent.

BLATCHFORD BUILDING
400 CENTER STREET

Offices $30 and up

We can supply your needs in some of our buildings.

JUSTIN F. STOREY, Agent
329 Main St. Main 6700

Citizens' Bank Building

NEW MODERN BANK BUILDING
in the most thriving community in Anywhere
100 per cent Retail Location

READY NOW

LARGE DRUG STORE location. 30x55; SMALLER STORES, ideal for Shoes, Ladies' Ready to Wear, Chain Stores, Gents' Furnishing, Meat Market, etc. Rentals $125 and up.

See Agent Today at
314 Marlborough St.

The Anywhere Builders

Main 7890

TO RENT—324 Morrow St. Large, light store with basement. Apply Martin Tyler, 320 Morrow St.

BATES BUILDING

Main St. at Marlborough

Entire upper floor containing 5,000 sq. ft.; suitable for architects, attorneys or general offices. Daylight on four sides; fireproof bldg. and modern in every respect; will divide; lease to suit at reasonable rental.

ARTHUR L. MASTERSON & CO.
Phone Central 5643

TO RENT—STORE—267 Stanley Road; near station; best business block in Oak Park; only 1 store left; business is good here. Ask the merchants. Your success is assured. The rent is right. George Snyder & Co., Owners, Post Office Bldg., Phone Main 6543.

16 Houses for Sale

A REAL HOME

OWNER LEAVING FOR N. Y.

Restricted block, lot 40x150; 5-room bungalow. French windows; breakfast room, southern exposure; sun parlor; hot water heat; room for 2 bedrooms on 2d floor. 1 car garage, heated; cash, $5,000. Owner, Stanley 7070, 1800 Warrington Av.

10-ROOM BRICK HOME

Lot 50x180, marble fireplace, silver-plated lighting fixtures; walls canvased; beautifully landscaped and near park; advantages of city and advantages of country; brick garage attached; sickness compels owner to sell immediately.

Caldwell, Carter & Bowen
1400 Warrington Av.
Stanley 4000

FOR SALE

IF YOU ARE LOOKING FOR A HOME or homesite on the North side, see us first. We have something that will fit your bankbook and satisfy you, too.

Close to churches, schools, and transportation.

JUSTIN F. STOREY, Agent
389 Main Street Main 6700

FOR SALE

...BRICK BUNGALOW— ...bath, enclosed ... take as low ...hurches and

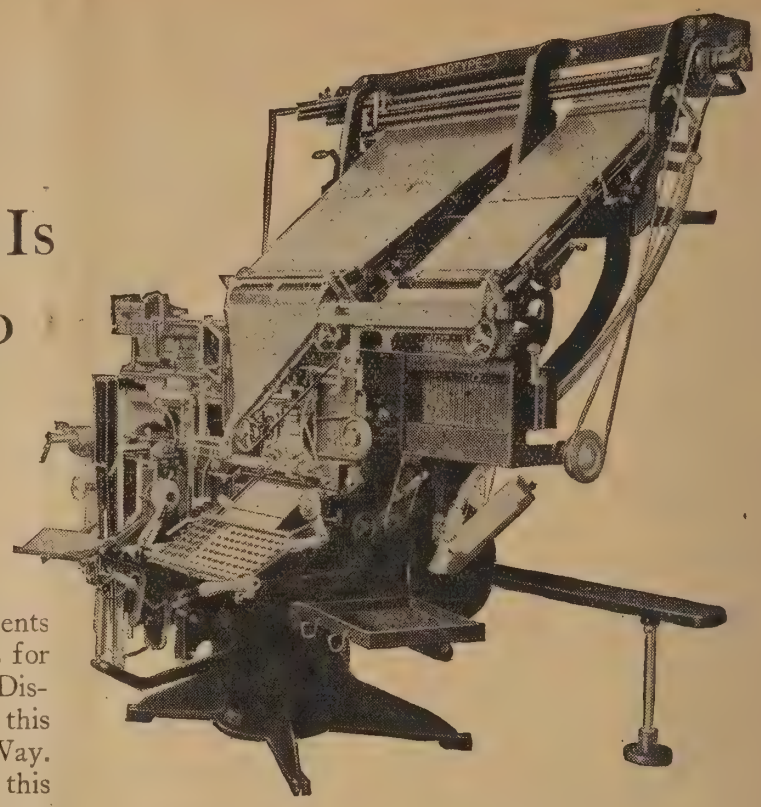
JUSTIN F. ..., Agent
389 Main Street Main 6700

SACRIFICE

... trim through-

TRADE LINOTYPE MARK

The Linotype Way Is the Certain Way to Attractive, Legible Classified Ads



GETTING classified advertisements read is as essential as getting insertion orders for the ads themselves. The publishers of The Distinguished Newspaper have successfully met this situation; met it by following the Linotype Way.

The two pages foregoing show just how this has been achieved. They exhibit the attractiveness of Linotype outline faces, especially designed to afford attention-getting display at the same time they maintain the page's even tone. They demonstrate, too, the extreme legibility of Ionic No. 5 even in a solid setting, and show how a line of Ionic caps attain sufficient display to obviate the use of more than one face or size in the composition of classified text.

In short, these pages show how The Distinguished Newspaper, with the aid of Linotype equipment, has made little things—classified advertisements—count.

12 Pt. DeVinne Outline with Italic (12△108)
CLASSIFIED advertisin
CLASSIFIED advertisin

14 Pt. DeVinne Outline with Italic (14△52)
CLASSIFIED advert
CLASSIFIED advert

18 Pt. DeVinne Outline (18△183)
CLASSIFIED adver

24 Pt. DeVinne Outline (24△141)
CLASSIFIEDa

CLASSIFIED FACES on Linotype Matrices

12 Pt. Gothic Condensed Outline (12△125)
CLASSIFIED ADVERTISING S

18 Point Gothic Condensed Outline (18△247)
CLASSIFIED ADVERT

5½ Point Ionic No. 5 with Bold Face No. 2 (5½△42). *Set 14 lines to the inch.*

CREDIT MAN—Seven years in charge of credits for the Blackwell Oil Company form a background of experience that will prove valuable to any concern and particularly to one selling to garages, service stations or large industrials. Capable through past experience to take charge of all office details. Available immediately. H. L. Brown, 475 Park Avenue, Anywhere.

10 Pt. Condensed Outline, one-letter (10△101)
CLASSIFIED advertising shows lar

12 Pt. Condensed Outline, one-letter (12△69)
CLASSIFIED advertising sho

18 Pt. Condensed Outline (18△75)
CLASSIFIED advertising

24 Pt. Condensed Outline (24△99)
CLASSIFIED ADV

30 Pt. Condensed Outline (30△53)
CLASSIFIED ADV

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO · CHICAGO · NEW ORLEANS · CANADIAN LINOTYPE LIMITED, TORONTO

REPRESENTATIVES IN THE PRINCIPAL CITIES OF THE WORLD

[PRINTED IN U.S.A.]

URT JAILS DRY CHIEF FOR CRITICISM

naker, Head of Indiana Anti-loon League, in Contempt by 3 to 2 Vote for His Report in "American Issue"

liana, for almost a year rocked from dary to boundary with startling ges of political corruption, found a topic for general discussion this when the Rev. Edward S. Shu-r, state superintendent of the Anti-on League and for a quarter of a cen- a leading figure in prohibition work, found guilty by the state Supreme t of contempt, sentenced to the state l farm for sixty days and also fined

ie vote of the Supreme Court was 3

ie conviction was based on statements by Shumaker in his 1925 report in *American Issue,* Anti-Saloon League n, criticizing the Supreme Court and ging inefficiency in the attorney gen- s office in the handling of liquor vio- n cases.

ontempt action against Shumaker, E. Martin, and Ethan A. Miles, neys for the league, was instituted by ur L. Gilliom, attorney general, some ionths ago. Martin was convicted but not sentenced, as he is not in the city, e Miles was acquitted.

ie court made its decision late in the noon of Aug. 5 and and the two men sentenced next morning before a ed courtroom. The *Indianapolis Star* more than a dozen pictures of prin- s in the case on the morning of the and devoted about two and a half s to the decision, a history of the case a biography of Shumaker. The *News Times,* evening papers, gave the case t an equal play Saturday afternoon. ntiment all over the state was more ed up by the decision than on any one ect since the Stephenson exposé. rch conferences, the W. C. T. U. and ganized admirers of Shumaker by the e came to the front with offers to pay enalty and assurances of support.

Methodist meeting near Lafayette ted a lengthy resolution condemning court's action and sixty preachers nteered to each serve a day of Shu- er's sentence.

nat the Indiana Supreme Court had asked to inaugurate contempt pro- ings against the editor of the *Indian- is Times,* the editor of the *Indian- is News* and "persons who made state- ts," but had refused to act, was re- ed Wednesday in the statement of ge Clarence W. Martin in his dis- ing opinion in the Shumaker case.

dge Martin, quoting from four edi- ls and one news article from the es and two editorials from the News, ared that Shumaker's criticisms of the t in his 1925 report in the *American e,* Anti-Saloon League organ, were by comparison, and that the court "straining at a gnat and swallowing mel."

hen asked about the matter today ge Martin refused to say who made suggestion that the court take action. f Justice Julius Travis said the tion had not been presented to the t.

dge Martin's opinion said in part: Statements in both news and editorial mns, more critical of the decisions work of this court than the American e articles, recently have appeared in public press, yet this court, upon hav- the suggestion made to it, did not with approval the institution of con- pt proceedings against the persons who e the statements or the papers which ted the following articles and edi- als."

dge Martin then quoted the articles uestion. The first was a news article n the Times in which Philip Zoercher Chairman John J. Brown of the state d of tax commissioners were quoted riticising the court's decision in regard ax refunds. The second quotation by ge Martin was an editorial from the Times regarding the pay of state legislators.

Two editorials from the News demanding that the Supreme Court grant a rehearing in the legislative pay case were quoted by the judge. In them the decision of the court was referred to as a "silly blunder," which was underscored by Judge Martin. Next came an editorial from the Times quoting the plea of Attorney General Arthur L. Gilliom for a rehearing of the same case. The judge underscored the attorney general's sentence which said "The constitution can not be thus bartered away."

An editorial from the Times concerning the delay in rendering decisions was the final exhibit given by Judge Martin.

McLAUTHLIN RETIRES

Advertising Head of Walter Baker & Co. Tendered Farewell Reception

Associated with the Walter Baker & Co., Boston, Mass., nationally known cocoa and chocolate manufacturers, for more than 30 years as advertising director, Wallace H. McLauthlin on retiring from business, was tendered a reception by representatives of a large percentage of newspapers and periodicals of importance throughout the country at the Boston Athletic Association, Boston, recently.

McLauthlin, one of the old school of advertising men, started in the business 38 years ago. He will spend most of his time at his summer estate at Cochituate, Mass.

COTTON CO-OPS DROP PUBLICITY

South Carolina newspaper publishers are rejoicing over the fact that the South Carolina Co-operative Cotton Growers Protective Association, has decided to buy advertising space in newspapers, instead of sending out publicity disguised as news.

WHAT OUR READERS SAY

DECISION FOR PRISK

To Editor & Publisher: In your issue of Jan. 15, 1927, you published an article reciting certain charges made by Belle McCord Roberts, minority stockholder, against the controlling directors of the Long Beach Press-Telegram Publishing Company, it being alleged that certain moneys the Press-Telegram Publishing Company had invested in Press-Telegram Building Company stock had been misappropriated. In a later issue you published an article from me giving the facts in the case in which I made the statement the plaintiff's interests in both companies were identically the same, that no injustice had been done plaintiff, and that there could be but one outcome when the case came to trial—complete vindication of the defendants. Recently (July 26) when the case came to trial it was thrown out of court, the defendants finding it unnecessary to call any witnesses. Judge Downs of the Superior Court, in rendering his decision, declared the plaintiff had failed entirely to substantiate her charges.

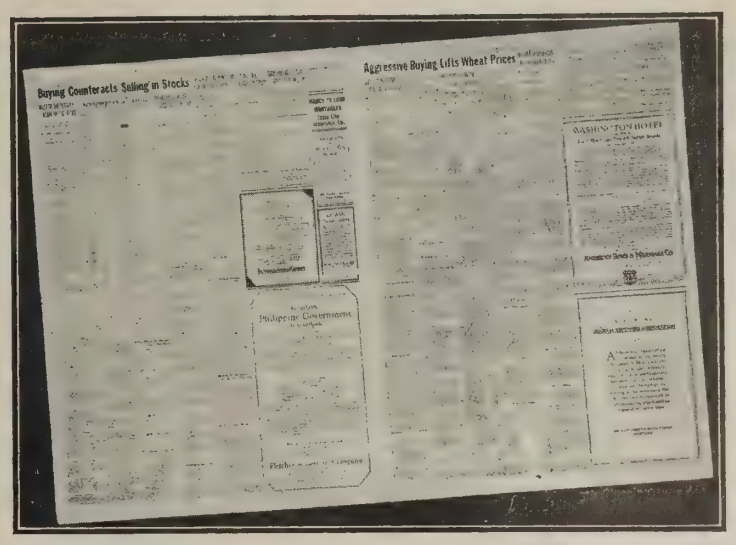
That justice may be done those who were unjustly charged with a serious offense, and suffered injury through the publication of the charges in Editor & Publisher, I ask you to give space in your valued journal to this communication.

Respectfully,
W. F. PRISK, President.
PRESS-TELEGRAM PUBLISHING COMPANY
Long Beach, Cal.

PLAINFIELD'S ADVERTISING

To Editor & Publisher: Upon page 12 of the July 23 issue, in the article dealing with community advertising, in the list of cities, Plainfield, N. J., has been omitted. Plainfield has launched a three-year national advertising campaign with an appropriation of $75,000. They are using practically all of the recognized mediums, such as newspapers, magazines, bill boards, etc.

L. W. Lowerre,
Joseph E. Hanson Co., Newark, N. J.



The NEWS Breaks Another Space-Buying Precedent!

IN a number of large cities, the leading morning paper carried, in 1926, three times the financial advertising linage of the leading evening paper.

But in Indianapolis it's different! In 1926, The INDIANAPOLIS NEWS, with its six evening issues a week, carried 15% *more* financial linage than the 7-day morning paper in Indianapolis.

Here, again, The NEWS breaks a space-buying precedent. . . . Another example showing the strong preference for the greater daily circulation, the greater city coverage, and the greater advertising prestige offered by The INDIANAPOLIS NEWS.



The INDIANAPOLIS NEWS
sells The Indianapolis Radius

FRANK T. CARROLL, *Advertising Director*

New York: DAN A. CARROLL, 110 East 42nd St.
Chicago: J. E. LUTZ, The Tower Bldg.

SAME SERVICE, AND MORE, AT HALF THE COS

Newspaper Campaign Demonstrated by Ad Bureau of A.N.P.A. to Give Infinitely More Coverage Far Lower Cost and Less Duplication Than List of Eight Leading Magazines

ALLEN B. SIKES, director of research of the Bureau of Advertising of the American Newspaper Publishers Association, is author of a booklet entitled "Coverage and Costs" issued under an Aug. 6 date by the Bureau. Permission this week was granted by William A. Thomson, director, to EDITOR & PUBLISHER to reproduce a portion of the book. It follows:

An advertiser with whom the bureau has been working, is spending his appropriation exclusively in eight women's magazines. He makes a product sold in grocery stores that would come under the general classification of "household supplies."

Discussing his sales and distribution problem, he made the statement that about 90 per cent of his business was done in between 150 to 175 cities of this country. He was anxious to see a comparison between the cost and the coverage of his current magazine advertising in the sections where the bulk of his business is done and similar figures to show what newspapers could offer him.

The bureau undertook to make such a comparison. Of course, it was not able to name individual newspapers, this being contrary to its rule. It did, however, base its calculation upon a study of 188 newspapers (chosen anonymously) circulating in and about the cities where the advertiser asserted that 90 per cent of his consumer sales occur.

The eight magazines being used by the advertiser are as follows: *Ladies Home Journal, Pictorial Review, McCall's, Designer, Woman's Home Companion, Good Housekeeping, Woman's World,* and *Modern Priscilla.* The circulation of these magazines in the zones where the bulk of the advertiser's business is conducted was considered as a basis for comparison of the magazine field with the newspaper field. This was done despite the fact that the national circulation of the magazines is sold to advertisers only in its entirely.

In order to arrive at relative costs, it was determined to make a comparison of a 10,000-line campaign in the 188 newspapers, as against ten single page advertisements in each of the eight women's magazines. Such a comparison seemed eminently fair since the space provided permitted the advertiser to have adequate representation at the most promising selling seasons of the year without being obligated to appear every month. It might have been thoroughly fair to magazine advertising to compare it with newspaper advertising on a line for line basis, but the Bureau, wishing to avoid all suggestion of bias, decided to provide for more than 50 per cent more newspaper space than would be used in the magazine campaign. This provision, while calling for smaller single insertions in the newspapers than in the magazines, provided very obviously, for a schedule of greater frequency than the current magazine program.

The bureau's analysis dwelt at length upon comparisons of size and effectiveness of newspaper and magazine advertisements and offered the following:

"In this connection, it should be remembered that a magazine page is about equal in area to one-quarter of a newspaper page. An advertisement occupying a full magazine page may thus be compared with one occupying one-quarter of a newspaper page because a page advertisement in a 200-page magazine occupies the same proportion to the total space in that publication as a one-quarter page advertisement would occupy in a 50-page newspaper number."

In the bureau's calculations, black and white copy in both media was taken as the basis of comparison. The number of families in the United States as shown by official figures and the number of families in each zone was also used for comparative purposes.

The 10,000 lines in the 188 newspapers entailed a total cost of $248,000 to reach a circulation of 12,068,416. The ten-page magazine campaign in the eight publications mentioned above, figures out $490,181 to reach a circulation of 13,107,967. Thus the cost of the newspaper campaign was about $20.56 per thousand of circulation reached and the cost of the magazine campaign was $37.20 per thousand circulation.

But when the circulation figures of newspapers and magazines are considered, a very interesting question comes up, that is, the question of duplicated circulation.

Various surveys have shown that the average women's magazine reading family reads anywhere from four to sixteen magazines per month. One women's magazine in an effort to show the needlessness of employing other women's magazines in a campaign claims to duplicate the circulation of every other worthwhile women's magazine 50 per cent. Still another reputable group of magazines in an exhaustive survey revealed that one magazine in this study duplicates the circulation of another 68 per cent.

In the course of its investigation, the bureau questioned an experienced advertising man on this point and the latter replied:

"I believe that three of these magazines cover at least 65 per cent of the women's magazine readers. I should say there was between 35 per cent and 40 per cent duplication between the eight magazines used in this study."

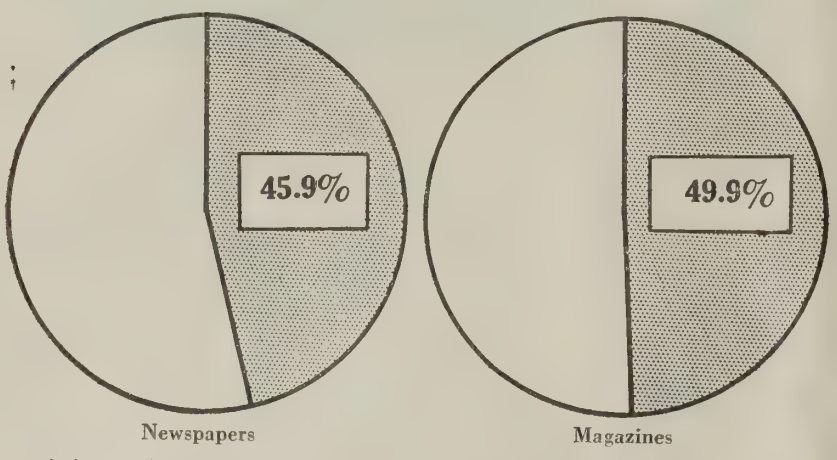
To be conservative in this analysis, the bureau took 30 per cent off the circulation of each magazine in each zone to allow for duplication. This percentage is undoubtedly less than the percentage of duplication that actually exists.

Of the 188 newspapers used to this study, it was found that 29 were sold at a combination rate with 29 others. This would undoubtedly indicate some duplication of circulation among 58 newspapers. The Bureau accordingly reduced the circulation total of the 58 newspapers by the same figure it had used in estimating magazine duplication, 30 per cent. When these calculations for duplication were made, it reduced the newspaper circulation to 11,158,638, or a figure equal to 42.4 per cent of the total number of families in the United States.

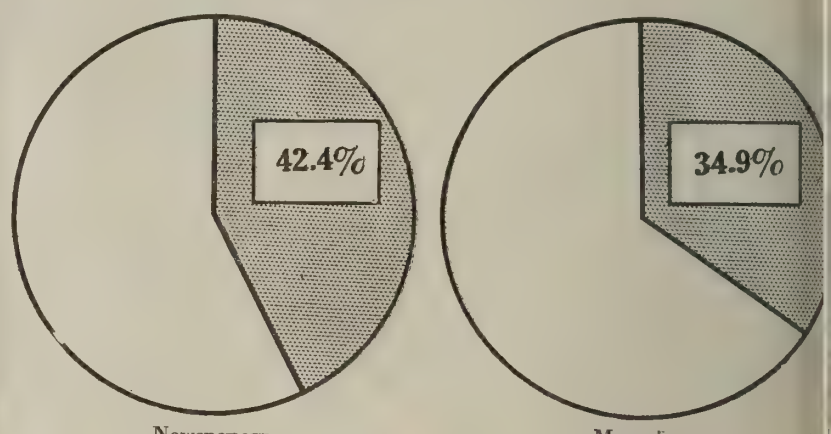
When duplication among the magazines is considered, however, it reduces their coverage to 9,175,576 families or 34.9 per cent of the total number of families.

The allowance for duplication gives the magazines 7.5 per cent less coverage than the newspapers.

NATIONAL COVERAGE
(Not considering duplication)



NATIONAL COVERAGE
(When duplication is considered)



Again there is a variation when the calculations are reduced to figures for zones.

It was the opportunity for frequency of insertion that the newspaper campaign would allow that the Bureau stressed at some length. Newspapers appear each day. The magazines used in the comparison are published only once a month.

The 10 pages of magazine advertising would give an advertiser 131,079,676 impressions of his advertisement. On the other hand, the 10,000 lines of newspaper space could be split up according to the specific needs of each market. On this point, the bureau said to the advertiser:

"Should you wish your newspaper advertising to appear frequently throughout each of the ten months of the campaign, a judicious use of medium size and small reminder copy would make this possible. A schedule combination could be worked out which would consume about 1,000 lines during each month of the ten months' campaign, giving you at least eight insertions per month. This program would depend largely upon skillful copy treatment.

"These eight advertisements a month for ten months would provide 80 direct contacts with the 12,068,416 newspaper circulation, while the magazine campaign would provide only ten direct contacts with its 13,17,967 circulation.

"Furthermore, the 80 newspaper advertisements would appear in 80 newly published newspapers each one of which carries with it a renewal of reader interest.

"In other words, between the publication dates of the ten magazines which the advertiser would use monthly, eight new newspapers would carry your message to the newspaper readers, each new newspaper offering an opportunity to catch the reader's interest while it is keen.

"And finally, 80 insertions mean the amazing total of 965,473,280 impressions of the newspaper advertisement as compared with 131,079,670 impressions of the magazine advertisements.

"Should you wish to cut up a 10,000-line newspaper campaign into quar page advertisements, you would have contacts with the 12,068,416 newspa circulation through 15 newly publis newspapers, or a total of 181,026,240 pressions of your advertisement (appro mately 50 per cent more than the 1 $79,670 magazine impressions).

"It should also be borne in mind t the magazine campaign we are consid ing costs $490,181 with which we are co paring a newspaper campaign reach approximately the same numerical culation, costing $248,200, or practica one-half the magazine cost.

"Should you wish to use the 10,000 li on a page a month basis to permit three times a week insertion, you mi proceed as follows:

"The first week run one 500 line vertisement with two 75-line reminder a vertisements run on alternate days.

"The second week one 400 line adv tisement followed by two 75-line adv tisements as in the first week.

"The third week repeat the sched carried in the first. The fourth, repe the schedule carried in the second. T campaign would provide an intensive se ing effort for four months during the ye and would permit 48 contacts with t consuming public."

The study is even more vivid wh reduced to charts. These visualize cove age and cost not only in the country, b in each of the zones into which t country was subdivided.

For the purpose of this national stud the total number of families in t United States, 26,255,564, was taken as base unit.

If no question of duplication is co sidered, the 188 newspapers studied rea 12,068,416 of these families and the magazines reach 13,107,967.

The percentage these circulations be to the total number of families in t United States is indicated in the abo circles.

Take the very conservative figure 30 per cent as the allowance of duplic tion from magazines and their total ci culation drops to 9,175,576.

Allowing the same percentage for newspapers of the 188 which may sho duplication in circulation, the newspap figure becomes 11,158,638.

The percentage as compared with t total number of families in the Unit States changes as indicated.

The total cost of the suggested cam paign per thousand circulation would b

In Newspapers, $20.56.

In Magazines, $37.20.

The figures quoted above give the re ative cost of each campaign per thousa circulation without considering the que tion of duplication.

The total magazine cost is $490,181 a the total newspaper cost $248,200.

"KOHLER MAGAZINE REELS FOR GREATER PRODUCTION"

THE CHICAGO DAILY NEWS
HAS PURCHASED

72

KOHLER
MAGAZINE REELS

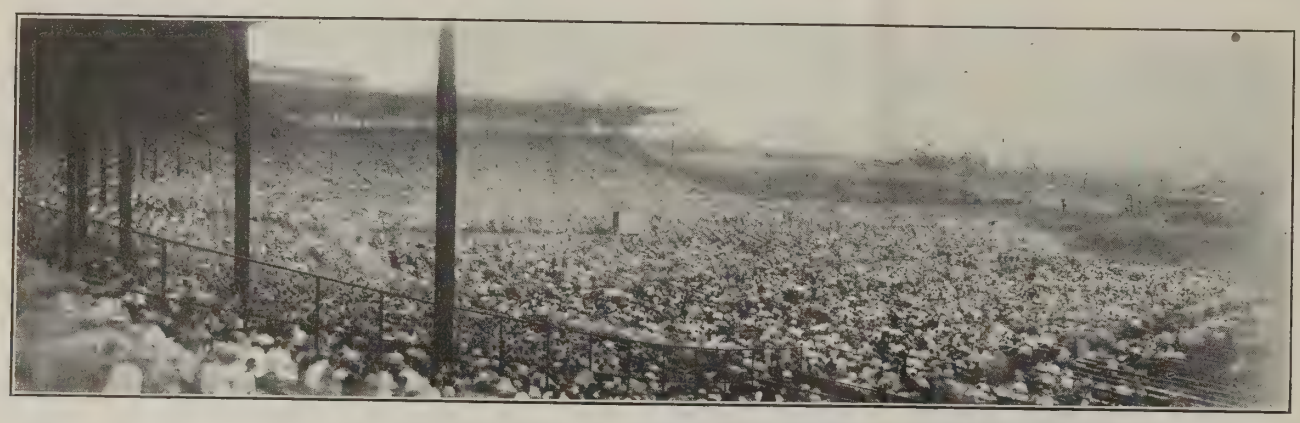
"THE KOHLER SYSTEM"

KOHLER BROTHERS
ENGINEERS AND MANUFACTURERS

CHICAGO
WRIGLEY BUILDING NORTH

NEW YORK
EVENING POST BUILDING

KANSAS CITY STAR GIVES PARTY TO 60,000 CELEBRATING FIRST YEAR OF STAFF OWNERSHIP



View of great throng which celebrated first anniversary of *Kansas City Star's* new ownership

THE *Kansas City Star* celebrated its first year of staff ownership Aug. 5 with a large part of Kansas City joining in the celebration.

More than 60,000 people were guests of the newspaper at an entertainment staged at Muehlebach field, the Kansas City baseball park, and an additional 20,000 were unable to secure admission.

The entertainment consisted of the presentation of "The Rough Riders," a motion picture of "super" proportions, a motion picture comedy, a band concert, and a display of pyrotechnics. Everything was free. The arrangements for the monster gathering were completed in such detail that the crowd was handled with great facility, traffic jams were avoided, and not a single accident was reported. The success of this detail was largely due to the numbers of staff men from the Star's editorial and business office, who personally supervised the police and ushers in caring for the crowds.

Seats had been provided for 43,000 people. These were soon filled and an additional 17,000 were admitted to find places on the terraces and walls of the park. Hundreds stood in the rear of the grandstand and in the back of the playing field throughout the two and a half hours of the entertainment.

Doors to the park opened at 6 o'clock, though the audience began to assemble outside the walls in the middle of the afternoon. The actual show lasted from 8 until 10:30 o'clock.

The Star announced its party through a series of full page ads and a number of news stories and feature cuts in the daily paper. This material all announced the "birthday party" for August 3. As that day approached bad weather set in and it was necessary to postpone the event two days. However, the town had been convinced of the magnitude of the entertainment awaiting it and attendance did not suffer.

One note of good taste in the party was a complete absence of any self-glorification or propaganda on the part of the host. A single subtitle at the opening of the picture read:

Welcome!
We Hope You Will
Have A Good Time.
—The Kansas City Star.

In selecting "The Rough Riders" for this occasion the Star obtained a film peculiarly appropriate. The newspaper's constituents were familiar with the editorial association of Theodore Roosevelt with the Star and the response with which they greeted the appearance of the character of the late president on the screen indicated that he has lived as a great American figure in the minds of the community.

The projection of the picture before so large an audience was an event in the history of American amusement enterprises, according to representatives of the Paramount Famous Lasky corporation who assisted in staging the party. One screen served the entire gathering. This expanse of white canvas was 50 by 40 feet and is believed to be the largest screen ever erected in the United States. By an elaborate arrangement of distances and lenses, clear figures from four to six times the size of those in an ordinary picture theater were cast. The subtitles were easily legible to those in the back of the grand stand who were more than 500 feet away from the screen.

Both motion picture features were given a musical interpretation by a brass band of 125 pieces. The band played a concert before the picture program began.

Immediately following the feature picture the band struck up "The Long, Long Trail," and a large reproduction in colored fire of J. N. Darling's celebrated tribute to Roosevelt was lighted at the end of the field. As this was concluded another set piece duplicating the American flag was lighted, the band played "The Star Spangled Banner," in which the audience joined, bringing the unique "birthday party" to an impressive conclusion.

PLANS NEW DAILY

D. A. Grean of West Point, Miss., has taken over the Hempstead County Review Printing Company, Conway, Ark., which Curtis Cannon has been operating and is installing additional equipment. He may begin publication of a daily paper in the near future.

CELEBRATES 87th BIRTHDAY

The *Pulaski* (N. Y.) *Democrat* is this week celebrating its 87th anniversary. It is one of the oldest weekly newspapers in New York state and is one of the oldest business concerns in Pulaski. Byron G. Seamans has been editor since 1895.

TELLS PUBLIC OF FIGHT ON BILLBOARDS

Springfield Republican Describes Effort to Rid Mohawk Trail of Signs Within Sight of Road or Public Park

The billboard nuisance and the steps which have been taken to combat it along the famous Mohawk Trail in the Berkshires of Massachusetts were brought sharply to public attention in an illustrated feature story occupying page 1 of the magazine section of the *Springfield* (Mass.) *Republican* of Sunday, Aug. 7.

Due credit is given John E. Dwyer, outdoor advertising inspector of the Massachusetts Public Works Department. Working under a law seven years old, which restricts billboard advertising on any public way or on private property within public view from any highway, public park or reservation, Mr. Dwyer this summer launched a campaign against glaring signs along the Trail.

Law enforcement being in the hands of the county commissioners, their men went along the trail, notifying property owners that billboards on their land which did not conform to the regulations, must come down. The commission asked permission to trespass on the property for the purpose of tearing down the boards and when, in a few cases, this permission was refused, a writ setting a specific time for the removal of the signs was issued, and proved effective. Many offending boards were removed.

The campaign was successfully started, but it was blocked when several big advertising firms got together and secured an injunction against the state which prevents their signs being taken down until the case has been tried in court. There the issue now stands. Mr. Dwyer believes that eventually the case may go to the Supreme Court through a series of appeals.

COOLEY RESIGNS EDITORSHIP

E. H. Cooley has resigned as editor of the *Great Falls* (Mont.) *Leader*.

NEA Service newspictures are always on top of the news—*or ahead of it.*

NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

The insignia that represents GOOD service.

Over 400 newspapers discovered a simple and practical solution to their checking proof problems, when they accepted our NEW and *Complete* Checking Proof Service. Under this plan *the Publishers' office is relieved entirely of all detail work.*

Less expensive—
Greater results.

(Two months' trial test offer)

The Advertising
CHECKING BUREAU *Inc.*
79 Madison Ave. NEW YORK — 538 So. Clark St. CHICAGO



Certified Stereotyping is Simplified Stereotyping

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue New York, N.Y.
For wet mat printing with DRY MAT facility — use CERTIFIEDS
MADE IN U.S.A.
MADE IN CERTIFIED DRY MATS THE USA

THERE IS A SIZE OF INTERTYPE IDEAL NEWS FACE FOR EVERY REQUIREMENT

The Ideal News face is cut in 5½ Point, 6½ Point, 7 Point and 8 Point. It is now being cut in 10 Point.

Here is a range of sizes for use from the most compact classified to feature stories.

Look at the one-line specimens that are shown below. Read a column of the 8 Point specimen. . . . The Intertype Ideal News face has been endorsed by publishers and optometrists throughout the country because Intertype designers have preserved faithfully the easy-reading characteristics of a familiar face that readers have been accustomed to for years.

5½ Pt. Intertype Ideal News
THE INTERTYPE consists of a single basic unit with equipment which m

6½ Pt. Intertype Ideal News
THE INTERTYPE consists of a single basic unit with equipme

7 Pt. Intertype Ideal News
THE INTERTYPE consists of a single basic unit with equip

8 Pt. Intertype Ideal News
THE INTERTYPE consists of a single basic unit with equi

8 Point Solid

It has been said that "all reading demands an effort." To produce a type for newspaper use which can be read almost without effort is a problem which has engaged the attention of Intertype designers for several years.

The solution of this problem resulted in the production of the Intertype News Series. This new series is meeting the unqualified approval of all those who believe that types should be made for the needs of the newspaper reader.

The qualities which make the Intertype News Series easy to read are not free from the usual mannerisms of the standard newspaper type faces. The Intertype News Series conforms to the familiar and friendly design to which the majority of newspaper readers are accustomed, and yet gives a clearness to print which is not to be had by the use of ordinary light-face type.

It's Like an Old Friend

Intertype established the fact that easy-to-read type is familiar type. Unfamiliar type quickly tires the eyes. Intertype then set about to improve familiar type. The changes from old standards were, in most instances, not of great importance, but most of them were in directions that have heretofore been avoided by type-makers.

The hairlines of Intertype News

8 Point, One Point Leaded

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It's Like an Old Friend

Intertype established the fact that easy-to-read type is familiar type. Unfamiliar type quickly tires the eyes. Intertype then set about to improve familiar type. The changes from old standards were, in most instances, not of great importance, but

8 Point, Two Point Leaded

It has been said that "all reading demands an effort." To produce a type for newspaper use which can be read almost without effort is a problem which has engaged the attention of Intertype designers for several years.

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It's Like an Old Friend

Intertype established the fact that easy-to-read type is familiar type. Unfamiliar type quickly tires the eyes. Intertype then set about to im-

Intertype matrices will run in other slug-casting machines

Write nearest branch for larger specimens

Standardized INTERTYPE TRADE MARK

Designed in 5½, 6½, 7 and 8 Point

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St.; *London; Berlin*

BROUN, NOTED COLUMNIST, GOES ON STRIKE

(*Continued from page* 5)

the two described as "extravagant" by the World, follows:

"When at last Judge Thayer in a tiny voice passed sentence upon Sacco and Vanzetti, a woman in the court room said with terror: 'It is death condemning life!'

"The men in Charlestown Prison are shining spirits, and Vanzetti has spoken with an eloquence not known elsewhere within our time. They are too bright, we shield our eyes and kill them. We are the dead, and in us there is not feeling nor imagination nor the terrible torment of lust for justice. And in the city where we sleep smug gardeners walk to keep the grass above our little houses sleek and cut whatever blade thrusts up a head above its fellows.

"'The decision is unbelievably brutal,' said the Chairman of the Defense Committee, and he was wrong. The thing is worthy to be believed. It has happened. It will happen again, and the shame is wider than that which must rest upon Massachusetts. I have never believed that the trial of Sacco and Vanzetti was one set apart from many by reason of the passion and prejudice which encrusted all the benches. Scratch through the varnish of any judgment seat and what will you strike but hate thick-clotted from centuries of angry verdicts? Did any man ever find power within his hand except to use it as a whip?

"Gov. Alvan T. Fuller never had any intention in all his investigation but to put a new and higher polish upon the proceedings. The justice of the business was not his concern. He hoped to make it respectable. He called old men from high places to stand behind his chair so that he might seem to speak with all the authority of a high priest or a Pilate.

"What more can these immigrants from Italy expect? It is not every prisoner who has a President of Harvard University throw on the switch for him. And Robert Grant is not only a former Judge but one of the most popular dinner guests in Boston. If this is a lynching, at least the fish peddler and his friend the factory hand may take unction to their souls that they will die at the hands of men in dinner coats or academic gowns, according to the conventionalities required by the hour of execution.

"Already too much has been made of the personality of Webster Thayer. To sympathizers of Sacco and Vanzetti he has seemed a man with a cloven hoof. But in no usual sense of the term is this man a villain. Although probably not a great jurist, he is without doubt as capable and conscientious as the average Massachusetts Judge, and if that's enough to warm him in wet weather by all means let him stick the compliment against his ribs.

"Webster Thayer has a thousand friends. He has courage, sincerity and convictions. Judge Thayer is a good man, and when he says that he made every effort to give a fair trial to the Anarchists brought before him, undoubtedly he thinks it and he means it. Quite often I've heard the remark: 'I wonder how that man sleeps at night?' On this point I have no first hand information, but I venture to guess that he is no more beset with uneasy dreams than most of us. He saw his duty and he thinks he did it.

"And Gov. Fuller, also, is not in any accepted sense of the word a miscreant. Before becoming Governor he manufactured bicycles. Nobody was cheated by his company. He loves his family and pays his debts. Very much he desires to be Governor again, and there is an excellent chance that this ambition will be gratified. Other Governors of Massachusetts have gone far, and it is not fantastic to assume that some day he might be President. His is not a master mind, but he is a solid and substantial American, chiming in heartily with all our national ideals and aspirations.

"To me the tragedy of the conviction of Sacco and Vanzetti lies in the fact that this was not a deed done by crooks and knaves. In that case we could have a campaign with the slogan 'turn the rascals out,' and set up for a year or two a reform Administration. Nor have I had much patience with any who would like to punish Thayer by impeachment or any other process. Unfrock him and his judicial robes would fall upon a pair of shoulders not different by the thickness of a fingernail. Men like Holmes and Brandeis do not grow on bushes. Popular government, as far as the eye can see, is always going to be administered by the Thayers and Fullers.

"It has been said that the question at issue was not the guilt or innocence of Sacco and Vanzetti but whether or not they received a fair trial. I will admit that this commands my interest to some extent, but still I think it is a minor phase in the whole matter. From a Utopian point of view the trial was far from fair, but it was not more biased than a thousand which take place in this country every year. It has been pointed out that the Public Prosecutor neglected to call certain witnesses because their testimony would not have been favorable to his case. Are there five District Attorneys, is there one, in the whole country who would do otherwise?

"Again Prof. Frankfurter has most clearly shown that the prosecution asked a trick question in regard to the pistol, and made the expert seem to testify far more concretely than he was willing to commit himself. That was very wrong, but not unique. Our judicial processes are so arranged that it is to the interest of District Attorneys to secure convictions rather than to ascertain justice, and if it would profit his case, there is not one who would not stoop to confuse the issue in the minds of the jurymen.

"Eleven of the twelve who convicted Sacco and Vanzetti are still alive, and Gov. Fuller talked to them. He reports somewhat naively that they all told him that they considered the trial fair. Did he expect them to report, 'Why, no, Governor, we brought in a verdict of guilty just out of general depravity'?

"But now there has been a long and careful sifting of the evidence in the case. It is ridiculous to say that Sacco and Vanzetti are being railroaded to the chair. The situation is much worse than that. This is a thing done cold-bloodedly and with deliberation. But care and deliberation do not guarantee justice. Even every venerable college President in t country tottered forward to say 'guilt they could not alter facts. The tragec of it all lies in the fact that though Southern mountain man may move mo quickly to a dirty deed of violence, h feet are set no more firmly in the pa of prejudice than a Lowell amblir sedately to a hanging.

"I said of Calvin Coolidge that I ac mired his use of 'I do not choose,' b he was dealing with a problem whol personal and had every right to withhol his reasons. For Gov. Fuller I can't sa the same. These are the lives of othe with which he is dealing. In his fairl long statement he answers not a sing point which has been made against t justice of the conviction. The deliber tions of himself and his associates we secret, and seemingly it is his intentic that they shall remain secret. A gentl man does not investigate and tell.

"I've said these men have slept, b from now on it is our business to mak them toss and turn a little, for a cr should go up from many million voice before the day set for Sacco and Va zetti to die. We have a right to be against tight minds with our fists an shout a word into the ears of the o men. We want to know, we will know 'Why?'"



All for One

An Advertisement of the American Telephone and Telegraph Company

A SLEET storm descends, carrying down trees and wires. A wind turns outlaw and blows down a pole line. Or some swollen river rampages through a circuit of destruction.

But wherever angry nature attacks the Bell Telephone System there are repairmen trained to meet the emergency, and everywhere trained in the same schools to the use of the same efficient tools. Supplies of surplus equipment and materials are kept at strategic points whence they may be rushed by train or truck to the devastated area.

Throughout the Bell System, all construction and practice are standard, so that men and supplies, when necessary, may be sent from one state or company to another.

There are twenty-five Bell Companies, but only one Bell System—and but one Bell aim and ideal; stated by President Walter S. Gifford as:

"A telephone service for this nation, so far as humanly possible free from imperfections, errors and delays, and enabling anyone anywhere at any time to pick up a telephone and talk to anyone else anywhere else in this country, clearly, quickly and at a reasonable cost."

248,765

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

July, 1927

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of July, 1927, was **195,542.**

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

The GIRL WHO PLAYED SAFE

by HAZEL DEYO BATCHELOR



Claudia Merrill lived in a small town.

She was younger and prettier than her sister, and it wasn't her fault when her sister's fiance caught her in his arms one night on the porch.

But the older girl's jealousy drove Claudia from Main Street to New York, where she tried to make a living by writing.

How she met Clifford Doran, who showered her with expensive gifts, but who could not win her, and how she finally chose true love instead of money, is excitingly told

By Hazel Deyo Batchelor

in her latest love-problem serial of Greenwich Village and New York society life.

In 60 Installments

LEDGER SYNDICATE

Philadelphia, Pa.



Members of the United Press are well represented at every "news front." In the foreground of the accompanying photograph are H. R. H. the Prince of Wales (left) and Premier King of Canada (right). Between them is Morris DeHaven Tracy, United Press staff correspondent.

UNITED PRESS

What the Auto
platemaking
Pressroom wi
Another revo

te has done for
New Wood
o for printing.
on is at hand.

EDITORIAL

READING NOTICES

SOME weeks ago EDITOR & PUBLISHER suggested that advertising managers of newspapers urge the good old fashioned "reading notice" on advertisers and agents who insist upon the insertion of press agent offerings. From our correspondence we gather that a number of managements are following this suggestion. It is making some linage for them. The method is very simple. When a press agent offering is received the words should be counted as if for a reading notice and a computation made for one-time insertion. The advertiser should then be notified that the paper will be glad to insert the notice, marked advertising, for the price named.

It seems a pitiful waste that so much good advertising copy as that which is being produced by press and advertising agents should be merely tossed into the scrap baskets. Advertisers evidently want these utterances read by the public and, except for the grafters who are out for something for nothing, many would be willing to pay the reading notice rate, when newspaper managements are firm in demanding that the stuff appear as advertising.

It might not be amiss to inform some of the agents who insistently demand free space, on the theory that the publisher desires to accommodate those who often buy space, that it is wholly unethical to publish advertising in news columns and that it is also a bit of a fraud on Uncle Sam who charges a higher postal rate for advertising than for editorial matter and expects publishers to credit honestly all advertising material.

Westbrook Pegler has succeeded in selling a story to Liberty on alleged sport news grafting but beyond asserting that it does and doesn't exist, that sports men may be both clean and dirty, and beyond casting general reflections of doubt, Mr. Pegler "doan say."

CURTAIN FOR McNAUGHT'S

THE promising little magazine called *McNaught's Monthly* rang down the final curtain of publication with the August number and in a statement to subscribers its editors say that the four-year experiment in producing this periodical taught them that "the people do not want opinion, or interpretation, and that they do want pictures and entertainment." The editors are also convinced that the public is impressed by bulk and evidences of financial strength and cannot take seriously a small periodical which strives chiefly to feed the minds of its readers, rather than sell widely and make money for its publisher.

We wonder if this opinion is based on fact. Certainly McNaught's was never designed for the thoughtless rabble that is so easily impressed by bulk, gregariously follows any bizarre leader and delights to bask in the reflected glory of financial strength. It was rather designed for the minority of discriminating, intelligent, liberal and earnest people who do crave information, are appreciative of interpretation and are tolerant of the opinions of others. It is incredible that this minority is not sufficiently large to handsomely support a magazine, or a dozen of them, irrespective of the conventional forms of entertainment.

We believe that newspaper editors will agree with us that the market for interpretative news is very much alive and that editorial opinion, when vigorous, intelligent and leading is as strong an asset in the field as it has been in 20 years.

It is our feeling that McNaught's never lived up to its early promise. It was a free magazine and in a position to take some leadership in the liberal field. But it usually spoke in whispers. It carried some good stuff from some able writers but in the large sense did not use its freedom or demonstrate character which would create active and repeated demand for copies.

And the answer to this is found in the statement of the editors who admit that the magazine was a side-issue and was regarded as an interference with other responsibilities. They also admit that the magazine was not strongly pushed or advertised. Therefore we cannot agree that the failure of the venture may properly be traced to the causes that the editors have assigned.



For every one that asketh receiveth; and he that seeketh findeth; and to him that knocketh it shall be opened.—St. Matthew, VII; 8.

CREDIT TO THE PRESS

THE fair and impartial manner in which the daily press of the country, with but a few notable exceptions, has handled the Sacco and Vanzetti situation in recent months is a rebuke to those who contend that our newspapers have become so commercialized that editors no longer dare to publish news that is obnoxious to the so-called "ruling class" and that impartial opinion, based on the fundamentals of truth and honor, is prostrate.

The American press has given to the people a fair statement of the facts surrounding this extremely serious and bitterly controversial criminal case. There has been no news development, of which we are aware, that has not been honestly presented to the reading public. The official statements have been published in their entirety. The reporting has been careful and the presentation of the matter, by and large, has followed the best traditions of the journalistic code. Editorial opinion has been most carefully considered. Editors who have believed with the jury, judge, governor and his advisors that the evidence was sufficient for conviction have plainly declared that the law should take its course, without respect to the world-wide agitation in favor of the men. Equally outspoken were editors who conscientiously believed that there was a reasonable doubt, that the governor should have supported his views with evidence rather than assertions and that no judge who had been criticized as having been guilty of "a grave breach of official decorum" should have been permitted to rule on the final pleas.

Boston and New York newspaper men were first to give to the public the facts in regard to doubts in the case. The chief editorial writer of *Boston Herald* received a Pulitzer prize for his courageous exposition of the questionable facts. Many other newspapers took up the issue and the discussion went on for months and was so complete that it seems incredible that anyone looking for the facts could not have found complete satisfaction in news columns and also a spirited opinion controversy in editorial columns.

At the eleventh hour, when Gov. Fuller was being asked by new counsel for the accused to act on a plea for an additional respite, at least two great newspapers, *New York World* and *Springfield Republican*, issued editorial leaders addressed to the Governor petitioning him to stay the executions out of respect for the opinion and conscience of a large portion of the civilized world that a reasonable doubt existed. Springfield Republican took up certain portions of the evidence in the case and also the report of the Governor's advisory committee and made such a strong point out of the committee's condemnation of the trial judge for a grave breach of official decorum that it seemed incredible that the Governor would not heed it. The editor pointed out that the conduct of the judge alone warranted a commutation of sentence to life imprisonment and exclaimed, "The Commonwealth's record should be without a single blemish, without a self-inflicted scar."

A few years ago when Attorney General Palmer started his so-called "radical" raids so many newspapers entered into the spirit of that infamous piece of political witch-chasing that the reputation of the American press suffered heavily. The folly of it has since been revealed to every sensible newspaper man. We rejoice that in the bitter Massachusetts tragedy, fraught with grave dangers to the reputation of our democracy, the American press in general stood for principle and honor and free discussion that the people might know.

WHAT THINK YOU?

WHAT are the great problems which confron newspaper publishers today? This questio was put to a publisher of a middle-west cit recently and he made an interesting and novel re sponse, which we quote herewith hoping that the si points raised will stir a response from readers. Th publisher said:

"I regard the following as the principal problem confronting the newspaper publisher of today: (1 Indifference of the public to worthy editorial effor referring especially to the editorial page.

"(2) Cynicism of those who are not indifferent.

"(3) Lack of moral courage on the part of asso ciates in the profession who, seeing the public's atti tude, do not strive to correct the situation by worth effort. Rather, they yield to it and let their news papers become mere conveyors of news, money grab bers, even getting money dishonestly.

"(4) Propaganda, in all its forms, which not onl absorbs money that could and should be spent i legitimate advertising, but worms its way into th columns of publications, hurting them editorially.

"(5) Biggest problem of the press, on the whol is the great prosperity of the country which not onl gives great strength to strong publications, enablin them to overwhelm the weaker, but contributes t the general delinquency of the public in regard t public affairs.

"(6) Low average level in moral character o editorial men."

Friends are to the newspaper or advertising man what goods on the shelf are to the merchant.

JAPANESE CALLER

A CALLER at EDITOR & PUBLISHER office durin the week was Seiichi Uyeno, managing directo of *Asahi*, the great Japanese daily which published both at Tokio and Osaka. Mr. Uyeno wa enroute from Japan to Geneva where he will atten the League of Nations press conference.

Two famous Japanese families have owned an operated the Asahi for more than a century, employ ing at present more than 3,000 persons. The pape subscribes to all services and also maintains its ow correspondents in the chief cities of the world.

Asahi is one of the world's most enterprising pape and only recently produced as a supplement an editio titled "Present Day Japan," done in English, profuse illustrated in colors and gravure printing and co taining quite the most elaborate exposition of fac concerning Japanese industry, art and commerce th has come to our notice. This supplement was distrib uted among Americans in various fields of activit

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Let the story tell itself.

STEP BY STEP

THERE is no end to the gentle art of compromi when principle is lost sight of in favor of e pediency. In England, following the war, matr monial scandals became so ugly and smelly in th press that the bigwigs decided that the world migh get a "false impression" of modern society and pre ently the Judicial Proceedings Act was passed pro hibiting newspapers from printing any of the testimon in divorce proceedings, though they might continu to state that a named individual, of stated addres had brought suit for divorce on specified ground There has been an active demand ever since.

It is not astonishing now to learn that the lawye and influential clients in the English divorce cour still are dissatisfied with the suppression privileg that the law affords them. They seek to have su pressed the names and addresses of divorce litigant In other words, the press must be wholly silence in reference to matrimonial litigation. Certain Eng lish newspapers have stated recently that variou tricks are being employed to obtain complete secre in the divorce courts, sometimes with judges assis ing. In one case the papers were withheld from th reporters and to prevent a newspaper man from ge ting the identities of the litigants by attending th trial the witnesses wrote their names and address on slips of paper and handed them to the judge.

PERSONAL

LBERT H. Baker, president of the *Cleveland Plain Dealer,* is on the cific Coast, visiting his son, Alton, who ently acquired a daily paper in Eue, Ore., and another son, Frank, pubier of the *Tacoma Ledger.*

Curtis B. Johnson, publisher of the *rlotte* (N. C.) *Observer,* left several s ago for New York, from which port expected to sail for Europe for a rt vacation.

Paul Block, president of Paul Block, ., attended the opening of the Ziegfeld lies in Boston last week, with Mayor nes J. Walker of New York.

William M. Glenn, publisher of the *lando* (Fla.) *Sentinel,* and Mrs. Glenn, d L. E. Reagin, publisher of the *Sara- Times,* sailed last week on the nch liner *De Grasse* for a six weeks' to Europe.

. G. Kelly, editor and publisher of the *lla Walla* (Wash.) *Bulletin,* is in nolulu on a vacation trip.

William J. Robertson, former editor of *Wilmington* (Del.) *Every Evening,* written a book entitled "The Chang- South," which is to be published, ly in the fall, by Boni & Liveright, w York.

Col. Theodore Townsend, editor of the *lford* (Del.) *Chronicle,* figured in an omobile collision a few days ago near banon, Del. Both cars were badly ecked and the occupants shaken up, none was seriously hurt.

Col. James C. Wickes, editor and pubher of the *Dover* (Del.) *State News,* few days ago was presented with a tary button, set with a diamond.

H. H. Hudson, publisher of the *Titusle* (Fla.) *Star-Advocate,* recently rened from a three weeks' trip with his nily to Baltimore and Cleveland. He s formerly with the advertising dertment of the *Cleveland Press.*

Andrew A. Strauch, aged 73 years, eran editor of the *Chadwick* (Ill.) *rion,* was stricken while on a train route to Chicago and when he arrived re was taken to a hospital. His conion this week was reported to be ious. He has been editor of the Clari- since 1898.

Joe Leonard, editor and publisher of *Gainesville* (Tex.) *Daily Register,* s been announced as winner of the $75 st prize offered by the Gateway Club El Paso, following the Texas Press sociation convention in that city, for best story written about El Paso.

Dr. Charles R. Skinner, former editor the *Watertown* (N. Y.) *Times,* celeated his 83rd birthday, Aug. 3. Dr. inner was for years a prominent ure at the state capitol in Albany where served as correspondent, and later a islator and legislative librarian. As member of Congress, he proposed the w which now provides for the use of cial delivery stamps in U. S. mails.

Charles E. Hewitt, manager of the *nawanda* (N. Y.) *News,* was reected a member of the local board of ucation for a third term.

IN THE BUSINESS OFFICE

L. ZALK will resign as manager of the promotion and advertising servdepartments of the *St. Paul Dispatch* d *Pioneer Press* and will become protion manager of the *Columbus* (O.) *Dispatch* Sept. 1.

H. H. Fris, general manager of the *Phoenix* (Ariz.) *Gazette,* is visiting in uthern California.

Alfred T. Ward, assistant treasurer of e *Chicago Tribune,* is spending his cation in southern California.

R. A. Reeder, assistant publisher of e *Miami* (Fla.) *Daily News,* is vacaning in Tennessee.

Gordon Nye has been appointed protion manager of the *Miami* (Fla.) *ily News,* succeeding Robert E. Murly who is now handling special advertising. Mr. Nye was formerly promotion manager of the *Chicago Evening American.*

A. A. Young, office manager of the *Miami* (Fla.) *Daily News,* is on a three weeks' holiday in New York City and northern cities.

Mary Cahill, for the greater part of the past four years with the syndicate department of the *Chicago Tribune,* has been transferred to the Public Service office as secretary to Hugh Donaldson. She also has charge of the Educational Information bureau.

Ray A. Washburn, recently in charge of the Eastern branch of the *Chicago Tribune* business survey, is now doing advertising promotion work on the *New York Herald Tribune.*

R. R. Johnston, who recently joined the national department staff of the *New York Herald Tribune,* was formerly with the *Woman's Home Companion* and *Colliers'.*

Victor B. Johnson, formerly advertising manager of several New York stores, and previously national account executive of the Street Railways Advertising Company, has joined the local advertising staff of the *New York Herald Tribune.*

David R. Hirsch, formerly assistant to L. L. Heaton, classified advertising manager of the *New York Herald Tribune,* is now a member of the local department.

Clifford A. Burgett, formerly of the *Chicago Tribune,* has joined the books department of the *New York Herald Tribune.*

J. H. Apeler, formerly in charge of advertising of the suburban roto tabloid sections of the *New York Times,* is now on the advertising staff of the *New York Herald Tribune* magazine.

Joseph F. Lazar, formerly on the auto section of the *New York Times,* has joined the *New York Herald Tribune* national department.

Bertram Moyer, formerly with the *New York Times,* is now on the *New York Herald Tribune* book section.

IN THE EDITORIAL ROOMS

PAUL BELLAMY, managing editor of the *Cleveland Plain Dealer,* is spending his vacation with his family in Boston, Springfield and other New England cities.

Lester R. MacLellan of the *Boston Advertiser* photographic department and president of the Press Photographers' Association of Boston, has returned after serving for two weeks as official photographer at the C.M.T.C. at Ft. Adams, Newport, R. I.

Curtis Shattuck has joined the staff of the *Juneau* (Alaska) *Daily Empire* as reporter.

James Haberlin, formerly telegraph editor in Binghamton, N. Y., has joined the copy desk of the *Springfield* (Mass.) *Union.*

D. D. Weldon, formerly of the *Corpus Christi Times,* has joined the staff of the *San Antonio Evening News.*

Louis P. Rosenthal, former member of the *Watertown* (N. Y.) *Standard* staff, now manager of the American bank in

(*Continued on page 32*)

FOLKS WORTH KNOWING

FIRST a printer's devil at the age of fourteen, then for several years a full-fledged craftsman; then a bicycle-riding news gatherer; finally city editor and ultimately managing editor, the climax of approximately 25 years of service (now about 44 years) on the *Davenport* (Ia.) *Democrat* — such are the high spots in the newspaper career of Ralph W. Cram.



RALPH W. CRAM

The phrase, "bicycle-riding" news gatherer needs, perhaps, some amplification. It was in 1889, when the city of Davenport was still in the large village class and the Democrat was beginning to spread its wings to soar farther afield in the daily newspaper class that Mr. Cram became the paper's first reporter, as reporters are known today. To facilitate news gathering, the youngster was equipped with a bicycle and for some time his beat (the whole town) was covered therewith.

His able handling of news and his ability to make friends commended Mr. Cram to the owners of the paper and in 1903 he was made city editor. Five years later he stepped into the editor's chair where he has been ever since.

Although Mr. Cram is widely known and quoted as a writer of pertinent, wholesome and optimistic editorials, he is still a reporter at heart and for many years has attended events at national news centers, chiefly national conventions of both the Republican and Democratic parties, to write for his paper.

As one of the founders of the Davenport Aero Club, official observer for the Aero Club of America and vice-president and Governor for Iowa of the National Aeronautic Association, he is recognized as one of the leading civilian authorities on aviation in the country. He has participated as an observer and passenger in several cross country flights and national air tours, and is the author of numerous articles and booklets on flying in its various phases.

WILL ROGERS DAILY DISPATCHES

ONE OF THE MOST POPULAR AND CERTAINLY THE TIMELIEST FEATURE APPEARING IN THE PAPERS TODAY.

SENT EVERY NIGHT PRESS RATE COLLECT

JOIN THE LONG LIST OF REPRESENTATIVE PAPERS PUBLISHING THIS SERVICE. WIRE US COLLECT.

THE McNAUGHT SYNDICATE, INC.

V. V. McNITT, President — **Times Bldg. New York, N. Y.** — CHARLES V. McADAM, Vice-President

FIRST BIRTHDAY Sept. 19

The page not yet a year old but already being used by *exactly 50 papers.*

Since so many papers running strips don't have comic sections the page ranks as an astounding success right along with the Ella Cinders strip which is already in 126 papers.

ELLA CINDERS PAGE

By Bill Conselman and Charlie Plumb

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — Earl J. Hadley, Associate

150 Nassau Street, New York City

Note: The strip started only June 1, 1925.

(*Continued from page 31*)

Managua, Nicaragua, visited friends in New York and Watertown this week on a motor tour with his wife and sister.

J. Henry Fannan, of the *South Bend Tribune* staff, is now on the copy desk, *Indianapolis Star.*

Alan Craig Faith, on the staff of the *Pacific Builder & Engineer,* Seattle, for two years, has joined the *Cordova* (Alaska) *Times* as editor.

Max Hahn of the copy desk of the *Toledo Blade,* author of "Outlines of Science," has returned to work after a vacation spent in the East, mostly in New York.

Clyde E. Knox of the copy desk of the *Toledo Blade* has returned to work after having spent wo weeks at his summer cottage on Crotch Lake, near Sturgis, Mich. Mrs. Knox accompanied him.

Fred L. Norris, formerly of the *Toledo Blade* and the *News-Bee,* has returned to the copy desk of the Blade after having been engaged in a publicity campaign in the eastern part of the United States.

Edward Sothern Hipp, dramatic critic of the *Newark Sunday Call,* has returned from a vacation to the Thousand Islands.

Sanford Barnett and James I. Rush, of the suburban staff of the *Newark Evening News,* have returned from their vacations in the South.

Henry Hicks, formerly of the *San Jose* (Cal.) *Mercury-Herald,* has joined the editorial staff of the *Eureka* (Cal.) *Humboldt Standard.*

Gerald J. Mullany, of the editorial staff of the *Eureka* (Cal.) *Humboldt Standard,* will attend the American Legion convention at Paris on September 19 to 23. He will attend the World's Series baseball games on the return trip.

Charles McLean, who left the *Richmond* (Va.) *Times-Dispatch* to become associated with the *New York American,* will be a companion of Bert Acosta in the national air derby to be run from New York to Spokane, Wash., in September. McLean was a second lieutenant in aviation during the World War. When Miami, Fla., was devastated by a storm last year, he was the first man to reach the stricken zone with anti-toxin, flying there as a representative of the Times-Dispatch.

Fred G. Usilton, editor of the *Kent News,* weekly printed at Chestertown, Md., has been elected president of the Kent County Savings Bank of that town.

Theodore E. Buell, formerly managing editor of the *New Haven Union* and at one time connected with newspapers in Bridgeport, Hartford, Trenton and Atlantic City, is now on the staff of the *Asbury Park Press,* conducting a column entitled "Boardwalk Banter."

Theodore Lucas has been added to the staff of the *Asbury Park Press.* He is a Wesleyan University alumnus.

C. A. Morton, formerly of the *Boston Transcript,* has joined the editorial staff of the *Toledo News-Bee.*

C. A. Stevens, formerly of the *Washtenaw Post,* Ann Harbor, Mich., is on the copy desk of the *Toledo News-Bee.*

Eli Ives (Ike) Collins of the *Jersey Journal,* Jersey City, is on vacation in Branford, Conn., at the home of his parents, Mr. and Mrs. Frank Rodman Collins.

Rev. Harvey M. Eastman, columnist and Slatersville (R. I.) correspondent of the *Woonsocket* (R. I.) *Call,* and also pastor of the Slatersville Congregational Church, is taking a summer course at the Union Theological Seminary, New York.

John L. Powers, copy desk, *Worcester* (Mass.) *Post,* is acting managing editor in the absence of Clarence L. Wilson, who is on a leave of absence.

Irving Sussman, member of the art department of the *New York Evening Graphic,* sailed for Europe last week with Mrs. Sussman. He plans to visit Paris. Rome, and Berlin as well as his parents in Horodel, Poland, whom he has not seen for six years. Mr. Sussman is known chiefly for his composite photographs, created in co-operation with Harry Grogin.

Joseph R. Farrington, managing editor of the *Honolulu Star Bulletin,* has been vacationing in Los Angeles, Cal.

John R. Aborn of the *Providence* (R. I.) *Journal* staff, and Miss Helene Cecelia Hesse of Providence have announced their engagement.

John S. Thorpe of the *New York Evening World* staff, has been made editor of the *Municipal Business Men's Magazine.* This journal is issued quarterly and is concerned with matter that appeals to business men. The publication office is at 154 Nassau street, New York. Mr. Thorpe retains his connection with the Evening World.

MARRIED

MISS ELEANOR McCORMICK STONE, granddaughter of Melville E. Stone, for 26 years general manager of the Associated Press and now its counselor, to Dr. James William Toumey, Jr., at York Harbor, Me.

Francis C. Mahoney of the editorial staff of the *New Bedford* (Mass.) *Standard,* to Miss Lucy B. Leonard at New Bedford recently.

Lloyd E. Thorpe, editor of the *Seattle* (Wash.) *Pulp and Paper Magazine,* to Miss Berenice duRae, former secretary to the School of Journalism at the University of Washington, in Seattle, July 28.

Garry A. Willard, 2d, associated with his uncle, Garry A. Willard, in publishing the *Boonville* (N. Y.) *Herald* and *Willard Press,* to Miss Mary Skinner of Hammonton, N. J., Aug. 6.

John H. Griffin of Holyoke, Mass., staff reporter on the *Boston Herald,* to Miss Alice L. Barry, English instructor in the Peabody (Mass.) High School in Peabody, Aug. 3.

Alphonse M. Link, state editor of the *Dubuque* (Ia.) *Telegraph-Herald,* to Miss Valerie E. Sindelar, of Protivin, Ia., Aug. 3.

Charles E. Goff, of the *Des Moines* (Ia.) *Register Tribune* engraving department, to Miss Fay McRae of Des Moines, Aug. 3.

Charles W. Moore, of the *Des Moines* (Ia.) *Register-Tribune* editorial department, to Miss Gertrude Gamble, of Des Moines, in Evanston, Ill., Aug. 3.

H. D. Meister, publisher *Yoakum* (Tex.) *Daily* and *Weekly Herald,* to Miss Aloysia S. Overbay at Gonzales, Tex.

Carey Beasley Taylor, former telegraph editor of the *Asheville* (N. C.) *Citizen* and *Savannah* (Ga.) *Press,* and Miss Annie Lee Pope, July 18 at Winston-Salem.

Wilbur Morris, a reporter on the *Springfield* (O.) *News,* Miss Gladys Scarff at Springfield.

Robert W. Barros, Jr., composing room force *Worcester* (Mass.) *Telegram-Gazette* and Miss Marguerite Moge of Worcester at Worcester, July 19.

Ralph W. Newell, reporter *Keene* (N. H.) *Sentinel,* and correspondent for Boston and Worcester papers, to Miss Margaret B. Mann, at Woodsville, N. H., July 26.

Howard S. Benedict, of the advertising department of the *Sioux City* (Ia.) *Tribune* to Miss Helen Metz, in Sioux City, July 30.

SPECIAL EDITIONS

FT. MADISON (IA.) EVENING DEMOCRAT, 12-page section greeting Department of Iowa, American Legion Auxiliary at its annual convention.

The *Worcester* (Mass.) *Evening Post,* Vacation Tours and Summer Resorts, special section, 16 pages.

The *Worcester* (Mass.) *Evening Post,* Summer Financial Section, 12 pages, July.

REJOINS HER PAPER

Faye Lewton Ashman has rejoined the staff of the *Alliance* (O.) *Review* as society editor. For a number of years before her marriage she was a member of the editorial staff.

MORAL:—BURN THOSE DISCARDED LEADS

By MERRILL V. NIPPS
Kansas City Journal-Post

THIS no doubt is treason. It would never have been told if they had left my typewriter alone. But because it is a good machine with an electric fan in front, they are wearing it out, these reporters, writing news.

But unknown to them I have been saving my revenge. I have saved all the crumpled and torn sheets of paper they have agonized over in writing the "lead" of their stories. Mostly I find them in little piles behind the typewriter, with the writer's name at the top and a line or half a line of the borning story, discarded with many a groan and curse.

Who can say whether it was an overripe cantaloupe or a trip by the packing houses that caused a reporter to start a story of a baseball game thus:

"Whence come these odors on the morning breeze that kisses all the flowers, stirs the trees?" Verbatim, that is, and what a thought, what a thought!

Or consider the case of the baritone reporter who began his story of an early morning fire,

"O please play for me that sweet melody
Called Doodle di doo, Doodle di do."

Only to discard his plagarism as he remembered what city editors are prone to say of fire stories that start in so

Who can say what thoughts cour through the mind of an assistant editor who seized my machine and star his story "William Po—" and jerked the sheet with a sizzling glare before even found out the subject of his course.

Then there are those reporters have studied journalism and whose le tell who, what, why, when and wh with a few ifs and buts thrown in good measure.

When the pile of wadded and fra paper behind the typewriter overflo they decide to leave out the hero's c nection with the father-in-law of poleon's grandson so the lead can kept on one page.

The office boy is an old offender he confines his efforts to the one "Now is the time for all, etc.," wh gives him good practice and gives boss the impression he is busy.

Truly the man who spoke of liter efforts must have been thinking of n writers and the reader of their finis works may get a keener pleasure fr his reading if he will remember that fore the finished product was print dozens may have "died aborning."

FLASHES

Sun spots didn't cause all of America's disturbances last year. Damp spots helped some. *Vancouver* (B. C.) *Sun.*

* * *

An eighty-two-year-old man has married a seventy-two-year-old woman whom he kissed more than fifty years ago. There's a conscience for you! Russel Crouse, *New York Evening Post.*

* * *

"Pole Plans Flight Here."—Headline in the *Evening Post.*

Thus saving Commander Byrd a lot of trouble. Frank Sullivan, *New York World.*

* * *

A Nevada rancher has had his left eye knocked out by the cap on a bottle of root beer. There would have been a moral to the tale had it happened to have been a bottle of home brew. *Salt Lake Tribune.*

* * *

It is claimed that a new searchlight will pierce a dense fog twenty miles. It might be useful as an aid to clear thinking. *Florence Herald.*

* * *

August Heckscher, 79, philanthropist, says vigorous slapping of the body adds to long life. Depending, too, on whom you slap. Tom Sims, *La Salle* (Ill.) *Post-Tribune.*

KANSANS HEAD GROUPS

Brown, Rogers and Flint Serving Officials

With the election of Maynard Brown, associate professor of industr journalism at the Kansas State Agric tural college, to the presidency of



C. E. ROGERS



PROF. M. BROWN

American Association of College Ne Bureaus, three national journalistic ganizations are headed by Kansas edu tors. Prof. C. E. Rogers, head of the partment of journalism at Kansas St Agricultural College, is now serving president of the American Association Agricultural College Editors, while t American Association of Schools and D partments of Journalism is headed by N. Flint, head of the Kansas universi department of journalism.

FOR PROMPT SERVICE

TYPE

BORDERS ∞ ORNAMENTS ∞ BRASS RULE

Printers' Supplies

KELLY PRESSES • KLYMAX FEEDERS • PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

AMERICAN TYPE FOUNDERS COMPANY

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New York	Richmond	Cleveland	St. Louis	Des Moines	Portland
Philadelphia	Atlanta	Detroit	Milwaukee	Denver	Spokane
	Buffalo	Chicago	Minneapolis	Los Angeles	

INTERNATIONAL PAPER CO.



Two Outstanding Newspapers

New York Herald Tribune
and
Chicago Daily News

are now using **INTERNATIONAL SUPEROTO**
Exclusively, for the printing of their

ROTOGRAVURE SECTION

The New York Herald Tribune has used International Paper Co. Superoto exclusively since January, 1927. The Chicago Daily News has used International Paper Company Superoto exclusively for nearly three years.

INTERNATIONAL PAPER COMPANY

Main Sales Office:
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WHAT'S WHAT IN THE FEATURE FIELD

Homer C. George With Ledger Syndicate—Big Battle of "Ghosts" in Chicago—Wilson Feature to Start Sept. 25

ANNOUNCEMENT was made this week by the Ledger Syndicate that Homer C. George, formerly with that organization and later with Johnson Features, has returned to its staff of sales representatives. Mr. George started with the *Atlanta Constitution,* and was later with the *Birmingham Age - Herald, Memphis News* and the Hearst papers in Chicago and New York. He spent several years with Klaw & Erlanger in the theatrical business before turning to syndicate producing and selling, first with King Features. He produced a number of features and placed several stars, notably Barney Oldfield, Walter Camp and William W. Roper. He has attained some fame as a sporting writer and has contributed to numerous magazines. He has given much study and time to editorial and circulation problems and has many friends among editors and publishers.



HOMER C. GEORGE

Reporters, known as ghost-writers, will stage their battle in the press section and will go into training with Dempsey and Tunney before the Chicago fist fight of millionaires on Sept. 22.

Champion Gene Tunney and Jack Dempsey have been signed by King Features Syndicate, Inc., to cover their own fight.

"Both men," says the syndicate," will send daily stories from their training camps and on the night of the fight they will tell how and why they either won or lost."

"The Life and Letters of Woodrow Wilson," by Ray Stannard Baker, serial rights of which are being distributed by the D. P. Syndicate, will start Sept. 25th, and will continue in Sunday and daily instalments for forty-three days, ending Sunday, Nov. 6.

Publication in book form will follow in the week of Nov. 7th.

The rights have been sold to cover nearly all the states of the United States and overseas as far away as Manila.

George W. Finley, promotion manager of King Features Syndicate, will leave next week for a short vacation at Shore Acres near New Bedford, Mass.

The Ullman Feature Service of Washington, D. C., has inaugurated a weekly aviation service.

Jimmy Murphy, creator of "Toots and Casper," is recovering at Polyclinic Hospital, New York City, from an operation for appendicitis.

The new golf series written by Tommy Armour, open champion of both the United States and Canada, is being released this week by King Features Syndicate, Inc. Armour has signed to write three articles a week for a year.

Gaar Williams, cartoonist for the *Chicago Tribune,* recently took a two weeks' fishing trip to Hudson, Ont.

Life Story of Bartolomeo Vanzetti was gathered and made into a feature by Miss Barbara Burlar for the *New York Graphic.*

Madame Helene Lupescu, for whom Prince Carol sacrificed the throne of Rumania, has written the story of her affair for the Famous Features Syndicate, New York. The story was obtained by Leslie Fulenwider, the syndicate's president, who is now in Paris. It will begin in serial form in newspapers early in September.

Edward N. Dolbey, Jr., has returned to the staff of the New York Herald Tribune Syndicate. He will start on a selling trip to the Pacific Coast Aug. 15, expecting to make every city west of Chicago and return about the middle of December.

Arthur J. Lafave, member of the field staff of the Metropolitan Newspaper Service, was married recently to Miss Florence Carr, daughter of Dr. and Mrs. W. R. Carr of Los Angeles, in the Little Church of the Flowers.

OLD PRINTER WINS MEDAL

Gold Award Goes to Printer, 95, on St. Louis Post-Dispatch

Philip F. Coghlan of the *St. Louis Post-Dispatch* has been awarded the gold medal offered by the Educational Graphic Arts Exposition for the oldest active printer in the country. Mr. Coghlan, who is 95 years old, has been actively engaged in his trade for 79 years, the last 44 of which have been spent in the composing room of the Post-Dispatch.

Working on the same floor with him is his son Philip C. Coghlan, 72, who has been a printer 40 years. The elder Coughlan was a Second Lieutenant in the 40th Missouri Regiment in the Civil War. He has eight grandchildren and 17 great-grand children.

The Graphic Arts Exposition will be held at the Grand Central Palace, New York, Sept. 5-17.

Other medals will be awarded to J. C. Graham of Marvell, Ark., who is 86 years old; William G. J. Perry of Malden Mass., who is 87 years old, and William H. Bates of Pekin, Ill., who has spent 74 years in the composing room.

Largest Circulation
and
Largest Volume of Advertising
of any Daily west of the Missouri river
LOS ANGELES
EVENING HERALD
REPRESENTATIVES
Chicago, JOHN M. LEDERER, 910 Hearst Bldg.
San Francisco, A. J. NORRIS HILL, 610 Hearst Bldg.
New York, HERBERT W. MOLONEY, 604 Times Bldg.

TWB
IF YOU WANT TO GET
MORE LOCAL DISPLAY
WITHOUT EXTRA COST
WRITE OR WIRE
THOS. W. BRIGGS CO.
Columbian Tower Building
MEMPHIS, TENN.

CLASSIFIED ADVERTISING

Two Thousand Requests in 24 Hours Received for City Directory Classified Department Issued in Albany—Ready-Reference Cost Guide—A Bulletin Board on Classified Page

IN less than 24 hours after announcement of publication had been made, more than 2,000 requests were received for copies of a novel city directory issued by the classified advertising department of the *Albany* (N. Y.) *Knickerbocker Press* and *Evening News.* Statement that the edition was limited brought an early deluge of applications. The directory, first of its kind published in the city, contains 240 pages and includes a numerical telephone directory so that a person knowing a number may readily ascertain the name and address of the party. The directory also includes an alphabetical list of live business firms and an alphabetical list of streets; their locations and the lowest house number on each street.

A large number of Albany firms are advertised throughout the pages of the directory and, in the back, an alphabetical index to these advertisers is provided. The directory was published as a follow-up to a five-page classified advertising supplement of business houses about a month ago.

A ready reference cost guide for classified advertisements is being published as a daily promotion feature of the *Glen Falls* (N. Y.) *Times.* A table, occupying a space four columns wide by four inches deep, calculates the cost of small-ads from two to twelve lines for a single insertion, three insertions and six insertions. The main idea of the table is incorporated in the heading: "Advertise 6 Times—Costs Less—Produces Best."

A feature of the classified page of the *Binghamton* (N. Y.) *Sun* is a space 8 columns by 6 inches, "The Binghamton Real Estate Board Daily Bulletin." The first two columns are used for general promotional copy. In the other s columns there is a mild use of disp cuts allowed. Across the bottom is line—"The above properties are 'M tiple-Listed' with all board member Multiple listing means multiple selling also on the classified page is a forr "Write your ad now on blank below, n to the Binghamton Sun"—the bl gives rates for each number of lines 1 day, 3 days and 6 days

"Have you called on your local m teachers to build up this classificatio asks the New England Newspaper A ciation.

Music teachers, the association po out, are already planning their wi tutoring. Now is the time to arra for regular advertising to start just fore school openings.

PLANNING LABOR WEEKLIES

The Florida Labor News Compa Inc., publishers of a Tampa labor pa plans publication of two new la weeklies in the state, one at St. Pet burg, the other at Orlando. Both wil initiated with special numbers on La Day.

CALIFORNIA PAPER MOVES

The *North Long Beach* (Cal.) *A* has moved its office and plant from 5 Long Beach boulevard to 5373 L Beach boulevard, where it will have la quarters.

PRINTING PATENT FILED

Among patents filed with the state New York and made public this w was a printing-telegraph-exchange sys by Donald B. Perry of Yonkers, N. Y

Classified—

"From an advertiser's viewpoint, your splendid cooperation and interest you show in your 'Situation Wanted' advertisers is highly appreciated and is one of the outstanding reasons why Editor & Publisher stands out as the best medium to let one's wants be known, through its Classified columns, to the newspaper world and be assured of good results.

"I am negotiating for a position on an—Ohio, paper which was the outcome of my ad in Editor & Publisher. Should this position not mature, I will renew my ad for another three weeks."

The above is an extract from a letter received by the Manager of Classified Service from a recent advertiser.

Editor & Publisher Classified has established a record as a result-producer. The above and many other letters prove our claim.

Classified Service
EDITOR & PUBLISHER

National Press Building Opens September One

RENTAL COMMITTEE
J. FRED ESSARY, BALTIMORE SUN, CHAIRMAN
LOUIS LUDLOW, COLUMBUS DISPATCH, PRESIDENT NATIONAL PRESS CLUB, EX-OFFICIO
JAMES R. ELLERSON, JR. OF ELLERSON & WYATT, REAL ESTATE CO, RENTAL MANAGER
IRA E. BENNETT, WASHINGTON POST
H. O. BISHOP, NATIONAL REPUBLIC
RAYMOND CLAPPER, UNITED NEWS
GEORGE W. CONER, WASHINGTON POST
GEORGE E. DURNO, INTERNATIONAL NEWS
FRED A. EMERY, UNITED STATES DAILY

RENTAL COMMITTEE
E. W. BARLEMAN, CINCINNATI ENQUIRER
STEN HALL LARSE, UNITED STATES CHAMBER OF COMMERCE
W. EGULD LINCOLN, WASHINGTON EVENING STAR
EDGAR NARSMAN, ST. PAUL DISPATCH
AVERY C. MARKS, JR. WASHINGTON TIMES
LORENZO W. MARTIN, LOUISVILLE TIMES
CARL D. RUTH, CLEVELAND NEWS
JAMES O. PRESTON, SUPT. U. S. SENATE PRESS GALLERY
WILLIAM J. SHOWALTER, NAT. GEOGRAPHIC SOCIETY
FRANCIS STEPHENSON, ASSOCIATED PRESS
EVERETT C. WATKINS, INDIANAPOLIS STAR

National Press Club

Washington,
July 31, 1927

ADDRESS ALL COMMUNICATIONS TO
RENTAL COMMITTEE
706 WESTORY BUILDING
WASHINGTON, D. C.

Mr. Louis Ludlow, President
The National Press Club,
Washington, D.C.

My dear Mr. Ludlow:

I feel that it will give you satisfaction to know and be able to communicate to the Club the fact more than one hundred and sixty newspapers and periodicals already are represented in the National Press Building. Their correspondents have signed leases for quarters in the Club's new home, although the building will not be formally opened until September 1.

There are very many more Washington correspondents who have asked us to reserve space for them, some of whom have forwarded their leases to their home offices for approval.

Sincerely yours,
J. Fred. Essary
Chairman, Rental Committee, National Press Club.

One Hundred and Sixty-six Newspapers Have Now Leased Quarters in New Home of National Press Club



National Press Building, 14th and F Streets, Washington, As It Appears Today—Constructed and Owned by the National Press Club, It Covers One Acre of Land, One Block East of U. S. Treasury and One-Half Block North of Pennsylvania Avenue and Proposed New Department of Commerce and Other Government Activities.

THE LIST TO DATE

Affiliated Press Service
Atlanta Journal
Albany Knickerbocker Press
Albany News
Albany Times Union
Asbury Park Press
Atlantic City Press
W. H. Atkins, (Special Writer)
American Machinist
American Machinist (European Edition)
Birmingham News
Baltimore Sun
Berliner Tageblatt
Boston Herald
Buffalo Evening News
Bus Transportation
Boston Traveler
Baltimore Evening Sun
Bridgeport Post
Cincinnati Times Star
Cedar Rapids Gazette
Columbus Dispatch
Cincinnati Commercial Tribune
Christian Science Monitor
Coal Age
Coal Age News
Chemical and Metallurgical Engineering
Cleveland News
Construction Methods
Camden Courier
Charleston News & Courier
Charles B. Dodds (Special Writer)
Davenport Democrat
Davenport Times
Denver Post
Dayton Herald
Dayton Journal
Dallas Times-Herald
Des Moines Register
Detroit Free Press
Detroit Times
Elmira Star Gazette
Elizabeth Journal
Exchange Telegraph Company (London)
Editor & Publisher (New York)
Engineering & Mining Journal
Engineering News Record
Electric Railway Journal
Electric World
Electrical Merchandising
Electrical West
El Automobile Americano
Fort Worth Star Telegram
Edward T. Folliard (Special Writer)
Fort Wayne News Sentinel
General Press Association
Hudson Observer
Houston Chronicle
Harrisburg Patriot and News
Haverhill Evening Gazette
Havas News Agency (French)
Industrial Engineer
Ingenieria Internacional
Indianapolis Star
Ithaca Journal News
Jamestown Morning Post
Jersey City Journal
Kile, O. M. (Special Writer)
Kiplinger Washington Agency
Knoxville Journal
Knappen Ulm News Service
Lynchburg News
Frank B. Lord (Special Writer)
Louisville Herald-Post
Lancaster New Era
Louisville Appeal
Louisville Courier Journal
Little Rock Democrat
Louisville Times
Milwaukee Sentinel
Mayflower Publishing Company
Meriden Morning Record
Miami Daily News
Miami Herald
Miller, John P. (Special Writer)
Milwaukee Journal
Montgomery Advertiser
Muscatine Journal
Newark Star Eagle
New York Evening Post
New York Morning Telegraph
New Orleans Times-Picayune
New York Herald Tribune
New Orleans Tribune
New Orleans Item
New Castle News
New Britain Herald
Nashville Banner
Norfolk Ledger Dispatch
Virginian-Pilot
Omaha Bee
Ohio State Journal
Pittsburgh Post
Pittsburgh Sun
Philadelphia Public Ledger
Philadelphia Evening Ledger
Patches Publishing Company
Philadelphia Inquirer
Philadelphia Evening Bulletin
Patterson Press Guardian
Perth Amboy News
Passaic Daily News
Poughkeepsie Star
Power
Radio Retailing
Richmond News-Leader
Roanoke Times
Rochester Journal
Rochester Times-Union
Richmond-Times Dispatch
San Antonio Express
Sandusky Register
Dr. Wm. J. Showalter (Special Writer)
Savannah Press
Spokane Chronicle
Springfield Union
Springfield Republican
Salem Evening News
Savannah Morning News
Springfield Daily News
Scranton Journal
St. Paul Dispatch
St. Paul Pioneer Press
St. Louis Star
St. Joseph News-Press
San Francisco Chronicle
Santiago Tribune (Cuba)
Stantiago Union (Cuba)
Santa Ana Register
Schenectady Gazette
Syracuse Herald
Tampa Telegraph
Toronto Star
Tulsa World
The American Automobile
Toledo Blade
Toledo Times
Troy Record
Tacoma News-Tribune
Tacoma Ledger
Trenton State Gazette
Trenton Evening Times
Uniontown Herald
Utica Observer Dispatch
Wall Street Journal
Uthai V. Wilcox (Special Writer)
Otto Wilson (Special Writer)
Worcester Telegram
Wolff News Agency (German)
Wilmington Morning News
Wilmington Evening Journal
Wilmington Every Evening
Waterloo Courier
Watertown Times
Wichita Falls Times
York Dispatch

WOMEN IN ADVERTISING AND JOURNALISM

Bang! Bang!—It Is Miss Woodward Wielding Gavel as Georgia Press Head—Two Traditions Smashed—New Puzzle Editor in New York

ONE tradition will explode another when Emily Woodward, editor of the *Vienna* (Ga.) *News,* is elected president of the Georgia Press Association at its annual meeting in Eatonton, Ga., Aug. 22-24. Everybody knows Miss Woodward will be the new titular head



Emily Woodward

of the Georgia press. It is traditional for the first vice-president to step up and grab the gavel from the retiring chief. In taking office Miss Woodward will smash another tradition, which had it that only men should boss the editors of Georgia.

Miss Woodward has been vice-president of the association for four years, two as second vice-president and two as first vice-president. Up to her election to a vice-presidency the association had never had a woman officer. It is anticipated from this time forward that there will always be a woman on the board because of excellent work Miss Woodward has done and because there are several very active women editors in Georgia who are thoroughly capable of assisting in directing the affairs of the Association which is one of the oldest and most active in the United States. Miss Woodward has been in the newspaper business for a number of years. She and her brothers own the News and they have made a success of it. The next president of the Georgia Press Association has taken a very active interest in Georgia affairs, both before and since the women were given the right of franchise in the state. She has served on several local boards at home and has been prominent in political and other affairs throughout the state. She is said to be thoroughly in touch with conditions in Georgia.

Frances Schiff, formerly Columbia correspondent for the *New York Herald Tribune,* has been appointed Puzzle editor of that paper. Miss Schiff is a graduate of the June, 1927, class of the Columbia School of Journalism, where she was appointed alternate for the Pulitzer Travelling Scholarship in 1927. She is also a member of Theta Sigma Phi, the women's national journalistic fraternity.

She was at one time on the staff of the *Up Town News,* a New York weekly, and has been assistant editor of *Elite Styles Magazine* and a free lance feature writer for metropolitan papers.

Miss Schiff was the second woman ever to be appointed Columbia correspondent by the Herald Tribune, the first one having been Miss Dorothy Ducas, who is now a member of the reportorial staff.

Miss Alberta Rountree, who has been a member of the editorial staff of the *Eureka* (Cal.) *Humbodt Standard* for the past three months, has resumed her duties as women's editor of the *Daily Californian,* publication of the University of California.

Mrs. G. W. Baird of the *Dallas Semi-Weekly News* was elected president of the Texas agricultural writers' conference held in connection with the annual short course at the Agricultural & Mechanical College of Texas, College Station. Mrs. Bess Woodruff, *Mineral Wells Index,* was elected vice-president and Miss Ardis Phillips, *Greenville Messenger,* secretary.

Miss Mary Jane Smith, formerly connected with the business department of the *Los Angeles Examiner,* has joined the classified group of *Cleveland Plain Dealer* employes.

"HEAT LIGHTNING SWEAT"

"Thar's Rain in Them Clouds," Said Runyon—Hoosier Prophet All Wet

In his "Highlights in Sports" column one morning last week W. Blaine Patton, sports editor of the *Indianapolis Star,* carried the following story regarding Damon Runyon, noted newspaper man:

The other night we motored Damon Runyon, noted sports writer, out to the Fort Harrison Punch Bowl, and on the way to the arena he observed frequent flares of lightning. Steve Harter was along and Damon peeped from the window and said:

"Boys, it looks as if we are going to get wet and there will be no fights."

Harter came back: "No! No! There isn't a chance. That's only heat lightning. You've been cramped up under those skyscrapers in New York so long you don't know and haven't seen enough rain clouds to distinguish the difference between real lightning and heat flares."

About twenty minutes later when the bottom of the sky fell out at the ringside Runyon blinked through his dripping glasses and turned to Steve and remarked: "Say, you alleged 'Big Shot' From the West,' what I want to know. is this lightning rain or heat lightning sweat?"

PUBLICITY MAN SUES

Shumaker Wants $56,000 from Maine Community Developers

Seeking $56,120.23 and interest alleged due for salary at $50,000 a year as advertising and publicity manager, Frederick W. Shumaker of New York has brought suit against the Lucerne-In-Maine Community Association in the Sufford County (Mass.) Superior Court in the sum of $100,000.

Shumaker claims that he worked for the Maine concern from Oct. 1, 1925, to Dec. 24, 1926, as advertising and publicity manager and that he has been paid only $7,179.43 and has also made some disbursements in behalf of the defendant.

BUSINESS WRITING TAUGHT

"Writing for Business," a new course, will be offered in the Medill School of Journalism, Northwestern University, this fall, under the direction of Joseph W. Hicks. The course will be given in the evening classes on the new McKinlock campus in Chicago. Mr. Hicks is managing editor of *Byllesby Management* executives' magazine of the Byllesby Engineering and Management Corporation. The course deals with the editorial problems of class, technical and trade papers, writing of commercial and market news stories, preparation of house organ material, editing house organs and writing of articles on business investigation.

The Rich and Expansive San Antonio Market is covered *only* by

San Antonio Express
Every Morning and Sunday

SAN ANTONIO EVENING NEWS
Every Evening ~ Except Sunday

These two great newspapers have steadily gone forward in advertising lineage year after year. During the five years from 1922 to 1926 inclusive, they have gained 4,842,068 lines. For the six months of 1927 they carried 10,293,944 lines as compared with the corresponding period of 1926, which was 9,605,125 lines, making a gain of 688,819 lines.

This splendid record of San Antonio Express and San Antonio Evening News is an evidence of the appreciation of local as well as national advertisers of their value as advertising mediums in reaching the people of San Antonio and Southwest Texas. For successful business men, as are these advertisers, do not go on increasing advertising appropriations that will not bring satisfactory results.

The figures given herein testify eloquently to the high opinion San Antonio business men have of the Express and Evening News:

First 6 months 1927	**10,293,944**
First 6 months 1926	**9,605,125**
Gain	**688,819**

1926	**19,544,428 lines.**
1925	**17,692,535 lines.**
1924	**16,774,932 lines.**
1923	**15,703,227 lines.**
1922	**14,702,360 lines.**

Why New York State Ranks First With National Advertisers



Why shouldn't it rank first when it offers so many outstanding advantages as a market. In the first place, consider the consuming power. Over 11 million people must be fed, clothed, must have shelter and must be amused.

When you convert these demands into sales the total volume of purchasing power runs into billions of dollars. But, the most important part about the New York State Market is that the people living within the State are known to be the greatest buyers in the country.

So great and so diversified is the wealth, that there is a market for practically every commodity or product made and used the world over. The advertiser not only reaches the quantity buyer but the quality buyer as well.

Regardless what the advertising appeal may be, there is always sufficient response in the New York State Market to obtain profitable results. Therefore, no matter what your product is, how cheap or how expensive, whether for the mass or for the class, your logical mediums are the New York State dailies listed below.

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News.....(E)	44,444	.13	.13
**Albany Knickerbocker Press.....(M)	35,073	.12	.12
**Albany Knickerbocker Press.....(S)	57,820	.17	.17
**Amsterdam Recorder-Democrat .....(E)	7,845	.04	.04
††Auburn Citizen-Advertiser Journal...(E)	10,295	.065	.055
**Brooklyn Daily Eagle .....(E)	77,991	.24	.24
**Brooklyn Daily Eagle .....(S)	90,532	.24	.24
**Buffalo Courier Express.....(M)	110,686	.22	.22
**Buffalo Courier Express.....(S)	161,164	.30	.30
**Buffalo Evening News .....(E)	149,773	.25	.25
**Buffalo Evening Times .....(E)	109,285	.21	.21
**Buffalo Sunday Times .....(S)	128,158	.21	.21
**Corning Evening Leader .....(E)	9,029	.05	.05
**Elmira Star-Gazette Advertiser...(E&M)	34,213	.11	.11
**Geneva Daily Times.....(E)	5,627	.04	.04
**Gloversville Leader Republican.....(E)	7,177	.035	.035
††Ithaca Journal-News .....(E)	7,711	.05	.05
**Jamestown Morning Post .....(M)	11,705	.04	.035
**Mount Vernon Daily Argus.....(E)	9,866	.05	.05

	Circulation	2,500 Lines	10,000 Lines
**Newburgh Daily News .....(E)	12,506	.06	.06
**New Rochelle Standard-Star .....(E)	8,458	.04	.04
**The Sun, New York .....(E)	265,440	.65	.60
**New York Times .....(M)	375,249	.80	.784
**New York Times .....(S)	653,427	1.05	1.029
**New York Herald-Tribune .....(M)	289,674	.6435	.624
**New York Herald-Tribune .....(S)	366,220	.693	.672
**New York World.....(M)	302,199	.595	.58
**New York World .....(S)	593,383	.72	.58
**New York Evening World.....(E)	305,746	.505	.69
**Niagara Falls Gazette .....(E)	21,817	.07	.07
**Port Chester Item .....(E)	5,065	.045	.035
**Poughkeepsie Star and Enterprise....(E)	13,411	.06	.06
**Rochester Times-Union .....(E)	73,856	.21	.20
**Troy Record .....(M&E)	22,426	.07	.07
††Watertown Standard .....(E)	17,825	.07	.07

** A. B. C. Statement, March 31, 1927.
†† Government Statement, March 31, 1927.

BUILDING NEWSPAPER CIRCULATION

Believes He Has Plan for Metropolitan Carrier Systems—Fancy Diver Does Stunts for Daily—Big Men Were Former Cleveland Newsies—How About a Golf Tourney?

EDWIN T. JONES of New York believes that the carrier system of delivery may be operated in the world's largest city as well as in other metropolitan centers where it has not yet been attempted, or else has been tried without success.

"Individual ownership is, in my opinion," he said, "the only successful method to be adopted to bring about a system of delivery that will prove perfectly satisfactory to the reading public and profitable and of increasing circulation value to the newspapers. Operation of its own system by a newspaper would prove troublesome, in a measure unsatisfactory, and the expense would be enormous.

"District your territory and assign a reliable man for each district. Let him realize this district is his property, that he is conducting and building up a business for himself. In this way he will give to your readers a perfect distribution and at the same time establish for yourself, a subscription selling force which can only result in increased circulation. District ownership should also do away with the extra delivery charge which is in force by all newsdealers.

"A few months after the late Joseph Pulitzer purchased the *New York World* he remarked in the presence of Jim McGuffen, his business manager, and myself that he would willingly spend $100,000 to put into operation a carrier delivery system in New York and Brooklyn, but he went on to say, the newsdealer condition in New York and Brooklyn for so many years makes the proposition I am afraid a hopeless one, and thus a cherished ideal was put on the shelf and forgotten.

"The carrier delivery system, however, I feel confident, can be successfully operated in Greater New York, and I am looking forward to the day when one of our New York papers will permanently install this system."

Cleveland newsies a few days ago had a big outing at Luna Park, a summer amusement resort. It was the twenty-seventh annual picnic of the Newsboys' Protective Union and 600 members were present. Several very prominent Clevelanders were among the former newsies present. These included Harry L. Davis, who was three times elected mayor of Cleveland and served one term as governor of Ohio; Common Pleas Judge Samuel H. Silbert; Municipal Judge Alva A. Corlett; Appellate Judge John J. Sullivan; County Clerk George Wallace; O. P and M. J. Van Sweringen, the two brothers who are building the $60,000,000 union terminal station in Cleveland, developing a $50,000,000 exclusive residential district around Cleveland and control the Clover Leaf, C. and O., Erie, Pere Marquette, Nickel Plate, and Hocking Valley railways and are seeking to form the new 10,000 mile "Greater Nickel Plate" railroad merger; F. M. Bramley, Frank B. Carpenter, and other prominent lawyers; and Joseph Laronge, one of the biggest realty operators in the city. City Manager William R. Hopkins was umpire of the baseball games.

The first Indianapolis junior golf tournament will be held Aug. 25 under auspices of the *Indianapolis Star*. In addition to a large silver trophy to the individual winner of the meet the Star will award three gold medals to the winning team. The tourney is limited to three players from each of the ten courses in Indianapolis and will decide not only the city individual junior championship but the club championships as well.

The tournament is limited to players under twenty years old and will be for thirty-six holes of medal play. Eleven prizes will be given altogether, the others by members of local golf clubs and sporting goods stores.

As a feature of its swimming promotion stunt, the *Binghamton* (N. Y.) *Press* has engaged Miss Helen Meany, champion amateur diver of the United States, to give exhibitions at a public carnical August 17.

A boat trip on a United States Naval Militia submarine chaser was one of the features of the annual *Watertown* (N. Y.) *Times* picnic for carrier boys last week at Sackett's Harbor. The outing began at 7 o'clock in the morning, the boys returning to the city in time to deliver the afternoon papers.

Ronald C. Bishop, circulation manager of the *Concord* (N. H.) *Monitor-Patriot*, left this week for his parental home in Lawrencetown,, N. S., where he will spend his summer vacation.

The automobile department of the *Chicago Daily News* is awarding Trail Hitters' emblems to motorists making a journey of 2,000 miles or more and writing a short account of the journey for the Daily News. The paper will also give twelve cash prizes for the best stories of trips taken this year. The contest closes in November. James Braden is automobile editor of the Daily News.

Samuel L. Snapp, employe of the *Buffalo Evening News* circulating department, was badly shaken up and bruised recently when the engine of the airplane in which he was a passenger went dead and the plane fell 100 feet.

ZOO'S TURN FOR A BOOST

Toledo Blade, Seeking Bigger and Better Menagerie, Will Buy Leopards

Enlargement of the municipal zoo at Toledo, O., is the object of a campaign now being conducted by the *Toledo Blade*. The campaign was started by the newspaper offering to buy, for whatever price the trustees of the zoo decided was proper, a pair of Indian leopards.

The early stages of the campaign were featured by the offer of a group of Toledo citizens to pay for construction of a house for the cat animals in the exhibit, to cost $100,000. That was quickly followed by an offer from a community chamber of commerce in the city to buy a pair of black panthers.

The object of the campaign is to obtain donations of animals by citizens or organizations and the formation of a permanent animal fund, which will enable the trustees to take advantage of any offers to sell rare specimens needed or wanted by the zoo.

EDITS TWO PAPERS

Charles W. Smith, editor of the *Pilot-Enterprise* of Oyster Bay, L. I., has been named editor of the *North Hempstead* (L. I.) *Record*. Both papers are owned by Col. Lloyd C. Griscom, former Ambassador to Italy.

RISELEY IN AUTO CRASH

J. H. Riseley, of R. Hoe & Co., and members of his family, were badly shaken up in an automobile accident near Kingston, N. Y., July 31. Mr. Riseley's mother suffered a broken collar bone.

"REP." APPOINTED

The *Pueblo* (Colo.) *Chieftain* has appointed the William J. Morton Company, New York and Chicago, to represent it in the national advertising field.

A Message to . . .
NEWSPAPER PUBLISHERS

What About Your Linage Increases *this* Winter?

You are hoping that business this Fall and Winter will show an increase over 1926. You are probably sharpening up your spurs right now, so that you can "ride" the display department good and hard.

But what kind of constructive assistance are you providing for your advertising men — local and national?

Wouldn't you like to know something of the results that other publishers have had?

Knight Certified Market Studies

increase newspaper advertising on a sound basis. Knight Service is more than a mere study of the families in a newspaper market; more than an audit of the human values behind circulation. It is a thorough course of constructive work with your display staff, with your local merchants and with your national offices—based on a knowledge of the market gained through bonded investigators.

In more than sixty American markets Knight Service has built linage on the right basis. Such markets as

Chicago Washington Tampa
Harrisburg Altoona Houston

have been studied by Knight auditors. Let us send you a list of publishers who can report their experience with us. Whether you need us now or not WE WANT YOU TO KNOW US.

CERTIFIED MARKET STUDIES

To Western Publishers

Charles E. Knepper, vice-president of the Knight Organization, is now in Western territory convenient for calling on any Western publishers. If you would like to discuss details of our successful work in American newspaper markets, Mr. Knepper will call on you without placing you under the slightest obligation. Write or wire this office.

EMERSON B. KNIGHT, Inc.
INDIANAPOLIS, INDIANA

ADVERTISING AGENCY AFFAIRS

Lyddon & Hanford Co. Represented in British Isles—J. C. Bull, Inc., Will Open Offices in New York Sept. 1—Robertson Heads Procter & Collier

THE Lyddon & Hanford Advertising Agency of New York and Rochester now represented in the British Isles y H. Stuart Menzies, Stuart Advertising gency, Limited, Kingsway House, ingsway, London, W. C. 2. Mr. Menes is notable for his successful conduct i many national and international adertising accounts in England. The reources of Mr. Menzies' organization as ell as his writing ability are now availble to our present or prospective clients.

J. C. Bull, Inc., will open offices as n advertising agency at 101 Park Avenue September 1. For thirteen years Ir. Bull has been vice-president and irector of Frank Presbrey Company. Before that he was advertising manager f *Scribner's Magazine,* acting in the ame capacity with *Everybody's Magaine.* Just out of Harvard in '92, Mr. Bull became a reporter on the *New York World.* He was later with the *Mail and Express* and the *Tribune,* and then beame associated with the late Frank A. Munsey and was managing editor of *Munsey's Magazine.*

With Frank Presbrey Company he handled a number of national accounts —among them American Express, Rogers & Gallet, and Goodman & Suss. He was engaged especially in travel and resort advertising, including the Florida East Coast Railway and Hotels, Canadian Pacific Hotels, Swiss Federal Railroads, Seaboard Air Line Railway, Southern Railway and the Bowman-Biltmore Hotels.

Associated with Mr. Bull in the new agency are K. J. Bull, Page Butt, Carlton H. Gilbert and L. F. Cameron.

C. M. Robertson has been elected president and treasurer of the Procter & Collier Company, Cincinnati advertising agency.

Walter R. Howell has resigned from Dodge Brothers, Inc., to become vice-president and account executive of Burton, Bigelow, Inc., Buffalo advertising agency.

C. P. Clark has started an advertising business under his own name at Nashville, Tenn. He was formerly with the Ralph H. Jones Company, Cincinnati, O.

C. B. Fraser has been made vice-president in charge of production of Burton, Bigelow, Inc., Buffalo, N. Y.

Harry C. Macdonald has become president of Walker & Co., outdoor advertising firm, Detroit, to succeed the late Harry Walker. Mr. Macdonald has been with the Walker organization twenty-five years. He was president of the Painted Outdoor Advertising Association before its consolidation with the Poster Advertising Association into the Outdoor Advertising Association of America in 1925. He is a member of the O. A. A. A. executive committee, and for several years has been vice-president of Walker & Co. Other officers of the company are William T. Walker, son of the former head, vice-president; E. A. Winchester, secretary, and E. P. Bayne, treasurer.

WITH THE GENERAL ADVERTISERS

Using Newspapers to Reach Retail Trade—Lucky Strike Shows Great Sales Increase—Receivers Appointed for Servel Corporation

NEWSPAPERS are being used to reach the retail trade by the National Spring & Wire Company, Grand Rapids, Mich. For the present the schedule is limited to the Chicago, Detroit and Cleveland districts. The Allan G. Miller Company, Grand Rapids advertising agency, is handling the account.

American Tobacco Company has announced a 30 per cent increase in sales on "Lucky Strike" cigarettes during the first six months of 1927 over the corresponding period of 1926. For a year now a special campaign has been made on this brand, handled through Lord and Thomas & Logan.

R. E. Murphy has been appointed advertising manager of the Mavis Corporation, Baltimore, market of Mavis Chocolate drink. He was at one time promotion manager of the *Miami* (Fla.) *Daily News.*

The Chrysler Sales Corporation announce the appointment of W. J. Mattimore as director of advertising and Cliff Knoble as his assistant. Mr. Knoble has been promoted from his former post in charge of creative work in the Chrysler advertising department. C. E. T. Scharps, former advertising director, has resigned to take up a position with the advertising agency of MacManus, Inc., Chrysler advertising counsel.

Arthur M. Holland, advertising manager of the End-O-Corn Laboratories, Inc., of Chicago, has resigned.

Receivers in equity were appointed last week for the Servel Corporation of Delaware, with offices at 51 East 42nd street, a holding corporation for other corporations engaged in the manufacture of electric refrigerators. At the same time receivers were appointed for two subsidiary corporations: the Servel Corporation of New York and the Absorption Refrigerator Company, Inc., of Newburgh. The receivers are Courtlant Nicoli and Frank E. Smith, under joint bond of $25,000 as receivers for the Delaware corporation and $10,000 joint bond for the other two.

Carl K. Hart, advertising and sales promotion manager of the W. A. Sheaffer Pen Company, has returned to his duties at Ft. Madison, Iowa, after a two weeks' vacation.

AD TIPS

Botsford Constantine Company, White Bldg., Seattle. Has secured account of Clark's Independent Ice Cream Company.

Nelson Chesman & Co., 1127 Pine street, St. Louis. Placing account for the Aurine Remedy Company, Chicago, manufacturers of ear remedy.

H. W. Kastor & Sons, 14 East Jackson Boulevard, Chicago. Placing account for the Brooks Rupture Appliance Company, Marshall, Michigan, manufacturers rupture appliances.

Lord & Thomas and Logan, Inc., 400 North Michigan avenue, Chicago. Now handling account for the Electric Vacuum Cleaner Company, Cleveland, manufacturers of "Premier Duplex" cleaners. Also placing account for the Holeproof Hosiery Company, Milwaukee, manufacturers of "Holeproof" hosiery.

Koch Company, 432 Broadway, Milwaukee, Wisconsin. Has secured account of the Globe Manufacturing Company, Sheboygan, Wisconsin, makers of all types of metal stampings.

Robinson, Lightfoot & Co., Inc., 1 Madison avenue, New York. Has secured account of the Brooklyn Bureau of Charities.

Philip Ritter Company, Inc., 225 West 34th street, New York. Has secured account of Francis Bannerman Sons, New York, manufacturers of military equipment.

Street & Finney, 40 West 40th street, New York. Now handling account for the William L. Gilbert Clock Company, Winsted, Conn.

Charles H. Touzalin Agency, Inc., 7 South Dearborn street, Chicago. Has secured account of the Kirsch Manufacturing Company, Sturgis, Michigan, manufacturers of "Kirsch" drapery and hardware.

"WITH WILE IN WASHINGTON"



Senator Borah and Frederic William Wile on White House Office Steps

DAILY,
BREEZY,
PERSONAL,
COLUMN

By FREDERIC WILLIAM WILE

National and International Newswriter—Author—
Public Speaker—Political Broadcaster

Exclusive News
Independent Interpretation
Fearless Comment

Now Offered for

Daily Distribution Via Air Mail

FREDERIC WILLIAM WILE NEWS SERVICE
BOND BUILDING
WASHINGTON, D. C.

America's Most Thrilling Congress—Presidential Campaign of 1928—Are in the Offing—

TIE UP YOUR READERS—ON ATTRACTIVE TERMS—"WITH WILE IN WASHINGTON"

CARL HUNT IS DEAD IN ORLANDO, FLA.

Former Manager of A. A. C. W. Succumbs After Year's Illness—Was President of Florida Liquid Fruit Company at Death

Carl Hunt, 47, former manager of the Associated Advertising Clubs of the World, now the International Advertising Association, died at his home in Orlando, Fla., Aug. 6. He had been practically an invalid during the last year.



CARL HUNT

Mr. Hunt was born near Indianapolis and entered the newspaper business in that city when he was 21 years old. After five years on the old Indianapolis *Sentinel, Sun* (now the *Times*), and the *News*, he spent 10 years on the reportorial staff of the *Indianapolis Star*.

Retiring from the newspaper business, he started his own advertising agency, which he conducted until he became editor of *Associated Advertising*, the official magazine of the A. A. C. W. He became manager of the association in 1922, after he had been associated with the work for more than eight years.

Mr. Hunt was manager of the A. A. C. W. when it held its 20th annual convention in London in 1924. After that convention he announced his resignation from the national advertising group to accept a position as executive vice-president of the Orlando (Fla.) Chamber of Commerce.

After a year of strenuous work with this organization, he retired to organize and develop his own business as president of the Florida Liquid Fruit Company. While in Orlando, Mr. Hunt became connected with the Orange County Advertising Club and last year served as its president.

Mr. Hunt is survived by his wife and three sons, the eldest of whom was associated with him in business.

ITALY TO INSURE JOURNALISTS

Death and Old-Age Benefits Provided by Mussolini Plan

Arnaldo Mussolini, brother of the Italian premier, presided over a commission July 28 appointed to provide insurance for newspaper men.

The commission drafted a plan which would allow families of newspaper men 6,000 lire upon their death or a similar sum when the worker reached the age of 60 years. A small premium would be collected to support the scheme.

Obituary

W. V. R. Powis, 75, formerly in charge of the advertising department of the Munsey newspapers in New York City, publisher of the *Poultry Keeper* and *Farm & Fireside*, died Aug. 1 in St. Joseph's Hospital, Elgin, as a result of injuries he received in an auto accident in that city a week ago. In recent years Mr. Powis had devoted his attention to the operation of his experimental farm.

Jose Labrador Vinals, publisher of *La Correspondencia*, San Juan, Porto Rico's oldest daily newspaper, died there July 28 after a short illness.

Margaret Eulalie Averill, infant daughter of Harry Averill, editor and publisher of the *Mt. Vernon* (Wash.) *Daily Herald*, and Mrs. Averill, died in Seattle Aug. 1.

Rev. Frank L. Hayden, 76, of Seattle, former newspaper man, died recently in Seattle. He had for 15 years managed Middle West papers, among which were the *Council Bluffs Republican* and the *Omaha Globe*.

Jacob Shoff, 50, for 30 years employed in composing rooms of Lead (S. D.) newspapers and recently a linotype operator for the *Lead Call*, was found dead near the home of his sister, Mrs. R. S. Crosbie, at Milford, Ia., Aug. 4, with a bullet through his head. It is believed he slipped as he was returning to the home and that his gun was accidentally discharged.

Mrs. Mary Wheeler, 76, mother of Roger B. Wheeler, of the editorial staff of the *Brockton* (Mass.) *Times*, died at her home in Bridgewater, Mass., recently.

Hermann Pfaefflinn, 80, former editor of the *Rochester* (N. Y.) *Daily Abendpost*, died recently.

Mrs. Edith Sessions Tupper, magazine and short story writer, died Aug. 3 at Freedonia, N. Y. She acted for many years as special correspondent for several newspapers, including the *Chicago Tribune* and *New York Times*.

Frank H. Stevens, 64, president and treasurer of the firm of Wild & Stevens, Boston, Mass., manufacturers of printers' rollers, died at the Hotel Beaconsfield, Boston, recently.

Robert Davidson, for many years a reporter on the old *Albany* (N. Y.) *Journal*, and lately with the *Schenectady* (N. Y.) *Union-Star* and *Albany* (N. Y.) *Sunday Telegram*, died Aug. 8.

Henry Lowry, 87, Civil War veteran, connected in various capacities with the *Ballston* (N. Y.) *Journal* for forty years, died Aug. 6 in Ballston Spa.

MRS. PULITZER'S FUNERAL

Funeral services will be held in New York Saturday for Mrs. Joseph Pulitzer, widow of the *New York World* founder, who died in Deauville, France, July 29.

UNUSUAL NIGHT FOR 25 FLIGHT REPORTERS

Even the Moon Came Up, as News Men Braved the Briny to Watch Chamberlin Fly From Leviathan

Some 25 newspapermen are recuperating from Clarence D. Chamberlin's flight by airplane from the Leviathan to Curtiss Field and thence to the Teterboro, N. J., airport.

Each of the 25 struggled from the friendly embrace of the kindly bed, mixed bicarbonate of soda, drank the potion, and sat down to think over the marvel of man's mastery over sea and air.

They had left Pier 36, N. R., shortly before dawn, aboard the destroyer Wilkes, which had seen better days in the navy but is now of the U. S. Coast Guard.

The night was dark, but stars dotted the open spaces in the sky, as the Wilkes led the Leviathan up the bay, cutting the black water into phosphorescent spray, some of the ten photographers sang in parts. That is, each sang the part of a song he knew. The reporters chatted merrily. Everybody was happy.

Hours passed. The bay became the ocean. The Wilkes, like an old horse let out to pasture, began to prance.

Suddenly, Eddie, the dean of photographers, left the songsters and sauntered over to the port rail to observe the beauty of the sea. Soon the remaining nine joined him. Then the reporters straggled, one by one. The night was very unusual. Even the moon came up.

Dawn broke. Fog, then rain, then lightning, then wind and a real sea followed. The Wilkes drew up near the Leviathan. At 6.10 the newspapermen, wrapped around stanchions or draped like question marks over the railings, saw Chamberlin come out on the runway. Evidently he had enjoyed a good rest.

Soon the motor of the biplane began to roar. The reporters weakly raised pencils and noted that Chamberlain soared gracefully from the deck at 8:14.

"How can I take pictures through a green fog?" queried Eddie, dean of photographers.

He had just been carried on deck by two stout, able seamen.

Chamberlin waved, jauntily from the cockpit of his plane as he dipped and looped, zoomed and Immermanned over the destroyer.

But the newspapermen could barely see him through the strange green fog.

All was silent on the good ship Wilkes, which continued to cavort along the waves like a sporty old horse in the pasture.

ARTHUR T. WALKER

Arthur T. Walker, who died suddenly this week, inherited the *New York Globe* in 1922 as a part of his $15,000,000 legacy from the Searles estate. He sold the paper in 1923 to Frank A. Munsey.

first! in OHIO

Dispatch Sets the Pace

During the first six months of 1927 The Columbus Dispatch carried more paid advertising than the second Columbus paper by 4,639,750 agate lines.

For years The Columbus Dispatch has enjoyed the distinction of being first in Ohio in paid advertising volume.

NET PAID CIRCULATION

City 60,216
Suburban 28,937
Country 24,525

Total Circulation 113,678

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Elkhart Truth
Elkhart, Ind.

Ask them about it

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

A Greater Volume of Women's "Specialty Shop" Advertising

was placed in The New York Times in seven months of this year than in any other New York newspaper, morning or evening. The total was 753,948 agate lines.

The character of its censored, trustworthy advertising, and the high quality and number of its readers combine to make The New York Times the most productive advertising medium in the greatest market in the world.

The New York Times

The Place to Push Sales—

Kansas—made unusually prosperous this year by excellent crop yields—offers an attractive market to persistent advertisers.

The Topeka Daily Capital—

thoroughly covers Topeka and its big trading radius. The only newspaper with a circulation throughout the State.

Included in primary distribution campaigns by leading national advertisers.

40,000 Guaranteed Circulation

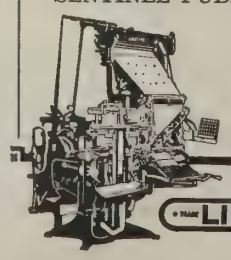
Published by Arthur Capper
Topeka, Kansas

From the Linotype Mailbag

"That's Some Service"

"I want to thank you for the prompt service on motor pinion ordered a short time ago. I telegraphed you at about 9 o'clock in the morning, and at 7 A. M. the next day received the pinion. That's some service and I want you to know that the Sentinel appreciated it very much. We are Lino Boosters."

SENTINEL PUBLISHING CO.
Holland, Mich.



LINOTYPE

NEW YORK STATE
Westchester County's

Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns

Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon

THE STANDARD STAR
of
New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Have you a friend in Kansas City

Ask him if he doesn't read The Kansas City Star

APER'S PICNICS KEEP MEMORIES GREEN

olks Group Around Their Home-Town Standard at Weekly Parties Staged for Various Towns by Toledo News-Bee

A series of community goodwill stunts cently inaugurated by the *Toledo* (O.) *ews-Bee* has proved the most popular its summer affairs, says Harold Place, litor.

The plan is to have a picnic in Toledo ch week for persons who have moved the city from nearby towns. Last eek's picnic was for the people in oledo from Defiance, O., and the one efore that was for Findlay (O.) folk ho had moved into the larger city.

Good crowds of Toledoans were on and for the picnics, but, in addition to em, caravans of automobiles from the wns represented brought former friends nd neighbors of the celebrants in to take art in the outing.

This recreation program is being supplemented by a series of street parties or various communities in Toledo. In ese sections, streets are roped off or dancing and roller skating, to music urnished by the News-Bee. Other entertainments are provided by the newspaper and the gatherings have been so uccessful that one section has decided o have such a meeting every week.

PUBLISHERS CO-OPERATE

Committee Will Advise New England Council on Publicity

A committee representing the New England Daily Newspaper Association as been appointed to co-operate with the New England Council and will act in an advisory capacity, particularly, to the committee on public relations and community organization, of which Col. Frank Knox, publisher of the *Manchester* (N. H.) *Union and Leader*, and New England representative of the Hearst organization, is chairman.

The members are George F. Booth of the *Worcester* (Mass.) *Telegram-Gazette*, chairman; Allison Stone of the *Providence* (R. I.) *Journal and Bulletin;* Julius Matthews of the *Biddeford* (Me.) *Journal;* David W. Howe of the *Burlington* (Vt.) *Free Press;* Frank E. Sands of the *Meriden* (Conn.) *Journal;* and John A. Muehling of the Manchester Union and Leader.

NEWSPAPER "INTERNESHIP"

To the Boston (Mass.) University journalism department falls the honor of being the first journalism school in the country to adopt the requirement of a year of "interneship" before the awarding of the bachelor of journalism degree. Students entering in the fall will be affected by the change, being required to have a year of practical experience in addition to four years at college before graduation. Prof. Harry B. Center is head of the department. Sigma Delta Chi, the national newspaper fraternity, voted last fall in favor of such a requirement which Prof. Center states was part of the original plan for the course at Boston University.

NEW IOWA SCHOOL HEAD

Dr. Frank L. Mott of the department of English of the University of Iowa has been named director of the school of journalism of the University, succeeding the late Dr. C. H. Weller. Dr. Mott is of a newspaper family and has been a practical newspaper man throughout his life. His father published the *What Cheer Patriot*, the *Tipton Advertiser* and later the *Audubon Republican*. Dr. Mott joined the University faculty five years ago, after having been instructor at Simpson college.

PAPER CO. OFFICE MOVED

The St. Maurice Valley Sales, Limited, has moved its New York office from 342 Madison avenue to 420 Lexington avenue.

ELECTRIC LIGHT INDUSTRY MEMBERS SYNCHRONIZING THEIR AD PLANS

Equipment Concerns Place Seasonal Drives—Chairman of Association Believes Other Retailers Might Co-operate to Get People Buying by the Calendar

HOW the electric light industry is synchronizing its advertising plans on a schedule basis was explained this week in an announcement made by J. E. Davidson, past president of the National Electric Light Association and now chairman of the Commercial National Section of the association.

Manufacturers are continuing to advertise their products and the power companies are advocating the appliances with the same energy that has characterized their customary commercial campaigning, Mr. Davidson explained, but now the efforts of these two groups are being synchronized on a schedule basis.

"Each month of the year has been designated for a special drive on a particular appliance or kind of equipment," he said. "For instance, convenience outlets will be emphasized in September, electric heaters and portable lamps in October, Christmas gifts in November and December, waffle irons and toasters in February and appropriate items for the rest of the year. All who merchandise these wares, whether they are actually within the electrical industry or not, are urged to secure greatest sales volume by co-ordinating their local advertising with the national drives of the manufacturers.

"More extensive use of electric home appliances is recommended by the General Federation of Women's Clubs. Under the leadership of their President, Mrs. John L. Sherman, these groups are localizing efforts to raise the standards of living for the women of America and urging electric servants as important means to that end. A national survey was conducted some time ago that has led them to impress upon their members the value of such equipment.

"When the plans for these concurrent advertising campaigns were being formulated some manufacturers were queried on the desirability of co-operative advertising. The interest that was immediately manifested has resulted in many member companies of the National Electrical Manufacturers Association giving assistance and suggestions. Previous campaigns have demonstrated that the public is constantly becoming better informed of the desirability of owning electrical appliances. Selling was more easily accomplished, it was found, when national advertising was followed up by local campaigns by the electric companies. It is now intended that this supplementary work of the concurrent advertising plans shall be of material assistance to many power and light companies in all sections of the country."

Mr. Davidson expressed his belief that electric light and power companies would do well to enlist the co-operation not only of electrical dealers in this work but also of other retailers, such as department, drug, furniture and hardware stores, that stock these appliances, so that in each locality all engaged in the merchandising could co-operate to the same end. He also said that the power companies would do well to advise these other retailers that the central stations would like to assist them in their selling plans and work in with their merchandising as far as practicable.

The program of concurrent advertising for 1927-8 has been incorporated in a Plan Book issued by the headquarters of the National Electric Light Association. Suggestions are made for layouts and copy, as well as house-to-house drives and window displays. The general outline of the year's activities is given with samples of advertisements that have proved productive in former months. A number of sales helps also are given, showing how the local companies may follow up the national campaign with local advertising and merchandising.

While it is realized that such advertising will not fit into the individual plans of all companies in every part of the country, it is hoped by the Merchandising Section of the association that the schedule will prove general enough to be of assistance to all power and light companies. Sufficient agreement has already been reached on the program to assure a definite measure of co-operative effort for the remainder of this year and the Merchandising Section feels assured that the effort will have more adherents as it progresses.

It is not expected, however, that the items pushed during certain months of the year will not be sold during the rest of the time. Such a procedure, it is pointed out, would not be successful merchandising. The concurrent campaigns are intended merely as added promotion during certain months, backed up by consistent sales effort during the rest of the year. Not only will the power companies benefit from the national advertising of the manufacturers, but the manufacturers will in turn be assisted by the efforts and follow-ups of the local dealers and the central stations.

WISCONSIN DAILY SOLD

Howard A. Quirt and Frank E. Noyes have purchased the *Marshfield* (Wis.) *Daily News* as another link in their chain, which now consists of three dailies. Other papers they own are the *Ironwood* (Mich.) *Globe* and the *Marinette* (Wis.) *Eagle-Star*.

TOTTEN WITH SYNDICATE

Hal Totten, baseball and football announcer for WMAQ, the *Chicago Daily News* radio station, has been made assistant manager of The Daily News Syndicate. He will give up his work as Chicago schools reporter for the paper, but will continue on the radio staff. The syndicate has begun to distribute features used in the Daily News.

JOINS CLEVELAND AGENCY

George Walker is now with the H. L. Stuart Company, Cleveland advertising agency.

This is Ionic No. 5 **Ionic No. 5**

This is Roman No. 2 **Ionic No. 5**

The two lines reproduced above were photographically enlarged from two seven point slugs, the upper line set in Ionic No. 5, the lower in No. 2.

A Larger Lower Case Gives Ionic No. 5

Greater Legibility

LOWER CASE LETTERS almost as high as the capitals accompanying them—there is the explanation of Ionic's exceeding legibility. The proportion is purposely large because Linotype designers heeded the fact that small characters compose fully three-quarters of the average newspaper column. They produced an easy-reading font by giving greatest attention to its most read portion.

Not only did these designers make the ratio between Ionic's lower case and capitals greater than that of the average roman face. All descenders were shortened, capitals were heightened, and even more body added to the lower case. Into this large framework they built elements making for the maximum legibility.

And the result? Ionic No. 5 has no hairlines—there is practically no difference between the light and heavy strokes. Ionic serifs are sturdy. They are shorter, too, so space that formerly went between letters is now put inside the letters themselves. This, with the greater body size, brings about an even distribution of the "light spaces" in word or line. Light comes *through* this new face; not *around* it.

In short, Ionic No. 5 is "all letter." Its great readability won immediate favor with newspaper readers, its mechanical advantages immediately attracted newspaper publishers. These two considerations combined explain its amazing popularity—tell why more than 465 papers have already adopted Ionic No. 5, the *legible* text face.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY
BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

530.27.3-B

LINOTYPED IN GARAMOND AND NARCISS



By MARLEN PEW

SINCE his retirement as editor of *London Times,* following the death of Lord Northcliffe, American newspapermen have been generally out of touch with Wickham Steed except as he may occasionally appear in his role as editor of *The Review of Reviews.* Wickham Steed belongs by natural inclination to the daily press. In some respects he registers as a super-journalist. He is more serious than most American newspaper men and is distinctly of the type that is not only eager to report passing events but to participate in them and, as he has written of himself, "help things forward on the road I thought right." Twenty-five years ago this man abandoned a prospective financial career to fit himself for journalism. He worked in Berlin, Paris, Rome and Vienna as a foreign correspondent and then returned to London, an expert in European affairs and in such political problems as the bimetallism movement, giving to the latter such close study as to make his word authoritative around the world. Joseph Pulitzer once sought Steed for *New York World* but they could not agree that circulation was the principal object of editorship and when Steed declined a large salary offering, Mr. Pulitzer, Steed says, "thought me a fool." Through his intimate contacts with the governing powers of the leading European nations Steed became convinced in 1913 that a world war was inevitable and when it broke in fury he expressed no surprise but rather a "sense of relief." Steed profoundly influenced Northcliffe for several years, but I have been told that they were occasionally in rather violent opposition on certain policies. Steed has his weaknesses, such as certain race and religious intolerances, but by and large stands out as one of the interesting journalistic figures of the age. Recently, in London, he addressed a gathering of newspaper men in terms which neatly sketched his philosophy as a publicist. We have found his remarks entertaining and pass them along to the Shop Talk circle.

* * *

MR. WICKHAM STEED, speaking: The question of the moral responsibility of the press is less simple than it may seem. The newspaper "industry" is peculiar because it deals in what are sometimes called "human values." All the forests that are cut down to make the wood pulp that is turned into newsprint; all the oceans of sable fluid that ink the metal cylinders that impress the printed word on to the whirling rolls of paper; and all the millions of pounds spent on advertising space depend upon the manipulation of the real raw material of the newspaper industry, which is the public mind. When "the power of the press" is talked of, what is meant is its presumed ability to fashion the thoughts and to stir the emotions of men and women by presenting to them facts and fancies in one way rather than in another. The "public mind" is conceived as a substance infinitely malleable, passive, submissive, ready to yield to any kind of treatment. This idea is very far from the whole truth. The press can act upon the public mind, but the public mind, or what journalists imagine to be the public mind, acts even more powerfully upon the press.

* * *

SOME time ago a wealthy newspaper owner was speaking to an audience of working men. The views he expressed were lofty and his sentiments noble. When he had finished, one of his hearers asked how he could say what he said, and still publish the kind of newspaper he publishes. The answer, which sounded more cynical than it was meant to be, ran: "We give the public what it wants." The public wants several things, but above all it wants emotions. In this country, at any rate, it loves to be amused or thrilled, and hates to be preached at. It does not mind being taught provided that there is no evident school-mastering in the process. It is eager for news, for something new, something to talk about. When there is no news, that is to say, nothing out of the ordinary, it calls a newspaper dull and looks out for livelier sheets. Hence the first commandment in the journalistic decalogue: "Thou shalt not be dull."

* * *

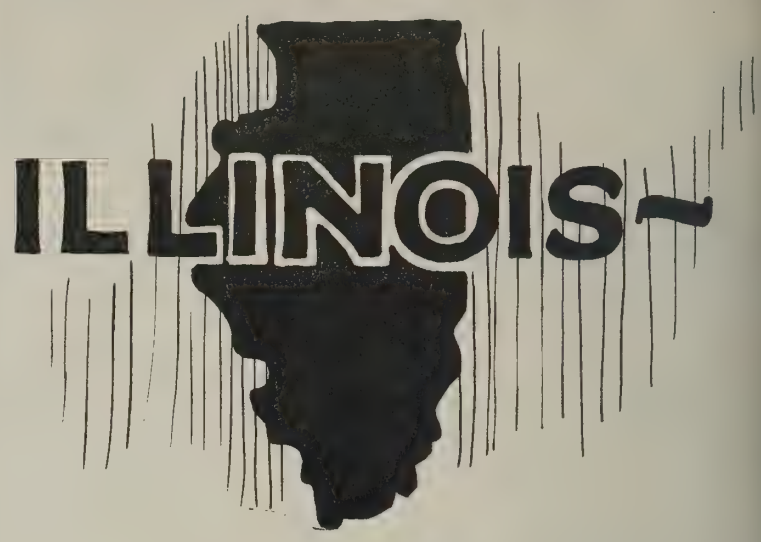
DULLNESS means loss of circulation, loss of circulation means loss of advertising power, loss of advertising power means loss of the revenue that fills the gap between the selling price of a newspaper and the cost of producing it—and most newspapers in this country receive from the agents who distribute them to the public little more than the cost of the blank paper on which they are printed. This is why most newspapers try to be interesting, if not lively. This, too, is why some of them act upon the principle once laid down by a celebrated newspaper owner who was also a great journalist: "Vice is news and virtue isn't." He meant that vice is looked upon as the exception, as something out of the ordinary, and, therefore, as news; while virtue is presumed to be something so common that everybody takes it for granted. But this principle, unless it is kept within bounds by the consciences of newspaper proprietors and journalists—strange to say, some of them have consciences—may be very dangerous.

* * *

IN a sense it is true that every country has the newspapers it deserves; yet it is equally true that the public taste can be degraded by newspapers that habitually play upon its lower qualities. The temptation to do so is strong. Today, when big newspapers cost tens of thousands of pounds a week to produce, and advertisers have to supply the greater part of the revenue, circulation has become a very important consideration. News is not always easy to get, especially the so-called "exclusive news," which puts one newspaper ahead of others in the race for circulation, because the whole world is covered by a network of news agencies that distribute the same news to scores and hundreds of newspapers. Therefore newspapers seek to attract readers by dressing up their news in an attractive form, by employing skilled or witty writers to comment upon it and, occasionally, by offering advantages that have nothing to do with journalism proper, such as insurance against accidents or death. They have also been known to indulge in "stunts." "Stunts" may be defined as attempts to arouse public interest by methods out of proportion to the real value of the subject dealt with.

* * *

JOURNALISTS are under no illusions as to the conditions under which they labor. They know that their livelihood depends upon the favor of the public, and the prosperity of their paper. They know also that the public is not invariably high minded and that newspaper proprietors and editors who wish their undertakings to be commercially successful are prone to "give the public what it wants." Working journalists also view with anxiety the growth of the modern tendency to organize newspapers more and more on a commercial basis and to pay more heed to the earning of profits than to the dissemina-



Nearly 50% Of Illinois' Families Are Income Tax Payers

There are approximately 1,205,113 literate native white families in the State of Illinois. According to the last available census figures, 676,489 families filed income tax reports.

Since income tax returns are always good indicators of buying power, it appears conclusive that the people of Illinois must earn good incomes. What other outstanding facts then can favor the national advertiser more than the fact that these people have sufficient money to buy.

With plenty of money in Illinois, all you need is to call the attention of your product to the consumer. If your product is right, if your campaign is properly planned and placed in the newspapers listed below, the logical result will be volume sales.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Alton Telegraph .....(E)	11,035	.05	.05
†Aurora Beacon-News .....(E)	19,440	.07	.07
**Belleville Advocate .....(E)	6,840	.03	.03
†Chicago Daily Journal .....(E)	125,007	.26	.24
**Freeport Journal-Standard ....(E)	9,791	.05	.05
†Joliet Herald News .....(E)	20,107	.07	.07
†Matton Journal Gazette .....(E)	5,857	.04	.04
**Moline Dispatch .....(E)	12,292	.05	.05
**Monmouth Daily Review Atlas (E)	5,574	.035	.035
**Peoria Star ....(S) 23,872....(E)	31,103	.085	.07
**Waukegan Daily Sun .....(E)	5,666	.035	.035

**A. B. C. Statement, March 31, 1927.
†Government Statement, March 31, 1927.

pf good news and sound views. This ncy leads towards the formation of e newspaper trusts in which the s are very largely held by the public e. An individual proprietor may have gh sense of the dignity of his news-, but it is questionable whether a investor in newspaper shares would r that they should yield him only 5% is money because the paper is con-d with restraint and public spirit, or ther he would rather have 20% from per eager to tickle the public palate e cost of decency and right-minded-

* * *

this question many journalists do ot see at present any satisfactory an-. The best of them are certainly ists. They work for the love of their g under conditions that are often and their task is never finished. are not, as a rule, commercially ed, however great may be the busi-s profit that is made out of their efforts. The scent of printing ink is as incense to their nostrils, and the sight of the rough-printed slips, which they call "galley proofs," may be quite enough to make them forget that they themselves are galley slaves. They may seek, by association with each other, and by an international union of associations, to lessen the difficulties with which they have to contend and to add security to a livelihood that is too often insecure. When they meet in conference they are glad to find touch with their fellow craftsmen from other lands—but they often feel doubt whether the fine things that are said of them and the fine things they say of themselves are really the things that count in the rough and tumble of their daily lives. In the present condition of the world, understanding and goodwill among the craftsmen who, day in, day out, mold the opinion and sway the feelings of nations, are truly worth striving after.

—AND IN WALKED A PRESS AGENT

By A. R. BIRD

R no particular reason, W. L. Jones, managing editor of the *Evening Ga-*, who was accustomed to having his addressed to him in terms of uire," took a trolley to the office that ning instead of driving his own car. fact that he was a little later than l did not worry him even for a mo-. He had enjoyed to the extreme an ual morning nap—the bed felt partic-y comfortable that morning—and wed this with a cup of coffee and a rite cereal that likewise were particu-palatable that morning. The world all sunshine and he was in it.

nlike previous occasions when he ced that mode of travel, he found his sparsely settled and had no trouble nding and retaining his seat for the e distance to the office. Funny thing, car, but he mused only a moment. grind of another day's work lay d of him and it offered no pleasant cipation, to say the least.

happened that the elevator was there n he arrived and he did not have to until it returned from the top floor, was his usual fortune. Regardless he rest of the day, things were break-his way at the start.

hen he entered the editorial rooms, a tled exclamation was clearly audible, he gulped as he glanced at the floor. was clean and void of the inevitable of paper, "copy" and exchange edi-s. His spirits rose keenly and he ed a cheery "good morning" to the e who seemed to be in unusually good its. He was chatting with a favorite rter and did not notice another slip o his desk which happened, so the lat-always averred, to be nearest the door ss the room, and immediately assume appearance of having written several ies before the boss showed up.

he chief's eye glanced at a paste pot a head writer's desk. It was full. ther observation disclosed the aston-ing fact that all of the pots were full the desks remarkably tidy. Out of corner of his eye he saw a reporter w a piece of waste paper directly in-he basket. Others followed in quick ession and his amazement grew as y piece went true to its mark.

uring this time, he had been so baffled he did not observe the air to be clear exhilirating. Even "Red," the vete-a sports editor, whose big lips had rwn to fit and inevitably associated with cigarette, was not smoking. This first tacted his attention and he scrutinized room. Not a single reporter or edi-was smoking and their desks were of match stems, ashes and butts, and e of these articles reposed on the floor. t was too much to comprehend. His d was in a whirl. Never before had many things happened in such rapidity his. He gave himself a light but effec-pinch to see if he were dreaming the ossible, but feeling the pain, he con-ded he was awake and the events real. ulling himself together for the day's rk, he started for home, leaving the routine of the day's work at the discretion of the staff.

Later, when he had been revived and regained sufficient strength to move, he started for home, leaving the routine of the day's work at the discretion of the staff.

MASCOT OF TEXAS PRESS



THE above shows "Miss Madera," a six weeks' old black bear—mascot of the Texas Press Association—eating an ice cream cone from the hand of her keeper, Fred I. Massengill, publisher of the *Terrell Daily Tribune*.

"Miss Madera" was captured in the Davis mountains, sixty miles south of Pecos, Tex., and was presented to the association by Lee Starling.

To Journalistic America

Vancouver, B. C.
August 4, 1927.

You will be interested in the attached editorial from my paper, The Vancouver Sun, because it deals with a subject vital to every newspaper man.

If Wright Brothers had listened to all that engineering science told them, where would flying be today; if the Army and Navy Departments had had the promotion of it, where would flying be today?

And if the newer knowledge of nutrition and health mechanics is left in the hands of medical men to promote, is there any possible chance of it ever reaching the people?

The medical attitude of attempting to permanently silence any individual or newspaper who questions their medical program of serumization and human mutilation, is one which, I submit, in this enlightened day and age can hardly be listened to.

Sincerely,

R. J. CROMIE,
Owner and Publisher
Vancouver Sun.

NATURE VS. THE KNIFE

MR. FISHBEIN, in Hygeia, the medical house organ, protests against The Vancouver Sun giving its readers plain commonsense health information from Dr. Tilden, Dr. Frank McCoy and that rapidly-growing school which advocates natural health methods in place of the knife.

People have been eating themselves INTO ill-health and disease and are just waking up to the fact that they can, through short, sensible fasts and proper food, also eat themselves OUT of ill-health and disease. The McCoys and the Tildens are showing people how, and that is what is making the Fishbeins mad.

Serums and surgery as a means of health are on the defensive and no one realizes that better than Mr. Fishbein. Most surgical operations are uncalled for and unnecessary, but commercialized surgery on the scale it is being carried on in this country today is a hideous crime. The French Revolution took only four thousand lives over a period of two years, but commercial surgery is taking annually tens of thousands of victims. If you doubt this, just check up on the numbers who are carried out on hospital dead-wagons in your city every month as a result of unnecessary surgical operations. Trace back the history of these cases and find how many times they were previously operated on. You will also find in almost every case there was a lack of right living, a lack of health knowledge and of simple body mechanism, and you will see where a little health knowledge along the lines of exercise, diet and right living would have probably saved those lives.

But medical doctors have intolerantly resisted the giving of health knowledge to the masses. Why? Possibly the following letter, written to Doctor Frank McCoy by a medical doctor in Denver, explains the reason:

> **"If every family based its life habits upon the articles published under your name each day in our Denver newspaper, we medical doctors would soon have little to do."—Dr. W. V. Gage, M.D., Metropolitan Bldg., Denver, Colo.**

Must newspapers be compelled to withhold from the public useful health information simply to keep a few medical Fishbeins in business?

Are the editors of this continent to be silenced while thousands of lives of our readers are being taken by the black magic of serums and unnecessary surgery?

The medical doctors have arrogated to themselves the right to do the public's health thinking, just as the Church and State in the past demanded the right to do the public's religious and political thinking. Can newspaper editors tolerate this outrage on public freedom, especially when the public want and need this health information, written, not from the old medical angle, but from the newer and commonsense point of view?

This phase of a newspaper's obligation to its readers was never more plainly and courageously stated than by EDITOR & PUBLISHER in an editorial dated July 2nd, which read:

> **"Preach the gospel of right living and sensible diet and don't be to sure that the medical doctors of your city know it all."**
>
> **"When a newspaper is fighting for the physical up-building of its city, it is only functioning a primary duty."**

Replacing serums and surgery with natural living is in line with evolution, while the present medical craze for serums, poisonous pus, and surgical mania, is too remindful and shows little advance on its ancestry of, first, Voodooism, then Witchcraft, and latterly the Indian "Medicine Man." In a few years it will be as hard to "sell" the public an operation as it is today to sell them the efficacy of the old Chinese formula of drinking tiger's blood for strength or cockroach dung to develop cunningness.

There is only one real doctor—Nature. There is only one medicine—right living. Many medical doctors know and secretly preach this doctrine, but the Fishbeins are in control of the medical machine and their closed mind and intolerant attitude have forced the press of the country to take steps to protect the public.

For this reason, when the editor of The Vancouver Sun or any other editor advances commonsense health ideas like those of Dr. Frank McCoy—written, not in Greek or Latin, but in plain English—that can be easily absorbed and understood and followed to the health advantage of the public, we feel we are giving a long overdue and much needed public service to our readers.

(*Reprint from The Vancouver Sun.*)

HOW COMBINATION NEWSPAPER SPACE IS SOLD LOCALLY AND NATIONALLY

(*Continued from page 3*)

Name of Newspapers	Issued	SOLD AS UNIT In National Field	SOLD AS UNIT In Local Field	SOLD SEPARATELY In National Field	SOLD SEPARATELY In Local Field
ILLINOIS					
Charleston News	(me)	Yes	No	No	Yes
Peoria Journal-Transcript	(me)	Yes	No	No	Yes
INDIANA					
Evansville Courier & Journal	(me)	....	....	Yes	Yes
Hartford City News	(me)	Yes	Yes	No	No
Hartford City Times-Gazette	(me)	Yes	Yes	No	No
Lafayette Journal-Courier	(me)	Yes	Yes	No	No
Peru Chronicle-Journal	(me)	Yes	Yes	No	No
Portland Commercial-Review	(me)	Yes	Yes	No	No
South Bend News-Times	(me)	Yes	Yes	No	No
IOWA					
Davenport Democrat & Times	(e)	Yes	No	No	Yes
Des Moines Register & Tribune-Capital	(me)	Yes	No	No	Yes
Sioux City Journal	(me)	Yes	Yes	No	No
KANSAS					
Hutchinson Herald & News	(me)	Yes	No	No	Yes
Manhattan Chronicle & Mercury	(me)	Yes	No	No	Yes
Wichita Eagle & Evening Eagle	(me)	Yes†	Yes	Yes	Yes
KENTUCKY					
Louisville Courier-Journal & Times	(me)	Yes	No	No	Yes
LOUISIANA					
Baton Rouge State Times & Advocate	(em)	Yes	....	No	....
New Orleans Item & Tribune	(em)	Yes*	No	Yes	Yes
MARYLAND					
Baltimore Sun	(me)	Yes	No	No	Yes
Baltimore American & News	(me)	Yes	No	Yes	Yes
Frederick News & Post	(me)	Yes	No	No	Yes
Hagerstown Herald & Mail	(me)	Yes	No	No	Yes
MAINE					
Lewiston Sun & Journal	(me)	Yes	Yes	No	No
Portland Press-Herald & Express	(me)	Yes	Yes	No	No
MASSACHUSETTS					
Boston Globe	(me)	Yes	Yes	No	No
Boston Advertiser & American	(me)	No	No	Yes	Yes
Boston Herald & Traveler	(me)	Yes	No	No	Yes
Lawrence Tribune & Eagle	(me)	Yes	No	No	Yes
Lowell Courier-Citizen & Leader	(me)	Yes	Yes	No	No
New Bedford Standard & Mercury	(em)	Yes	Yes	No	No
Springfield Republican, News & Union‡	(me)	Yes	No	No	Yes
Worcester Telegram-Gazette	(me)	Yes	Yes	No	No
MINNESOTA					
Minneapolis Tribune	(me)	Yes	Yes	No	No
Red Wing Republican	(me)	Yes	Yes	No	No
St. Paul Dispatch & Pioneer Press	(em)	Yes	No	No	Yes
MISSOURI					
Joplin Globe & News-Herald	(me)	Yes	No	No	Yes
Kansas City Journal & Post	(me)	No	No	Yes	Yes
Kansas City Star	(me)	Yes	No	No	Yes
Sedalia Capital-Democrat	(me)	Yes	Yes	No	No
MONTANA					
Billings Gazette	(me)	Yes	Yes	No	No
Missoula Missoulian & Sentinel	(me)	Yes	Yes	No	No
NEBRASKA					
Lincoln Journal	(me)	Yes	Yes	No	No
Omaha Bee-News	(me)	Yes	Yes	No	No
Omaha World-Herald	(me)	Yes	Yes	No	No
NEW HAMPSHIRE					
Manchester Union & Leader	(me)	Yes	Yes	No	No
NEW JERSEY					
Atlantic City Press & Union	(me)	Yes	Yes	No	No
Camden Courier & Post-Telegram	(em)	Yes	Yes	No	No
Trenton State Gazette & Times	(me)	Yes	Yes	No	No
NEW MEXICO					
Albuquerque Journal	(me)	Yes	Yes	No	No
NEW YORK					
Auburn Citizen & Advertiser-Journal	(e)	Yes	No	No	Yes
Albany Knickerbocker Press & News	(me)	No	No	Yes	Yes
Elmira Star-Gazette & Advertiser	(em)	Yes	No	No	Yes
Troy Record	(me)	Yes	Yes	No	No
NORTH CAROLINA					
New Bern New Bernian & Sun-Journal	(me)	Yes	No	No	Yes
Winston-Salem Journal & Sentinel	(me)	Yes	No	No	Yes
NORTH DAKOTA					
Fargo Forum	(me)	Yes	No	No	Yes
Grand Forks Herald	(me)	Yes	Yes	No	No
OHIO					
Dayton Journal & Herald	(me)	Yes	No	Yes	Y
Circleville Herald	(me)	Yes	....	No	
Findlay Courier & Republican	(me)	Yes	No	No	Y
Portsmouth Times & Sun	(me)	Yes	No	No	Y
Urbana Citizen & Democrat	(me)	Yes	Yes	No	
Washington C. H. Herald	(me)	Yes	Yes	No	
Xenia Gazette & Republican	(me)	Yes	Yes	No	
Zanesville Times-Recorder & Signal	(me)	Yes	Yes	No	
OKLAHOMA					
Blackwell Tribune-News	(me)	Yes	No	No	Y
Enid Eagle & News	(me)	Yes	Yes	No	
Frederick Leader	(me)	Yes	Yes	No	
Muskogee Phoenix & Times-Democrat	(me)	Yes	Yes	No	
Oklahoma City Oklahoman & Times	(me)	Yes	No	No	Y
Okmulgee Democrat & Times	(me)	Yes	Yes	No	
Tulsa World	(me)	Yes	Yes	No	
PENNSYLVANIA					
Greensburg Review-Tribune	(me)	Yes	....	No	
Harrisburg Patriot & News	(me)	Yes	Yes	No	
Hazleton Plain Speaker & Standard-Sentinel	(me)	Yes	Yes	No	
Lancaster Intelligencer & News-Journal	(me)	Yes	Yes	No	
Meadville Republican & Tribune-Republican	(me)	Yes	Yes	No	
Pottsville Morning Paper & Republican	(me)	Yes	Yes	No	
Philadelphia Public Ledger	(me)	Yes*	No	Yes	Y
Stroudsburg Record & Times Democrat & East Stroudsburg Press	(me)	Yes	Yes	No	
Uniontown Herald & Genius	(me)	Yes	Yes	No	
Warren Mirror & Times	(me)	Yes	Yes	No	
Washington Observer & Reporter	(me)	Yes	Yes	No	
Williamsport Sun-Gazette & Bulletin	(me)	Yes	No	No	Y
RHODE ISLAND					
Providence Journal & Bulletin	(me)	Yes*	No	Yes	Y
SOUTH CAROLINA					
Charleston News-Courier & Post	(me)	Yes	No	No	Y
SOUTH DAKOTA					
Aberdeen American & News	(me)	Yes	Yes	No	
TENNESSEE					
Johnson City Chronicle & Staff-News	(me)	Yes	Yes	No	
Memphis Commercial Appeal & Evening Appeal	(me)	Yes	No	No	Y
Nashville Tennessean	(me)	Yes	Yes	No	
TEXAS					
Abilene Reporter & News	(me)	Yes	No	No	Y
Amarillo News & Globe	(me)	Yes	No	No	Y
Austin American Statesman	(me)	Yes	No	No	Y
Beaumont Enterprise & Journal	(me)	Yes	Yes	No	
Dallas News & Journal	(me)	Yes*	No	Yes	Y
El Paso Times & Herald	(me)	Yes	No	No	Y
Fort Worth Star-Telegram & Record-Telegram	(me)	Yes	No	No	Y
Galveston News & Tribune	(me)	Yes	Yes	No	
Lubbock Avalanche & Journal	(me)	Yes	Yes	No	
Marshall Messenger & News	(me)	Yes	No	No	Y
San Antonio Express & News	(me)	Yes	No	No	Y
Texarkana Gazette & News	(me)	Yes	Yes	No	
VIRGINIA					
Bristol Herald-Courier & News-Bulletin	(me)	Yes	Yes	No	
Danville Register & Bee	(me)	Yes	Yes	No	
Lynchburg News & Advance	(me)	Yes	Yes	No	
Newport News Press & Times-Herald	(me)	Yes	....	No	..
Roanoke Times & World-News	(me)	Yes	No	No	Y
Staunton Leader & News-Leader	(me)	Yes	No	No	Y
WEST VIRGINIA					
Bluefield Telegraph & Sunset News	(me)	Yes	....	No	..
Clarksburg Exponent & Telegram	(me)	Yes	No	No	Y
Fairmont Times & West Virginian	(me)	Yes	Yes	No	
Huntington Herald-Dispatch & Advertiser	(me)	Yes	....	No	..
Wheeling Intelligencer & News	(me)	No	No	Yes	Y
WASHINGTON					
Olympia Olympian & Recorder	(me)	No	No	Yes	Y
Yakima Herald & Republic	(me)	No	Yes	Yes	
WISCONSIN					
Eau Claire Leader & Telegram	(me)	Yes	Yes	No	
WYOMING					
Casper Herald & Tribune	(me)	Yes	Yes	No	

* Either paper may be bought separately, with special rate for same copy in both papers.
† Evening Eagle may be bought separately, but Morning Eagle space is sold only in combination with Evening Eagle.
‡ Combination rate covers insertion in Morning Republican, Evening News and Morning and Evening Union.

PRACTICES VARY WIDELY IN "ALL-DAY" PAPERS

(*Continued from page 3*)

tions that many of the combinations started. Combinations breed best in two-paper towns, where both papers have been losing money or making very little.

"And the money saved by the publisher is passed on to the advertiser i indirect, but none the less importan ways. Outstanding is the market feature The combination offers the advertise complete coverage with the opportunity o maximum return for one rate. Secondly the papers resulting from consolidation and combinations are as a rule, fa superior to the old competing papers which spent money in useless, bitter busi ness warfare, and now swing that money

f the editorial department for the pur-
ase of better news facilities and fea-
ns.

After all, the most important thing
n advertiser can buy from a newspaper
e reader-interest and the reader-con-
dence it possesses. A paper strengthened
y combination can cultivate these de-
rable assets, more fully than ever was
ossible in the days of competition. If
n advertiser buys space in a paper which
possesses the confidence of its readers,
n advertiser's campaign will be a suc-
ss whether that paper is an individual
orning paper, evening paper or a com-
nation.

Reader confidence is something which
alties by advertisers and loss of busi-
ss cannot destroy. It is something a
per has every right to put a high value
on when making a rate-card."

n example cited of an actual com-
nation was where there were a morning
n an evening paper operating under
fferent ownerships in one small town.
was a costly business, and one of the
s, the evening paper in this particular
e, was not making enough money to
and and purchase the type of feature
public was accustomed to demand. It
s lacking in financial news, for one
ng. It could not afford to put on a
man's page, and its magazine features
re weak. The morning paper publisher
eupon started an evening edition to
sold with the original paper in com-
nation. Because he was able to oper-
e with a smaller staff than his com-
etor and because of other mechanical
conomies, he was able to buy the type
f feature that insured reader-interest, to
re sure that his paper was served by
e best available financial news services,
e to cover in an adequate manner the
l important local news of his field.

he publisher of the combination paper
s able to sell his morning and eve-
ng paper at a charge considerably less
an the price of both of the old-estab-
shed papers together, but, of course, at
mewhat more than the single rate
al of the separate papers. The com-
etor made much of this increase and
contracts from all the local adver-
sers who boycotted the new evening
per of the combination. But this was
ase where strength told. Within six
nths the local boycott was broken
the morning paper's reader-con-
nce, passed on to its evening edition,
t up an unbeatable combination.

he general trend pointed out by
ulations gathered by EDITOR & PUB-
SHER to fewer and stronger units in-
ites, perhaps, that the country in
en sections and as a whole is still over-
spapered. That, at least, is the argu-
nt behind some of the combinations.

fore importance, however, is attached
the assertion that by virtue of com-
nations, newspaper circulations in given
mmunities may be controlled. As an
mple, an all-day newspaper publisher
see to it that his morning paper
sold chiefly in the suburbs and sur-
nding country districts while he will
ss city sales for the evening paper.

wo main objections frequently voiced
advertisers individually and as organ-
zions is the fact that many, although
all of the combinations, are "en-
ced."

hus when John C. Long, secretary
the advertising committee of the Na-
nal Automobile Chamber of Commerce,
rted his direct mail campaign against
mbinations late last month, he objected
what he said was "compulsion to buy
articles when only one may be
ded," adding his conviction that this
re rise to "an uneconomic situation."

Ready answers to this sort of reason-
are available from all-day-paper
kers.

"In the first place," said one, "can a
mbination paper be considered as two
icles any more than the evening paper
a metropolitan center, which gets out
bull-dog at breakfast time and prints
adily through the day and closes with
baseball final at seven or so in the
ning."

"Why should they object because we
ce them to buy our morning and eve-
ning paper at one rate?" asked another. "Certainly they realize that we are not willing to divide our circulation and sell only one part of it at a time. They cannot buy 500,000 of the *Saturday Evening Post's* total circulation. Like the S. E. P., we cannot operate unless our advertisers purchase all of our circulation. Cost of publishing a newspaper is based largely on the circulation, and naturally enough advertising rates are likewise established on the same basis.

"If an advertiser forces a paper to sell his circulation separately, that advertiser will get separate rates, and they will be higher for the service rendered."

Another cry against the combination is the well-known shout of "duplication."

"But," say some of the all-day paper men, "duplication is advertising. The only way an advertiser could possibly avoid duplication would be for him to insert his copy *once,* and once only, in *one* medium.

"There would be no use for advertising at all if it was not for duplication and reiteration. 'Castoria' never changes its copy year in and year out and the company manufacturing this medicine was sold recently for millions of dollars.

"The same is true of Douglas shoes. W. L. Douglas, before he died, was quoted as saying once: 'I don't care what you think of my copy or where you put it. It sells my shoes.'"

One argument, not stressed previously in this article, was emphasized particularly by one representative.

"If the combination paper has accomplished anything worth while," said this gentleman, "it has reduced the destructive competition so common in newspaper space selling. In combinations you will find papers have gotten together to operate a constructive campaign to sell

The boy on the street

knows his customers choose the sheet with the "Latest News"



"Tribune, Times, Post"—which one will this approaching customer choose? His choice and that of his kind, determines circulation—"ad" lineage—your paper's profit and prestige.

A newspaper's real competition exists at the newsstand. You can make your sheet preferred at the stand by getting late news on the street first.

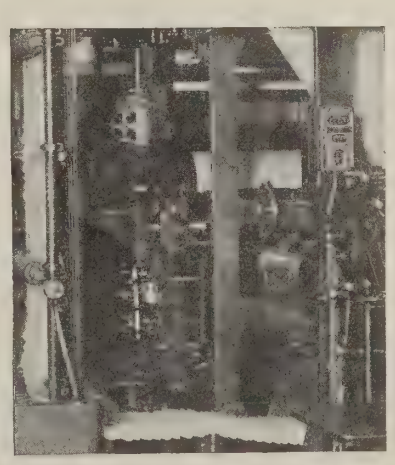
Getting last minute news on the stands ahead of your competitors is somewhat a matter of mechanical equipment.

Cutler-Hammer Control on the presses reduces starting, stopping and running of motor driven presses to the simple pushing of buttons on conveniently located control stations.

Men and motors are fully protected—C-H Control eliminates those disastrous motor failures that make the sheet late on the street.

C-H Dispatch Conveyors take the papers from the presses and deliver them to the mailroom tables—No Fly Boys—no delay—just a steady stream of papers going to waiting trucks.

If you want to speed up the sheet—beat competition at the newsstand—get in touch with C-H engineers. Let them figure with you on cutting the time between composing room and the street.



Press-room of the "Morning Call", Allentown, Pa. In addition to the C-H Master Control Stations, note the C-H Conveyor which takes the papers from the press to the distribution room.

CUTLER HAMMER
Press Room Efficiency Depends on Electrical Control
Pioneer Manufacturers of Electric Control Apparatus
1203 St. Paul Avenue
MILWAUKEE, WISCONSIN

CUTLER HAMMER
Press Room Efficiency Depends on Electrical Control

their market to the advertisers. They are saving themselves considerable sums of money, spent in destructive salesmanship, and are investing it in improved service to readers and to advertisers, making their properties more profitable to themselves."

As presented for EDITOR & PUBLISHER this week by Arthur H. Ogle, secretary of the Association of National Advertisers, the main objection of this body to the combination or all-day paper follows:

"The case against enforced combination newspapers seems so clear to the national advertiser that I find it difficult to examine the situation in a purely judicial manner. The advertiser's objection to enforced combinations is based on what appear to be the most obvious grounds and it is difficult for him to understand why a publisher is willing to disregard these factors which seem so sound to the man who is buying the advertising.

"Briefly, here are the points of objection in the advertiser's case:

"1. He is deprived of the right of choosing his own advertising media although in most cases no such fraternalistic attitude is taken toward the local advertiser.

"2. He is forced to buy two units of circulation instead of one even though there may be a high percentage of duplication and even though his potential sales in the territory affected cannot by any conceivable means be immediately increased to a point which will justify the expenditure involved.

"3. He is frequently deprived of his ability to make a choice between afternoon and morning papers.

"4. He is frequently forced to buy advertising in a 'weak sister' which he would not consider buying alone, simply because the publisher sees in this a method of bringing the 'weak sister' through the nursing period without a casualty.

"Even though the normal advertiser is a patient sort of fellow who is willing to have a good many of his rights trampled on before he gets very hot about it, I think it is becoming increasingly apparent to some publishers of enforced combination newspapers that he can be kicked just so far down the hill before he rises up and begins to retrace his steps with a sturdy stride.

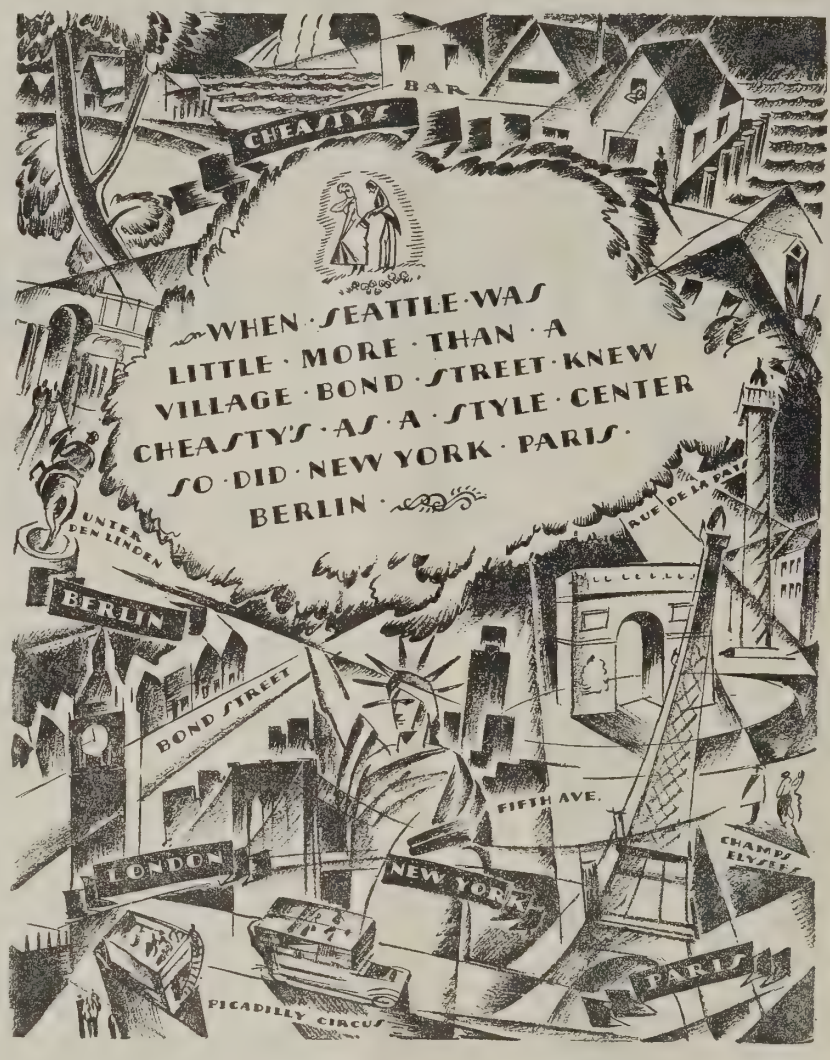
"But all the indignant protests and heat generated in an argument over the unfairness of such a situation are quite apart from the economic considerations involved. The most convincing reason why combination rates should not be forced on advertisers is an economic one and it is perfectly logical that, at a time when nearly every advertising interest has as its problem of major concern an increase in returns from the advertising dollar, advertisers should resent the ill-judged action of a few publishers who seem to be hampering progress by requiring unjustified advertising expenditures.

"In support of this feeling on the part of advertisers I need only remind the publishers of enforced combinations that if they force an advertiser to buy two papers, when he can only afford to buy one, they are forcing him to one of several alternatives, any of which is contrary to the principles of sound business development. Either he must spend too much to get his business in that territory, thus increasing the cost of distribution, or he must use a second rate medium, or he must neglect the territory entirely.

"In some letters I have had from publishers recently, I have noted hurt protests that all enforced combinations are not alike, and should not be thrown under the same criticism. This or that publisher contends that his combination consists of two *leading* papers. The case is quite different, he contends, because he is giving the advertiser a lower rate for the two than he could get if he bought them separately. The case *is* different, to be sure, but the fundamental principles are the same: the advertiser is denied the power of selection, and such denial brings in its wake most of the evils previously mentioned, regardless of the merit of the publications involved.

"The thing we like to do least of all is to question the motives of those with whom we do business, for the most satisfactory kind of business is that which is based on mutual trust, confidence, and cooperation. But I do know from my contacts with advertisers that most of those who have investigated this subject are inclined seriously to question the motives of those publishers who deny them the power of choosing their own media by forcing them to buy combinations of two or more newspapers. Possibly after all this is one of the most serious effects of the entire situation. Arbitrary decisions breed indignation and distrust, yet we are all in the business of trying to make advertising more productive and we should be pulling together toward this common goal. Whatever brings about a questioning of motives is a reactionary influence. Isn't it just possible that publishers who ponder the advisability of establishing forced combinations might do well to take the buyers of advertising into their confidence and consult with them before taking a step so obviously subject to criticism?"

COPY THE DETERMINING FACTOR IN SUCCESS OF CLOTHIER'S NEWSPAPER ADVERTISING



"Advanced" Newspaper Copy of Seattle Clothier

THE value of the newspaper as an advertising medium for the retail clothier and furnisher was ably defended and stressed by Ray E. Bigelow, of Cheasty's, Seattle, one of the leading clothiers of the Pacific Northwest, at the recent ninth annual convention of the Washington-Idaho Retail Clothiers' & Furnishers' Association, held at Tacoma, Wash., attended by many clothiers from the states of Washington and Idaho.

Mr. Bigelow, a large user of newspaper space in Seattle, in an original, appealing manner, practices what he preaches. He pointed out to the gathering that "newspaper advertising is just as good a medium as it was twenty-five years ago, but the results depend on the advertising."

The kind of copy which the clothier uses, his message, and the way that message is presented, has its direct influence on results. Cheasty's of Seattle, now completing their fine new home, which is a testimonial to their successful methods, is using at present a type of cubist art and original lettering and drawings for the present pre-view opening campaign which it is conducting in the Seattle newspapers, as may be glimpsed from the accompanying illustrations.

The question of the use of local newspaper space by the retail clothier in each community of the states of Washington and Oregon was made the subject of an open forum discussion at the meeting, with the valued and successful experience of Mr. Bigelow being advanced, who indicated that it was the "kind" of advertising copy which counted most.

"NEWSPAPER WEEK" SET

Event Inaugurated Last Year by I.A to Be Repeated Jan. 16

"Newspaper Week" held for the time last year under the auspices of International Advertising Association the Association of Newspaper Advertising Executives, will be repeated year, Earle Pearson, I. A. A. mana announced this week.

The week of Benjamin Frank birthday, Jan. 16, is the date set. M ber clubs of the I. A. A. will be vided with programs during this w focusing attention on the newspaper an advertising medium. Harvey Young, *Columbus Dispatch*, and president of the A. N. A. E., will operate in the program plans.

Other "days" or "Weeks" will sponsored by the I. A. A. for the busi papers, the agricultural publishers, door and poster groups, window disp and financial advertisers.

EMPLOYERS DINE MAJ. BERRY

George L. Berry, president of the ternational Printing Pressmen and sistants' Union, was the guest of ho at a reception in the Hotel Severin, dianapolis, Aug. 8. Hilton U. Bro chairman of the board of the *Indianap News*, was in charge. Prior to the ception a dinner was held at the E Club for members of Indianapolis loc of the union. Other guests were Brown, Howard P. Savage, national co mander of the American Legion; Cur Hodges of the News, James A. Stu and Frank Eckert of the *Indianap Star*, W. A. Mayborn and Boyd Gurl of the *Indianapolis Times*, A. R. Kli and Benjamin Pigman of the *Indianap Post*, Harvey Kelly of the Americ Newspaper Publishers Association a Arthur D. Pratt, representing the Unit Typothetæ of Indianapolis and the lo pressmen's union.

Used Presses to Fit Your Needs

Fully guaranteed

Write us

THE DUPLEX
PRINTING PRESS CO.
Battle Creek
MICHIGAN

GRAHAM BROTHERS TRUCKS SOLD BY DODGE BROTHERS DEALERS EVERYWHERE

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
RESULTS COUNT
OCCIDENTAL BLDG. INDIANAPOLIS, IND.

CIGARETTE WAR WILL BOOST THE LINAGE

Keen Competition in 20 for 15-Cent Class, Aided by Auto Fight, May Prevent Sag, Thinks Cone— N. Y. Special

Keen competition in the 20 for 15 cents cigarette field and an automobile price war between Ford and General Motors this fall may save newspapers from taking a loss over last year in national linage.



E. S. Cone

E. S. Cone, of Cone, Rothenburg & Noe, newspaper representatives, who made this prediction this week, based it on a study of his own books, a knowledge of advertising contracts now on schedule, and an old-time advertising man's opinion of what must happen if Ford expects to introduce a new low-priced car to the public in opposition to "The Most Beautiful Chevrolet."

"'Old Gold' cigarettes have had a whirlwind success," Mr. Cone said. "Introduced first through New England newspapers, the New York territory was opened, and other markets are following. Lennon & Mitchell, advertising agency, is placing contracts in every publication worthy of the name of newspaper. It is easily a $1,000,000 campaign. What is the result? The P. Lorillard Tobacco Company has purchased a factory in New Jersey and is remodelling it and building new factories elsewhere.

"The advertising copy on this account has made a hit. It has the goods. I know, because I used to write patent medicine advertising in the old days, and that certainly sold the bottles.

"The old medicine ads I got out showed a picture of a man his face all screwed up in pain and his hand on the small of his back. My how it ached! Then just below was the same man, his face wreathed in smiles. Cured! And how? Through my medicine.

From the ads readers got to believe that they would be cured. We used to argue that a cure was 90 per cent faith. That argument hasn't been knocked dead yet.

"'Old Gold' has recaptured that old idea. 'Not a Cough in a Carload' is its slogan. It hasn't been used before for cigarettes. It's original and clever. But the idea isn't new. Readers of the advertisements will get to believe that they won't cough after smoking 'Old Gold' cigarettes. If they do cough they will set it down to a cold in the head, a tickle in the nose, or a weak stomach. By the same reasoning there probably isn't a cough in a carload of any other cigarettes. But I like 'Old Gold.' I've been sold on their mildness. Here, have one."

Came the pause of two conversationalists lighting up.

"Lucky Strike was already hard at it before this new cigarette came into the ring," continued Mr. Cone, his head wreathed in smoke clouds. "'Lucky's' discovered newspaper space through Lord & Thomas and Logan. Chesterfield is buying heavily as another big contender in the 20 for 15 cent field. And another entrant is rumored. Nobody knows the name or the company yet, but the report is pretty strong. . . ."

"I was looking over our books the other day. Figured out the average gain was 32 per cent for the 12 months of 1926. But do you know how that gain fell? Thirty per cent in the first six months and two per cent in the last six months.

"This year, despite the flood, the same newspapers from Jan. 1 to July 1, 1927, only lost six per cent compared with the same period last year. The flood worked both ways. It scared off some and brought on others.

"I believe that gains will be made during the last six months of this year that will offset the loss of the first six. Tobacco and cigarette advertising is double this year what it was last. And in the papers are stories of a new Ford car to be completed Sept. 1. Ford and General Motors are scheduled for a battle that certainly will be reflected in the advertising columns."

NEW PLANT AT RESEDA

The *Reseda* (Cal.) *Banner* will build a new newspaper home on Canby street. A. E. Hartman is publisher and owner.

MACGREGOR WITH PRICE

Acme Newspicture Man Working for New Studio

Peter A. MacGregor has left the photographic staff of Acme Newspictures, Inc., and is now on the staff of Price Studios, operated by Jack Price, formerly of the New York World, and the staff photographer of EDITOR & PUBLISHER.

MacGregor only recently returned from Germany, where he went with Mrs. Clarence Chamberlain when she cossed to join her aviator husband. While abroad he flew over four countries without passport. He also made an arrangement to handle publicity for Thea Rasche, German aviatrix. Before joining Acme, he worked for Underwood and Underwood and the United Press.

U. P. RE-ROUTES WIRES

The Illinois state leased wire circuit of the United Press has been re-routed to include the three U. P. bureaus which supply news service within the state. Chicago, Springfield and St. Louis, the latter serving Southern Illinois, are, by the new arrangement, all sending stations on the Illinois circuit. Twenty-three newspapers are on the U. P. Illinois state wire.

Telegraphed Pictures In Your Own Office On Your Own Machine From Anywhere When You Want Them Via

The *New* Telepix

An Improved Model of the First Machine to Prove Successful in Transcontinental Transmission of News Photographs.

The Telepix Association

A Virtual "Associated Press" for Wired Picture Transmission is Now in Process of Organization. It Will be a Membership Corporation, Formed Under the Laws of the State of New York.



The New Telepix occupies less than two square feet of floor space.

¶ **The Telepix Association** has made an exclusive contract with the Telepix Corporation of America, a New York Corporation, to supply The *New* TELEPIX solely to the newspapers represented by its members.

¶ The *New* TELEPIX uses for transmitting telegraph wires—the most economical and efficient of all mediums. The average transmission time is about 20 minutes. The cost per picture averages $3.00 per 1,000 miles.

¶ The initial coast-to-coast circuit is expected to be ready for operation to carry pictures of the Dempsey-Tunney championship fight.

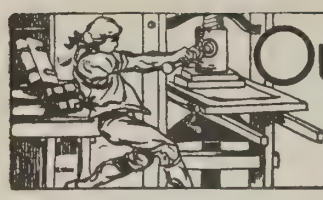
¶ A morning or evening paper franchise still may be open in your city. Wire or write today for details of Charter Membership and for the lease rate on The *New* TELEPIX for your paper.

¶ Applications will be considered in the order of their receipt.

TELEPIX CORPORATION OF AMERICA

Executive Offices

116 East 56th Street New York City.



Our Own World of Letters

By JAMES MELVIN LEE

WILLIAM EDLIN has put out a little pamphlet entitled, "A New Idea in Journalism." He begins by saying that America is essentially a newspaper country, but that its press has become thoroughly commercialized.

He is especially bitter toward the tabloids. This type of journalism is, to quote his words, "dragging into the gutter those newspapers which assume to have a good reputation." He expresses about the same thought when he says that the success of the tabloid "is undermining the very foundation of the once decent moulders of public opinion." The astonishing thing to him is that "so-called decent newspapers are seemingly indifferent to the operations of the pornographic tabloid." Such indifference is not born of contempt, for "these standard size newspapers are compelled to flatter the tabloid by imitating it more or less."

The pamphlet has something to say about the Kip-Rhinelander trial, the Browning-Peaches scandal, the Hall-Mills trial, and the Snyder-Gray murder case. On the advertising side, the American newspapers constitute "A huge bill poster singing Hallelujahs to the gods of merchandise."

The new idea, suggested by the title, is the founding of a daily newspaper without advertisements. To quote from the pamphlet: "The intelligent, independent thinking reader must be trained to pay directly out of his own pocket for his newspaper."

* * *

THE present week seems to be an open season for taking shots at the newspaper. The leading editorial in the *New Republic* for August 10 is headed "Tainted News in Peace." It deals with the role the press is playing in international relations in general and with the Geneva Conference in particular.

The editorial does have a sort of happy ending. For in speaking of the conference of journalists which will meet at Geneva beginning Aug. 24, it says that the chief subject for discussion will be the resolution which aims to break up official control of news. But even here it hints that possibly some action will be taken to rescind this resolution which was passed in a similar meeting about a year ago, and "which was largely adopted as a result of the efforts of Roy Howard of the United Press." The editorial concludes with a statement in detail of the resolution.

* * *

THE mutiny among newspapers readers is the subject of a little chat by E. W. Howe in the current issue of his monthly magazine. "Long experience in the business," says Mr. Howe, "has convinced me that newspapers are not popular."

Mr. Howe then adds that he is of the opinion that the fault is not all on one side. He mentions how a man once threatened to kill him on the ground of having been hounded for years. The facts were that Mr. Howe had not mentioned the man at all but the latter had seen other people pleasantly mentioned by name in Mr. Howe's paper and so thought he was being persecuted by not having personal mention of himself.

One reason given by Mr. Howe for the unpopularity of newspapers is that those who are mentioned, resent not being mentioned more frequently, and those that are not mentioned at all are particularly furious over the omission.

Among the incidents mentioned by Mr. Howe to prove the point, is the discussion that was broadcast from a radio station in Chicago on the topic, "Do present-day newspapers exercise more harmful than beneficial influence on the community at large?" The twelve thousand people who heard this discussion were invited to send in ballots. These ballots according to Mr. Howe, were two to one against the newspapers.

Whether it is true, as charged, that publishers might print better newspapers at less expense, please their patrons better, and make more profit, Mr. Howe frankly admits that he does not know. He does express surprise that such is the contention of a surprising number of people. He expresses wonder that newspaper publishers do not discuss this question more among themselves, since their readers are becoming more mutinuous.

Mr. Howe concludes this chat with the assertion that in three countries, liberty of the press, so highly regarded in America, has been wiped out. Why? He believes that this question is well worthy of the serious attention of newspaper makers.

* * *

THE telephone bell rang in the country home of Robert T. Morris. A reporter, at the other end of the wire, wanted to say that he could not be present that day at a meeting of horticulturists because several important things were going on in town.

The retort of Dr. Morris, a naturalist and a horticulturist, was a series of articles which he contributed to *The American Nut Journal*—a literal and not a figurative periodical. These he has now collected into a volume, "Editorial Silence" (The Stratford Company).

"Editorial Silence" reminds me very much of my favorite nut. The shell easily splits into two halves. The first, Doctor Morris calls the "Prologue"; the other, the "Postlogue." The meat between these two halves—part two of the book—is entitled "Princes and Presses." The flavor of the meat is thus described by Dr. Morris, "Details of human achievement rather than those of human error should be chosen by news editors for front page display." Here's the volume in a nutshell.

Part of the shell is made up of a quotation which Dr. Morris said that Julian Mason, editor of the *New York Evening Post,* made at the press convention at Columbia University, "The newspaper profession is bum business." Dr. Morris, in speaking of his playmates, schoolmates, and collegemates who have entered the newspaper business, quotes one of them as having remarked that he would have to degenerate for ten years before he could be fitted into position in the newspaper office and that it was too long a time to wait.

A little farther along in the volume the author speaks of stepping up to a newsstand in a city where he was not familiar with the local papers. He received in response to his inquiry as to which was the most responsible, "Oh! They all spend their time kidding the public." The newsdealer, according to Dr. Morris, employed the right word.

Here is a bit of meat that clings to the shell of the Prologue:

> Have news editors no daughters who are still innocent? Have they no sons of whom they are proud? Do they like to bring to the hearthstone news which would be injurious to their own sons and daughters? If the news is not suitable for their own families would its preparation for fine sons and innocent daughters of other people not belong to malice aforethought? How about that?

Here is another bit clinging to the same shell:

> I happened to be spending a few days at a hotel with an official of a great railroad. He observed that one of the waitresses was reading the *Literary Digest* in spare moments. He made it a point to get over to her table at some of our meals—engaged her in conversation and upon leaving said to her, "I have a place for you in my office in New York." Had she been reading a sensational newspaper in spare moments neither one of us would have taken the trouble to find out if she was or was not ordinary in her occupation. We would have assumed that she was ordinary.
>
> Overheard in the train: "I want to make an investment with Johnson but he reads the *Daily Blank* or at least has it in his pocket and I do not like to trust that class of mind."

Dr. Morris is positive that there is only one newspaper of large circulation in this country that is wholly free for ideal management and that the condition obtains for that newspaper because of a sectarian protection. The *London Times* "which recently developed a list to lar-

Readers with
BUYING POWER

THE New York Sun's large, responsive circulation of over 265,000, is concentrated among people of moderate and more than moderate means—people who have money enough to spend not only for the necessities of life, but also for the comforts and pleasures of life.

Because they are frequently leaders in their communities, the readers of The Sun exercise a marked influence on the buying habits of others.

The Sun
NEW YORK

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

Buffalo, The Wonder City of America
Buffalo—a profitable Market for Advertisers

Sales in Buffalo are splendid for advertising goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes

EDWARD H. BUTLER
Editor and Publisher
KELLY-SMITH COMPANY
Representatives
Graybar Bldg. New York, N. Y. — Tribune Tower Chicago, Ill.
Atlantic Bldg. Philadelphia — Waterman Bldg. Boston

The largest evening paper circulation in Baltimore

151,059
May, *net paid*

May, 1927, sets a new circulation record for daily papers in Baltimore.

The NEWS, with its May net paid circulation of 151,059, enjoys a margin of 24,141 copies over that of the Evening Sun, its nearest competitor.

You reach more of Baltimore through the

BALTIMORE NEWS

Largest circulation of any daily paper in the South

After All

It's not so much how many read your story as how many put credence in it.

THE PHILADELPHIA RECORD

Goes not only into the homes but also into the hearts of 150,000 substantial families daily.

Second Largest Morning Daily in Philadelphia

Always Reliable

in
Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"
"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

ıoard, is now getting back on even keel .gain" because the pumps have thrown ɔut the bilge water. The paragraph re-:ording this opinion closes with this ad-nonition, "Other papers please copy."

Passing from the London Times to the *New York Times,* Dr. Morris makes this :omment:

In the New York Times of July 8, 1925, there s a report of the meeting of the Southern Newspaper Publishers' Association at Asheville. Mr. Adolph S. Ochs urged them in accordance with his customary spirit and ideals to remem-ɔer that in our country the press as a whole s independent and honest, free from the :harge of venality. He told editors that they nust be ever watchful that this reputation be ɔreserved and deserved. He advised publishers against the wild chase for numbers in the natter of circulation and against appeals to the reading public through features which might ɔverburden the newspaper and prove a blemish ɔn its quality. He expressed the opinion that a large percentage of feature matter in which newspapers so largely indulge, would be found ɔn careful investigation to have very little appeal to the public.

But to get right to the kernel, the trouble with American journalism, according to Dr. Morris, is that it does not devote enough space to the culture of nuts—the kind that grows on trees, although it produces a large crop of the other kind. He says:

It seems to me that it would be news for people to learn that in the piney woodlands of Alabama and Georgia pecan growers can now ride about in limousines to their various plantations.

It seems to me that it would be news if farmers in general were informed that they might raise the mortgage on the farm by raising nut crops for which the demand exceeds the supply. Many years must elapse before the market equilibrium in the field of agriculture is reached.

It would not be news perhaps to be told that one may stand on the beautiful hills at Williamstown and look over thousands of acres of unoccupied woodland almost every acre of which could be made to support at least two people in comfort while two babies were coming.

Dr. Morris features this idea again and again in "Princes and Presses" and sticks this to the other half of the shell, "The Prologue":

The Northern Nut Growers held their annual meeting in St. Louis in September, 1925. Hon. Frank H. Wielandy of that city knows about almost everything good that is going on in this country but when introducing one of the speakers at a luncheon of the Kiwanis Club he said that previous to this meeting he had no conception of the magnitude of the nut business or of the quality and character of the men who were interested in the subject. He had not previously known that carloads of whole trainloads of nuts and nut products went rumbling back and forth upon the railroad tracks of his own state. The whole world would know what Mr. Wielandy discovered if the newspaper press of this country were to give as much publicity to this sort of discovery as it will give to the next scandal in high life.

Much of the material in this volume may be safely passed over in editorial silence, so far as I am concerned. To many of his criticisms of American newspapers, I am tempted to say by way of reply, "Chestnuts!"

Here and there through the volume, however, may be found real meat for those who edit and make American newspapers. The following quotation illustrates exactly what I mean:

It is as difficult to dynamite tradition out of the newspaper office as it is to blast sectarian theology out of a religionist. Furthermore, stockholders look to the counting-house department. Destructive news must be made to clutch the mind of the moron in order to compel the owner to expel pennies. A trip on the subway in New York will furnish an object lesson during the morning and evening rush hours. It will be observed that "news" belongs largely in lipstick category.

We may find some hope in the fact that editors are on the defensive against a public which criticizes their taste in the selection of news material.

At a meeting of editors in New York recently, one of them said that no matter how much the public might complain, the fact was that the press reflected in ink the actual happenings in human life. I presume that this was an honest expression of opinion and that the editor simply needs to be informed.

I will inform him that his reporters are haunting the police courts instead of mingling in assemblages of the Boy Scouts. I will inform him that his reporters are playing up mysteries and crime instead of following up the work of the Camp Fire Girls. In other words, his reporters are skimming from the beautiful molten gold of actual life the dirty dross. This is what they are reflecting in ink and calling life.

Almost immediately following the quotation just made is this paragraph:

If some visitor from Mars were to alight upon this earth and read the scareheads of the average newspaper press he might hurry back to his cold planet again in order to skedaddle from a world which appeared to be chiefly occupied in bad behavior.

Some people, including possibly the author of "Editorial Silence," need a course in how to read a newspaper. If some visitor from Mars should read our newspapers, he would for the most part, get the wrong impression of what is going on so far as our planet is concerned. It is the unusual, as every newspaper man knows, that gives value to a news story. The usual and the routine seldom has great interest. The visitor from Mars would learn about every railroad train that met with a wreck. But of the trains that departed and arrived on schedule time, he would see nothing in the press. Of the clergy who are giving their lives to the service of their fellowmen, the visitor from Mars would learn little. But of the clergymen who have clandestine love affairs with members of their choir, of the salesmen who take along other men's wives on their selling trips, of the bank presidents who accuse their wives of infidelity, of the college presidents who are opposed to the teaching of evolution—of these the visitor from Mars would hear enough, and to spare, in American newspapers.

But the whole trouble is that the visitor from Mars did not know how to read his paper. The same thing is true of some of the carping critics of the American press.

* * *

ADVERTISING managers should be interested in "Typographical Standards" recently published by the advertising department of the *New York Times.* Prepared under the supervision of Ben Dalgin, chief of the advertising production department of that paper, it sets forth those standards which have not been effect for five years. The volume is published, so the preface says, "to explain clearly typographical standards of the Times and with a hope that the movement for the betterment of newspaper advertising columns may gain impetus from it."

In addition to the technical typographical regulations, the volume takes up black masses, borders, the different effects obtained by the use of Ben Day tints, the method of estimating the reduction of engravings, advertising terms, the uses of matrices in newspaper advertising, line cuts and half tones, etc. It concludes with a discussion of rotogravure advertising copy.

* * *

THE article listed first on the cover of *The Nation* for August 10 is "If Darrow had been a Journalist." It is an anonymous article but the editor of the Nation says that the author is "the editorial head of a newspaper generally regarded as among the ten or a dozen most important in the United States." No bets on the authorship will be accepted.

Here is what the author says of himself:

I who write this am an editor whose period of active service coincides almost exactly with that of Darrow. At one time—and that the crucial moment in his career—our political and social convictions were almost identical. He has grown more radical and could easily afford to; I have grown more conservative—I admit it ruefully to myself—under the persistent economic pressure of journalistic conditions. Among my fellows on the press I am looked upon as one whose lot has been easy, whose career has been influential, whose expressions have been radical, and whose present status is that of success. But when I look back on a lifetime of repression I wonder that some American Freud has not turned his attention to the effect of systematic repression of honest thought upon what should be a great, liberal, and influential profession. Surely it is not only the suppressed libido that distorts and tortures the maturer years of man.

Speaking of the opportunities for youth in the newspaper business, the author of this article in the Nation makes the following observation:

The youth who is planning to adopt daily journalism for his life's work should do so only with a clear understanding that the chances are strongly against his ever being able to use his calling as a means of impressing his own convictions on even a small section of public opinion. If he shall come to own his own paper he can do so to his heart's content—provided the responsibilities and profits of proprietorship do not incline him to adopt the views of the business community as his own. Or he may be fortunate enough to secure a connection with a newspaper the policies of which accord with his own opinions—against this the chances are as infinity to one unless his own opinions are those of Babbitt. The prudent course, measured by worldly standards, is for him to accept at the outset the fact that he accepts employment—as a lawyer accepts a retainer—to defend not his own views but those of his employers, however repugnant the latter may be to him.

The only opportunity for the young man with a burning message seems to be to send his contribution to the Nation or to the *New Republic.* But if he does this he becomes, to quote the article in the Nation, "suspect in the daily sanctums."

STORE NEWS FOR SPRINGFIELD

Merchants' Circular to Be Issued from Remodeled Garage

The *Springfield Shopping News,* advertising publication of the Springfield Merchants, Inc., will be published in a remodeled garage building that once housed 70 automobiles, according to plans which have been filed with the municipal building department. Estimated cost of the alterations is set at $2,000. Several linotypes and other modern printing equipment soon will be installed in the garage building. A date for the first issue has not yet been determined.

FRED RUNDE TO WED

Fred J. Runde, general manager of the *Fourth Estate,* a newspaper trade journal, has announced his engagement to Miss Ruth Daly, daughter of Mr. and Mrs. Thomas Daly of Brooklyn. No date has been set for the ceremony, but it is expected it will be held in October.

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday news papers *combined.*

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

If Quality
of circulation is your first consideration.

The Evening Star
With Sunday Morning Editions
Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll

Chicago Office—Tower Building
J. E. Lutz

ADVERTISERS who understand the Iowa situation know from experience that the consumers' market there cannot be properly sold without the use of newspapers in these twenty-one key cities.

IOWA DAILY PRESS ASS'N
DAVENPORT, IOWA.

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat & Leader
Davenport Times
Dubuque Telegraph-Herald
Fort Dodge Messenger & Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times-Republican
Mason City Globe-Gazette & Times
Muscatine Journal & News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Courier
Waterloo Tribune

NEW OFFICES
GRAYBAR
BUILDING

On and after August 1st the new offices of this organization will be 1823 Graybar Building, 420 Lexington Avenue, New York City.

S. P. WESTON, INC.

Newspaper Buildings, Production, Operation Surveys, Valuations.

420 Lexington Avenue, New York



Over 260,000 Homes in Michigan served by Booth Newspapers

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN
50 East 42nd Street
New York City

J. E. LUTZ
6 N. Michigan Ave.
Chicago, Ill.

ROTO-GRAVURE
Sections for
Newspapers & Magazines
STANDARD
Gravure Corporation
LOUISVILLE, KENTUCKY

PAWNEE BILL
by
HERMAN EDWIN MOOTZ

GRIPPING TALE of INDIAN LIFE

Thrilling 60,000 word story of the ONLY LIVING SCOUT.

LOVE ROMANCE of FRONTIER DAYS

The Last Real Story of the Red Man in 32 instalments.
Released Now.
Illustrated by exclusive photos never before published from the collection of Major Gordon W. Lillie (Pawnee Bill).

44 *Cities Closed.*
Yours may not be.
Wire your order.

GRAPHIC SYNDICATE, Inc.
350 Hudson Street, New York, N. Y.

ROYALTIES RULED AS "UNEARNED INCOME"

Internal Revenue Bureau Holds Money from Books Sold to Publishers Is Not Earned — Ruling Called Unfair in New York Times Editorial

Royalties received by authors are classed as "unearned income" in a recent ruling of the Internal Revenue Bureau, bringing forth an editorial protest from the *New York Times*, which insists that the decision discriminates against authors unfairly. The Times editorial reads:

However sound in law may be the Internal Revenue Bureau's ruling that royalties received by authors are "unearned income," they are sure to feel that this decision discriminates against them unfairly. The Internal Revenue Bureau apparently divides into three classes the product of pens: First, journalistic or other work paid for on a time or space basis; second, books contracted for in advance by publishers; third, books the right to publish which an author sells. The first two categories are deemed by the Treasury officials to represent work the income from which is earned. Income from the third is "unearned."

Professional writers find such a distinction difficult to understand. Upon analysis it means that if their routine labors are for daily or serial publication, they have "earned" their income. But if they are for serial payment—i. e., on a royalty basis—the income is unearned. A strict construction of this ruling would seem to indicate that if the author is paid a lump sum, instead of in proportion to sales, he has earned his income, whereas if he waits for the semi-annual accounting with his publishers he has failed to earn his income.

It has always been the privilege of the Treasury Department to make cast-iron rulings interpreting the law. Those who have time and money may contest unfavorable decisions. But the mass of taxpayers, including the majority of authors, are unable to do so. Hence their only redress is to have the apparent injustice discussed. It is not for them to question the validity of the legal opinion that a piece of writing of the sort contemplated in this case, namely, a book that has not been contracted for by a publisher, is the author's property and that royalties received from it "are paid for the use or sale of the property." But the proper valuation to be set on this property and the question whether, when royalties decline (as usually happens) the value of the author's property can be said to have depreciated, so that he may claim any deduction on this account—these things are fairly debatable.

In such matters common sense and fair play cannot wholly be ruled out. The Internal Revenue Bureau might as well decide that the income of a painter whose works are exhibited for a price is unearned, whereas that from paintings paid for in full is earned. It may be true that some authors do not deserve even what they earn. But the Treasury is taking upon itself the task of drawing fine distinctions which may be good law, but which are bound to be unfair to the members of a supposedly honorable and usually underpaid profession.

COLLEY IS ILL

Reginald Colley, former field representative of the International Advertising Association, is recovering from a serious operation at the Naval Hospital, Brooklyn. Before joining the I. A. A. Mr. Colley was in newspaper work on the advertising staff of the *Fargo* (N. D.) *Forum*.

JOURNALISM FOR TEACHERS

New York State College to Resume Courses Dropped 4 Years Ago

Journalism classes will be revived this fall at the New York State College for Teachers at Albany, N. Y. Instruction in journalism was abandoned as a regular college subject four years ago. Revival of the study is being made by the staff of the *State College News*, undergraduate weekly, and the work will be designed to train "cubs" for the paper and also train students as faculty advisers to high school publications.

Three courses will be taught in the editorial department and one in the business department. Miss Elizabeth Phetteplace, of Norwich, associate managing editor of the News, will teach an elementary course in news writing. Copy reading and headline writing will be taught by William M. French, managing editor, and Miss Margaret Steele, college reporter for the *Albany* (N. Y.) *Times-Union*.

Business methods and how to get advertising; the psychology of soliciting; advertising makeup and collection will be taught by Miss Katherine Saxton, business manager. The courses have the endorsement of the college administration. Albany daily editors have offered the services of newspaper offices and staffs to aid the students.

Supplies and Equipment

GOSS
STEREOTYPING MACHINERY
Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Important Savings in Stereotype Machinery

16-page Scott 2-plate wide Newspaper Press with 20 H.P. motor and complete stereotype equipment

20-page Duplex Metropolitan Model Newspaper Press, with complete stereotype equipment

2-ton Goss Stereotype Metal Furnace with gas burner

50 Stereotype Chases, eight column

1 Hoe Heavy Duty Saw

Send for complete list of Newspaper and Printing Equipment

THOMAS W. HALL COMPANY
575 Washington Street, New York

Drive and Control for Newspaper Presses

A representative installation on a Duplex press, just completed, is that of two 100-h.p., a-c. equipments on a 6-unit Duplex press at the Tampa, Fla., Times. This is a repeat order.

GENERAL ELECTRIC

INVISIBLE EXPENSE

When your blankets are old and worn out, they cause poor printing and many delays, due to the sheets breaking.

Complaints from readers on late delivery and loss of sales.

Rebates to advertisers for poor printing.

Excessive waste paper and extra expense for power and light.

The saving in these items of Invisible Expense for one week will buy a new set of blankets.

You cannot afford to lower your efficiency by false economy.

New England Newspaper Supply Co.
Worcester, Mass., U. S. A.
Cable Address NENSCO, Worcester.

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

Modern
Composing Room Furniture

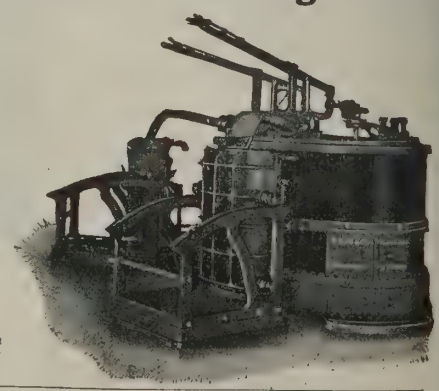
as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

The Quickest and Best Casting Unit

Hoe Stereotype Furnace with Hoe Equipoise Curved Casting Moulds and Pumps.



If it's a Hoe, It's the Best

R. HOE & CO., INC.
504-520 Grand St., New York City
Sharon Bldg. SAN FRANCISCO
7 So. Dearborn St. CHICAGO
Pere Marquette Bldg. NEW ORLEANS
7 Water St. BOSTON

Keep your message before your clients and prospects. The EDITOR & PUBLISHER is your ever-present salesman.

Employment—Equipment—Services

EDITOR & PUBLISHER Classified Advertising Information RATES

SITUATIONS (Cash with Order)
1 Time — .50 per line
3 Times — .40 per line
ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .75 per line
4 Times — .60 per line

Minimum space charge at same rate per line per insertion as earned by frequency of insertion. Minimum Contract space, three lines. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

ADVERTISING

General Promotion

Do You Want More Local Advertising put us to work for you selling our "Worthwhile" features. Write F. G. Hogan Syndicate, Lincke Bldg., Indianapolis, Ind., or Kane, Pa.

Supplies

Folding Sheets for Art work and Benday effects. Bourges Service, Inc., 144 West 32nd Street, New York.

BUSINESS OPPORTUNITIES

Brokers

Chas Paper in South for $15,000, or two-thirds interest for $10,000. Established high-grade publication with fine opportunity. Chance for advertising man. Harris-Dibble Co., 345 Madison Ave., New York.

Mid-West Grade Properties in Kansas, Missouri, Iowa, Nebraska, Oklahoma and Arkansas, both daily and weekly; exclusive listings; no damaging publicity; personal service in every deal; special attention to financing. All matters absolutely confidential. High grade newspaper properties for sale. Clyde H. Knox, 851 Board of Trade Bldg., Kansas City, Mo.

Real Opportunities Evening and Weekly publications. Evening papers, exclusive fields: California, North Carolina, South Carolina, Ohio, Pennsylvania, Indiana, Wisconsin. All paying handsome dividends. Also some very desirable weekly papers. J. B. Shale, Times Bldg., New York.

Newspaper Interest Wanted

Publisher - Editor - Manager, experienced in editorial, business and other departments, who has just built up and sold successful daily, seeks new connection. Young, energetic, resourceful. Would consider investment or temporary salary arrangement. C-869, Editor & Publisher.

Service

Let Out of Town Concerns. You can secure all the advantages of a New York address, including the services of established, fully furnished and equipped offices, where your interests, enquiries, callers, literature, mail, or samples will be intelligently and properly handled, for a nominal annual charge. Address (by letter only) Suite 1004, at 1841 Broadway (Columbus Circle), New York City.

CIRCULATION

Promotion

Circulation—When quick, additional circulation tonnage becomes necessary, remember that over twenty years in this one line of endeavor is your proof against experimenting. Write or wire. Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Century ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Be the Man Who's Had One! In over 20 years of nation-wide experience, we have proved ourselves always able to produce greater results per dollar expended. Our circulation building campaigns, large or small, have all expert management and attention. Address us now, care of The World-Herald, Omaha, Nebr., or at any office at Box 288, Waterloo, Iowa. Myers' Circulation Organization.

Superior Circulation Builders—The W. S. Kendall Company, 104 North Bailey Ave., Louisville, Kentucky. The circulation-building organization that has set the standard for aggressive, successful circulation campaigns for nearly twenty years.

The World's Largest Circulation Building Organization—The only circulation-building service in Newspaperdom furnishing publishers' affidavits of the exact results of its every campaign. The Charles Partlowe Company, Occidental Building, Indianapolis.

Dolls at Christmas, 30 inches tall, at $3.00 each. Four large Eastern papers used over 5000 each last year on the same plan you would give a wagon. Over 200 successful offers last season. Order a sample to-day. Copy, mats and instruction for operating offer. B. Pinkney, Baby Alice Dolls, 307 Sixth Ave., New York, N. Y.

EMPLOYMENT

Help Wanted

Salesman wanted to sell Travel and Resort Advertising on commission basis. Also want woman to sell advertising to exclusive women's shops. Excellent opportunity on well-known daily. C-895, Editor & Publisher.

Situations Wanted

Advertising Salesman with five years' experience and an excellent record wants opportunity to increase linage for sound newspaper. Has had merchandising experience that inspires constructive promotion work. Employed but available on reasonable notice. C-861, Editor & Publisher.

Advertising Manager—Executive, ten years' experience in newspaper, corporation, agency and direct mail advertising, desires permanent connection in city of 15,000 or over, with live newspaper or growing concern. A hard worker. Age 34, married, personable. Write C-872, Editor & Publisher.

Advertising Solicitor, thoroughly experienced in all phases, layout, copy, long-term special pages. A money maker for newspaper in Middle West or Pacific Coast. Inquiry will bring you full story and photo. C-874, Editor & Publisher.

Advertising Manager, age 29, married, college education; aggressive;, excellent personality, seven years advertising experience, splendid record. S. M. S. Hartwell, Chronicle Telegram, Elyria, Ohio.

Advertising Solicitor—A two-fisted, conscientious, hard worker with initiative, wants to make a permanent connection with opportunity. Age 39, executive ability, eight years in present field. C-886, Editor & Publisher.

Advertising Manager, executive and salesman. Fifteen years' experience Metropolitan newspapers. Also agency experience. 36; married. C-885, Editor & Publisher.

Business Manager, available, owing to a change of ownership. Added 50% to profits in one case, 33% in another. Go anywhere on daily five to ten thousand circulation. L. H. Kletzien, Bucyrus, O.

Cartoonist of great ability and reputation, with fifteen years' experience on large Eastern daily doing Editorial page cartoons, desires position with paper or syndicate, preferably in the East. C-859, Editor & Publisher.

Circulation Manager—Capable, reliable and resourceful; 20 years' experience on all classes of dailies; absolutely familiar with all details. Reference furnished. C-871, Editor & Publisher.

Circulation Manager, experienced, desires connection. Reasonable salary. References. H. M. Wheeler, 340 W. 31st St., Sarasota, Fla.

Circulation—Young married man with successful record on four publications, who has made intensive study of circulation system, promotion and finance, and who has successful record in sub-executive positions on three publications in different parts of the country, and an excellent record in two years' circulation management on New England newspaper under most adverse conditions, is seeking a location with a paper that will afford him a definite opportunity for personal progress and of permanence. Changes made in position have been for purposes of advancement, and has never left a position except of his own accord. For a connection with the right publication, is willing to make some salary sacrifice at the outset. In position to assume new connection at once and willing to pay one-half of expense in going for interview. Correspondence invited from publishers in cities of 150,000 or less, and assurance is given that letters will be held strictly confidential. C-809, Editor & Publisher.

City Editor on small daily desires position as editor or assistant editor on neighborhood or suburban paper. Can invest some cash. C-883, Editor & Publisher.

Classified Manager in city with over 100,000 population. Have had seven years' experience on large metropolitan newspapers in Middle west and can furnish unusual references as to ability and personality. C-887, Editor & Publisher.

Composing Room Foreman or Superintendent wishes a permanent position; can give reference as to ability, character and reliability; experienced in large and medium plants; 14 years in one place. Address C-868, Editor & Publisher.

In Any Capacity—College graduate, 25, desires to connect with daily newspaper in or near New York. Two years' business experience. C-882, Editor & Publisher.

Managing Editor of daily, city 60,000, seeks new location. 30, married, hard worker, successful record. C-891, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Mechanical Superintendent, three years' experience afternoon paper, city of thirty thousand, wants to make change. C-865, Editor & Publisher.

Newspaper Advertising Executive seeks new connection. Now employed by a foremost eastern daily. Thoroughly experienced in newspaper advertising management; splendid record as builder of national and local linage. Age thirty-four, married, excellent address and appearance; twelve years diversified experience newspaper advertising. Introductory reference: James W. Brown, Publisher of Editor & Publisher. Complete list with first letter. C-851, Editor & Publisher.

News Executive—Editorial writer of wide experience; competent to take complete charge of news and editorial end; A-1 references; now employed; seeks permanent connection in South, East. Address C-876, Editor & Publisher.

News Executive and Writer, exceptional experience, free September 1. College man, 37, married. Nine years' newspapers from reporter to managing editor, seven years Associated Press, two years United Press. Organizer and developer of news staffs. Puts accuracy, fair play ahead of sensations. Understands money comes from business office. Address C-866, Editor & Publisher.

Pressroom Foreman or Superintendent wishes a permanent position. Can give references as to ability, character and reliability. Experienced on all classes of Flat Bed, Rotary Magazine and Newspaper Presses, electrotype and stereotype plates. Prefer the East. Address C-894, Editor & Publiher.

Reporter with two years' experience, college graduate, desires change in location. Mid-west state preferred. Can handle any kind of news. C-892, Editor & Publisher.

Reporter—Four years' street and desk experience; 24; employed; will go anywhere. C-890, Editor & Publisher.

Reporter—Desk Man, seven years' experience, four with present employer. All beats. On desk for last year. Seeks change soon. Age 25. Address, C-888, Editor & Publisher.

Reporter—Photographer—25; four years' experience, all beats, desk; employed; seek position with future, anywhere. C-889, Editor & Publisher.

The Door to Opportunity!

The Classified Service of EDITOR & PUBLISHER is the door to opportunities in the advertising and publishing fields.

Always An Opportunity!

The problem is to locate it. A man can go from door to door looking for it or he can invest a small amount of money in a Classified Ad in Editor & Publisher. This publication has a record as a result-producer.

Publishers read our Classified in their search for Executives, Services, Used Equipment and Supplies, and they write to Classified Service asking help in filling their requirements.

CLASSIFIED SERVICE

Editor & Publisher

MECHANICAL

Equipment for Sale

Equipment for Sale—Two sixty H.P. web press drives, direct current, 220 volts, with Cutler-Hammer control boards; push button control, eight station boxes. These controls have been used about one year and every part is in first class condition. Reason for selling is consolidation of two papers. Was used on an octuple press. Will make an attractive price if taken at once. Delivery near Boston. Address C-884, Editor & Publisher.

For Sale: Goss Monitor Perfecting Press with motor. Lately overhauled; guaranteed first-class condition. 7 or 8 columns. Mat roller, casting box and stereotype outfit complete. Must be sold at once. Can give terms. Globe-News, Amarillo, Texas.

For Sale—One complete photo-engraving plant. Miles Machinery Co., 64 West 23d St., New York.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffman Type & Engraving Co., 114 E. 13th St., N. Y. City.

Printers and Bookbinders:—Two Revolution Presses, Drum Cylinder Presses, Power Paper Cutters, Lever Paper Cutters, Colts and Universal Presses, Chandler & Price Presses, Golding Jobbers, New Style Gordon Presses, C. & P. Presses, with Miller Feeder, Multi Color Presses Folders, Punches, Perforators. Wire stitchers Numbering Machines, Standing Presses, Embossers, Shears, Proof Fresses, at greatly reduced prices and upon most liberal terms American Type Founders Co., 96 Beekman St., New York City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 153 So. Paulina St., Chicago, Ill.

SUPPLIES

Metal

Standard Linotype, Stereotype and Monotype metal at substantial discounts when purchased in ton lots or over. Let us quote you. American Alloys Company, 1939 East Sergeant St., Philadelphia.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

IF YOU ARE SEEKING a position in any department of newspaper work, our Individual Service Plan will show you the way. It is bringing good results for our clients. Let us tell you about it.

FERNALD'S EXCHANGE, INC.
SECURITY BLDG. SPRINGFIELD, MASS.

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Business Established in 1899
350 Madison Ave. New York
Pacific Coast Representative:
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DOLLAR $ $ PULLERS

One Dollar will be paid for each idea published. Send clipping for payment.

NOW is the right time to start advertising oil heating for next winter. Get local dealers to co-operate on a campaign, a page to run each week. In center of page run copy telling of the general advantages of oil heating. Around this center box run ads of the local dealers.—Norman B. Terry, St. Louis, Mo..

In a two column box on the classified page the *Providence* (R. I.) *Journal* once in a while reminds its advertisers of the necessity of getting the classified ads in early. A clock face is shown with the lettering, "Phone Dexter 2800 before 6 o'clock tonight to have your classified ad in tomorrow's Journal."—D. P., Fall River, Mass.

Several Seattle advertising agents are adopting the policy of placing copy in newspapers on Mondays rather than at the end of the week, believing that due to lack of pressure their copy receives more attention.—C. M. L., Seattle, Wash.

The real estate page in the *Chicago Daily News* runs a picture of a downtown corner as it was 20 or 30 years ago, and underneath a picture of that same corner today. There is much difference in the pictures and they excite much comment among the readers. This could also be used by real estate men to show how property rises in value. Many of these corners, now improved with skyscrapers, were cabbage patches fifty years ago.—Joseph Fay, Chicago.

Thursday has been set aside by a small Ohio town paper as "Best Buy Day"—a day upon which the paper runs advertisements censored by a committee on sales arrangements. The majority of the stores in the town enter their "Best Buys" on this day and the first "Best Buy Day" netted the paper three extra pages of advertisements.—A. J. B., Columbus, O.

Some eating places find it good business to serve customers with all they want of food accessories—such as radishes, sliced pickles, bread, etc. Make out a list of local places of this sort and get them to use ads on a page in your paper, headed "All You Can Eat of——"—Frank H. Williams, Santa Ana, Cal.

A special "sampling" method used by a West Virginia newspaper has, according to the circulation manager, proved most effective. The columns of the newspaper are watched carefully each day by a clerk and whenever an item of any consequence concerning some person in a suburban city is used, a sample copy of that issue, marked, is mailed to the subject. The plan has brought in a number of direct subscriptions.—B. A. T., Springfield, O.

HUNCHES

One Dollar will be paid for each idea published. Send clipping for payment.

HOW big is the second-hand clothing business in your city? How many such stores are there in town? How many suits and overcoats do they clean and patch and then resell during a year? Do you know that certain elements of the citizenry wear only cast-off clothes? One of your clever reporters can find a darn funny story here if he goes after it by interviewing your local dealers in "hand me downs."—David Resnick, St. Louis, Mo.

A story that never lacks warmth and popularity is one that takes in the local marriage bureau. Have a reporter visit the office of that worthy institution and interview the head relative to the number of licenses issued this year over last, his opinions for the change if there is any, amusing escapades of those visiting the bureau, etc. Your cartoonist can draw some good illustrations for the feature and the result will be a worth while story of more than casual interest.—C. E. Pellissier, Boston.

The *St. Louis Star* runs each week an interesting feature called "Twenty-five Years Ago and Today." Prominent citizens are featured with a short history of their life in St. Louis. At the head of each article are two photographs of each individual, one photograph taken recently and the other taken 25 years ago.—Norman B. Terry, St. Louis, Mo.

A good way to arouse enthusiasm and interest in your paper among the sportsmen is to sponsor a fishing contest. The *Fall River* (Mass.) *Herald-News* is now conducting its second annual contest, starting Aug. 1 and ending Sept. 30, with at least three prizes in each of two divisions, the angler pulling in the largest bass and the one catching the largest pickerel. All bona-fide entries are carefully weighed and registered and any one person may make as many entries as desired. The only restriction is that entrants must be residents of Fall River.—D. P., Fall River, Mass.

Papers which make it a point to appeal to the housewife would be interested in the latest stunt of the *Worcester* (Mass.) *Post*. The Post is giving $300 in prizes weekly for the best recipes, using a coupon.—Bob Sibley, Worcester, Mass.

Considerable agitation has arisen over the efforts of a Massachusetts trolley system to have abolished the law providing for half-fare for school children. Much of the storm comes from trolley officials who believe in the 19-year-old state law. What's the situation in your community on this subject?—D. P., Fall River, Mass.

PAPER PAYS FOR COURSE

Cleveland Press Financing Journalism Instruction of School Editor

Miss Helen Driscoll, school news editor of the *Cleveland Press*, is taking a summer course in journalism at Columbia University, her expenses being paid by the Press.

"It is my theory that when you have a good newspaper man or woman on your staff," explains Ted Thackrey, editor of the Press, "it is the economical and wise thing to invest in further training them for important work on your newspaper. In the case of Miss Driscoll, specifically, we feel that she has indicated an exceptional aptitude for her particular type of newspaper activity, and inasmuch as the summer vacation has resulted in reduction in volume of school news, we felt that it would be both to her best interests and ours to finance her studies at Columbia University.

"What applies to Miss Driscoll in her special field applies so far as we are concerned to all other members of our staf The abstract economic aspect of th matter itself is the basis of our willing ness to assume this expense, which in th long run is relatively minor compare with the big returns of these dollar invested."

BANQUET TO McLAREN FOX

A. P. Chief Operator of South Hon ored by Virginia Colleagues

The Goodfellowship Club of Virgini tendered a banquet August 7 at the Rich mond Hotel to McLaren Fox, of Atlanta chief operator of the Southern division o the Associated Press. The followin officers were elected: President, C. L Johns, Richmond, Va.; traffic representa tive, vice president, W. S. Smith, of New port News; secretary-treasurer, Frank E Stuart, of Richmond.

The Goodfellowship Club is composed of the traffic personnel of the Associated Press.

What Do You KNOW ?

A Great Questions and Answers Feature

New Questions Daily

King Features Syndicate, Inc.
New York City

Why I'm the Modern "Don Juan"
By LORD BEAVERBROOK
The Admitted Lover of a Thousand Beautiful Women

The nobleman accused of having loved, wooed, won and hogswoggled numerous beautiful women, maids, widows, debutantes,— yes, even grandmothers — and obtained several million dollars from them. Now in prison in New York, on charge of swindling women of their fortunes and held for further investigation as to his operations the world over. Wanted by authorities and has a record in nearly every state in the Union as well as in Canada.

A STORY FROM THE PEN AND OVER THE SIGNATURE OF THIS GREAT WOOER.

Thirty daily installments—Released about September 1.
Illustrated by pictures furnished by Lord Beaverbrook.

WIRE YOUR ORDER

Graphic Syndicate, Inc.
350 Hudson St. New York

Space is space—but the BEST Classified Advertising publicity justifies its daily appearance in your newspaper

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

INTERNATIONAL NEWS SERVICE
leads in
Original Exclusive Features
on
World Spot News
63 Park Row New York City

IF YOU ARE MISSING
THE
NORMAN HAPGOOD
Daily Articles
On National Events
Write to us for Full
Information on a
Really Great Service
UNITED FEATURE SYNDICATE
WORLD BLDG., NEW YORK

We Supply
WEEKLY ILLUSTRATED
FICTION
Daily One-Column Mat Features
Weekly Special Articles
Serials
Ask Us for Samples
The O'Dell Newspaper Service
55 Fifth Ave., New York City

IT WILL PAY YOU TO HIRE TRAINED MEN

Ambitious young men, schooled in every branch of the newspaper or magazine field, may be secured to fill that opening on your publication by simply making your wants known to the Personnel Bureau of Sigma Delta Chi, professional journalistic fraternity.

No Charge To Employers

Avail yourself of this free service to replenish your staff whenever the occasion requires. Write or wire John G. Earhart, 836 Exchange Ave., Chicago, Ill., and he will put you in touch with the right man.

Reports of Increased Business from the South—



Manufacturers whose business increased in the first quarter of 1927, over the same period of 1926.

Certain-teed Products Corp.	29.7%	Inc.
Kelly-Springfield Tire Co.	158%	"
Truscon Steel Co.	18%	"
L. C. Smith Typewriter Co.	10%	"
Monroe Calculating Mche. Co.	35%	"
The Maytag Co.	200%	"
Frigidaire Corp.	50%	"
Elliott Addressing Systems	10%	"
Columbia Phonograph Co.	71%	"
Stromberg Electric Co.	12½%	"
Whitehead & Hoag Co.	39.1%	"
Milwaukee Tool Co.	86.6%	"
J. I. Case Thresh. Mchn. Co.	10%	"
Yarnell-Waring Co.	18½%	"
Fuller Brush Co.	18%	"
Gerrard Wire Tying Ma. Co.	33.72%	"
Waters & Waters Mfg. Co.	33-1/3%	"
Structural Slate Co.	30%	"
Miller-Bruant-Pierce Co.	70%	"
Miller Rubber Co.	33-1/3%	"



me people are always attempting to belittle the uth's progress and prosrity. They consider it rely as a flash in the pan. ey try to show that with v priced cotton and with recent floods, the South in a throes of a business mp. If that were true, uld all these manufacturr listed above have been le to increase their busiss to such proportions.

When such prominent organizations can increase their business in the first quarter of 1927 anywheres from 10 to 200% over the same period of 1926, the idence is conclusive that the progress and prosperity of the South is continuing on the upgrade. are in this prosperity. Plan your advertising campaign in the South and let the newspapers listed re help you.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
*Mobile News-Item (E)	13,141	.05	.05
*Mobile Register (M)	23,326	.08	.08
*Mobile Register (S)	34,630	.10	.10
FLORIDA			
†Daytona Beach News-Journal (ES)	9,083	.065	.065
*Lakeland Register (E)	7,055	.04	.04
†Miami Herald (M)	44,668	.11	.11
†Miami Herald (S)	48,751	.12	.12
*Orlando Sentinel (M&S)	10,105	.06	.06
*Pensacola News and Journal (E&M)	9,389	.07	.07
†St. Augustine Record (E&S)	3,972	.04	.04
*St. Petersburg Independent (E)	12,874	.065	.065
*Tampa Times (E)	27,813	.08	.08
*Tampa Tribune (M) 41,400 (S)	53,248	.10(.14S)	.10(.14S)
*West Palm Beach Post (M)	12,081	.07	.07
GEORGIA			
*Augusta Herald (E)	14,190	.05	.05
*Augusta Herald (S)	14,797	.05	.05
†Macon Telegraph (M)	25,011	.08	.08
†Macon Telegraph (S)	25,011	.08	.08
*Savannah Morning News (M), 21,766. (S)	22,691	.06(.07S)	.06(.07S)
KENTUCKY			
*The Lexington Leader (E)	19,739	.07	.07
*The Lexington Leader (S)	19,772	.07	.07
†Paducah Sun (E)	9,695	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
*Greensboro Daily News (M)	30,066	.08	.07
*Greensboro Daily News (S)	33,311	.09	.08
*Salisbury Post (E)	7,718	.04	.04
SOUTH CAROLINA			
*Columbia State (M)	23,096	.08	.08
*Columbia State (S)	25,242	.08	.08
*Greenville News & Piedmont (M&E)	36,285	.11	.11
*Greenville News (S)	25,199	.08	.08
*Spartanburg Journal (E)	4,471	.05	.05
*Spartanburg Herald (M) 6,943 (S)	9,048		
TENNESSEE			
*Chattanooga Times (M)	31,623	.10	.10
*Chattanooga Times (S)	31,078	.10	.10
†Memphis Commercial Appeal (M)	103,168	.18	.18
†Memphis Commercial Appeal (S)	136,115	.25	.25
*Nashville Banner (E)	59,574	.11	.11
*Nashville Banner (S)	59,843	.12	.12
VIRGINIA			
*Danville Register and Bee (M&E)	15,660	.06	.06
*Danville Bee and Register (E&S)	20,919	.07	.07
*Newport News Times-Herald (E)	8,394	.05	.05
*Newport News Daily Press (S&M)	5,777		
*Roanoke Times & World News (M&E)	27,321	.08	.08
*Roanoke Times (S)	16,912	.07	.07
*Staunton News-Leader (M), Leader (E)	7,064	.035	.035

* A. B. C. Statement, March 31, 1927.
† Government Statement, March 31, 1927.

THE MOUTH



THIS mouth consumes all that 750,000 people can eat. It requests all that 750,000 people can wear. Its speech is most often prompted in making purchases by what is advertised in The Washington Star.

The Washington trading area is half again the Capital's population. Virginia and Maryland, in a 25-mile radius, buys in Washington.

FREE SERVICE
to Agency and Advertiser

Request any dealer distribution data, survey service, consumer statistics that will help you plan your campaign through the

TRADE FACTS DEPT.

of

The Evening Star
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.
Member of The Associated Press

Eastern Representative
Dan A. Carroll
110 East 42nd Street
New York, N. Y.

Western Representative
J. E. Lutz
1110 Tower Building
Chicago, Ill.

In the first 7 months of 1927

THE SUNPAPERS

OF BALTIMORE

Morning Evening Sunday

carried over 70% of the department store lineage of Baltimore

When Baltimore merchants back up their opinion of the Sunpapers with their money - - - - - that's the highest praise.

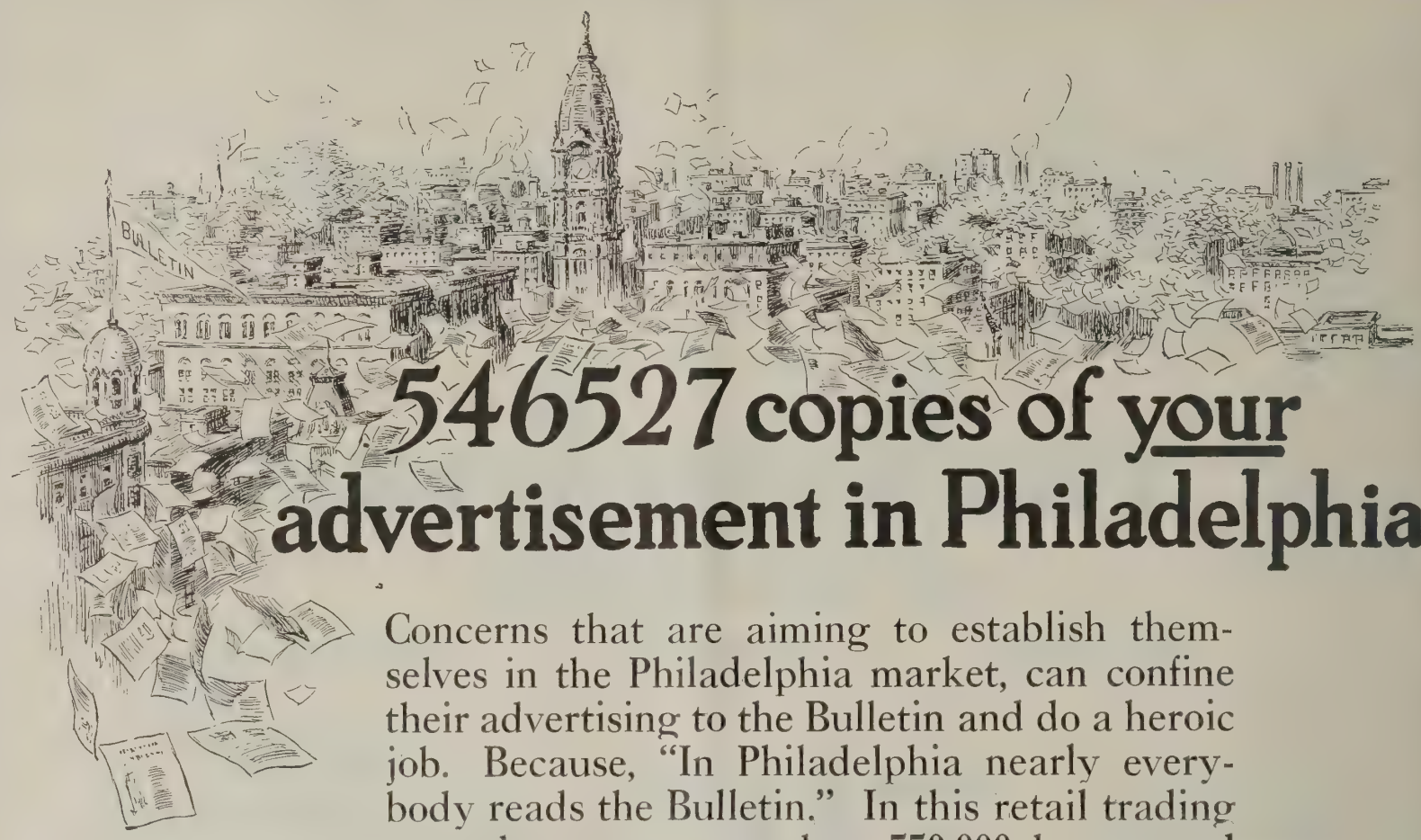
JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York
GUY S. OSBORN
360 N. Michigan Ave., Chicago
C. GEORGE KROGNESS
First National Bank Bldg.,
San Francisco

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"



546527 copies of your advertisement in Philadelphia

Concerns that are aiming to establish themselves in the Philadelphia market, can confine their advertising to the Bulletin and do a heroic job. Because, "In Philadelphia nearly everybody reads the Bulletin." In this retail trading area there are more than 550,000 homes and the Bulletin averages *546,527 copies! And that's the whole story in a nut shell.

DOMINATE PHILADELPHIA } Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

"In Philadelphia nearly everybody reads The Bulletin"

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"The Evening Bulletin is sold on its merits as a newspaper; no prize, premium, coupon, guessing contests, or other methods of artificially stimulating circulation have been used."

New York . . . . . 247 Park Avenue (Park-Lexington Building)
Chicago . . . . . Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit . . . . . C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco . . . . Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

*Audit Bureau of Circulation's report of net paid daily average circulation for the six months ending March 31, 1927.

April, 1927, 557,090, May, 565,147, June, 552,608 copies daily.

(Copyright 1927, Bulletin Company)

Member of Associated Press

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication, by The Editor & Publisher Co.
J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway,
New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau
of Circulations. Member Associated Business Papers Inc.

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Increasing Circulation Revenue Best Road To Profits, Is Ridder Theory

Net Profits Usually Parallel Circulation Income, N. Y. Publisher Finds in Survey of Ten Dailies—Says Many Proprietors Living in "Fool's Paradise"

By PHILIP SCHUYLER

A CHARGE that newspaper publishers generally have been living in a "fool's paradise" for the last 10 years was made this week by Victor H. Ridder, co-partner in the firm of Ridder Brothers, operators of a growing chain of daily newspapers. It was Mr. Ridder's contention that, in the mad and successful scramble for linage that has characterized the last decade, many newspapers have completely overlooked the importance of their subscription revenue. If this source of publisher-income is not kept up to a reasonable point, he reasoned, an astonishing number of papers will find themselves pushed from black into red at the first real advertising set-back.

Mr. Ridder obtained the facts from which he reached his conclusions through studies he has carried on in connection with newspaper purchases his firm has contemplated.

While he does not advocate any general increase in the charges made by newspapers to readers, nor does he care to predict any slump in advertising, it is his opinion that "in this year when most cities show a linage loss the question of income from circulation is going to grow more and more important."

"Taking it for granted," he said, "that the average publisher wants to make money, and certainly this is not open to criticism, it seems that most of them overlook a perfectly good bet in not getting a good price from readers for their newspapers," Mr. Ridder said.

"Why will a publisher spend thousands of dollars on a campaign for circulation in the hope of adding a few thousand readers and then try to get back his expenditure by raising his advertising rates, if he can?

"The weakness of newspapers which do not make money is almost invariably found in the small return their circulation brings them. Publishers have been inclined generally to organize their newspaper budgets on the basis of large advertising linage and when an advertising slump comes it doesn't take long to cross the 'twilight zone' between black ink and red. The publisher who wants to insure his profits had better start educating his readers to a point where they will be willing to pay a fair price for the cheapest product they buy each day.

"Publishers have generally been spending the last 10 years in a 'fool's paradise.' If we ever get a really extended advertising setback there will be a sad awakening among the group which is making its profits in the twilight zone. I would call this zone the 20 per cent advertising zone; that is the newspaper publisher whose profits are not more than 20 per cent of its advertising gross. Such a paper faces trouble the minute it loses advertising.

"Let us, for example, take two evening newspapers of 30,000 circulation, the conditions on which I have in mind. Both carry about 4,000,000 lines a year and each gets about eight cents a line. Their advertising revenue, therefore, is about $320,000 a year.

"One paper is sold at an average price of two cents after paying carriers' and newsdealers' commissions. The income from this source amounts to $600 a day or about $187,000 a year. The gross income of this publisher totals $507,000 and his profit is 22 per cent or $110,000 per year. In other words he can face a reduction of one-third of his advertising before he owes himself anything.

"The publisher of the other paper is getting one cent net for his circulation. He tells me his people won't stand for an increase. I asked him if he had ever tried to get more and he said, 'No, but I know they wouldn't.'

"If we ever run into an extended advertising slump, I am going in hopefully to see that publisher. Some day his newspaper will belong to Ridder Brothers. His advertising gross is $320,000 a year. His circulation income adds only $94,000 a year to this, leaving him a profit of $18,000 a year. A drop of just six per cent in advertising income ends this man's dream.

"These two examples do not represent extreme cases. There are many similar situations.

"I also have the feeling that when advertisers begin to reduce their appropriations the paper with lower subscription rates is going to get the cut first."

Mr. Ridder recently received from a firm of newspaper accountants a list of 10 newspapers with their 1926 gross income figures. These figures show, he pointed out, that newspapers make profits in direct proportion to their circulation income per centage.

"I am drawing attention to this list," he said, "because it crystallizes the experience of publishers during a year when advertising was good and in this year when most cities show a linage loss the question of income from circulation is going to be more and more important."

The list shows a newspaper with a paid circulation of 15,000 with gross business amounting to $246,000. Of the sum, advertising was responsible for 80.28 per cent and subscriptions for 19.72 per cent. The net profit of this paper amounted to 19.95 per cent, showing only a slight fractional difference from the percentage of the gross revenue of the circulation department. Incidentally it cost this newspaper 12.82 per cent of its operating expenses to obtain its 15,000 circulation. On its budget there were two departments that cost more to run, the composing room which accounted for 16.01 per cent of the total; and the stereotype and press room which cost 22.12 per cent. The circulation cost included mailing.

A second paper with 16,000 circulation showed a gross of $379,000 of which 83.92 per cent was obtained through sale of the advertising columns and 16.08 per cent through subscriptions. Again showing the close relation between the circulation revenue and the net profits was the fact that the latter was 14.71.

An even closer co-relation obtained in the percentages of a third paper with 19,000 circulation, doing a gross business of $445,000 in 1926. This paper obtained 25.62 per cent of its revenue from sale of the paper to readers and its profit percentage was 22.66 per cent. The advertising revenue amounted to 74.38 per cent.

Another newspaper grossed $598,000 in 1926 with the same circulation, 19,000. Seventy-nine and four tenths per cent of

(*Continued on page 34*)

PERCENTAGE OF NET PROFIT TO GROSS REVENUE OF TEN DAILY NEWSPAPERS, BASED UPON RESULTS FROM OPERATIONS FOR A TWELVE MONTH PERIOD ENDING DECEMBER 31st, 1926

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	Averages
PAID CIRCULATION.....	10,000	15,000	16,000	19,000	19,000	20,000	21,000	22,000	38,000	40,000	22,000
†GROSS REVENUE	$140,000	$246,000	$379,000	$445,000	$598,000	$617,000	$434,000	$415,000	$598,000	$694,000	$456,600
PERCENTAGE OF GROSS REVENUE											
Advertising	77.83%	80.28%	83.92%	74.38%	79.04%	78.11%	89.08%	87.57%	72.79%	75.29%	79.83%
Subscription	22.17	19.72	16.08	25.62	20.96	21.89	10.92	12.43	27.21	24.71	20.17
Total Gross	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Operating Expenses:											
Editorial	15.27%	8.73%	11.03%	10.23%	8.88%	8.05%	16.62%	15.82%	13.69%	10.40%	11.87%
Advertising	12.19	10.36	6.88	8.97	10.36	6.71	14.74	15.63	12.20	11.44	10.95
Circulation (includes mailing)	15.38	12.82	6.12	9.07	9.13	11.40	9.68	10.01	19.84	18.20	12.17
Composing	22.12	16.01	13.80	11.75	13.43	13.33	20.34	18.78	14.24	13.24	15.70
Stereotype and Press.....	24.23	22.12	20.10	23.06	19.48	18.75	21.67	23.34	31.38	27.17	23.13
General	8.49	7.63	25.21	11.94	17.43	10.30	9.62	9.71	4.32	3.42	10.81
Depreciation	3.27	2.38	2.15	2.32	2.44	2.07	3.74	3.70	1.34	1.20	2.46
Total Operating Expenses...	100.95%	80.05%	85.29%	77.34%	81.15%	70.61%	96.41%	96.99%	97.01%	85.07%	87.09%
*NET PROFIT FROM OPER'S..	*.95%	19.95%	14.71%	22.66%	18.85%	29.39%	3.59%	3.01%	2.99%	14.93%	12.91%

* Indicates loss. † Gross revenue represents income after deducting newsdealer and agency commissions.

MEXICO DEPORTS U. S. CORRESPONDENT AFTER HOLDING HIM IN PRISON

De Courcy of New York Times Given No Reason for His Arrest, Detention and Exile—Believes Government Offended by Material He Sent to His Paper

STRICT censorship is now in force in all Central American countries except Nicaragua, Joseph De Courcy, *New York Times* correspondent, reported from Laredo, Tex., Aug. 13, after he had been deported by the Mexican Government from his post in Mexico City.

De Courcy declared he had been given no reasons why he was deported, but he understood it was because he had sent to the Times a circular printed by the Department of Gobernacion, which openly called on Mexicans and foreigners who disliked the United States to take part in the official boycott. The circular was published by the Times.

De Courcy told the story of his deportation in a dispatch from Laredo, Tex., published in the Times, Aug. 13. He said that on account of the censorship no real information on conditions in Mexico is permitted to be sent either by wire or mail. The story he told of his arrest follows:

"Tuesday night last week, at 9 o'clock, while in search of news, I visited the Hotel Regis, where I was met by detectives, one of whom informed me that Col. Delgado, chief of the Secret Service of the Department of Gobernacion, wished to see me at once. He advised me to visit Delgado's office before Delgado left, as it was an affair of no little importance. In spite of the insistence of the detective, I managed to get the American Embassy on the telephone and warned it of the arrest.

"Finding it useless to resist, I followed the detectives, both of whom were armed with heavy pistols hanging from well-filled cartridge belts, down Avenue Juarez for several blocks to a corner where the detectives engaged an auto to outdistance possible friends of mine wh might be following.

"Driving down one block, the automobile turned into police headquarters, where I was told to get out and to go into the office. At the same time the detectives laughed and said: 'Well, we fooled your friends.'

"Passing through the main yard of the police headquarters, I followed the detectives upstairs to the room of the second in command of the detective squad. No questions were asked of the police beyond how I spelled my name. I was then told to follow a guard.

"In spite of my demands for an explanation of the charges against me, I was compelled to follow the guard without knowing officially what they were, and I am still in ignorance of the official reason for my arrest and expulsion from Mexico.

"I was led into a large room with yellow walls marked with many bullet holes. Three small stools and one desk made up all the furniture in the room.

"When I asked the armed guard who stood at the door where the prisoners were supposed to sleep, I was calmly told on the floor, which was covered with dirt. When I protested I was informed that I was incomunicado and would not be permitted to speak to any one or to send any messages.

"When I demanded the right to inform the American Embassy, I was told that the Gringoes could all go to hell, as Mexicans were running their own affairs.

"On Wednesday morning I realized that the situation was getting desperate and that unless the embassy located my whereabouts things would be serious. I got a note out to William Folger of the United Press, notifying him of my arrest and requesting him to inform the embassy.

"Slowly the day passed. I was torn with anxiety for my family, my wife and three children, who were totally unaware of my fate. I paced the floor, realizing that unless the note had been delivered my chances of seeing daylight again were slim.

"About 4 o'clock in the afternoon I heard Mr. Lane's voice in the corridor asking to see the Times reporter and the answer from the chief of the detectives that the Times correspondent was not held in that part of the Police Department and that they had not seen the reporter.

"Refusing to take no for an answer, Secretary Lane pushed his way into the room where I was being closely guarded.

"Mr. Lane stated that he had appealed to the Foreign Relations Department, which had answered that it knew nothing of my arrest, that it was in Col. Tejada's department and, therefore, the Foreign Relations Department was unable to assist in locating me. After much talk, Mr. Lane said, he convinced the Foreign Relations Department that it was its duty to locate any American citizen when the American Embassy requested it.

"After a few minutes' talk with me Mr. Lane left, saying he was returning to the Foreign Relations Department in order to try to stave off my expulsion and that he, personally, did not believe that Col. Tejada would go to extremes.

"About 7:30 o'clock Wednesday night I heard voices again in the corridor. Pushing past the guard, I found my wife sobbing at the door. The officials had deliberately lied to her four times, saying that I was not in that department.

"Finally a friend of my wife, a Mexican of determined character, managed by a bluff to get her into where I was imprisoned.

"After a few minutes' talk with me my wife left to get a grip with clothes, but she was assured by the officials that no expulsion was being thought of and that I would be in the same room the next day.

"At 8 o'clock Wednesday night two detectives from the Department of Gobernacion, armed to the teeth, came in and ordered me to follow them down to the street, where a small automobile was waiting. My questions as to where the party was going were met with silence, broken only when nearing the Colonia Railway station by the orders of José Gonzalez, chief of the party, to the driver to take the road to Tacuba, six miles outside Mexico City.

"Gonzalez said the train would be taken at Tacuba in order to prevent my friends and family from seeing me, as he had strict orders to prevent my conversing with any persons until I arrived at Laredo.

"But reporters of the United Press and the *New York World* and E. MacFarland from Washington were a bit more clever than the Government officials expected. When the newspaper men failed to see me at the station they took a train with my family to Tacuba, where I had an opportunity to kiss my children goodbye.

"Just as the train started my 9-year-old boy climbed into the second-class coach and grasped me by the legs, and in tears cried out that he was going with me, for if I went alone I would be killed. The train having started, I was forced to bring the child to Laredo.

"The trip to Laredo was devoid of incident. The seats in the second-class car were hard and uncomfortable, but I was pleased at my escape from a worse fate and was contented. Arriving at Laredo, the train was met by the American Vice-Consul, who had arranged all matters with his unusual skill and attention.

"Contrary to expectations, the officials at the border were friendly, probably due to the fact that the head of the service and myself had cooperated in the Bruce Bielaski kidnapping case several years ago."

EDITOR'S ASSAILANT IS CONVICTED

Member of Band Which Flogged H. M. Flanders of Soperton (Ga.) News Given Three to Five Years

(*By telegraph to* EDITOR & PUBLISHER)

SOPERTON, Ga., Aug. 18.—Raymond Lee, Treutlin County resident was given a term of three to five years in prison by Judge Escol Graham, following the defendant's conviction on a charge of assault with intent to murder connected with the flogging of H. M. Flanders, editor of the *Soperton News* on Feb. 25.

This was as the jury recommended. When asked if he wished to make a statement, Lee said: "Judge, I want to say they have the wrong man and I hope they get the right one some time." He thanked the court when sentence was passed.

His wife, a frail woman, sat by his side, as did his son Joe, when sentence was pronounced.

The defendant's attorney filed motion for a new trial. Flanders was stopped in his automobile last February by several masked men and severely flogged. His assailants objected to his editorials against other moonshining. There will be trials of the defendants later.

INSTALLS NEW PRESS

The *Antigo* (Wis.) *Daily Journal* recently installed a new Goss rotary press and new sterotyping equipment.

BERLIN WANTS I. A. A. MEET



German advertising leaders shown with H. H. Charles of New York. (Left to right): Prof. Prenzel, G. Birnbaum, Mr. Charles, Dr. Kauffmann.

I. A. A. INVITED TO MEET IN BERLIN

German Association Sends Invitation to This Country Through H. H. Charles —American Decortated by French Officials

An invitation to American advertising men to hold the 1929 convention of the International Advertising Association in Berlin was brought back to this country this week by H. H. Charles, president of the Charles Advertising Service, New York. Mr. Charles has returned from six weeks spent in England and Europe. He represented C. K. Woodbridge, president of the I. A. A., at the British advertising convention, and afterward toured Germany, France and Switzerland. In Paris he was awarded the Ordre du Merite of the Agricole by the French Minister of Agriculture. He is already a Chevalier of the Legion d'Honneur, a decoration he received three years ago.

The German invitation was addressed to President Woodbridge and was signed by C. Birnbaum, managing director of the Ala Advertising Agency, Berlin; Prof. H. K. Frenzel, editor of International Advertising Art; Dr. K. Kauffmann, advertising counsel of New York and Berlin, and H. K. Rose, secretary of the Verband Deutscher Reklamefachleute, the German Advertising Association.

The signers of the invitation offered to co-operate in every way in making an I. A. A. convention in Berlin a success. They told Mr. Charles they would send a big delegation to the convention to be held next year in Detroit.

Mr. Charles' agency specializes in financial and agricultural advertising, and it was for his work for agriculture that he was decorated this time by the French Republic. The Ordre du Merite of the Agricole was instituted by a degree of July 7, 1883. In order to be admitted one must have been actually engaged in agriculture for 15 years, or else have rendered service which, in one way or another, helped agriculture.

In 1924 Mr. Charles was decorated as an officer of the Legion of Honor following the Wembley A. A. C. W. convention.

NEW BRANCH PLANT FOR N. Y. TELEGRAM

Scripps-Howard Daily Will Open Auxiliary Office with 12 Goss Units This October—Management Expects to Speed Up Distribution

Work is now being rushed on an uptown auxiliary mechanical plant for the *New York Telegram,* Scripps-Howard newspaper. Harold Hall, business manager, expects the installation will be complete some time in October. Increased circulation, he said, necessitated the expansion, which he expects will greatly speed up the Telegram's distribution and add more readers.

For the branch office the Telegram has leased more than 6,000 square feet of the Kymson Building, now nearing completion on 10th avenue and 34th street. The lease represents virtually all of the first floor with a loading platform on 33d street. The original press installation will consist of 12 16-page Goss printing units and three pairs of folders. The newspaper has also purchased new autoplate equipment from the Wood Newspaper Machinery Corporation.

A feature of the stereotype equipment unique to New York, will be use of the immersed heating units of the General Electric Company, a system whereby the metal is melted by electrically heated fingers trust down into the pot.

Work of preparing the ground floor for the daily was slowed up somewhat by the fact that the newspaper required about 14 feet headroom and the building has been laid out with only 13. This necessitated further excavation in bedrock.

Space will be conserved by placing of the electrical control room, etc., on a mezzanine.

PRESIDENT'S PRESS CONFERENCES "INNOCUOUS"

Little "Spot" News Obtained But They Serve to Reveal President's Mind, Says Correspondent in Analyzing News Men's Contact With Nation's Chief

By J. FRED ESSARY
Chief, Washington Bureau, Baltimore Sun

Following, in part, is an address delivered by Mr. Essary at the press symposium, Institute of Public Affairs, held recently at the University of Virginia.

WE are the eyes and ears of the country at Washington. It is largely upon our reports of what transpires in the White House, in Congress and in the executive departments, that the public relies for its information as to the activities of the federal government, information upon which that great public bases its judgments. This involves a very grave responsibility on our part and demands of us scrupulous fairness and as near literal accuracy as may be possible in the matter which we spread daily before our readers.

It is because of the colossal influence upon the nation at large of the government and of the interests that revolve about it in Washington, that the American newspapers have found it necessary to maintain more than 500 active telegraphic correspondents in the National Capital, to say nothing of another regiment of writers for magazines, trade papers and religious publications.

It is comforting to us to know that there is literal and absolute freedom of the American press in its relations with the Federal Government insofar as any actual, implied or attempted control may be exercised over what we write in Washington, is concerned.

This means that every Washington correspondent may write at any time anything that impresses him as legitimate news, subject only to those confidences which he must respect and subject to certain rules which may be laid down as to direct quotation of the President, for example, rules which if he accepts, he is honor bound to observe.

Neither Congress nor the Administration has any right, or presumes to have any, to discipline any correspondent. except when one of these rules may be violated.

Such discipline, as is imposed, is laid upon the members of the Corps by the Corps itself. Under an act of Congress the two press galleries of Congress are placed under the absolute control of a Standing Committee of Correspondents which committee passes on the credentials of all newspapermen seeking admission. Rules are laid down that these men must have no personal interest in any pending legislation, must represent no outside interest, particularly a chamber of commerce or stock exchange, and must in all instances be telegraphic correspondents. If one of our number is engaged in any press agenting, he must post the fact on the gallery bulletin board and must identify his client. Beyond those few regulations, we are free to observe and write what we please regarding congressional activities.

Because of the controversy that flares up from time to time over what is described as inspired publicity at the White House and over the relationship of the press to the President, it might interest you to know the exact truth regarding that relationship, how it is maintained and how it results.

In recent years the White House has assumed a greater degree of news importance than in the more distant past. A President who takes seriously his role as party chieftain, along with his duties as Chief Executive, becomes the fountainhead of congressional as well as administration policies. This was true of Roosevelt, of Wilson and, in a sense, of Taft and Harding. It is essentially true of President Coolidge. We have come, therefore, to look to the White House for more and more of that information which is necessary to us, if there is to be an intelligent understanding of the measures upon which we must comment.

To facilitate this, there has grown up a system of press conferences with the President. They were initiated, in a small way, by Col. Roosevelt. He adopted a a plan of calling in certain of the correspondents when he had anything important to impart to them and once in a while, as for instance, when he launched his first conservation Congress, of calling in the entire Corps.

President Taft went his predecessor one better in that direction. Before entering the White House he had been Secretary of War and had found much profit and some enjoyment in his press conferences in the War Department. He arranged to meet us in a body once a week. Mr. Wilson went even further, when he first went to Washington, and increased the press conferences to two a week. When the World War came, however, he found it desirable to abandon these conferences and they were never renewed by him.

President Harding revived the conferences, two a week, and President Coolidge has kept them going.

Until the middle of the Harding term these semi-weekly sessions at the Executive Offices were free and easy. They were attended by all the accredited correspondents who cared to be present and by certain visiting editors of foreign journalists who went as our guests. Questions were propounded without any restraint whatever and were answered or not by the President, just as he felt inclined. This crossfire between the head of our government and representatives of the press was a matter of particular interest and some astonishment to foreign newspapermen, I might say, men who would never dream of catechizing so important an official of their own governments.

Then there came the Harding slip in connection with the Disarmament Conference when he mistakenly answered a question as to the application of one of the treaties to the mainland of Japan. This greatly embarrassed him and embarrassed the whole Disarmament Conference and, as you will recall, he felt impelled to issue a formal statement retracting what he had said.

This break caused a complete change in the intercourse of the press with the President. Instead of submitting verbal questions to the Executive, some of them premeditated, others propounded on the spur of the moment, we were told that all queries must be submitted in writing and should be in the President's hands fifteen minutes before the conference. This was to enable him to ponder his replies and to decide in advance what questions he should answer and what he should ignore.

The conferences have never been the same since. The correspondent has been placed at a disadvantage, in that his question may be passed over by the President, without anyone but the questioner and the questionee knowing about it. In other words, the proceeding is largely ex parte, so to speak, and to that extent decidedly unsatisfactory to many of us.

Mr. Coolidge has hedged his conferences about with other restrictions, moreover, for which he has been widely criticized. He declines to permit us to quote a question which he has failed or refused to answer. We may not even refer to such a question. He does not even relish the quotation of a question which has been responded to. In fact, he has reduced his conference results to a somewhat innocuous line.

From the very beginning it has been a rule of Presidents that they must not be quoted directly by the press in answer to inquiries or otherwise, unless specific authority is given. I stand for that rule fully and sympathetically, even though in doing so I find myself in a conflict with very many of my colleagues. These colleagues believe that the President should be willing to assume full responsibility for what he may say that is intended for publication and not unload all of that responsibility on the press.

Also many of my associates go even further and insist that if the President is not willing to be quoted after his press conference, then these conferences become a farce and should be abolished. They add that as matters now stand the President gains the benefit of inspired publicity, but puts himself in a position to repudiate with or without qualm, anything that may be printed which embarrasses him or looks different to him in print, than he expected.

With at least two of these views, I heartily disagree. In the first place, as I have already indicated, I do not think it is incumbent upon the President to stand for a quotation or a series of quotations when he may reply to questions submitted to him by the press. I do not believe that he could afford to do this. If twice a week he were quoted on every conceivable matter brought to him by ourselves, from the location of bathing beaches in the District of Columbia to the disarmament at Geneva, he would become in the eyes of the country and of the world, just a presidential babbler. He would be a laughing stock in every foreign capital and in most of the editorial offices at home. He must protect his dignity and prestige.

Mr. Coolidge has gone so far in that direction as to kill the convenient "White House Spokesman." That fictitious character was set up by many of the newspaper men in Washington and was quoted systematically by them when actually they were quoting the President. Mr. Coolidge lately took exception to this, and while I cannot reveal even in this discussion, how it came about, without violating a confidence of the White House conference, it is no secret that the Spokesman is now dead and will probably never be resurrected.

How are Washington correspondents to give that authority to Presidential news, therefore, you may ask, when the President may not be quoted nor even a White House Spokesman? Are we to assume all responsibility for what Mr. Coolidge, for instance, may say, and divide none of that responsibility with the source of our news?

Not at all. For my part I have found plenty of devices which serve me when I want to charge a given piece of information to the White House, not one of which so far, has been demurred to by the President. I can say, as I have said scores of times, that "the White House today announced, etc." Or that "It can be stated with White House approval." Or the "President authorized," etc, etc. These phrases have appeared in every American newspaper over and over and will continue to appear and I can assure you that in every instance they are used to carry views or announcements made directly to the Corps of Correspondents by the President of the United States, himself.

Nor do I, for one, argue that in any event, the press conferences at the White House should be abandoned. They serve a highly useful purpose. They are distinctly to my advantage as a working journalist at the Capitol, by giving me twice each week a slant on the President's mind. I am able to sense some of his mental processes and to acquaint myself with his attitudes. This is helpful to me in interpreting Administration policies even if it does not always give me concrete themes upon which to write. I may go to five or six of these conferences and come away without a scrap of what we call "spot" news, but at least I have some intimate close-up of what the President is thinking or the lines he may eventually take or given policy.

All this, moreover, is of value to our readers and our clients—our actual bosses. It is our obligation and our business to give them the best line of information at all times and upon all subjects

(*Continued on page* 35)

BRITISH EDITORS NOW TOURING CANADA



Members of the British Newspaper Party, now visiting Canada, snapped on board the SS. Montrose, following the run from Liverpool to Quebec. Seated in center, (left to right): Mrs. E. W. Davies; Mrs. Woodhead; E. W. Davies, general secretary of the Newspaper Society; Arthur Grime, of the *Yorkshire Post;* Captain E. Landy, Commander of the Montrose; J. S. King, president of the Newspaper Society and leader of the visiting party, wearing his badge of office; A. B. Lyne; W. Brown, Hon. Secretary, Greater London Press; Mrs. Browning Lyne; Mrs. J. G. Bate, of South Africa; Mrs. MacKay; Hugh MacKay, of the *Liverpool Post.*

MILWAUKEE JEWELER'S EDITORIAL CHAT IN PAID SPACE WIN CUSTOMERS

Uses Will Rogers Style of Comment in Small Space to Compete with Large Advertisers—Runs His Selling Advertising Separately

By JOHN G. BAKER

A CONVICTION that the small specialty shop has little chance to compete with larger stores in newspaper display advertising turned a Milwaukee jeweler into an "editorial writer."



GEO. W. CHATTERTON

Perhaps he is the highest-paying editorial writer in American newspaperdom for he spends something like $1,600 a year to get his views on prize-fights, politics or people before his fellow - citizens through advertising columns.

That jeweler is George W. Chatterton, seventh in line of the same name and grandson of the George W. Chatterton from whom Abraham Lincoln bought his wedding ring in Springfield, Ill.

Twice a week during the summer and three times a week in the winter months, "Chats by Chatterton" are a regular feature in the advertising columns of the *Milwaukee Journal*. The subjects of the "chats" are anything in the news or Mr. Chatterton's views on almost any subject at all—except jewelry. His business is mentioned rarely and then only in a most incidental way.

The purpose behind this type of advertising is manifold but it is aimed primarily to build confidence in the store and the personality behind it, Mr. Chatterton. He is convinced that it accomplishes this purpose well.

"I wanted to get a human contact with my customers," Mr. Chatterton explained. "I wanted them to feel that they know me and that, as a business man, I'm interested in sports, civic enterprises and the events of the day as well as in making money and selling jewelry. So I just write these ads as I would talk to a friend who dropped into the store."

The "chats" never appear in the display advertisements for his store, although he still uses display space and "price advertising" as formerly.

"I tried running editorials in my display ads but it didn't work," he told me. "Unconsciously, readers connected up those comments with the effort to sell jewelry in the ad. I dropped the plan after running two or three that way."

But he was of the opinion that display advertising of the size and frequency which a specialty store was able to afford could not compete in its attention-getting with that of the larger stores, particularly the department stores.

"There was a time when a double-truck in color in the *Saturday Evening Post* was such a novelty that it was talked about from one end of the country to the other, but now it's an every week affair and gets no more than passing notice. A few years ago, a full page ad in a newspaper was so unusual that the advertiser could be sure that it would arrest attention and cause comment. Now, unless a store takes six pages or more I never hear the advertisement mentioned. I decided that the small advertiser would have to do something striking, something very out of the ordinary to attract attention to the small space which his budget would permit."

That is the way Mr. Chatterton summed up the situation as he saw it.

And he still had the urge to express his opinions, to boost some of the things he thought worth while for Milwaukee, to talk about his Montana cattle ranch where he and his brother raise blooded Herefords, to tell about his golf scores and his bowling matches. About that time Will Roger's daily comments became a regular front page feature in the Milwaukee Journal—and that clinched the idea.

Mr. Chatterton questioned hundreds of his customers to find if they were reading Roger's squibs and was satisfied that the majority followed them regularly.

"I decided that they were reading Rogers," he said, "because Rogers wrote just as he talks. I decided that if I could write as I conversed with my friends, folks would read what I had to say, providing that it wasn't too evident that I was trying to sell them something."

One day V. A. Corrigan, a jeweler in Houston, Tex., whom Mr. Chatterton had known when Chatterton was a salesman for the Illinois Watch Company, dropped into the store. Chatterton told him about his idea and Mr. Corrigan suggested the name "Chats by Chatterton." The plan was complete.

Following is a sample chat, run in one column space about 4 inches deep:

"I got a great kick out of the 1927 Wisconsin State Bowling Tournament at Racine. I have been practicing that darn game for twenty years. I'll bet I have spent several thousand dollars on the alleys. Finally I landed in the money in this tournament. I won Six Dollars—two hundred and ninety-ninth prize. There were more than three hundred entered. Got all puffed up and thought I was good. Immediately bowled Billy Sixty three games for Two Dollars a game and it took me just those three games to lose what it had taken me twenty years to win. Well, anyway, I am still a young man, guess I will go back and start another twenty years of practice."

The "chats" have been appearing as an entity now for about a year and a half and Mr. Chatterton is satisfied that they have brought about one result sought for, at least. They have made him known to thousands. People come into his store whom he has never seen before and address him as if they had known him for years. Mr. Chatterton recounts some amusing consequences:

"Wherever Mrs. Chatterton goes she is introduced or classified as 'the wife of the man who writes those chats.' My hardest task has been to convince some of my business friends that I am paying good money to put the chats in the newspaper and am not being paid by the paper for contributing them. And I've learned to sympathize with men in the editorial department of a newspaper. About every so often someone comes to me to give me a wonderful suggestion for a 'chat' which turns out to be nothing more than an advertisement that he should be paying for."

From careful inquiries, Mr. Chatterton estimates that about 80 per cent of the 5,300 active "accounts" in his store read his chats more or less regularly. Whether this form of advertising has brought a commensurate share of new business to his store is not so certain in his mind. But he is satisfied that they have helped to build confidence, to dispel some illusions about the credit jewelry business and to spread his name.

"There's only one thing I have to be careful of," he added, "I like to take a dig at some institutions and some folks occasionally in these chats and that sort of thing always backfires. You can't afford to have people speak unfavorably of you just to have them speak of you. There was never a more untrue statement than 'Every knock is a boost' so far as advertising is concerned."

MISS TOWNSEND APPOINTED

Miss Elizabeth Townsend, of the Century Printing Concern, Philadelphia, has been named publicity chairman of the Philadelphia Club of Advertising Women.

LAST HAND SET PAPER PASSES ON LONG ISLAND

THE day of the hand-set newspaper on Long Island, N. Y., is finally to disappear. The *Long Island Traveler*, 56 years old, published at Southold, L. I., will soon install a typesetting machine, it was announced recently by the weekly's new owner and editor, Russell L. Davidson.

In "modernizing" the paper, Mr. Davidson also said that he will install a telephone. Assemblyman Joseph N. Hallock, until recently owner and editor of the Traveler, would not give way to such modern conveniences, such as a typesetting machine, telephone, steam heaters, or numerous other modern appliances. Mr. Hallock used to set most of the type by hand himself.

BURKE SELLS OUT HIS OHIO INTERESTS

Disposes of Elyria Chronicle-Telegram and Bucyrus Telegraph-Forum to Purchase Santa Ana Register

J. F. Burke, former State Senator of Ohio, bought and sold a newspaper this week.

On Aug. 15 the sale of his *Elyria* (O.) *Chronicle-Telegram* to A. C. Hudnut was announced. Mr. Hudnut has been associated with him in publishing the paper for the last three years. The consideration involved in this transaction was said to be $250,000.

Announcement was also made of the purchase by Mr. Burke of the *Santa Ana* (Cal.) *Register* from J. T. Baumgartner for a consideration reported to approximate $750,000.

Mr. Burke recently sold the *Bucyrus* (O.) *Telegraph-Forum* to R. C. Hoiles of Lorain, also publisher of the *Mansfield News*. The price of this sale was said to be $150,000.

Senator Burke served in the Ohio State Senate two terms and was gubernatorial aspirant four years ago. He will locate in California. Sale of property made through Los Angeles office of the H. F. Henrichs Agency, of Litchfield, Ill.

NEW HALL-MILLS SUIT

Second Action Started Against Hearst by Trial Defendants

Three of the defendants in last summer's Hall-Mills murder trial have brought a second libel suit against William Randolph Hearst, asking for $1,500,000 damages.

Complainants in the libel action are Mrs. Frances Stevens Hall, Henry Carpenter and Willie Stevens. Henry Stevens is not taking part in either suit.

The first was brought by the same three for the same damages against the *New York Mirror*, while Mr. Hearst and the *New York Journal* are defendants in the second.

DAILY GIVES SCHOLARSHIPS

Two girls, daughters of employes of the *Chicago Daily News*, were awarded the Daily News scholarships of $1,000 each for 1927, the first year they have been offered. Walter A. Strong, publisher of the Daily News, instituted the two annual scholarships early this year. Those eligible are young men or women employed by the Daily News part time during their senior year in high school and children of employes. The 1927 winners are June Elizabeth Potter, 17, daughter of Stephen A. Potter, a member of the composing room staff, and May Joan Bunting, 16, daughter of John T. Bunting, Jr., of the display advertising department.

E. A. BRISTOR BUYS INTO PASSAIC DAILY NEWS

Former Part Owner of Herald Now Publisher of New Jersey Paper —No Personnel Changes at Present

Emmett A. Bristor, formerly editor and publisher of the *Passaic* (N. J.) *Daily Herald*, has purchased a substantial stock interest in the *Passaic Daily News*, and is now publisher of that newspaper it was announced this week.



E. A. BRISTOR

George M. Hartt, who has been associated with the Daily News since 1896, and has been its editor since 1901, continues in that capacity.

Rudolph E. Lent, who has been with the Daily News since 1919, will remain for the present in his position as general manager.

No changes have been made, nor are any contemplated, in the policy or personnel of the organization, it was stated.

Mr. Bristor came to Passaic in 1915 from the *Washington* (Pa.) *Observer and Reporter* and purchased the Herald from the estate of the late Congressman Robert G. Bremner, being associated with Charles R. Long of the *Chester Times*, Robert L. McLean, Sr., of the *Philadelphia Bulletin*, and William C. Sproul, of Chester, later Governor of Pennsylvania.

Later, when the World War came on, with the assistance of Arthur S. Hughes, a local company was formed consisting of James H. Walden, General Bird W. Spencer, Dow H. Drukker, Mr. Hughes, and Mr. Bristor, which bought the interests of the Messrs. Long, McLean, and Sproul in February, 1918. General Spencer and Mr. Hughes afterward sold their stock to the Messrs. Walden and Drukker.

Mr. Bristor continued to be the active head of the Herald until his retirement in August, 1925, and is now a member of its board of directors, and the owner of the largest block of common stock in that company.

CONFER ON RATE BOOK

North Carolina Publishers' Committee Meets in Charlotte

Newspapers of seven North Carolina cities were represented in Charlotte, N. C., Monday, when the executive committee of the North Carolina Press Association met to discuss plans for putting into effect proposals adopted at the recent association convention.

These plans include the printing of a state advertising rate book, which would carry a complete survey of the buying power of the state as a whole and of the various counties. The printing in pamphlet form of the North Carolina publication laws also were discussed.

Members in attendance included J. W. Atking, Gastonia; Miss Beatrice Cobb, Morganton; A. L. Stockton, president, Greensboro; A. C. Huneycutt, Albermarle; T. J. Perkins, Lincolnton, and Carey Dowd, Jr., Charlotte. B. Arp Lowrance, field secretary, also attended.

REPORTERS WANT SHELTER

Reporters covering baseball games at the Polo Grounds New York are starting a movement to have the press box shifted to the covered upper deck. The present hangout is on the ground level, accessible to dugouts and players, and pleasant in sunny weather. When it rains it is something else again. The fact that judging plays from an elevation might be easier for the scorers than from a "worm's eye" vantage is another reason for elevating the writers.

BROUN SAYS FAREWELL TO NEW YORK WORLD

Columnist Stands Pat on Refusal to Continue His Columns and His Pay Stops—Pulitzer Says Writer Is Taking "Witch's Sabbatical"

By PHILIP SCHUYLER

HEYWOOD BROUN has written his farewell to the *New York World*.

In a column published in that paper Wednesday of this week, the noted columnist explained in detail just why he had concluded he must break with the newspaper he had served for six years, because of the suppression of his opinions in the Sacco and Vanzetti case. In the same issue of the World, Ralph Pulitzer, editor, maintained his right to edit what Broun wrote, declared he had never directed him to "write a single word against his conscience," and insisted that the World still considered Broun "a brilliant member of its staff, albeit taking a Witch's Sabbatical."

But to EDITOR & PUBLISHER, Mr. Broun declared it was goodbye and not au revoir. In the final column of Aug. 17, he wrote:

"By now I am willing to admit that I am too violent, too ill-disciplined, too indiscreet to fit pleasantly into the World's philosophy of daily journalism. And since I cannot hit it off with the World, I would be wise to look for work more alluring."

The word "alluring" may have been selected on advice of counsel. Mr. Broun's contract with the World, which still has nearly three years to run, contains a paragraph to the effect that if he finds more alluring work the World will be willing to cut down its demand on Mr. Broun's literary output, cutting down his recompense in proportion. The former columnist would like the "demand" cut down to nothing, since he has already received official notice from Mr. Pulitzer that in accordance with Paragraph V of the contract payments on his salary have been stopped. But if that is impossible, he is willing to write one or two columns a year to fulfill his contractual agreements.

At the moment Mr. Broun does not expect to be a newspaper man until the contract expires, if then. His lawyers have advised him that he cannot be enjoined from contributing to the magazines.

Meanwhile, there is talk of a weekly magazine to be called, probably, *Heywood Broun Says*. Friends have promised Mr. Broun financial backing for such a venture, which he described this week as being still in a "visionary stage." If it does become an actuality, it will be a magazine without a political creed, Mr. Broun said, telling the public what newspapers sometimes fail to tell, and expressing the unbridled opinions of its editor, Mr. Broun.

"It is true that I never was directed to write anything against my conscience for the New York World," Mr. Broun declared to EDITOR & PUBLISHER. "I never have been told what I should write, but it can be argued that an order to be silent contains the elements of dictation.

"Of course, I don't want to have an opinion on every subject that comes up. But it seemed to me as my column was constructed that if an important event was in the news and I had nothing to say about it I was doing a disservice to my readers.

"Any important news case must carry significance beyond the mere factual incident. This significance is expressed in opinions, another word for which is propaganda. The editorial page of the World was making of the Sacco and Vanzetti case an opportunity for publishing propaganda for a future reconstruction of the Massachusetts courts and for present mercy. It was fine to try and save these two men from the chair, but I thought it was even greater to try to bring about a state of mind whereby the whole case could not be duplicated.

"Mr. Pulitzer says the function of a writer is to write and an editor to edit. That is true enough. But it depends how that editing is done. A writer won't be happy in writing if he disagrees wholly with his editor.

"Naturally a writer cannot stand by every comma and live or die for every period. My columns were changed on the World and I was glad of it. I have always been copyread. It has been helpful for me when the copyreader has changed a clumsy or an awkward phrase or has caught me being too violent or unfair. No one objects to wise editorship.

"One of the sad truths of newspaper work is that a lot of the editing is not done by the editors or the copyreaders but by the reporters and writers themselves. Sometimes, because this is so, a paper doesn't get what it wants, but what the reporter thinks it wants.

"I know of a case of a New York reporter assigned one day to the federal courts. A man was under arrest under suspicion of being an anarchist.

" 'Are you an anarchist?' a detective asked.

" 'No,' the suspect replied.

" 'Well, you believe in anarchy, don't you, you ——— ——— — ———?'

"And after the operative had punched a few times, the suspect admitted he did. The story as written for the newspaper was that a man who admitted he was an anarchist had been arrested.

" 'Why didn't you write the story of the way the detectives manhandled the poor fellow,' I asked. 'That sounds like a darned good story to me.'

" 'Oh, I couldn't do that!' was the reply. 'You see, I was just substituting. If I told that story, it would get the regular Federal court man in dutch. He would lose some good contacts and would get scooped on other stories.'

"Thus reporters make themselves their own censors. They have friends and contacts which, while often helpful, are sometimes destructive. Perhaps newspaper men shouldn't stay too long on one beat. Perhaps it is wise for them to take the tip cops give and 'Move along.' "

Mr. Broun is ending, for the time being at least, 20 years of work on daily newspapers. He started working for the *New York Telegraph* in 1908 on vacation during his junior year at Harvard. He worked for the Telegraph until 1912 when he joined the staff of the *New York Tribune*. He was a correspondent with the A. E. F. for the Tribune during the world war.

He wrote sports chiefly for the Tribune, and after he joined the World in 1921 he wrote sports and drama for that paper, too, in addition to his column. He only gave up these extra duties two years ago to devote himself exclusively to "It Seems to Me."

"I've had a swell time as a newspaper man," Mr. Broun said this week.

"Whether or not it was good for me to stay so long at the job I am not so sure. While newspaper work is good training for a writing man it also has its drawbacks. When a newspaper man gets an idea in his head he is inclined to let it go. If a man wants to write books and plays I believe it may be best to get the ideas in the head and let them age in the wood, as it were, before letting them go.

"But there is the advantage of compulsion in newspaper work. There are deadlines to meet. You have to write. You don't put it off as you do when you are facing the rather rubber deadlines of the magazines.

"I know I shall certainly regret that I am no longer a working newspaper man. Something is sure to come up that I will want to talk about quickly and there will be no place for me to talk from."

COLUMNISTS STIRRED TO TALK SHOP BY HEYWOOD BROUN'S "STRIKE"

Edward Hope Coffey and Jay E. House Ponder Case—Former Sympathetic, Latter Prefers Silence When Personal Views Differ with Paper's Policy

HEYWOOD BROUN'S action of last week in declaring himself on a permanent strike from the *New York World* because that paper declined to continue publishing his opinions on the Sacco-Vanzetti case brought forth comment from two other columnists this week.

Mr. Broun declared he was "enough of a newspaper man to know" that he couldn't thumb his nose at the World's pet projects, but contended that in a column headed "It Seems To Me" and signed by Heywood Broun, Heywood Broun was speaking and not the World.

Edward Hope Coffey, who uses his first two names in signing his column "The Lantern" on the *New York Herald Tribune* declared himself in sympathy with Mr. Broun, while Jay E. House, columnist of the Curtis-Martin Newspapers in New York and Philadelphia, offered it as his opinion that Mr. Broun very probably ought not to be permitted "to make a sucker out of the World."

Mr. Coffey wrote in part:

"We are at one with Mr. Broun in his contention. We believe that any department in which an individual expresses and signs an opinion is quite apart from the opinion of the newspaper. The newspaper, to be sure, sponsors the man, presents him to its readers; the newspaper has hired him because it believes his opinions, or his way of expressing them, will interest its readers.

"But it surely does not think that he believes all that traditions and politics and countless other things oblige it to believe; and it just as surely does not think that it believes all that heredity and environment have led him to believe.

"We, for instance, think that a Boston terrier is the finest pet a man can have; we have reason to doubt that the Herald Tribune's policy allows it to agree with us without reservation. We believe that the Long Island mosquito is the most vicious and persistent and numerous insect pest in the land; the Herald Tribune, as a unit, may prefer the Adirondack black fly for the championship.

"What of it? Can't the public understand that ours is the opinion of a young fellow employed to fill one column of perhaps forty-two eight-column pages, and that the Herald Tribune's belief comes from the organization that brings together three hundred and thirty-six times as much reading matter, and has for nearly a hundred years?

"The answer is no. The public can not.

"When we express an opinion, it is to a great many readers 'an article in the Herald Tribune.' To many of those who notice that it bears our signature, it is something 'the paper let him print' hence an opinion sponsored by our employers.

"It is all very complicated. If a writer is to be interesting, he must write about things that interest him; if he is to be vigorous, he must express opinions that he holds vigorously; if he is to earn the money his paper pays him, he must, upon occasion, bash its policy squarely in the eye. Which is confusing, annoying and not to be encouraged.

"Our private belief is that too much fuss is made about the expression of opinions by newspapers and their employes. Nobody is moved by the opinions expressed. The only readers who consider them seriously at all are rival editors, and they consider them as opinions. . . .

"But we would better not go into this idea too thoroughly. It probably conflicts with the policy of the paper."

Mr. House said in part:

"Two or three times every year we get into a row with the great American public over the moot question whether a newspaperman writes what he pleases. The row always has its genesis in a letter from some customer—usually a casual customer—who, displeased at something that appears in the column, attributes our attitude to orders from the boss or to a wish to curry favor with him. For some reason, and we are too polite to say what we think the reason is, the voluntary critic never can get it into his head that we have a mind of our own and that when we seriously take a position on any matter of public concern we actually believe what we write. He always assumes that we are writing under orders and that we do so because our bread and butter is at stake. To this stricture we reply with some heat, and then the row dies away for a little while, only to be fanned into new life when we cross a voluntary critic by agreeing with the newspaper on which we are employed.

"Just now the desk is littered with letters of exception to our recent statement that we write without any direction whatsoever and have always done so. For two reasons, it seems impossible to make the layman understand the situation in the average newspaper office. One is because the human mind is what it is. The other is that the answer to the question in controversy is yes and no. Certainly a newspaper staff is under direction. Every institution must have direction. Somebody must shape the policy of a newspaper and somebody does so. But no newspaperman is asked or expected to write that which he does not believe. Very often we are at odds with the policy of this newspaper. But when we are we do not try to make it look like a sucker by saying so. As Babe Ruth would put it, we leave it lay. We doubt that a good conscientious newspaperman should bite the hand that feeds him. We have our ethics, such as they are.

"One critic cites the case of Mr. Heywood Broun as proof of the fact that newspapermen must write to a pattern. Mr. Broun, as many know, recently has been having an argument with his newspaper, the New York World. We think Mr. Broun's case proves our thesis. On two consecutive days Mr. Broun was permitted to express his personal opinion in what the editor of the World mildly describes as 'extravagant fashion' on a matter in controversy. Then he was asked to write something else. Apparently he declined to do it, and his stuff was eased out of the paper. Should Mr. Broun have been permitted to go on making a sucker of the World? We doubt it."

"BUGS" BAER IS BACK

Returns to New York American After Several Months' Absence

The "Welcome Home" sign was hung out on the *New York American* last week, when Arthur "Bugs" Baer returned to his former place, the left-hand top column of the first page of the second section.

Baer has been out of the American for several months. He is under contract with Mr. Hearst, but discontinued writing copy because, it was reported, he didn't like the way his column was set up by the American.

WORLD-WIDE PROTECTION OF NEWS AS PROPERTY SOUGHT AT GENEVA

Sixty Delegates at International Press Conference, Under League, to Consider Proposed Legislation—Lord Burnham to Preside

By ALBIN E. JOHNSON

(*By Cable to* EDITOR & PUBLISHER)

GENEVA, Aug. 17.—Establishment of property right in news on a world-wide scale is the outstanding addition to the agenda of the League of Nations International Press Congress, the original text of which was printed in EDITOR & PUBLISHER last week. Enactment of legislation will be urged in all participant countries along lines of which the following is a brief summary:

Agencies, newspapers, and other undertakings whose established purpose is collection and distribution of news shall have a temporary right in such news.

The term "news" shall include information of any kind the value of which depends upon its novelty and not on the form in which it is presented.

No newspaper or news agency may publish any news without the authority of the enterprise which obtained said news in its regular manner, if it was through this enterprise that the newspaper or agency for which it was not intended gained knowledge thereof directly or indirectly during the transmission of the news after its receipt.

The protection thus provided on news should extend to all news transmitted from one place to another, whatever its character or method of transmission.

If within a specified period, news has become public property in any given place, it may be freely reproduced by the newspapers of that place.

Newspapers and news agencies cannot transmit before its publication news which came to their knowledge in which they do not have special rights.

Exclusive news is protected for specified periods.

Penalties are provided for violation, and civil responsibility is as well as liability to damages.

It is specified that extracts from articles may be reproduced unaltered upon the following conditions:

That it has been possible to gain knowledge of the article from the newspaper office following publication, or from proofs communicated by the publishing office, and that the source of the article be quoted.

Reproduction *in extenso* of articles shall be allowed after a certain number of hours have elapsed following the appearance of the paper, with the reservation that no alteration be made and that the source be stated.

The drafted law in no way affects rights of authorship claimed by virtue of existing legislation.

This proposal will come before the 60 or more delegates representing countries from all parts of the world at their meeting here Aug. 24, following the organization of the conference. Lord Burnham, proprietor of the *London Daily Telegraph* and chairman of the Newspaper Proprietors' Association, has been appointed president of the conference by the League council. Vice-presidents will be elected by the conference in the regular manner.

The list of delegates now available is subject to modifications and substitution of alternates' names in case the designated representatives are unable to attend. Acceptances have been received from the directors of the following government press bureaus who have been invited as assessors: Germany, Belgium, Finland, France, Lithuania, Netherlands, and Roumania.

In addition to the Americans who will take an active part in the conference, many newspaper men from the United States are expected to be present as spectators as scores are now sojourning in Europe. A delegation from New Zealand is also looked for as well as a number of representatives from the Irish press.

Additional assessors include: M. G. Bernhard, editor-in-chief of the *Vossiche Zeitung*, president of the International Journalists' Association; Albert Julien, *Petit Parisien*; M. Reitman, treasurer-general of the Union de la Presse Internationale, Zurich, and president of the Federation Internationale des Journalistes of Paris.

Delegates invited include:

Germany—Dr. H. Mantler, director Agence Wolff; Dr. Martin Carbe; Prof. J. F. Wolff, editor *Dresden Neuesten Nachrichten;* Director of the Social Demokratische Pressedienst; Gen. Bovollmachtiger, des Verlages Rudolph Mosse; Direktor von Boetticher of the Verein Deutscher Zeitung Verlagen.

Argentine—Jorge Mitre, *La Nacion*, Buenos Aires; Manuel Roigt, correspondent of La Nacion; Dr. Ezekiel Paz, Ramon da Franch, *La Prensa.*

Austria—M. Benedikt, director of the *Neue Freie Presse*, Vienna;

Belgium—Victor Roessel, director of *Le Soir*, Brussels.

Bolivia—Alcides Arguedas.

Bulgaria—Ivan Poeff Platchkoff, director of *Mir*, Sofia.

Brazil—Oscar Carvalho, director of Agence Americana.

Great Britain—Lord Riddell, *News of the World;* Alfred King, manager of the Exchange Telegraph, Ltd.; Lord Burnham, Newspaper Proprietors' Association; the Manager of Reuters, Ltd.

India—K. C. Roy, Associated Press of India, Delhi.

Australia—A. C. C. Holts, general manager of the *Melbourne Argus.*

South Africa—Thomas W. Mackenzie, editor of the *Friend*, Bloemfontein.

Canada—Frank Carrel, vice-president of the *Quebec Chronicle-Telegraph.*

Chile—M. Yanez and M. Agustin Edwards.

China—Kung Chen Kom, editor *Eastern Times*, Shanghai.

Colombia—Eduardo Santos, director of *El Tiempo*, Bogota.

Cuba—Jose Rivero, director of *Diario de la Marina*, Havana.

Denmark—Eric Svarre, editor *Kobenhavn*, Copenhagen.

Santo Domingo—Arturo Pellerano Sarda, editor *Listin Diario*, Santo Domingo.

Spain—Toronato Luco de Tena, director of *A. B. C.*, Madrid; Nicolas Maria de Urgeoiti, president *El Sol*, Madrid; Jose Escofet Vilamasana, director of *Vanguardia*, Barcelona.

United States—Karl A. Bickel, United Press; Kent Cooper, Associated Press; M. Koenigsberg, International News service; Robert P. Scripps, George B. Parker, Scripps-Howard Newspapers, Cleveland; Louis Wiley, *New York Times.*

Finland—Prof. Nevalinna, president of the Press Association.

France—Andre Meynot, administrator of Agence Havas; M. Denaleche, director of the *Journal des Debats;* Henry Simond, president of the National Association of Journalists; Maurice Sarrault, *Dépèche de Toulouse.*

Greece—M. Kyron, director of *Hestia*, Athens.

Guatemala—Dr. Virgilio Rodriguez Beteta, president of the Journalists Association.

Hungary—Joseph Voszi, director of *Pester Lloyd*, Budapest.

Italy—Gustavo Nesti, director general of the Agencia Stefani; Pietro Canconi, *Corriere D'Italia;* Guillio Barella, Fascist Editors Association and director of *Popolo d'Italia, Milan.*

Japan—Genichiro, manager of the Nippon Shimbun Rengo Tsushinsha; Sekiso Uyeda, special director of Nippon Dempo Tsushinsha; Seiichi Uyeno, director of the *Asahi*, Tokio and Osaka.

Norway—Rolf Thomassen, editor *Tidens Tegn*, Oslo.

Holland—M. Nygh, director of the *Rotterdamsche Nieuwe Courant.*

Peru—Oscar Miro Quezada, director of *El Comercio, Lima.*

Poland—Pierre Gorecki, director of the Agence Telegraphique Polonaise, Warsaw.

Portugal—Eduard Schwalbeck, director of the *Diario de Noticias*, Lisbon. B. da Veiga, director of *O Jornal*, Lisbon.

Roumania—Alexandre Mavrodi, editor *Viitorul*, Bucharest.

Jugo-Slavia—Vladimir Ribnikar, director *Politika*, Belgrade.

Sweden—Sten Dihlgron, editor *Dagens Nyheter*, Stockholm.

Switzerland—Dr. Ludi, Agence Telegraph Suisse; M. Chapuisat, director *Journal de Geneve.*

Czecho-Slovakia—Karel Klima, editor *Lidove Noviny*, Prague.

Turkey—Al Seddin Bey, director of the Agence d'Anatolia; Safet Bey, Press Bureau, Angora.

Uruguay—Hector Gomes, director *Manana*, Montevideo.

Russia—Maurice Menkes, director of the Agence Tass; directors of *Pravda* and of *Isvestia*, and the director of *Ekonomitcheskaia Zizn, Moscow.*

EDITORS TRY FRENCH COOKING AND WINES

Party of 25 Sees Paris After Stay in London—Turn Down Free Offer to Visit Deauville

By TOM WALLACE
Editorial Writer, Louisville (Ky.) Times.

PARIS.—Paris received with open dining room doors the group of American editorial writers touring Europe under the wing of the Carnegie Foundation for International Peace "to make a clinical examination" of post war conditions. The crowd came over from England fed, but not fed up, and found it interesting to sample French cooking, with little change in wines, since the English haut bourgeoisie, who constitute the aristocracy, or a large part of it, in political life, buy their wines discriminatingly.

The Americans were surprised, rather than disconcerted, to learn on arriving in Paris that some of the English newspapers had published articles indicative of the view that the American group had been bagged by the British and had committed itself as agreeing to everything said by them on the subject of the Geneva conference. One commitment upon which that view was placed was, possibly, a humorous speech by Marshall Ballard of the *New Orleans Item*—at a luncheon given by the Institute of Journalists, at the Criterion restaurant—in which he proposed a fourth term, after the then assumed-to-be-forthcoming third term, for Calvin Coolidge. He advocated, after the fourth term, a Coolidge dynasty which would form alliance by marriage with the British royal house and cement relations between the two countries forever.

After his speech Mr. Ballard was congratulated by an elderly British woman who, with tears in her eyes, expressed the hope that such a development might occur, and by a gentleman who said he hardy believed it possible, but that it was a great idea.

The Americans agreed before arriving in London not to express themselves one way or another on international relations, and they do not feel that they did so in England in making polite responses to dinner speeches, or in interviews, beyond saying that the British and Americans should always be friends.

An early development in Paris was an offer, through a well known American writer of fiction, from the hotels of Deauville, of a free trip, to and through that famous resort, for the entire editorial party, "without publicity or expectation of publicity," in recognition of the enormous amount of free advertising the American press has given Deauville.

The invitation was valued by many members of the party, but was declined as one which would divert the editors from the proclaimed purpose of their tour. It was declined by individuals as well as by the group, although the invitation was open to any number of men who might wish to accept it.

AD MAN GETS "LINDY" MESSAGE SCOOP

A. Schaefer of Ft. Wayne Journal Gazette "Kidnaps" Finder of Greeting Dropped from Air by Flier

For the news staff of any newspaper "scoop" a contemporary, or for the adv tising department to show a clean pair heels to the opposition in pursuit of exclusive piece of copy, is looked upon an everyday feat and occasions no s prise. But for the advertising dep ment to "scoop" the news-room of contemporary is undoubtedly one for book.

It remained for A. Schaefer, adver ing director of the *Fort Wayne* (In *Journal-Gazette*, to bring about this usual coup.

It all happened when Col. Lindber enroute to Detroit from Indianapolis, v scheduled to cut a few capers above F Wayne's airport. Previously it had b announced that "Lindy" would drop message while passing over, presuma at the airport. Consequently the ne staffs of both local papers were centr ized at the point where the message v scheduled to be dropped.

But even the most elaborate prepa tions of a city editor are apt to go wr and in this instance they failed co pletely.

"Lindy" appeared as scheduled, right the noon hour, but failed to confine maneuvers to the vicinity of the airp circling instead about the business sect of the city. On his final round, flyi very low, he was seen to drop somethi over the side of his plane, aimed in general direction of the court house.

Standing in a group of Journal-Gaze employes, Schaefer was the first to serve the message dropping, faintly d tinguishable by a bit of yellow ribbon tached to the canvas covering. Off to flying start, he returned within a f moments arm-in-arm with the finder the coveted prize, in this instance an ag gentleman who seemed somewhat bewi ered by the honor so suddenly thrust up him.

With Schaefer directing, the Journ Gazette advertising staff was mobilized prevent the evening newspaper from g ting in touch with the finder of t message. Just how successful was t "kidnapping" is demonstrated by a co parison of the stories appearing in t two newspapers. The evening newspap could only say that a message had be dropped, while the Journal-Gazette repr duced the actual message, together wi a picture of its finder.

McGAHAN A MAJOR

Washington Correspondent Promoted Officers Reserve Corps

Included in the list of promotions the Officers Reserve Corps of the Unit States Army announced by the War D partment last week was that of Paul McGahan, of the Washington bureau the *Philadelphia Inquirer*, to be a Maj of Infantry.

Major McGahan began his milita career as a private in Headquarte Troop of the Seventy-Ninth Divisi during the World War.

As the member of the National E ecutive Committee of the American L gion from the District of Columbia D partment, of which he is a past Depar ment Commander, Major McGahan wi sail for France on the Leviathan on Sep 10 for the annual convention of th American Legion.

MICHIGAN PAPERS MERGED

The *Eaton Rapids* (Mich.) *Revie* published by Henry F. Harris and th *Eaton Rapids Journal* have been pu chased and merged as one publication b Robert D. Gifford and Murray J. Ma tin. The consolidation was brought abo through Len W. Feighner, field secretar of the Michigan Press Association.

RIDDERS WITH OWENS BUY ST. PAUL PAPERS

Dispatch and Pioneer-Press Sold by Blandin for $5,000,000—Newspaper Chain Operated by Three Young New York Brothers Growing—How They Judge Dailies They Buy Is Told

THE Ridder Brothers with Leo E. Owens, general manager of the *New York Journal of Commerce*, a Ridder paper, have purchased the *St. Paul Dispatch* and *Pioneer-Press* from C. K. Blandin, who intends to retire from newspaper work and devote his time to his paper mills at Grand Rapids, Minn.



C. K. Blandin

A sum between $3,000,000 and $3,500,000 was paid for the property, according to reliable report. The purchase includes all assets, plant, and good will of morning, evening and Sunday papers.

And thus growth is chalked up for another American newspaper chain, because the Ridder brothers, with associates, now own five daily and two Sunday newspapers. In addition to the three St. Paul acquisitions Ridder papers are: the *New Yorker Staats-Zeitung and Herold*, daily and Sunday, in which they have as associates Julius Holz and Felix Arnold; *Jamaica-Long Island Press*, six-day evening paper; and the *New York Journal of Commerce and Commercial*, six-day morning.

Bernard H. Ridder, eldest of the three brothers, left New York for St. Paul on Wednesday evening of last week with the expectation that he would make the formal announcement of the purchase of the Blandin papers in that city on Friday evening, Aug. 12. The announcement eventually was made Sunday, Aug. 14.

A new publishing company has been formed to succeed the Blandin interests with Victor Ridder as president; L. E. Owens, vice-president; Joseph Ridder, treasurer; and Bernard Ridder, secretary. All four will be listed as publishers of the paper. Mr. Owens, a native of that section of the country, will move from New York to be resident publisher, while the Ridder twins and their elder brother will spend their time in turn in St. Paul.

For several months the purchasers have been flirting with the St. Paul proposition. Negotiations reached an active stage July 5. Then the New Yorkers with Mr. Owens stepped out to the Northwest to see exactly what Mr. Blandin had to offer. It was rather generally known that Mr. Blandin was ready to sell. The Ridders were not alone in their bidding. Frank Gannett, who operates a group of upper New York State dailies, and marched in and out of the South last year, was one of those anxious to essay St. Paul. Two other unidentified groups figured in the pre-sale talk.

The dotted line was passed two weeks ago Aug. 3 with the Ridders and Owens signatures down as purchasers. A technicality of Minnesota law held up formal announcement. As the Ridders would have preferred to play their cards, in fact no announcement would have been made until Monday or Tuesday of this week.

But a good hand will out; so will a good story. St. Paul newspaper men got wind of what was going on. At the time of change of ownership staff disorganization is an ever present possibility.

"Never let a good man go," is a Ridder by-word.

Thereupon, came B. H. Ridder's hurried trip cross-country to the offices of the Dispatch and Pioneer Press to assure the workers:

"There is no change of staff or policy contemplated."

In New York a staff change was announced. Alexander Sharton will succeed Mr. Owens as general manager and secretary of the Journal of Commerce. Mr. Sharton had early training in the Ridder shop. From 1912 to 1918 he was on the Staats-Zeitung, which he left to join the Butterick publications. He was vice-president of the E. T. Howard Company, an advertising agency, when he rejoined the Ridders on the Journal of Commerce.

Financing of the St. Paul deal will be undertaken by Wells, Dickey & Co., Minneapolis bond house, the Merchants Trust Co. of St. Paul and Shields & Co., New York. The actual sale was direct without the assistance of newspaper brokers. The announcement was immediately made that Omara and Ormsbee would continue to represent the Dispatch and Pioneer Press in the national advertising field.

A new issue of $2,700,000 Dispatch-Pioneer Press Company 6 per cent sinking fund debentures maturing on Sept. 1, 1942, was offered this week by Wells-Dickey Company of Minneapolis, the Merchants Trust Company of St. Paul, and Shields & Co., New York.

The company reported earnings for the five years and six months ended on June 30, 1927 of $548,378 annually or 3.3 times the annual interest requirements on this issue which constitutes its only funded debt.

The debentures will be followed by $1,000,000 7 per cent preferred stock, $650,000 7 per cent second preferred, and common stock representing a cash investment of $1,000,000 by the owners.

In New York, the Ridders announced their satisfaction on entering the St. Paul market territory, a region they complimented highly for enterprise, present prosperity, the promise of future development, and expressed their pleasure in having associated with them Mr. Owens who grew up in this section. Mr. Owens, resident publisher and partner said:

"There is no part of the United States which offers such vast possibilities for growth as does the Northwest. As publisher of the St. Paul Dispatch and Pioneer Press an opportunity will be given to me to play a small part in the development of a greater Northwest. It is with a deep sense of satisfaction that I turn my eyes homeward."

Of equal interest with the transfer of an important northwestern daily is that this transaction represents growth to the newest of newspaper chains and a meteoric advance in the careers of a group of young men.

A little more than a year ago, Bernard Ridder, 43, and his twin brothers, Joseph and Victor, 40 years old, were known only as the publishers of one German-language newspaper in New York, the New Yorker Staats-Zeitung. They were threatening then to enter the English-language field. (All are of American birth and descent; their family having lived here 100 years.) Few considered their threats seriously.

Then, with William Hofmann, an executive on their German paper, they spent nearly a quarter of a million dollars in June of 1926 for the *Jamaica-Long Island Press*. This paper, hovering between red and black at that time, has, it is claimed, become a veritable gold mine under Hofmann management and Ridder direction.

Bankers listened readily when the Ridder co-partnership again intimated they felt growing pains. On Jan. 1 this year they presented themselves with a New Year's present in the form of the *New York Journal of Commerce* merged with the *New York Commercial*. The Ridders were pyramiding their purchases. A mere $200,000 deal gave way to $2,500,000, the sum that with an A. P. membership, which later sold for $500,000, figured in the New York financial paper transaction. Now it is $5,500,000 for two papers in St. Paul.

The Ridders have no intention of stopping where they are. St. Paul is one floor upwards in their skyscraper ambitions. Other papers will be added to this Ridder chain as fast as practical Victor Ridder said this week to Editor & Publisher.

"We felt that there was opportunity for further expansion of our newspaper holdings," Victor Ridder said. "This latest purchase is in line with our policy to obtain high-grade properties wherever we can with assurance of profit.

"We have the greatest confidence in the future of St. Paul and the Northwest and confidently expect to give the people of that section a newspaper of which they can be justly proud, a newspaper which will be a force for the good of its community and region.

"It is our financial theory that the newspaper is the best investment there is in the realm of securities, because the newspaper is panic-proof. Nothing hinders a newspaper from expanding or contracting with the business cycle, retaining the while its percentage of profit. A newspaper may be deflated as well as inflated.

"Our chief interest in newspapers is a commercial interest. We have no political aspirations. Nothing is more ruinous to a newspaper than for its publisher to have political aspirations. We have never had any party affiliations, so there is never a thing for us to foreswear in politics.

"We will continue to be on the outlook for papers like the Pioneer Press and Dispatch. These are papers of the type we prefer. They are papers with a fine past and a future that beckons. The reputations of the Dispatch and Pioneer Press are national. Situated in a growing territory, we believe the possibilities of their development are limitless.

"When we consider the purchase of a paper we first ask ourselves: 'Is this paper alive, or is it dead?' This cannot always be determined at a glance. If it looks lively we examine it more closely to decide whether we can increase its income or reduce expenses in order to be sure to make our financing a safe proposition.

"As a working price for negotiations we usually figure on a sum that is six or seven times the yearly profit or the profit we believe we can make. There is no deep logic behind our selection of the six or seven. But there is a practical reason. If we buy a paper at a price so reached, we know that it affords us an opportunity of not only paying the interest on the purchase price, but also of paying amortising so that we will have the paper free in a fixed number of years.

"There is one other vital element in the purchase of a newspaper, we believe must be considered. That is competition. Where there is strong competition, the purchase price must be cut considerably.

"Plant and equipment plays a secondary part in any newspaper transaction. Developments of the printing industry require frequent discarding of mechanical appliances. The word 'modern' sticks truthfully to a newspaper plant less than 10 years.

"Were the *New York Times* to be sold tomorrow, its enormous property holdings in the heart of the world's largest city would play a relatively small part in the transaction. It is goodwill a man buys when he buys a newspaper. And by goodwill is meant what that paper is capable of earning in the future."

The Ridder family has been in the newspaper publishing business in New York for more than half a century. Herman Ridder, the father of the present owners of the New Yorker Staats-Zeitung and Evening Herold, began publishing a German Catholic weekly in New York called the *Katholisches Volksblatt* in 1875. He became owner of the Staats-Zeitung in 1889. All three of his sons were born in New York and attended Columbia University.

Bernard Ridder was first to enter newspaper work, receiving his early training on the *Brooklyn Eagle*. In January, 1905, he became connected with the Staats-Zeitung. Victor followed his older brother on that paper, joining the staff in May, 1905.

Joseph Ridder, graduated from Columbia with the class of 1906, as a mechanical engineer, and immediately became associated with his father and brothers on the German language daily. His first work was to superintend the removal of the paper from its old plant on the site of the Municipal Building to its present home.

When Herman Ridder organized the International Typesetting Machine Company in 1912, now the Intertype Corporation, Joseph Ridder was appointed general manager of the firm, continuing in that capacity until 1916. Then he returned as a director of the Staats-Zeitung, in charge of production.

On the death of his father in November, 1915, Bernard Ridder was elected president of the Staats-Zeitung and has held that office continually since, becoming president of the Staats-Herold Corporation on the amalgamation of the Staats-Zeitung and the German Herold.

Victor Ridder has always been prominent in affairs of the American Newspaper Publishers' Association and the Publishers' Association of New York City. He is at present chairman of the technical schools committee of the A. N. P. A., and a member of the legislative committee of the local publishers group.

Sixteen years ago in the class of 1911, Leo E. Owens graduated from the University of Minnesota with the degree of Mechanical Engineer. Today this young man, just thirty-eight years old, returns to the scenes of his early boyhood as Publisher of the St. Paul Dispatch and Pioneer Press. The intensive training which has fitted Mr. Owens for the position which he is to occupy here began before he entered college. After his graduation from the high school in Eau Claire,

(*Continued on page* 34)

NEW OWNERS IN ST. PAUL



B. H. Ridder — Joseph Ridder — L. E. Owens — Victor Ridder

I.T.U. VOTES AGAINST SEVEN-HOUR DAY; WOULD DISSOLVE MAILERS' UNION

Closing Sessions, at Indianapolis Marked by Victories for Progressives—William Green Speaks—Adopt New Rules for I. T. U. Publication

INDIANAPOLIS, Ind., Aug. 15.—Voting down a proposal to go on record in favor of the seven-hour day and acting upon a number of other proposals relating to the internal affairs of the organization, the International Typographical Union terminated its seventy-second session at the Indiana National Guard Armory here last Friday night.

The three-hour business session to clean up various details came after delegates in the afternoon had heard William Green, president of the American Federation of Labor, sound a warning against political strife and internal factionalism. The closing hours of the convention brought consistent victory for the progressive forces of the union.

While considerable discussion ensued on the seven-hour day proposal submitted by Delegate Hermann of Atlantic City, N. J., the vote of the convention on the unfavorable report of the shorter workday committee was overwhelmingly against action at this time. Members of the committee spoke in favor of their report, declaring they did not believe the time propitious for such a definite stand, although they favored shorter hours.

The International Typographical Union succeeded in establishing the eight-hour day 22 years ago.

More than a score of proposals acted on by the committee on laws, the committee on finances and returns, the committee on shorter workdays and the committee on appeals were put to the convention for vote. Virtually all proposals were reported unfavorably by the committees. Among these was a proposal to pay the salaries of twelve representatives who were discharged by President Charles P. Howard last November, but continued to serve after four members of the executive council had told them the president's action was illegal. The committee reported unfavorably on the proposal but the report was lost.

In his closing address President Howard urged the delegates to carry back to the local unions a spirit of harmony and full understanding of the actions of the convention.

The breach between the two opposing factions of the International widened further by action taken Friday to dissolve the Mailers' International Union, and by giving further support to President Howard, leader of the progressive faction, but members of the typographical union signed a truce in the afternoon only long enough to hear Mr. Green deliver a brief address, and then renewed their battle.

Mr. Green's address, in the main, was an appeal for further organization of the laboring men and women of the country.

The well-worn fight between the administrationists, who are the followers of ex-president James M. Lynch, and opposed to the policies of the party in power, and the progressives, who follow the leadership of President Howard, was given airing one after the other during the session Thursday. The fight was renewed immediately upon convening of the session, when the progressives, over the vigorous opposition and protests of the administration members, succeeded in adopting a resolution which dissolves the mailers as a trade district union and brings them into the typographical union upon the same basis as printer members. The effect of the resolution will be to give the printers opportunity to vote for the president of the mailers' union, who serves as third vice-president of the I. T. U., and member of the executive council. This power has long been sought by the progressive faction of the I. T. U.

The resolution, which is a proposed amendment to the I. T. U. constitution, must be submitted to a referendum vote of the entire membership of the international, and members of the administration faction expressed doubt of its being sanctioned in the membership referendum.

The fight threatened to break again in the afternoon, but administration members, conceding the power held on the convention floor by the opposing forces, contented themselves with a vote of protest. This was when a resolution was adopted which places the executive council of the union under the complete control of the president of the international. The members of the executive council are administration in their political make-up, while President Howard stands alone as a progressive in that body. The resolution provided that vice-presidents of the union shall "be under the direction and control of the president." This exempts only John W. Hays, secretary-treasurer, and an administrationist, from the progressive domination.

The convention left to the discretion of the president a proposition which would prevent members of the printers' union from working in mailing rooms after their work had been completed in the composing room.

The convention in rapid order, over the objections of mailer members, voted down two resolutions which would have given printer members of the union a voice in the affairs of the mailers' union by permitting them to vote for the mailers' officers. These were offered as compromises over the action taken in the morning session when the mailers' union was disrupted as a trades union.

The resolution adopted in the morning session, while aimed particularly at the mailers' union, since it is the only trade district union in the I. T. U., prohibits the organization of any such district union within the international in the future. A roll call vote on the proposition revealed a decided gain in strength of the progressive forces and a corresponding loss by the administration's, when the resolution was adopted by a vote of 299 to 191. The fight over the resolution was one of the most bitter of the 1927 convention, equalling in interest the effort of the printers to divorce themselves from the international in Thursday's session.

William E. Towne of New York, member of the laws committee, charged that the question before the convention was one of whether a bloc of a few votes could sway the policies of 70,000 printers. There had been a time, he charged, when 3,000 mailers could dictate the policies of the I. T. U., by combining with other members of the printers' organization.

"This is a political move," A. S. Nance of Atlanta, Ga., declared, opposing the resolution. "You may pass this resolution in this convention, but you never can control the votes of the mailers. It is a move whereby 73,000 printers will select the president of the mailers and cram him down the throats of 3,000 mailers."

Charles N. Smith of New York, president of the mailers, disclaimed any political activity on the part of the mailers with any group within the I. T. U.

William Reilly of Dallas, Tex., member of the laws committee, and a progressive, declared the mailers had been working with the administration wing, and declared the resolution was only for the best interests of the organization.

Another move of the progressive forces to break the strength of the administration faction was seen in adoption of the report of the committee on the *Typographical Journal*, which criticised John W. Hays, secretary-treasurer of the union, and editor of the publication.

The report of the committee recommended that Mr. Hay's censorship over the columns of the Journal "be broken," to the end that "freedom of the press in our own organization should be accorded all departments." The report also directed Mr. Hays to prepare "a financial report that could be understood with intelligence by every member of the union," and recommended that Mr. Hays be instructed to keep the publication of the magazine within the money allowed.

The resolution also endorsed the purport of a proposition previously adopted, which provides that the president of the international shall be given a column in the publication, over which the editor shall exercise no censorship.

The report was adopted with a surge of "ayes" which overshadowed the almost feeble "noes" of the administration group.

Deciding to repeal that part of the by-laws concerning divorced women automatically being dropped from the rolls of the organization, the Women's Auxiliary to the International Typographical Union adopted a committee report to that effect and moved that the change be voted on at a referendum of the entire auxiliary.

Mrs. W. E. Jones, of Chicago, chairman of the committee on laws, read the report and recounted the difficulties and dissatisfaction that arose from the divorce clause. The question was raised when the Houston (Tex.) Auxiliary took an appeal from the president's ruling expelling a member when she became divorced from her husband. The president was upheld in her ruling, but the law on which the ruling was based was immediately placed before the committee on laws for repeal.

The convention is the largest ever held by the Auxiliary, it was said. Besides the 31 appointed delegates, 50 more attended the sessions.

EDITOR & PUBLISHER CALENDAR

Aug. 20-25.—National Assn., of State Press Field Managers, annual meeting, Detroit.

Aug. 22-24.—Georgia Press Assn., annual convention, Eatonton, Ga.

Aug. 24.—International Press Conference, League of Nations, Geneva.

Aug. 25.—Florida Circulation Managers Assn., organization meetting, Orlando, Fla.

Sept. 5-17.—Educational Graphic Arts Exposition, Grand Central Palace, New York.

Sept. 8-10.—Montana Press Assn., annual meeting, Great Falls, Mont.

Sept. 9-10.—Northwest Texas Press Assn., annual convention, Wichita Falls, Tex.

Sept. 12-15.—Financial Advertisers Assn., annual convention, West Baden, Ind.

Sept. 15-17.—Washington Press Assn., meeting, Wenatchee, Wash.

AGENCY SUES OKLAHOMANS, INC.

K. C. Shelburne Alleges $7,145 Due on Advertising Contract

K. C. Shelburne, of the Shelburne Advertising agency, has filed suit in the Oklahoma County district court against Oklahomans, Inc., for $7,145 alleged due on advertising contract.

In his petition Shelburne claims he made a contract with the state Chamber of Commerce in April, 1926, to launch Oklahomans, Inc., and to conduct an advertising campaign to raise money.

Shelburne says he spent $37,032.96 to raise $104,000. Refund was to be at the rate of 25 per cent on membership dues, orders for advertising contracts and literature. Shelburne was to have exclusive control of all advertising purchased by the organization.

Difficulties with Col. W. S. Key, general manager of the organization, resulted in a break after Shelburne had received $24,500 for his work.

The board of directors of Oklahomans, Inc., canceled the contract. Colonel Key claimed the agency made excessive charges for its work. The *Tulsa World* and *Harlow's Weekly* of Oklahoma City led a campaign against Key and he resigned, effective in September.

No successor for Key has been chosen.

N. Y. TELEGRAM NAMES LISTER CITY EDITOR

Co-Author of "Spread Eagle" Move from Brooklyn to Take Desk on Scripps-Howard Paper — Prefers Newspaper to Writing Plays

Walter Lister is now city editor of the *New York Evening Telegram*, Scripps Howard newspaper. He held that same desk last on the *Brooklyn Times* but had previously had experience on newspapers of the Scripps-Howard organization in other cities. With George S. Brooks he is co-author of "Spread Eagle" a play debunking war that had a successful run this season on Broadway.



WALTER LISTER

Mr. Lister left Denison University in Ohio when he was 18 to enlist in the army. He served in the World war for two years, seeing service at the front in France with the 37th Division artillery.

After the armistice he became a government student at Poitiers University in France where he met Brooks. They did some "serious drinking" together there, Lister said, and then he returned to this country and was graduated from Brown in 1920. With the intention of becoming an English teacher, Lister took post-graduate work the next year at Harvard, but at its completion, instead of presiding over a classroom he joined the editorial staff of the *Batavia* (N. Y.) *Daily News*.

From this paper he went to the *Cleveland Press*, of which, at the time W. L. Sturdevant, his present editor in New York, was managing editor. After 13 months on the Press he was transferred to Houston, Tex. to be managing editor of the Press. He held this position for nearly three years before resigning and coming East to work on the Brooklyn Times.

In addition to the play, Mr. Lister has written a number of short stories published in the popular magazines and an article on Jean Lafitte, which recently appeared in the *American Mercury*.

"I would rather be a newspaper man than a playwright," he declared this week. "A playwright's job is like playing the races. It's big gamble and one doesn't often win."

APPEALS FOR CLEMENCY

Mrs. Enwright Visits Governor and Parole Board for Husband

Mrs. Frederick W. Enwright, wife of the former publisher of the defunct *Boston Telegram*, later *Telegraph*, and her daughter Eleanor, again for the third time Monday appealed to Governor Fuller for clemency for her husband who is serving an eight month sentence for criminal libel of former Mayor James M. Curley of Boston. In the absence of the Governor, Mrs. Enwright saw Herman A. MacDonald, the governor's secretary. Mrs. Enwright also called on Frank A. Brooks, chairman of the State Board of Parole.

He told her the Board had taken no action on the petition for Enwright's parole other than to take it under advisement. Enwright is eligible for parole should the board feel willing to give it to him. He was sentenced April 11 to serve eight months. He was recently transferred to Tewksbury Prison Camp from Charles Street Jail, Boston.

WILL ROGERS NIGHT

The National Press Club will give a reception to Will Rogers at the Washington Auditorium, Saturday, August 27.

HOME FOR NEWSPAPERMEN NEARER REALIZATION

Legal Difficulties Surrounding $3,500,000 Estate Left by James Gordon Bennett Being Cleared Away —Present Income Goes to Annuitants

By L. J. DE BEKKER

IT may be some years before nearly $3,500,000 now in sight will be available for the "James Gordon Bennett Memorial Home for New York Journalists," provided for in Mr. Bennett's will, can be established, but the money is in possession of the Guaranty Trust Company, securely invested, and of the income, some $20,000 a year is now being expended in caring for aged and infirm newspapermen. What the Actors Fund has done for the theatrical profession, what the Authors' Club, thanks to the Carnegie endowment, is able to do for some literary men, and the Authors' League of America for others of the literary craft, what, in fact, the former owner and editor of the *New York Herald* wished to be done for the newspapermen, in a larger and broader way, is only a matter of years.

Commodore Bennett left his residuary estate for this purpose, and when the late Frank Munsey bought the property, paying for it $4,000,000, it seemed that the Commodore's dream was certain of realization. But Mr. Munsey paid only $1,000,000 of the purchase price in cash, and the notes for the balance, drawing good interest, it is true, were not paid until the New York Herald was merged with the old *New York Tribune* when the Mills-Reid purchasers paid the notes in full. That left the trustees of the Bennett estate with something over $4,000,000, but there were many claims unsatisfied, and certain litigations were pending which threatened to eat up a great deal of money. With all obligations settled or discharged, there remained a trifle less than $3,500,000 to be devoted to the Memorial Home, but, unfortunately for the newspaper men, under Commodore Bennett's will, a number of annuities were charged against the estate, payment of which as a first lien, has taken the greater part of the income, and not until these annuities have lapsed through death or surrender, will it be possible to carry the Commodore's ultimate purpose into effect. How many years that will be is a question that would fall within the province of the actuaries, in the case of an insurance company, and in this instance, there is no one to make such an estimate. It is axiomatic, however, that annuitants are long-lived. None of the beneficiaries under the Bennett will in the matter of annuities are needy, and few are young. The possibilities of death or surrender are therefore in favor of the newspapermen.

Among these annuitants are Mrs. Maud Gordon Bennett, whom Mr. Bennett married late in life, and who was then Baronne de Reuter, widow of the founder of the famous European news service which bore his name. She receives a yearly allowance of $50,000, besides an income of 100,000 francs per annum which the Commodore thought necessary for the upkeep of her home in Paris. Her son, Baron Ronald de Reuter, Commodore Bennett's stepson, receives an income of $20,000 a year, Mrs. Norah Ricardo, of London, England, receives $10,000 a year, and an equal sum goes to Countess Paul d'Araman (Henriette d'Araman), of Lauzanne, Switzerland. To other annuitants yearly payments are made ranging in sums from $2,000 to $5,000 a year, the total mounting to $142,500.

Although the work thrown upon the Guaranty Trust Company has been stupendous, to quote one of the trustees, its labor has been given gratuitously, and it has neither sought nor received remuneration of any kind. Heavy taxes were paid to the U. S. Government, but Robert W. Candler, legal adviser of the estate of James Gordon Bennett, has labored assiduously to have some of these taxes refunded. Mr. Candler's firm, Jay & Candler, were for many years counsel for the New York Herald. The directors of "The James Gordon Bennett Memorial Home for New York Journalists Corporation," organized to take care of the residuary estate, and bring the Memorial Home into being at the earliest possible moment, are Mr. Candler, Rodman Wanamaker, Francis H. Sisson, and Merrel P. Calloway, vice-presidents of the Guaranty Trust Company, and Robert E. Livingston, director of information and advertising for the Consolidated Gas Co. of New York. Mr. Livingston was connected with the New York Herald for twenty years while the Herald was owned by Commodore Bennett.

It is a peculiar fact that James Gordon Bennett was one of that small minority of millionaires who lived in horror of the day when his fortune might slip through his fingers, that before death came to him, he would be penniless. He did not die penniless, but although his income from the Herald had at one time been $1,000,000 a year net, as revealed in court proceedings, he might have done so, had he lived a few years longer; and it is certain that when the will was made he did not realize how small the residue to be devoted to his favorite project would be.

During his later years Commodore Bennett had been in ill health, and when the will was made, was in a far better financial position than at the time of his demise.

There was a noticeable change in Commodore Bennett's condition, mentally and physically, when he last visited New York, a few months before his death, according to an old Herald man, who knew him well. He did not realize or admit that the one thing which was closer to his heart than anything else, or than any person, for that matter, the New York Herald, was not in as satisfactory a condition financially as it had been, and that the circulation of the paper had shrunk materially. To Bennett, who had controlled the Herald for nearly half a century, the Herald was still what he had always believed it to be, the leader of all newspapers. The paper's advertising had drifted away, and was being divided between the *World* and the *Times,* and when Mr. Munsey purchased it there were many unpaid bills to be considered and settled. Some of these were for large ammounts. Due to deaths and other causes, there have been changes in the personnel of the Bennett executors, and to the numerous questions as to the possibilities of realizing the Memorial Home there has been until now no definite answer.

Mr. Livingston, however, points out that during 1926 there were 47 beneficiaries of the small income left from the trust fund after annuities already referred to had been paid, and that each of these beneficiaries received a monthly check ranging from $20 to $60, according to his needs, the total revenue thus expended being for the year, $20,474.60. Some of the men now being aided are old fellows who had served the New York Herald for long periods of years, thirty or forty, in some cases. All of these payments are made after careful investigation by the directors. It is to be noted, however, that most of them are not, in the strictest sense, newspapermen at all, having been employed in the mechanical departments of the paper, most of which are unionized, the unions themselves taking exceedingly good care of their aged and infirm members.

On Bennett's eccentricities a tradition has grown up which some day may be available in book form. One of these traditions relating to the *"Lysistrat"* shows that the Commodore was always bent upon educating his guests with innocent merriment. At the time when the solar plexus blow was new to the prize ring, the Commodore decided that they must be shown the actual blow, and being an amateur at boxing, and rather vain of his skill, he caused a sixteen foot ring to be set up in the main salon of the yacht, which had been stripped of its furnishings for that purpose. The Commodore gave a demonstration in person, his sparring partner being no less a personage than his butler. This man, grown beefy with easy living, had been quite hefty with the gloves as a young man, but he could never muster up the courage to hit Mr. Bennett as hard as he doubtless at times would have liked to. The Commodore pummeled his butler in good fashion, and finally, to the great joy of his audience, knocked him out with the solar plexus blow. It is said that the butler was afraid to come to for half an hour after the administration of this veritable coup de main.

On the occasion of one of his visits to New York the Commodore invited Eddie Flynn to meet him at Delmonico's for a business talk, and the editor found his chief there, seated at a table, promptly at the appointed time. The Commodore ordered a bottle of his favorite champagne, and when there was a delay in serving it, pushed his way through a crowd of men lined up against the bar, and said in stentorian tones: "I ordered a bottle of champagne 15 minutes ago, where is it?"

"You would have thought he had ordered a case," commented a small chap standing near the Commodore, and quite loudly enough to be overheard. The Commodore drew back, and was preparing to swing on him, when he was lifted off his feet by an uppercut on the chin, and took the count.

Mr. Flynn, reasoning fast, decided that it would never do for him to be a witness when his revered chief was knocked out, even in Delmonico's, so he beat a hasty retreat, and in due course was seated at his desk in the Herald office when a summons was brought to him from the big boss.

"Weren't you with me in Delmonico's this afternoon, Mr. Flynn?" the Commodore queried.

"Yes," was the partly truthful reply. "We discussed some business matters for a few moments, and then you started toward the bar, and I assumed that our conference was at an end, and came back to the office."

"Who hit me?"

"What do you mean, Mr. Bennett? Did anyone strike you?"

"Yes, and I want to know who he was. It was a knockout. Get out and learn what happened to me, and report back as soon as you can."

Eddie Flynn took his hat, and after a decent interval away from the Herald Building, returned with the information that the Commodore sought. He had been knocked out by Billy Edwards, a ring figure of that day.

"What, the lightweight!" the Commodore exclaimed with delight. "Bring him here right away. I want to see him." What the Commodore might have felt had he been knocked out by an ordinary man may be guessed, but in this case, it was a distinction. The pugilist was escorted to the Bennett sanctum by Eddie Flynn. It was the beginning of a beautiful friendship.

It is a matter of record that the Commodore was once offered $15,000,000 for the New York Herald, and that he refused it.

It is a fact, however, though not of record, that he really sold the paper after a long night session, to Hermann H. Kohlsaat, of Chicago, and at his own price. The contract of sale was actually signed, but the next day Commodore Bennett sought Mr. Kohlsaat, and begged off. He said that he had had a sleepless night, and that he had come to realize that the Herald was so large a part of his life that to part with it would kill him. On that Kohlsaat tore up the contract of sale.

To many rumors of impending sales of the Herald, Mr. Bennett had a stereotyped reply: "The Herald is for sale, and may be bought at any time by anyone for three cents."

"EUROPA'S" RETURN SPOILED SURPRISE PARTY



When the Junkers plane "Europa" was forced to return to Dessau after starting for the United States, it spoiled a surprise party planned for Mrs. H. D. Knickerbocker of Chicago, whose son, Herbert R. Knickerbocker, Berlin correspondent, of Universal Service, was a passenger on the plane. The news man had not been home for years, and his father, Dr. H. D. Knickerbocker, shown at the left above, and two brothers, R. C. and E. H., planned to surprise their mother when he arrived in Chicago after the trans-ocean flight.

JULY LINAGE OF 37 CITIES SHOWS 4 PERCENT LOSS

LINAGE carried by 153 newspapers in 37 American cities during July, 1927, ran 4 per cent behind that of July, 1926, even with an extra Sunday to help this year's linage, according to the following figures gathered by the New York Evening Post Statistical Department and EDITOR & PUBLISHER.

SUMMARY OF ADVERTISING BY CITIES

37 cities listed — 8 show gain — 28 show loss
153 papers listed — 59 show gain — 90 show loss
4 no comparison

	1927	1926	
New York	10,989,672	10,908,848	80,824 Gain
Chicago	5,931,603	6,128,904	197,301 Loss
Philadelphia	5,167,175	5,526,833	359,658 Loss
Detroit	4,122,902	4,611,572	488,670 Loss
Cleveland	3,058,425	3,261,150	202,725 Loss
St. Louis	3,079,380	3,388,120	308,740 Loss
†Boston	5,049,330	5,188,306	138,976 Loss
Baltimore	3,644,976	3,973,636	328,660 Loss
Los Angeles	6,178,105	6,265,259	87,154 Loss
Pittsburgh	4,493,665	4,611,838	118,173 Loss
†Buffalo	2,628,452	2,724,855	96,403 Loss
San Francisco	4,011,980	4,350,132	338,152 Loss
Newark	1,350,306	1,489,922	139,616 Loss
Milwaukee	2,521,961	2,499,950	22,011 Gain
Washington	3,777,176	4,113,736	336,560 Loss
Cincinnati	3,077,700	2,988,900	88,800 Gain
New Orleans	3,273,751	3,561,339	278,588 Loss
Minneapolis	2,432,782	2,539,001	106,219 Loss
Seattle	2,792,454	2,656,920	135,534 Gain
Indianapolis	2,701,818	2,746,095	44,277 Loss
Kansas City	2,774,652	2,906,352	131,680 Loss
Rochester	2,979,851	2,774,748	205,103 Gain
Portland	2,374,316	2,416,330	42,014 Loss
Memphis	2,344,279	2,381,099	36,820 Loss
Atlanta	1,671,089	2,412,450	.....
†Denver	2,297,130	1,872,976	424,154 Gain
Providence	2,251,754	2,408,366	156,612 Loss
Columbus	3,103,361	3,196,423	93,062 Loss
†Louisville	2,421,754	3,011,252	589,498 Loss
St. Paul	1,976,184	2,130,898	154,714 Loss
Oakland	2,061,136	2,145,906	84,770 Loss
†Omaha	1,434,664	1,543,479	108,815 Loss
†Birmingham	2,336,894	2,445,282	108,388 Loss
Richmond	1,605,982	1,775,788	169,806 Loss
Dayton	2,660,448	2,480,058	180,390 Gain
Houston	2,634,744	2,483,348	151,396 Gain
†Des Moines	1,365,308	1,675,682	310,374 Loss
Totals	118,549,535	123,603,991	5,054,456 Loss

†Note references under individual newspaper linage of those cities.

NEW YORK

	1927	1926	
American	933,646	853,246	80,400 Gain
Herald Tribune	1,194,300	1,141,582	52,718 Gain
Times	1,949,314	1,839,506	109,808 Gain
World	1,179,900	1,200,534	20,634 Loss
*Mirror (Tab.)	152,178	228,500	76,322 Loss
News (Tab.)	568,244	469,534	98,710 Gain
*Evening Graphic (Tab)	211,420	239,066	27,646 Loss
*Evening Journal	733,600	801,094	67,494 Loss
*Evening Post	321,686	307,850	13,836 Gain
*Evening World	533,180	527,260	5,920 Gain
*Sun	826,570	925,662	99,092 Loss
*Telegram	421,550	401,336	20,214 Gain
Brooklyn Eagle	1,197,846	1,157,092	40,754 Gain
Brooklyn Times	388,086	450,456	62,370 Loss
Standard Union	378,152	366,130	12,022 Gain
Totals	10,989,672	10,908,848	80,824 Gain

CHICAGO

	1927	1926	
*Daily News	1,356,948	1,482,414	125,466 Loss
Tribune	2,110,020	2,135,685	25,665 Loss
Herald-Examiner	907,386	848,985	58,401 Gain
*Post	356,019	399,762	43,743 Loss
*American	906,540	921,381	14,841 Loss
*Journal	294,690	340,677	45,987 Loss
Totals	5,931,603	6,128,904	197,301 Loss

PHILADELPHIA

	1927	1926	
Inquirer	1,398,300	1,437,900	39,600 Loss
Record	704,400	677,700	26,700 Gain
Ledger	1,003,001	1,025,123	22,122 Loss
*Evening Ledger	861,474	971,010	109,536 Loss
Bulletin	1,200,000	1,415,100	215,100 Loss
Totals	5,167,175	5,526,833	359,658 Loss

DETROIT

	1927	1926	
News	2,082,528	2,410,366	327,838 Loss
Times	904,624	981,526	76,902 Loss
Free Press	1,135,750	1,219,680	83,930 Loss
Totals	4,122,902	4,611,572	488,670 Loss

CLEVELAND

	1927	1926	
Plain Dealer	1,294,425	1,285,800	8,625 Gain
News-Leader	796,575	883,575	87,000 Loss
*Press	967,425	1,091,775	124,350 Loss
Totals	3,058,425	3,261,150	202,725 Loss

ST. LOUIS

	1927	1926	
Post-Dispatch	1,501,080	1,605,520	104,440 Loss
Globe-Democrat	997,500	1,002,000	4,500 Loss
*Star	357,600	479,400	121,800 Loss
Times	223,200	301,200	78,000 Loss
Totals	3,079,380	3,388,120	308,740 Loss

BOSTON

	1927	1926	
Herald	1,088,499	1,040,894	47,605 Gain
Globe	1,115,567	1,090,222	25,345 Gain
Post	806,387	794,824	11,563 Gain
Advertiser	353,659	355,277	1,618 Loss
*American	357,031	347,251	9,780 Gain
*Traveler	846,723	836,937	9,786 Gain
*Transcript	481,464	511,540	30,076 Loss
*Telegram	.....	211,361	.....
Totals	5,049,330	5,188,306	138,976 Loss

Telegram discontinued November, 1926.

BALTIMORE

	1927	1926	
Sun	1,215,575	1,220,984	5,409 Loss
*Evening Sun	1,070,515	1,298,938	228,423 Loss
American	482,056	485,021	2,965 Loss
*News	606,884	626,643	19,759 Loss
*Post	269,234	342,050	72,816 Loss
Totals	3,644,976	3,973,636	328,660 Loss

LOS ANGELES

	1927	1926	
Times	1,904,644	1,940,316	35,672 Loss
Examiner	1,737,851	1,695,239	42,612 Gain
*Express	704,900	717,724	12,824 Loss
*Herald	1,210,370	1,340,122	129,752 Loss
*Record	388,682	391,664	2,982 Loss
News	231,658	180,194	51,464 Gain
Totals	6,178,105	6,265,259	87,154 Loss

BUFFALO

	1927	1926	
Courier	780,438	706,921	73,517 Gain
Times	865,687	906,476	40,789 Loss
*News	982,327	1,111,458	129,131 Loss
Totals	2,628,452	2,724,855	96,403 Loss

SAN FRANCISCO

	1927	1926	
Chronicle	877,240	875,196	2,044 Gain
Examiner	1,436,764	1,395,096	41,668 Gain
Bulletin	387,842	539,462	151,620 Loss
*Call	723,898	869,106	145,208 Loss
*News	586,236	671,272	85,036 Loss
Totals	4,011,980	4,350,132	338,152 Loss

MILWAUKEE

	1927	1926	
Journal	1,269,003	1,305,139	36,136 Loss
S. T. & A. M. S.	566,852	486,140	80,712 Gain
*Leader	138,270	197,386	59,116 Loss
*Wisconsin News	547,836	511,285	36,551 Gain
Totals	2,521,961	2,499,950	22,011 Gain

*No Sunday edition.

WASHINGTON

	1927	1926	
Star	1,911,326	1,979,373	68,047 Loss
Post	695,398	794,161	98,763 Loss
*Evening Times	520,199	612,185	91,986 Loss
Herald	477,739	524,422	46,683 Loss
*Evening News	172,514	203,595	31,081 Loss
Totals	3,777,176	4,113,736	336,560 Loss

CINCINNATI

	1927	1926	
*Post	678,300	728,400	50,100 Loss
*Times-Star	992,400	1,010,700	18,300 Loss
Enquirer	1,143,300	987,000	156,300 Gain
Tribune	263,700	262,800	900 Gain
Totals	3,077,700	2,988,900	88,800 Gain

NEW ORLEANS

	1927	1926	
Times-Picayune	1,410,465	1,542,076	131,611 Loss
Item	762,225	807,020	44,795 Loss
States	640,264	707,065	66,801 Loss
*Tribune	460,797	505,178	44,381 Loss
Totals	3,273,751	3,561,339	287,588 Loss

MINNEAPOLIS

	1927	1926	
Tribune	981,901	1,063,575	81,674 Loss
Journal	1,036,555	1,079,021	42,466 Loss
*Star	414,326	396,405	17,921 Gain
Totals	2,432,782	2,539,001	106,219 Loss

SEATTLE

	1927	1926	
Times	1,247,848	1,176,588	71,260 Gain
Post-Intelligencer	936,264	801,654	134,610 Gain
*Star	513,450	547,918	34,468 Loss
*Union-Record	94,892	130,760	35,868 Loss
Totals	2,792,454	2,656,920	135,534 Gain

DENVER

	1927	1926	
News	720,210	458,528	261,682 Gain
*News	533,070	1,047,368	165,990 Gain
Post	1,043,850	367,080	3,518 Loss
Totals	2,297,130	1,572,976	424,154 Gain

Times changed to Denver Evening News November 22, 1926.

PROVIDENCE

	1927	1926	
Journal	767,356	747,066	20,290 Gain
*Bulletin	905,733	982,621	76,888 Loss
Tribune	297,488	345,596	48,108 Loss
*News	281,177	333,083	51,906 Loss
Totals	2,251,754	2,408,366	156,612 Loss

COLUMBUS

	1927	1926	
Dispatch	1,559,523	1,633,707	74,184 Loss
Journal	642,876	629,133	13,743 Gain
*Citizen	900,962	933,583	32,621 Loss
Totals	3,103,361	3,196,423	93,062 Loss

LOUISVILLE

	1927	1926	
Courier-Journal	1,004,117	1,022,123	18,006 Loss
Herald-Post	233,409	†561,299	327,890 Loss
*Times	827,674	933,711	106,037 Loss
*Post	356,554	494,119	137,565 Loss
Totals	2,421,754	3,011,252	589,498 Loss

Herald-Post morning edition discontinued with issue of March 5, 1927. †Includes 302,105 lines of morning issue.

ST. PAUL

	1927	1926	
*Dispatch	654,360	739,172	84,812 Loss
Pioneer	709,534	737,688	28,154 Loss
News	612,290	654,038	41,748 Loss
Totals	1,976,184	2,130,898	154,714 Loss

OAKLAND

	1927	1926	
Tribune	1,370,278	1,402,184	31,906 Loss
*Post-Inquirer	690,858	743,722	52,864 Loss
Totals	2,061,136	2,145,906	84,770 Loss

OMAHA

	1927	1926	
World-Herald	878,465	859,971	18,494 Gain
Bee-News	556,199	367,248	188,951 Gain
News	.....	316,260	.....
Totals	1,434,664	1,543,479	108,815 Loss

News combined with Bee February 7, 1927.

BIRMINGHAM

	1927	1926	
Age-Herald	512,722	‡620,830	108,108 Loss
News	1,378,174	1,325,394	52,780 Gain
*Post	445,998	499,058	53,060 Loss
Totals	2,336,894	2,445,282	108,388 Loss

‡Sunday Age-Herald merged into Sunday News, June 1, 1927; includes 215,194 in four Sunday issues.

RICHMOND

	1927	1926	
*News-Leader	832,692	997,318	164,626 Loss
Times-Dispatch	773,290	778,470	5,180 Loss
Totals	1,605,982	1,775,788	169,806 Loss

DAYTON

	1927	1926	
Journal	597,870	520,408	77,462 Gain
News	1,291,766	1,185,254	106,512 Gain
*Herald	770,812	774,396	3,584 Loss
Totals	2,660,448	2,480,058	180,390 Gain

HOUSTON

	1927	1926	
Chronicle	1,111,334	1,115,100	3,766 Loss
Post-Dispatch	935,060	852,432	82,628 Gain
*Press	588,350	515,816	72,534 Gain
Totals	2,634,744	2,483,348	151,396 Gain

DES MOINES

	1927	1926	
Register	635,579	547,973	87,606 Gain
*Tribune	729,729	706,846	22,883 Gain
*Capital	.....	420,863	.....
Totals	1,365,308	1,675,682	310,374 Loss

Daily Capital discontinued with February 12, 1927, issue.

INDIANAPOLIS

	1927	1926	
*News	1,308,312	1,398,414	90,102 Loss
Star	1,013,709	922,893	90,816 Gain
*Times	379,797	424,788	44,991 Loss
Totals	2,701,818	2,746,095	44,277 Loss

ATLANTA

	1927	1926	
Constitution	.....	804,060	.....
Journal	1,065,365	1,063,048	2,317 Gain
Georgian-American	605,724	545,342	60,382 Gain
Totals	1,671,089	2,412,450	.....

KANSAS CITY

	1927	1926	
Journal	421,606	454,159	32,553 Loss
*Post	328,713	383,736	55,023 Loss
Star	1,295,346	1,280,628	14,718 Gain
*Star (morning)	728,987	787,809	58,822 Loss
Totals	2,774,652	2,906,332	131,680 Loss

MEMPHIS

	1927	1926	
Commercial-Appeal	1,120,770	1,224,853	104,080 Loss
*Evening Appeal	583,324	.....	.....
*News-Scimitar	.....	579,985	.....
*Press	.....	576,261	.....
*Press-Scimitar	640,185	.....	.....
Totals	2,344,279	2,381,099	36,820 Loss

PITTSBURGH

	1927	1926	
*Chronicle-Telegraph	802,130	815,836	13,706 Loss
Gazette-Times	745,542	741,720	3,822 Gain
Post	754,362	749,896	4,466 Gain
Press	1,672,931	1,692,306	19,375 Loss
*Sun	518,700	612,080	93,380 Loss
Totals	4,493,665	4,611,838	118,173 Loss

NEWARK

	1927	1926	
Ledger	.....	.....	.....
*News	1,350,306	1,489,922	139,616 Loss
*Star-Eagle	.....	.....	.....
Totals	1,350,306	1,489,922	139,616 Loss

PORTLAND, ORE

	1927	1926	
*News	437,710	440,216	2,506 Loss
*Telegram	.....	.....	.....
Oregonian	993,482	1,059,016	65,534 Loss
Oregon Journal	943,124	917,098	26,026 Gain
Totals	2,374,316	2,416,330	42,014 Loss

ROCHESTER, N. Y.

	1927	1926	
Democrat & Chronicle	1,317,993	1,226,819	91,174 Gain
**Journal-American	738,440	647,846	90,594 Gain
*Times-Union	923,418	900,083	23,335 Gain
Totals	2,979,851	2,774,748	205,103 Gain

**American weekly not included.

***No Sunday edition.**

WHEN YOU COVER A REVOLUTION TAKE A TOP HAT ALONG, I.N.S. MAN ADVISES

O. D. Tolischus of Berlin Bureau Recounts Difficulties Encountered in Covering Vienna Riots and Death of King Ferdinand—Faced Revolvers of Guards

GETTING the news under the muzzles of machine guns, being held up with revolvers in the pit of the stomach, riding in the pilot's seat of a bucking airplane, battling past ugly-tempered mobs and suavely-mannered but suspicious censors, and winding up by attending a king's funeral in a full dress suit and top hat—these were some of the experiences of O. D. Tolischus, Berlin correspondent of International News Service during the two weeks recently when the Viennese revolt and the death of King Ferdinand of Rumania chose to happen right on top of one another.

"When you go to cover a revolution, be sure to take along your soup and fish and topper," Tolischus writes EDITOR & PUBLISHER, "The story will show why.

"It was on July 15 and I was just polishing off a dish of hors d'oeuvres at a luncheon of the American Club, preparing to take notes on the speech of Julius Klein, America's director of foreign trade, when a page called me to the telephone. Walter Dietzel, mainstay of our German service staff, was calling. 'Revolution in Vienna, Ministry of Justice burning,' he said. I rushed to the office.

"Alfred Tyrnauer, our Vienna correspondent, had already shot through a brief message with the meat of the story. Tyrnauer started filing just about the time the first flames flared up from the Justice Ministry and kept up a steady stream of bulletins to London and Berlin direct from the scene of action. Then he had a hunch—namely that in the confusion which began to seize the city, stacks of telegrams might be delayed or lost entirely. He jumped to the telephone, got through to Berlin quickly and in five minutes rapid talking had more information into the Berlin office than reached either Berlin or London by telegraph for the next three hours.

"Dietzel immediately compressed the stuff into short bulletins, turned them over to the filer and then got London on the phone. Again the telephone was quicker than the telegraph. Tyrnauer kept to the phone all afternoon, sending bulletins on the progress of the battle, and by 3 p. m. I was able to get off a 'lead all' that cleaned up the story.

"My typewriter was still hot when I had to dash out of the office to the railroad station. Apparently I was the only correspondent to get off on the night train for Vienna. We got stuck at the border, held up by the general strike which had broken out in Austria over night, and which had crippled trains, telegraphs and telephones. Still, we beat other outside correspondents into Vienna by about 12 hours.

"'We' were Robert Hartmann, Berlin manager of International Newsreel, and myself. We were routed out of our comfortable sleepers at 4 a. m. as the train was pulling into the little German border town of Passau. Excited, frightened people were milling about the station. The wildest rumors were floating about. Vienna, it was said, was in flames, civil war had broken out, street battles were raging all through the city, hostile armies were marching on the capital. Knowing the worth of border rumors from previous experiences, I restrained myself from putting any of this on the wire, and looked for an automobile.

"It was a job of persuasion and diplomacy to get one, for the drivers knew that with a general strike on, every moving car was looked upon as a 'scab machine.' But we got one.

"It was a fast ride, even if it took eight hours. A good part of the time we spent persuading socialist guards searching us and our car for arms not to drive a hole through our stomachs. We reached the beleaguered city about 3 p. m. A two-hour ride about the town, within sound of rifle fire which reached our ears intermittently, speeding past machine guns and pulling up hard in front of barricades or the bayonets of the guards, stopping only long enough to snap a picture and interview whoever was available from both rival camps, and Hartmann had his newsreel and I material for my first eye-witness story, including an authentic count of the dead and injured.

"Then came one of those things that cause European correspondents to lose their hair before their time. Hartmann immediately started off for a dash to the border to get his pictures out. He took my story with him to file it at the nearest working telegraph station. But his car broke down and he didn't get out of Austria till the next morning. All I got for my trouble that day was a call-down from New York for wasting cable tolls on Sunday. But I didn't hear of that till later.

"Fortunately, Tyrnauer had dashed off with his story of the day to Bratislava, in Czechoslovakia, and L. Aletrino, the I. N. S. correspondent in Prague, was also shooting all the stuff he could get into Berlin. There H. R. Knickerbocker and Laura Patrick, of the Universal Service staff, worked day and night to forward these stories and whatever else was available to New York and London.

"Sunday morning, I got off another batch of dispatches, including the first official statement from the commander-in-chief of the Socialists Guards, through the pilot of a German Lufthansa plane who was flying home. Lufthansa pilots and the I. N. S. staff are old friends from the days of Chamberlin and Levine. Then the other correspondents began arriving from Berlin. They had reckoned on beating the trains by flying to Vienna, but fog held them up and they did not get to Vienna until the next day. I was congratulating myself, little knowing that my first story was still stuck on a country road somewhere in Austria. By Sunday night I had had time enough to size up the situation to get off the first flat statement that the revolt had spent itself and that the strike would be called off soon. It was.

"Monday came, some more hard luck. Tyrnauer left Vienna in an auto for Bratislava carrying his and my dispatches. His automobile, moving along at 50 miles an hour, was passed by another car. Tyrnauer thought he was being beaten and urged his driver to step on it. Just then, the other car shot across the road, careened, turned into the ditch, and Tyrnauer had to shift from the role of correspondent to that of Red Cross man. Two women were dead and a man fatally injured. Tyrnauer took them to the nearest house, procured medical assistance, and spelled out his name, profession, address and the name of his grandmother to the gendarmes who had to have witnesses to the accident. He started off again two hours late—too late almost for the afternoon papers, but as Tyrnauer explained when he came back: 'What could I do?'

"That evening the Austrian radio began working again and the transmission of the news ceased to be the biggest part of the job.

"Just as I was settling down to clean up the tag ends of the story, hoping also to get a glimpse of the Vienne of 'wine, women and song,' in came the flash that King Ferdinand was dead.

"My reaction, after sending off the news, was to dash to the Franco-Roumanian airplane office. 'Alles besetzt,' said the girl at the desk and shrugged her shoulders. When I started to get violent, she called the manager. He also shrugged his shoulders. When a Viennese shrugs his shoulders, you might just as well give up.

"So I took the night express for Budapest and went to the office of the same airplane company there. 'Alles besetzt,' of course, but I learned that a crate of guinea pigs was waiting to be shipped. Adding a passenger fare to the freight charges enabled the company to start off a special plane and the guinea pigs and myself arrived in Bucharest in four hours flying time. It takes 24 hours by train on which the other correspondents were sitting. I arrived just in time to get out the first news of Ferdinand's political testament in which he barred Carol from the throne and to view the king's body laid out in state in Cotroceni Palace. But by the time I got through it was way past midnight, and I hadn't eaten anything since I had gulped down two fried eggs on the flying field in Belgrade at noon. But Max Perlman, the Universal Service correspondent in Bucharest, my guide and mentor there, said: 'Nothing doing. State of siege.'

"We knocked in vain at various restaurant doors for a handout. Finally, we drove out into the country, where a summer restaurant proprietor listened to our pleas—for a good price—and served us a sumptuous meal in a dark corner of his garden, away from the bayonette sentry patrolling the road. I hate to think what would have happened to us if the sentry had found us and possibly mistaken us for Carolist conspirators, but at the moment I was too hungry to think. Having started out at first to find a revolution, I found myself utterly unequipped for the sartorial exigencies of a royal funeral. Balkan funerals in general and royal ceremonials in particular prescribe full dress suit and top hat. I thought woefully of the shining topper which I had bought in Stockholm last November for the wedding of the Belgian crown prince and which was now resting dustily in my closet in Berlin. There was nothing else to do. I had to hire a whole outfit, and in a long-tailed claw, hammer and a topper that shone like a headlight I sallied forth with Max, similarly attired, to cover the funeral. Still, our outfit wasn't so worse. Boldly we drove up to the palace and boldly we walked in. The guards apparently thought we were high diplomats. They saluted. And so we took part in the funeral ceremonies in the palace as the only representatives of the world press.

"Because we had to submit every dispatch to the censor before sending it, I stayed behind and got off the story of the procession in Bucharest, while Perlmann went along with the special funeral trains to Curtea de Arges where the body was laid to rest. Max pulled the beat of his life when, taking his top hat in his hand, and tucking his long coattails in his belt, he vaulted over fences and sprinted over corn fields to reach the head of the procession in Curtea de Arges, dashing into the cathedral before the guards could stop him. He was the only foreign or Rumanian correspondent present at the actual burial ceremonies. A moment after the last member of the royal family had left Max was on the phone giving the the details. Thereby we were enabled to get our story off long before other correspondents who came back to Bucharest by auto could file their stuff.

"Immediately afterwards I had to leave to confer with our client papers in Budapest, Vienna, and Prague regarding extension of our European service. Toward the end of the week I was back in Berlin in time to draw up and sign the contract giving the Hearst newspapers the right to send the first flying correspondent across the Atlantic in the Junkers transatlantic planes.

"And then I got barred from making the flight myself because of ten pounds—weight, not Sterling.

"Can you beat that for luck?"

OCCUPIES NEW PLANT

The *Fremont* (O.) *Daily Messenger* recently moved to its new one-story plant at 111 South Arch Street. A new Duplex press and other new equipment has been installed. A 36-page New Home edition was published Aug. 11.

WITH PIANO COMPANY

Lionel Thompkins has been appointed advertising director of the American Piano Company, New York. He was formerly with the *Chicago Daily News*.

LIBERALISM DEAD IN U. S., SAYS McNITT

Public Doesn't Want to Think, Says Publisher of Recently Suspended McNaught's—Asks Pleasure and Excitement

Only those who have tried publishing serious reviews and magazines can appreciate the difficulties which stand in the way, in the opinion of V. V. McNitt, who announced a few days ago the suspension of *McNaught's Monthly*. This is his story:

"I began publishing in January, 1924, with the idea that there might be a public for a temperate liberal review, seeking the exact truth and catering to no class prejudices. I cherished the belief that the true American spirit is fine, not gross; that the great majority are not yokels and shallow dollar- and pleasure-seekers but well-meaning and sincere folk of an idealistic turn; that in a land where there is plenty of incomplete and inexact and perhaps biased information even in the so-called intellectual journals, there might be a welcome for a review striving first of all for unprejudiced observation.

"Before the first year had ended it was clear that liberalism was for the time being practically dead, and that there was no call for unexcited analysis. As a people we seemed since the war to have come to hate liberalism (vide the unpopularity of Wilson's ideas of social reform), and to love excitement and exciting treatment of topics at issue. A liberal review was as superfluous as a temperance tract in a bootlegger's hangout. Those who do not know the facts as well as I do may argue that a sturdy voice of leadership would have brought readers in clamoring thousands. Well, maybe, but I think not for a magazine of temperate liberalism. If there is anything the public desires less than liberal reviews today, it is leadership. It wants Coolidge and all the pleasant and comfortable things that Coolidge stands for.

"Although it was clear in 1924 that McNaught's had chosen an unpromising line, I kept on anyway and gave the venture every minute of time and every dollar I could spare. The best efforts of our lives and our keenest enthusiasms are often given to forlorn hopes, and it is an ironic joke that while we are putting in every ounce we can, the onlookers are apt to say: 'Well, if you would only try, you might get somewhere. What you are attempting is ridiculously easy. Just print better stuff and the readers will flock to you.'

"Better stuff! How is an editor to get powerful articles for his review if he doesn't pay for them liberally? And when his review has no advertising revenues and he is paying his own losses instead of passing the hat, how can he be expected to astonish the world in each issue? At that, McNaught's had the devoted co-operation of a number of writers of high ability, and Silas Bent was good enough to tell someone who told me that in three and a half years it never printed a dull article.

"It cost us $5 to obtain one new subscriber for a year at $1.50. The cost of obtaining annual subscribers for the $4 and $5 magazine runs from $8 to $12 each, I am told. About 60% of such subscribers renew at the end of a year (our average renewal rate for all classes of subscribers was 70%, so the actual cost to McNaught's for durable subscribers secured by mail solicitation was $8.33 each. Figure out how long it would take to make the subscription list self-supporting on such a basis, and how much it would cost to build a big list.

"The times are not favorable for serious periodicals. No review published in this country pays its way, and only two or three of the quality magazines are truly profitable. With only deficits before him, how may an editor compete for the work of outstanding writers?

"McNaught's was a lot of fun, anyway, and some day I shall keep an engagement with myself to come back in daily or weekly journalism and put my experience to profitable use."

MANUFACTURERS OF PAVING BRICK LAUNCH CO-OPERATIVE CAMPAIGN

Newspaper Space Being Used to Reach Public—Three-Year Program Adopted—More Papers to Be Added as Plan Progreses, Association Manager States

NEWSPAPER columns are now carrying tested advertising copy on brick for paving roads and streets.



JOHN W. BREYFOGLE

The schedule which started recently is to cover three years' time, at the end of which period it is believed that it will have established itself on such a profitable basis that its continuance will take on the permanence of brick itself, according to John W. Breyfogle, general manager of the National Paving Brick Manufacturers Association. Mr. Breyfogle is also publisher of the *Olathe* (Kan.) *Mirror*.

For many years brick has been sold for paving purposes without the impetus of advertising. Its ability to withstand traffic and weather with little or no maintenance work was widely known among city engineers. Municipal and other officials also usually see the economy with little explanation needed, but with the property owner it is different. He is anxious to get as low a first cost pavement as possible, often allowing that point to over-balance the cost of frequent repairs. The story of brick pavements had to go to the general public.

The Potts - Turnbull Advertising Agency Chicago, was chosen and the problem put up to its executives. A newspaper campaign was decided on. The story of brick pavements was then analyzed, boiled down, sifted to the simplest, baldest sequence of facts. Then the copy men set about putting this into advertising.

When the first piece of copy was in type, 50 proofs were pulled and sent to the superintendent of schools in a rural community of about 400 people. Intentionally a school in a town so small that it contained no hard-surfaced roads or streets was chosen.

Into the hands of each sixth, seventh and eighth grade pupil, both boys and girls, went a proof of the brick advertisement. Each was told to read it carefully, three minutes being allowed for that purpose.

The proofs were then collected and the teachers went on with the regular school curriculum.

Thirty minutes later paper was passed out on which the children were told to write, in their own words, their recollections of the ad. After the teachers had used these papers to grade their charges in the combined lesson of memory and English thus given, the papers were sent along to the advertising agency.

One outstanding fact was clear immediately. These country boys and girls, ten, eleven and twelve years old, had gotten the idea—in fact had absorbed and remembered almost every essential point in the semi-technical copy. True, they stumbled over at least one point, and since practically all barked their shins on the same word, the copy was immediately rewritten to make that point clear. The copy had said that vitrified paving brick was waterproof—a primary requisite for a lasting pavement. "Vitrified" to some meant the name of a manufacturer. Others thought it referred to paving brick made especially for streets and not usable on country or residential roadways. The fact intended, that all paving brick are burned till the clay begins to fuse and changes to a non-absorbent mass, did not get over.

Some among the brick makers and agency men still felt that a process so common as vitrifying must be known and understood by practically all adults, even though to children it was unfamiliar. So an inquiry was started among grown-ups. Varied and ingenious were the answers and dexterous was the stalling which resulted. It took very few interviews to confirm the fact that people did not know much about vitrification, or even what the purpose of that process was.

The rewritten copy went much better, and seemed to justify the release of the first advertisements with a predetermined surety that they would be grasped.

This paving brick copy is now appearing in newspapers throughout the territory best covered by the brick plants of the country. It is planned that it will be increased gradually from point to point until ever community becomes familiar with the facts concerning brick paving.

Paving brick is perhaps the newest entry i nthe field of co-operative advertising.

The industry is now embarked on a three-year program reaching out to all the millions who pay for and use our roads. The campaign as planned will penetrate to every taxpayer, through his own local newspaper, in good sized space consistently spread over the year.

COMPARATIVE PRICES BANNED DURING SALE

Muskegon Merchants Adopt Advertising Code for September Event —Superlatives Also Barred

A unique code of ethics has been prepared and will be followed in advertising for a general sales event to be held in Muskegon, Mich., Sept. 20 to 24, under the name "Muskegon's Million Dollar Merchandising Week."

All mention of comparative prices will be eliminated from the advertising of Muskegon merchants who are cooperating in the event, according to the code adopted by the retail department of the Greater Muskegon Chamber of Commerce.

By comparative prices, are meant such terms as "made to sell for," "$50 value," "worth $50," "formerly priced at" or "originally sold for" less than the price listed for the five-day sale, those who framed the code explained. Statements which suggest reductions or fractional savings also are banned along with such unqualified terms as "the greatest sale in America," "lowest prices in the city," "biggest bargains," "unmatched values" and statements such as "never before" and "elsewhere."

It is further provided by this unusual code of advertising ethics that every statement in the special advertising in connection with the sale be so clear as to preclude any doubt or misrepresentation. "For instance," the code states, "if items are seconds, advertise them as seconds, and the same with factory rejects and other inferior grades of merchandise."

If there is a definite and limited number of items offered at a certain price, the number must be stated. Thus, if there are five items in a group at a certain price, this will be stated, rather than advertising that there is a special price on groups including various values.

Wilbur A. Bennetts, advertising manager of the *Muskegon Chronicle*, was a member of the committee and instrumental in framing this code of extraordinarily clean advertising principles for the special sale.

MOWRER BACK IN U. S.

Paul Scott Mowrer of the foreign staff of the *Chicago Daily News* is back in the United States with his family and headed for a dude ranch in Wyoming. Mowrer, who is Paris correspondent of the Daily News, is on a two months' vacation.

FIELD SUCCEEDS WHEELER

Named Assistant to Mrs. Meloney on Herald Tribune Sunday Magazine

Richard L. Field has been appointed assistant to Mrs. William Brown Meloney, editor of the *New York Herald Tribune* Sunday Magazine, to fill the vacancy created by the recent death of Capt. Curtis Wheeler. Capt. Wheeler, an experienced army flier, was killed on July 6, while flying in an old plane at Pine Camp, New York. He had been in training as a member of the New York National Guard and had gone up on an observation flight with Lieutenant Carl Sack. Lieutenant Sack was also killed.



RICHARD L. FIELD

Mr. Field has been a member of the magazine staff since its reorganization under the direction of Mrs. Meloney in the fall of 1926. Prior to that he had been assistant night make-up editor of the Herald Tribune. When Will Bradley was called in to lay out the new magazine, Mr. Field was coached by him, and he has been in charge of make-up ever since.

He is a member of the 1920 class of Johns Hopkins University. After graduation he joined the staff of the *Baltimore Sun*, where he worked as reporter, copy reader and night city editor for four years. From the Sun he went to the *Baltimore American* as swing man, and left the American for six months to work in New Orleans on the *Item* and on the *Tribune*. He returned to the Baltimore American for a time, and in April, 1926, joined the Herald Tribune.

Richard S. Dodson has joined the staff of the magazine, and will aid Mr. Field with make-up and editing.

SUGGESTS CRIME REMEDY

Press Should Paint Criminals in True Colors, Says Speaker

"If the press would paint the criminal in his true colors, it would do more for the suppression of crime than all the court reforms ever attempted," Judge Archie Dabney, of Charlottesville, Va., declared in addressing the recent conference on press relations at the University of Virginia's Institute of Public Affairs, at Charlottesville.

"Let the court reporter show the criminal as he is, not a hero or a martyr, but a degenerate, a diseased creature, if not abnormal at least subnormal, and a weakling without manly vigor to resist temptation to do wrong," he said. "The reporter should appeal to the sporting instinct of the public by showing that the criminal is one who has taken unfair advantage of his victim."

Victor Rosewater, former editor of the *Omaha* (Neb.) *Bee*, who led the conference discussion, told of the growth of newspapers in the United States.

Jacksonville, Florida—
135,000 Population; 35,000 Families

22,111 Families
(Each a Times-Union Subscriber)
represent an untouched
RADIO MARKET

OF the Times-Union's *city* family of 27,941, only 5,830 own radios, thus there is a potential market in Jacksonville alone for 22,111 radio sets.

In comparison, it is noticed that 13,568 of these families have talking machines—8,832 have pianos—13,129 have telephones—18,837 use electricity—11,201 own their homes.

Applying the same ratio to the *total* daily circulation of 50,640, the potential market for radios among Times-Union readers is shown as 36,431 sets.

The City of Jacksonville broadcasts a daily program over WJAX, its municipal station; WJAX is hooked up with the National Broadcasting Company's Blue Network. There are 20 retail and 5 wholesale radio outlets in Jacksonville.

Further details of radio markets and any market data you wish will be provided on request.

The Florida Times-Union
JACKSONVILLE, FLA.

Radio Page Daily
12 cents a line (50,640 circulation)

Radio Section Sunday
15 cents a line (63,430)

The IOWA NEWS

Vol. 1, No. 5 August 20, 1927 Price, Two Minutes

MEAT PACKING INDUSTRY GROWS

Iowa Leads in Urban Electrification

99.7% CITY HOMES CAN HAVE CURRENT

Power Valuable in Promoting Industrial Progress

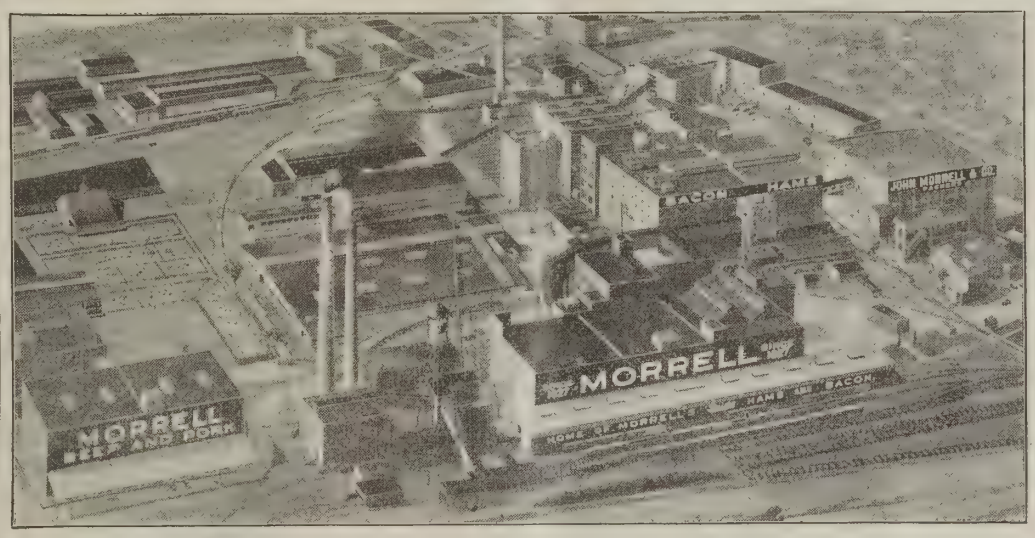
With electricity available to 99.7 per cent of its urban population, Iowa leads the nation in the electrification of its towns and cities, according to a statement recently issued by Joe Carmichael, director of the Iowa committee on Public Utility Information.

Of Iowa's 922 cities and towns, 882 have electric energy and none of the forty towns still to be electrified has a population of more than 300.

The importance of electric power to Iowa industry is indicated by the extent to which it is already being used for industrial purposes. A survey on January 1, 1927, shows that 82.3 per cent of the industry of the state is electrified. The national average is 66 per cent.

In the past fifteen years the electric energy generated in Iowa has increased 346 per cent—from 96,210 kilowatts in 1912 to 430,461 kilowatts in 1926. Practically all of the generating capacity added since 1922 has been in electric light and power stations for home and industrial use.

ONE OF IOWA'S 23 PACKING PLANTS



The plant of John Morrell & Co., at Ottumwa, recognized as one of the largest independent packing plants in the United States.

Net Profit On Hogs Increases

Ames, August 20. Cost accounts kept by twenty-one farmers in Iowa county in 1925 and 1926 show that hogs were more profitable in 1926 than in the preceding year and that it cost about a dollar a hundred less to produce a hundred pounds of pork in 1926 than it did in 1925.

Average profit for the group was $843 in 1926 as compared with an average profit of $752 during 1925.

ADVERTISERS who understand the Iowa situation know from experience that the consumers' market there cannot be properly sold without the use of newspapers in these twenty-one key cities.

IOWA DAILY PRESS ASSOCIATION
DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette & Republican
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat & Leader
Davenport Times
Dubuque Telegraph-Herald and Times Journal
Fort Dodge Messenger & Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times-Republican
Mason City Globe-Gazette & Tribune
Muscatine Journal & News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

GRAIN AND PASTURES SHOW IMPROVEMENT

Government Report Indicates Better Crop Outlook

Iowa crops made favorable progress during July, according to the government monthly crop report. Indications are that the Iowa corn yield will reach 359,839,000 bushels this year. This estimate, although below the 1926 total production of 413,000,000 bushels, is well in advance of estimates made earlier this year when plowing and planting were delayed by the weather. Then, too, the 1926 crop was raised on an acreage 224,000 acres larger than the present season's acreage.

The oat crop, 82 per cent normal, is 9 per cent more productive compared with the 196,187,000 bushels produced last year.

Both winter and spring wheat will likely yield normal this year with the former crop 10.3 per cent ahead of last year's crop and the latter 15.4 per cent in advance of the 1926 production. The estimated winter wheat crop this year is 8,160,000 bushels and spring wheat 645,000 bushels. The winter wheat crop of 1926 was 7,310,000 bushels and spring wheat for the same year was 554,000 bushels.

In spite of the fact that the pastures suffered from drought in July, their condition is the highest that it has been in three years. A good alfalfa crop is expected, as the condition of this crop on August 1 was the best it has been on this same date since 1924. Barley is nearly three points above the ten-year average condition.

IOWA PLANTS KILL 35% OF IOWA HOGS

Twenty-three Packers Help to Handle Pork and Beef Crop

FORESEE DEVELOPMENT

Heads of Industry Note Trend to Locate Plants in Iowa

Definite trend of American business to shorten the distances over which raw materials must be moved, is reflected in the growth of the packing industry in Iowa.

Although the annual production of Iowa packing plants is still far below the production of livestock on Iowa farms, it has been steadily gaining for the past five years, and is now around $200,000,000 a year.

Iowa today has ten government inspected plants, and thirteen smaller plants, bringing the total to twenty-three. Two plants have been added since 1921.

The improvement of road conditions, and the increase in shipments of hogs and livestock by truck, have been a distinct advantage to the packing industry in Iowa. Last year, of the 10,701,856 hogs marketed by Iowa farmers, Iowa packers used 3,593,850, or slightly more than 35 per cent, and it is predicted that this percentage will increase from year to year.

The importance of Iowa in meat packing is sometimes overlooked, because plants are not confined to one or two centers, as is largely the case in Nebraska, Missouri or Illinois. Iowa's ten government inspected plants are located in eight different cities, as follows:

Sinclair & Company, Cedar Rapids.

Morrell & Company, Ottumwa.

Rath & Company, Waterloo.

J. Decker & Sons, Mason City.

Iowa Packing Company, Des Moines.

Dubuque Packing Company, Dubuque.

Kohrs Packing Company, Davenport.

Swift & Company, Sioux City.

Armour & Company, Sioux City.

Cudahy Packing Company, Sioux City.

Smaller plants are located at Davenport, Dubuque, Fort Dodge and Muscatine.

SOVIET CENSORSHIP BECOMING MORE REASONABLE SAYS BROOKLYN WRITER

Copy Carefully Scanned But Little Deleted He Reports—Films Seized With Promise of Their Return—Censors Courteous But Firm

By E. K. TITUS
Editorial Staff, Brooklyn Eagle

WHILE travelling across Siberia this summer on a news pilgrimage for the *Brooklyn Daily Eagle,* I tried to get some photographs. Soviet newspaper men in Peking had assured me that "Anything could be taken except bridges." So I went boldly ahead.

At a little station near Lake Baikal, I snapped a Russian soldier. He told the station master, and at the next station, Irkutsk, a polite interpreter approached with the words: "You will have to give up your films."

The Bolshevik soldier entered my compartment, and there was nothing to do but come across.

"We will develop them and see if there is anything harmful," he said. "If they are safe, we shall send them on to you in Brooklyn." I am still confidently waiting to receive them.

The Soviet censorship on news is, like many things in Russia, quite illogical. Unfavorable news about the country keeps slipping out through Riga, Berlin and Harbin. People do not believe favorable news, because they think it has been garbled by the censor. If the truth were known, conditions in Soviet Russia are not half as bad as Americans believe them to be. By abolishing its censorship system altogether, the Soviet government would therefore lose nothing, and would gain much in the confidence of the world.

Joel Shubin, who once lived in Brooklyn, near Brooklyn Bridge, and "read The Eagle every day," had charge of going over all news material while I was there.

"You can go anywhere, do anything you like," he told me.

This was true. I was not interfered with at all, except for the one camera incident. But I had the greatest difficulty finding an interpreter, and finally gave it up, having been told that these chaps were often afraid to work for a newspaper man thinking they might be held responsible for his writings. Regular Moscow correspondents of course, all have interpreters, but they must do some searching to find them.

Anna Borisova Goldfarb, Mr. Shubin's assistant, was handling the actual work of censoring news cables. She is a robust girl of 28 years, with fair hair and a smooth pair of shoulders. She smiles delightfully but firmly.

"Oh no, I could not possibly let that pass by," she said, deleting a two paragraph cable with a blue pencil. She had not been on the job long, and inclined to be over-conscientious in her work.

When I left the country at Vigossovo, every last bit of paper in my suitcase was scanned. The customs officials broke open sealed envelopes containing calling cards, carefully regarded the pages of a German grammar, searched through a sheaf of blank copy paper. They were eminently dignified and courteous, of course, did not search my person, and took nothing away from me.

The censorship, one must admit, is becoming more and more reasonable every year. A chap who went in there right after the revolution told me every bit of printed matter was removed from his bags. They even took a pack of playing cards away, he said, thinking perhaps that the king of hearts might be a Russian general and the ace of spades a diagram of the Kremlin!

Every sheet of mail copy I sent from Moscow reached its destination.

Russians read everything they can lay their hands on. Even small stations in Siberia had their news stands with brilliantly colored periodicals, covering everything from politics and finance to love and humor. The poor travelers in Russian "hard," or third class, carried regular libraries and read from morning to night. American magazines are not admitted except when brought by travelers. The Russians scanned with avidity brilliantly colored motorcar advertisements in the few magazines I brought in. They admired America and wanted to learn.

The wall newspapers are in great vogue. They are generally mimeographed or typewritten sheets pasted on the walls of railroad stations or other public buildings. Local cartoonists embellish them with grotesque representations of the much despised Sir Austen Chamberlain wearing his monocle, or of greedy capital represented as a fat man with big fierce teeth showing.

FOSTER SUCCEEDS BROWN

M. Stratton Foster, owner and publisher of the *Clarksville* (Tenn.) *Leaf-Chronicle* has been named advertising manager of the *Nashville Tennesseean,* succeeding Capt. Enoch Brown Jr., who is now vice-president in charge of advertising on the *Memphis Commercial-Appeal and Evening Appeal.* Mr. Foster is the son of the late Edgar M. Foster, business manager of the *Nashville Banner* for 35 years. Frank Goodlett of Clarksville becomes manager of the Leaf-Chronicle while Mr. Foster retains his ownership and supervision.

NAMES CONFUSED

A similarity of names has resulted in Harry W. Doremus of the Rudolph Guenther-Russell Law, Inc., advertising agency receiving condolences on the death of his wife. He wishes to advise that his wife, Mrs. Ella E. Doremus, is in her usual good health.

RICHARD S. WOOD DIES

Richard S. Wood, 56, formerly advertising manager of the old *New York Globe,* died at his home in White Plains, Aug. 13. At his death he was president of the Stephenson Distributing Corporation, New York.

PICKS BEAUTY WINNER

The *Elizabeth* (N. J.) *Times* recently picked a Miss Elizabeth for entry in the Atlantic City Beauty Contest. The Times determined to send a girl from that city after it disclosed that last year's Miss Elizabeth was a Newark girl. John W. B. Mitchell, managing editor of the Times, had charge of the local contest.

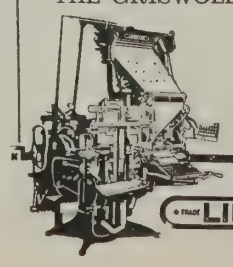
A fall campaign in newspapers to promote the products of the Pennsylvania Rubber Company, Jeanette, Pa., is promised by the J. Walter Thompson Company, appointed to direct the account.

From the Linotype Mailbag

"Delighted with It"

"The new Ionic arrived and we have it working every day. Delighted with it, as it gives The American a much neater appearance. Have had several people come and tell us they are delighted with the change."

THE GRISWOLD AMERICAN
Griswold, Ia.



LINOTYPE

DEEMS TAYLOR AN EDITOR

Deems Taylor, former music critic for the *New York World,* and composer of "The King's Henchmen," given at the Metropolitan Opera last season, has accepted the post of editor-in-chief of the weekly illustrated magazine, *Musical America.* He will take up his new duties immediately, and will publish his "Declaration of Intentions" in the next issue.

BIG SUM PAID LLOYD GEORGE FOR DAILIES

British Statesman Paid Nearly Three Million Pounds for London Chronicle and Allied Papers

By Allan Delafons
(*London Correspondent,* Editor & Publisher)

London, Aug. 9.—Eight hundred thousand 7 per cent first preference shares are offered for sale in London by the Daily Chronicle Investment Corporation, Ltd., as part of the purchase price of the *London Daily Chronicle* and its allied newspaper undertakings. The prospectus states that Mr. Lloyd George the famous statesman, has sold his 616,504 ordinary shares of £1 each, in Allied Newspapers (1918), Ltd., to the Corporation for £2,900,000 of which £1,750,000 was to be paid in cash and £1,150,000 to be settled by the allotment to him of ordinary shares in the new company to that value.

The agreement between Mr. Lloyd George and the purchasing company is that the papers owned by United Newspapers (1918), Ltd., (which include the Daily Chronicle, the *Sunday News,* the *Edinburgh Evening News,* the *Yorkshire Evening News,* and the *Doncaster Gazette*), shall continue to be published in the interests of the Liberal Party, and that for a period of ten years, the directors of the new company shall be the directors of the old.

The capital required by the new undertaking is £3,050,000. The directors are the Marquess of Reading, (chairman of United Newspapers (1918) Ltd.,) Sir David Yule and Sir Thomas Cotto (also directors of the former company), Sir Charles C. Barrie, and Major-General Sir Robert Hutchison.

EDITOR PRODUCES MOVIE

Adam Breede, editor and publisher of the *Hastings* (Neb.) *Tribune,* has just finished production of a motion picture entitled "The Live Dud." He wrote the scenario around Hastings characters, used Hastings talent entirely in the cast, and directed and produced the picture-play himself. "The Live Dud" is being shown in Hastings now, and Mr. Breede reports having received bids for it from distributors and exhibitors elsewhere.

PHOTO DEPT. REORGANIZED

Reorganization of the photographic department of the *Pittsburgh Sun-Telegraph* now under Hearst management has been completed by Charles Tebbs, of the *New York Journal.* New camera have been obtained and new equipment for the dark room and studio. Everet Glasgow remains in charge.

New England's Second Largest Market.

An Optional Combination Rate

The Providence Journal

and

The Evening Bulletin

are published by the same company in the same building. This is sane business and an economical saving. Advertisers benefit by this economy.

The circulation of these newspapers is sold separately and not in a forced combination, so there is comparatively little duplication between them.

For illustration, the combined daily net paid circulation of these papers for June, 1927, was *112,884,* while the net paid circulation of the July 4th issue of The Providence Journal (The Evening Bulletin was not published on this date) was in excess of *102,000.*

Display advertising in these newspapers is sold separately but local and national advertisers are given an opportunity to buy the combined circulation at a decided saving—a matter of economy.

The Providence Journal-Bulletin optional combination rate represents the best advertising buy in the concentrated Rhode Island market and enables advertisers to reach a very great majority of English speaking homes in this state at a minimum cost.

Providence Journal Company
Providence, R. I.

Representatives

CHAS. H. EDDY COMPANY
Boston New York Chicago

R. J. BIDWELL COMPANY
Los Angeles San Francisco Seattle

GOOD WORK
GOES INTO IT

TRADE LINOTYPE MARK

GOOD WORK
COMES OUT
OF IT



"They allow me three thousandths variation . . . but I make them RIGHT"

This particular adjustment does not call for extreme accuracy as accuracy goes in the Linotype factory. Three thousandths of an inch—the thickness of a sheet of No. 16 bond—is close enough for all practical purposes, but this man scorns any such tolerance. He likes to see his micrometer barrel come to a stop precisely on the mark. That spirit, carried through every Linotype operation, has had much to do with building up the Linotype's reputation for long life and trouble-free operation.

MERGENTHALER LINOTYPE COMPANY
BROOKLYN, NEW YORK

CHICAGO SAN FRANCISCO CANADIAN LINOTYPE LIMITED
NEW ORLEANS TORONTO, CAN.

Representatives in the Principal Cities of the World



S. J. Sennett
Machinist in Charge
Chicago Daily Tribune

. . . . "Along in the middle of May of this year the Chicago Daily Tribune ordered two Model 8 Linotypes to add to its battery, which now numbers sixty-one Linotypes. These two Linotypes were placed on the floor on the morning of May 30 and erected without trial as time was limited. The machines ran successfully that night and at all other times since then without any adjustments being made. I think this is a remarkable achievement of manufacture and shows the skillful work of the Brooklyn factory."

LINOTYPED IN GARAMOND AND GARAMOND BOLD

KEY TO CONSUMER BUYING ABILITY

Statistical Rating of Utah Counties and Cities for Products of General Appeal, in Six Major Classes of Quality and Cost—An Original Simplified and Tested Formula from Basic Data

By NELSON H. SEUBERT

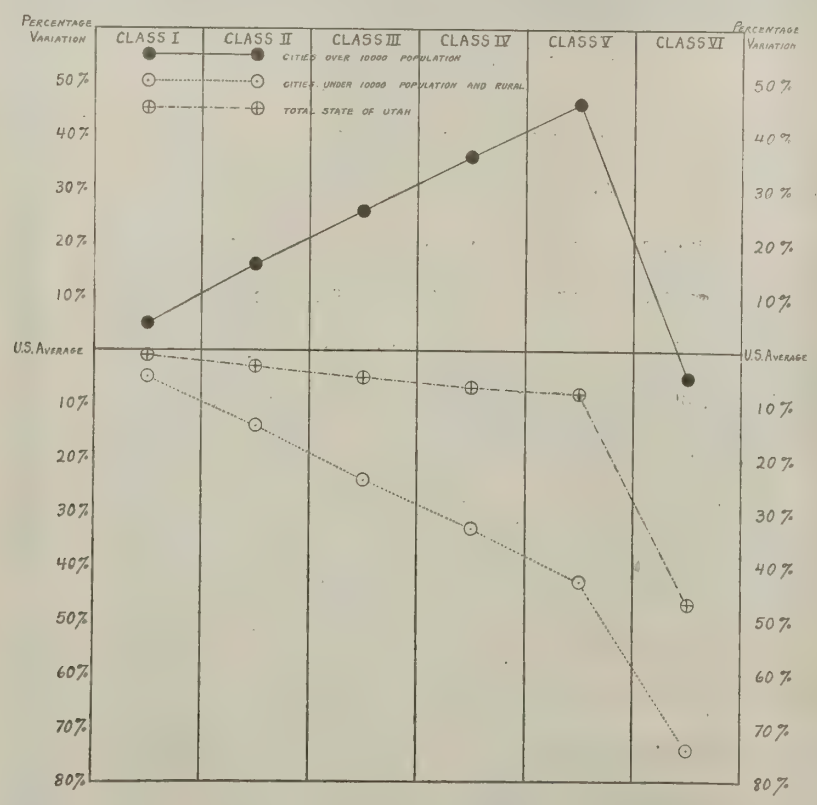
Copyright 1927 by Editor & Publisher Company. All rights are reserved and reproduction of these results in whole or in part, without written permission of Editor & Publisher Co., will constitute infringement.

BUYING POWER ANALYZED BY PRODUCT CLASSES FOR UTAH

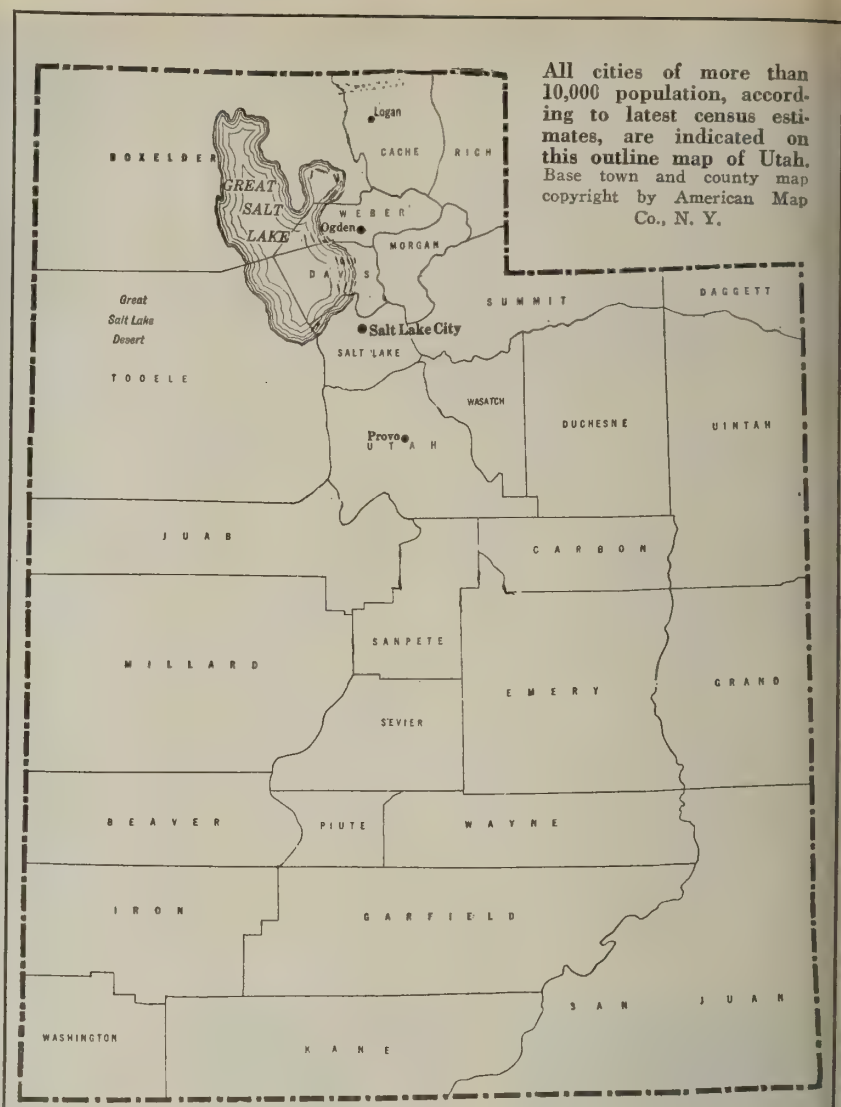
Note: Figures below represent percentages of U. S. total carried out to four places: To use, mark off four places and insert decimal point.

Counties in bold face capitals—Cities in capitals and lower case

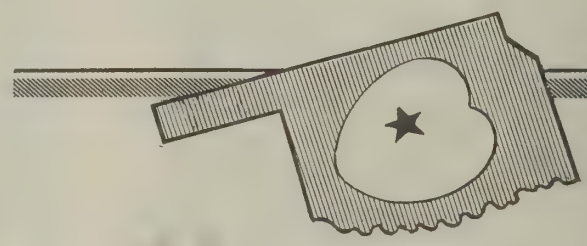
	CL No. 1	CL No. 2	CL No. 3	CL No. 4	CL No. 5	CL No. 6
UTAH	4291	4210	4129	4048	3967	2276
BEAVER	45	42	39	35	32	5
BOX ELDER	177	150	123	96	69	19
CACHE	240	206	172	137	103	44
Logan	89	82	76	69	62	20
CARBON	188	225	261	297	334	39
DAGGETT	4	3	2	1	1	0
DAVIS	101	88	75	62	49	42
DUCHESNE	87	70	53	35	18	10
EMERY	63	54	44	34	25	7
GARFIELD	43	34	25	16	7	5
GRAND	17	16	16	15	14	2
IRON	56	47	38	29	20	6
JUAB	81	74	67	60	53	40
KANE	18	15	12	8	5	2
MILLARD	95	80	64	48	33	10
MORGAN	22	19	16	13	10	6
PIUTE	27	22	16	10	5	7
RICH	16	13	10	7	4	5
SALT LAKE	1614	1763	1912	2060	2209	1569
Salt Lake City	1225	1371	1517	1663	1809	1280
SAN JUAN	32	25	19	12	5	7
SAN PETE	146	121	97	73	48	30
SEVIER	99	82	65	48	31	11
SUMMIT	67	66	66	66	65	14
TOOELE	70	70	70	69	69	11
UINTAH	77	64	52	39	26	16
UTAH	350	305	260	215	170	90
Provo	96	92	88	83	79	38
WASATCH	46	39	32	25	18	12
WASHINGTON	62	49	37	24	11	7
WAYNE	18	15	11	7	4	2
WEBER	435	460	484	508	533	261
Ogden	342	379	416	452	489	237



This chart shows the relative variation for the State of Utah above or below the United States average for cities of 10,000 or more population, cities of less than 10,000 and rural population and the entire State.



All cities of more than 10,000 population, according to latest census estimates, are indicated on this outline map of Utah. Base town and county map copyright by American Map Co., N. Y.



In Oklahoma City...

98% of the people read the Daily Oklahoman, Oklahoma City Times . . . or both!

In the Oklahoma City Market...

outside of Oklahoma City, 41% of the people read one or both of these two biggest newspapers in the state!

. . . **and remember,** the Daily Oklahoman and Oklahoma City Times serve a trading area of 724,628 able and ready-to-buy people!

Circulation Daily, 151,135; Sunday, 91,724

The DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Represented by E. KATZ SPECIAL ADVERTISING AGENCY, New York, Chicago, Detroit, Kansas City, Atlanta, and San Francisco

Can You Believe Your Eyes?

Read each of the columns below. Have you ever seen a news face that was as easy on the eyes? Let your eyes be the Judge. . . . Even set solid, this Intertype IDEAL news face has sufficient white space around each letter and between lines so that you can read without extra effort. There is a size of Ideal News for every purpose. . . . Write for larger specimens.

5½ Pt. Intertype Ideal News
THE INTERTYPE consists of a single basic unit with equipment which m

6½ Pt. Intertype Ideal News
THE INTERTYPE consists of a single basic unit with equipme

7 Pt. Intertype Ideal News
THE INTERTYPE consists of a single basic unit with equip

8 Pt. Intertype Ideal News
THE INTERTYPE consists of a single basic unit with equi

8 Point Solid

It has been said that "all reading demands an effort." To produce a type for newspaper use which can be read almost without effort is a problem which has engaged the attention of Intertype designers for several years.

The solution of this problem resulted in the production of the Intertype News Series. This new series is meeting the unqualified approval of all those who believe that types should be made for the needs of the newspaper reader.

The qualities which make the Intertype News Series easy to read are not free from the usual mannerisms of the standard newspaper type faces. The Intertype News Series conforms to the familiar and friendly design to which the majority of newspaper readers are accustomed, and yet gives a clearness to print which is not to be had by the use of ordinary light-face type.

It's Like an Old Friend

Intertype established the fact that easy-to-read type is familiar type. Unfamiliar type quickly tires the eyes. Intertype then set about to improve familiar type. The changes from old standards were, in most instances, not of great importance, but most of them were in directions that have heretofore been avoided by type-makers.

The hairlines of Intertype News

8 Point, One Point Leaded

It has been said that "all reading demands an effort." To produce a type for newspaper use which can be read almost without effort is a problem which has engaged the attention of Intertype designers for several years.

The solution of this problem resulted in the production of the Intertype News Series. This new series is meeting the unqualified approval of all those who believe that types should be made for the needs of the newspaper reader.

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8 Point, Two Point Leaded

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Intertype established the fact that easy-to-read type is familiar type. Unfamiliar type quickly tires the eyes. Intertype then set about to im-

Intertype matrices will run in other slug-casting machines

Write nearest branch for larger specimens

Standardized INTERTYPE TRADE MARK

Designed in 5½, 6½, 7 and 8 Point

INTERTYPE CORPORATION: *New York* 1440 Broadway; *Chicago* 130 N. Franklin St.; *Memphis* McCall Bldg.; *San Francisco* 560 Howard St.; *Los Angeles* 1240 S. Main St.; *Boston* 80 Federal St.; *London; Berlin*

EDITORIAL

COMBINATIONS

NATIONAL advertisers have for 30 years purchased magazine space, buying in bulk, a million, or a million and a half, or maybe two millions and a half of circulation which went to some places where their goods might be bought and to many where their goods could not be given away. They have paid fancy prices for color and premiums for position and meekly said "Yessir" when the magazine publisher declared that his space could not be used unless a given number of pages was contracted for. These arbitrary conditions prevail in magazine advertising and we have yet to hear a cogent protest against them from national advertisers, either as individuals or as members of their Association.

Certainly no such complaint was ever raised against these conditions, some of them palpably uneconomic, as has lately been launched against the growing tendency among daily newspapers in a city to sell their space on an all-day unit basis, charging one rate for space in both morning and evening editions. The Association of National Advertisers has for several months attacked the idea as discriminating against the national advertiser, forcing him to buy circulation which he does not need and cannot use, and thereby increasing the cost of the nation's distribution.

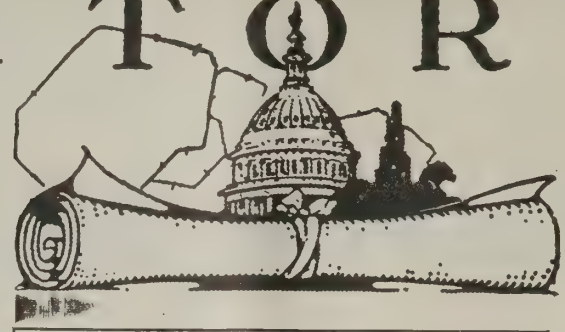
It would be vain to assert that this development in the newspaper industry is 100 per cent sound, or that it is being universally developed along lines which will best serve both the publisher and the public. No one yet knows. The idea is not new, in that a few newspapers have followed it for more than 40 years, but its present development is a thing of the last five years and for many of its exponents, it is still experimental.

There is no question, however, that the compulsion which irks national advertisers arises largely from their own prejudices and the all-day idea, whether or not it belongs among the eternal verities, may yet have the good result of informing buyers of space that all newspaper circulation, if properly used, can produce inquiries that lead to sales. The generalities that women read only afternoon papers, or that morning papers are the only media for financial advertising are probably as accurate as most sweeping rules of their kind; they may have been true 20 years ago, but the buying and reading habits of Americans today cannot be measured by the old standards.

These prejudices still live and they are far more unreasonable and arbitrary than the antidotes provided by the newspapers. The combination newspaper affords the advertiser an opportunity to reach readers to whose existence he is blind, and at a rate which is usually a bargain better than any offered in the advertiser's copy. In well-developed newspaper combinations, the circulation-distribution of the several editions is controlled to keep duplication at a minimum and to provide intensive and extensive coverage throughout the newspapers' territory.

Local advertisers are not under the compulsory restriction in more than half of the combinations now operating in the United States, principally for the reason that many retail firms do not draw their business from all parts of the circulation territory. The retailer as a rule has one shop in the centre of publication; the national advertiser's wares may be bought at half a dozen places in the big city and in shops in each of the smaller towns to which the newspaper circulation reaches. In situations where the trading territory is geographically "tight," the general rule is that both national and local advertisers buy space on the combination basis. There exist exceptions to this, of course, but we believe that the developments of the next ten years will follow the principle laid down in this paragraph and that advertisers will come to accept it as economic and beneficial.

Meanwhile, we think of the man who strained at the gnat and swallowed the camel, and we get a wee titter at the advertisers who buy without a murmur magazine bulk under hide-bound regulations, but split the well known welkin with their organized wailing when newspaper publishers set foot on a new path to economic solidity.



Think not that I am come to destroy the law, or the prophets: I am not come to destroy, but to fulfill.—St. Matthew, V; 17.

AT GENEVA

SCENERY and signposts are changing along the roads by which news travels from its sources in every corner of the world to the retina of the newspaper reader in almost every other corner. The old roads, like American city streets, are developing a traffic problem. Only a few regions of the globe are still remote to the extent that New York was remote from Moscow a hundred years ago and the most geographically distant world capitals are nearer each other today than New York and Philadelphia were in 1827. We don't yet stride across oceans as a boy leaps a brook, but the hour when we will do so approaches at a pace unparalleled in the development of international communications.

Every month sees an increase in the mileage of wire devoted to the transmission of news to the newspapers of the Americas and the daily file to these journals of news originating in foreign capitals approaches in volume the total press association report received by many of the greatest newspapers a few years ago. Two poor Italians are convicted in Boston of a crime under circumstances which to many indicate a doubt of their guilt, and the tale of their fight for justice is news for seven years in every place where the printed word can be read. The war debts of France to America, Germany to France, Montenegro to Britain can provoke a discussion among commuters whose normal conversation is of bridge hands and cactus dahlias.

We are getting to know each other better around the world; possibly we are on the path to prove with Charles Lamb that we can't hate one whom we know. The answer to that is largely in the hands of the men who meet next week at Geneva in the second conference of press association directors under the auspices of the League of Nations. Through their fingers flows the daily stream of the world's news, to be transmitted as an impartial, yet interesting, record of events, or to be colored and polluted for the advantage of hidden national or commercial interests.

The past has seen both ideas in operation. The present is not without evidence that truth can still be perverted in the reporting of international affairs even in our own land. It is defensible neither on either nor practical grounds, and the first conference meeting last year under the leadership of Roy W. Howard, chairman of the board of the Scripps-Howard Newspapers, recorded itself in favor of giving absolute equality to all news services in the distribution of official government news. The agency with an official government connection or subsidy dating back to a period when such arrangements were accepted, has under that resolution no advantage over the agency whose principal interest is not the government service but the service of its newspaper clients and their readers. That is a sound basis of operations and the 1927 conference will be ill-advised to disturb it.

Establishment of property right in news is apparently one of the principal items on the present agenda, but it seems a vain dream to expect enactment of such legislation in the principal countries. In this country, where it is recognized, it rests not upon any specific enactment, but upon an interpretation of the general statutes by the United States Supreme Court. It may come eventually in other countries, but more pressing and practical phases of world communications need earlier attention.

If the conference can obtain abolition of peace-time censorship, can accelerate the transmission and lower the cost of cable and radio press messages, it will have earned the thanks of all concerned with news as an article of commerce and as a daily record of human life.

LITTLE JOURNEYS BY WIRE

ONCE upon a time, and that not a hundred years ago, newspaper editors and news service executives in this country thought of their transmission problems in terms of the distances between New York or Chicago and the point of publication. Europe was a fairly regular contributor to the day's budget; South American dates appeared occasionally; Asia, Africa, and Australia once in a while slipped into the news to remind us that they still held a major portion of the earth's dry surface.

The war changed all of that, but nine years ago there were many audible hopes that with Armageddon a thing of the past, the United States could go back to its old ways and habits of thought, especially in affairs journalistic. The hope has been vain. The old normalcy in newspapers is gone forever.

Consider the past eight months. China held the front pages with long cables at 27 cents a word, and often a much higher rate, for weeks on end and the tale of its succession of revolutions is still not told. A New York murder moved to the centre of the scene for a brief moment, driving China's warring legions to the side, but its reign was short-lived. Since May the eyes of America have been turned to the sky and scientists are beginning to wonder whether the neck of the coming generation will be built on a ball-and-socket joint.

Lindbergh's leap to the stars stirred this country as no other event has since 1918. News service correspondents and specials filed an unprecedented volume of copy from European points and "Lindy" is by no means yet a tired newspaper subject. Chamberlin and Levine, Byrd and his companions, have received almost equal press attention over the cables and the radio and a new element has been introduced into European expense accounts under the heading of airplane taxis for reporters at a rate which averages about a dollar a minute.

Now eyes are turned again across the Pacific for the second time within 60 days and trans-Pacific cable and radio tolls are again to the fore in news service offices. Then, the national air races will be held this year at Spokane and another heavyweight battle of the century is scheduled for Chicago. Verily, New York is no longer the centre of the American news universe.

There are merchants who make lavish expenditures of time and money to dress their windows beautifully for a few to see, meanwhile permitting typographical monstrosities to run in newspaper space for everyone to see.

NEW SCHRECKLICHKEIT

COMES Dr. Ivy Lee with a new explanation, or rather a new twist on an old explanation of how the great war was won. Germany lost, he says, not because the Allies were superior in the field of battle, "but because public support of the war and public confidence of the Hohenzollern Government crumbled in the homes behind the lines." Germany had everything but a public relations counsel. Ingenious and Ingenuous Ivy! The nation which hires you or one of your imitators when the next instalment of Armageddon is staged is assured of a stable public opinion and unshatterable confidence in government. The eagles of victory, grasping in their talons a scroll of press clippings, will find on its banners a permanent roost.

Mr. Pulitzer's "witch's Sabbatical" is a felicitous departure from the tired "A.W.O.L."

THOUGHT FOR TOMORROW

NEW and stimulating is the idea advanced by Victor F. Ridder that a newspaper is soundly prosperous when its net profit approximates its net circulation revenue. It is a rule of thumb which can be proven either true or false by equally plausible examples, but it is nevertheless a sensible compass direction for the operations of the future. If advertising revenue does not maintain its cumulative annual increases, the circulation department will be called upon for efforts which will produce more money as well as more readers. That will be healthy in more ways than one.

PERSONAL

JULIAN S. MASON, editor of the *New York Evening Post,* with Mrs. Mason and children, Barbara and Gray, were entertained last week by Cyrus H. K. Curtis, owner of the paper, at his summer home in Camden, Me.

Clark Howell, editor and publisher of the *Atlanta* (Ga.) *Constitution,* and W. H. Cowles, publisher of the *Spokane Spokesman-Review,* and their wives, recently were guests of S. A. Perkins of Tacoma, publisher of the *Olympia* (Wash.) *Evening Recorder and Morning Olympian,* on a cruise of several days around the waters of Puget Sound on board his yacht, El Primero.

Mr. and Mrs. Richmond Temple of London, England, arrived in the United States recently on their way to California where they will spend several weeks. Mrs. Temple is a daughter of Milton A. McRae of the former Scripps-McRae newspapers.

Capt. Roland F. Andrews, editor of the *Worcester* (Mass.) *Telegram-Gazette,* is passing his vacation at Nantucket, Mass.

Curtis B. Johnson, publisher of the *Charlotte* (N. C.) *Observer,* left recently for New York, to sail for Europe for a short vacation.

Hugh Bancroft, publisher of the *Boston* (Mass.) *News Bureau,* and Mrs. Bancroft and their two daughters, Jane and Jessie, returned recently to Boston on the Laconia following a six weeks' tour of England, France and Switzerland.

L. A. Wortham, editor of the *Corsicana* (Tex.) *Daily Sun,* has been in a Corsicana hospital as the result of severe injuries received recently when he was pinned beneath his overturned automobile. He is recovering.

Omar D. Gray, owner and publisher of the *Sturgeon* (Mo.) *Leader,* is spending several weeks in California.

D. W. Stevick, publisher of the *Texarkana* (Ark.) *Gazette,* who recently underwent a serious operation, is recovering.

Ralph Snyder, *Gary* (Ind.) *Post-Tribune,* publisher, has purchased the Gary Motor Truck Company for $45,000.

IN THE BUSINESS OFFICE

C. J. TURNER, head of the national advertising bureau of the *Spokesman-Review* and the *Spokane Chronicle,* has been named chairman of the newspaper bureau of the Spokane Ad Club. Gus Roche, F. W. Martin, Glen Allen of the Chronicle; E. Z. Smith of the *Spokane Valley Herald,* E. E. Everett of the *Spokane Press,* J. J. Tierney of the Spokesman-Review, are also members of the committee.

Thomas Meegan, for several years in the business office of the *Worcester* (Mass.) *Evening Post,* has resigned to become assistant to the general manager of the *Union City* (N. J.) *Hudson Dispatch.*

H. P. Kelly has discontinued publication of the *Advance* at South Solon, O., and will devote all of his time to the *Clarkesburg Star,* which he started some months ago.

Raymond E. Ward, a member of the advertising staff of the *Chicago Evening American* for the past ten years, is in the Franklin Boulevard hosiptal in a serious condition. The exact nature of his illness has not been determined. Mr. Ward was stricken suddenly upon his return with his family August 12 from a vacation spent in Sault Ste. Marie, Ont.

IN THE EDITORIAL ROOMS

GEOFFREY PARSONS, chief editorial writer of the *New York Herald Tribune,* who has been touring France with his family for several weeks, returned on the *Ile de France* Aug. 16.

John D. Wells, managing editor of the *Buffalo Courier-Express,* entertained the members of the Dunkirk-Fredonia Kiwanis club, recently.

D. A. McGregor, chief editorial writer, *Vancouver Province,* has been awarded a gold medal by the National Confederation Committee for the best editorial written on the subject of Canadian Confederation.

Harold A. Safford, managing editor of the *Sioux Falls* (S. D.) *Argus-Leader* the last six years, has resigned to become a member of the studio staff of WLS, Chicago radio station. Gordon M. Sessions, editorial writer on the Argus-Leader, has succeeded Safford.

Ed Meisburger has been promoted to city editor of the *Kansas City Post.*

Leonard Reeback, for the last five years a reporter on the *Newburgh* (N. Y.) *News,* has sailed for England, his native country, to visit his parents. He is making the voyage as one of the 150 newspapermen who will cover the American Legion convention. He is on leave of absence from the News.

Ellis Emmons Reed, editor in charge of the sporting editions of the *Newark Evening News,* is vacationing in western Pennsylvania.

C. O. Wantland has resigned from the *San Antonio Express* staff and is devoting himself to a magazine publication of his own.

Lawrence Gilman, music editor of the *New York Herald Tribune,* sailed last week for his annual vacation abroad. He was accompanied by Mrs. Gilman.

Alfred Walling, of the night editorial staff of the *Newark Evening News,* has returned from a vacation in New England.

Forest Lowry, city editor of the *Salt Lake City Tribune,* is back at his desk following an operation for acute appendicitis at the Latter-day Saints' Hospital.

Jacob Golden, former city editor of the *Albany* (N. Y.) *Knickerbocker Press,* has been appointed managing director of Proctor's vaudeville theatre at Troy, N. Y.

James Butterfield, formerly columnist on the *Vancouver Province,* has abandoned the publication of his weekly and is again contributing his "Common Round" column to the Province.

Joseph T. Coakley of Syracuse, N. Y., has joined the staff of the *Worcester* (Mass.) *Telegram.*

A. B. Macdonald, former editor of *Farm and Home,* Vancouver, has joined the copy desk of the *Vancouver Province.*

Beverly W. Smith is covering for the *New York Herald Tribune* the Institute of Public Affairs conference now being held in Virginia.

Harry Clarkson, of the make-up staff, *Newark Evening News,* has returned from a week's sojourn at Ocean Grove.

C. D. Smith, formerly a member of the editorial staffs of several British Columbia newspapers, has returned from a long visit to Australia to become associated with the *Victoria Colonist.*

Recent additions to the staff of the *New York Herald Tribune* are Richard W. Dunlap and William T. Bissell.

Harold K. Humphrey, telegraph editor of the *Shawnee* (Okla.) *Morning News* and a lieutenant in the Officers' Reserve Corps, is spending his vacation in training at Fort Sill, Okla.

E. A. McSweeney, assistant to Arthur Clarke, Sunday feature editor of the *New York Herald Tribune,* has returned from a vacation in Bermuda.

Rev. Frederick A. Wilmot, religious editor of the *Providence* (R. I.) *Journal,* is covering the Lausanne World Conference on Faith and Order for the Journal.

Harry A. Weissblatt, formerly with the reportorial staff, *Philadelphia Public Ledger,* is now a member of the *Trenton Times* editorial staff.

Michael Strauss, assistant city editor of the *Chicago Evening Post,* is vacationing in Wyoming.

George Biggers, advertising manager of the *Birmingham* (Ala.) *News,* has returned to his home after a two weeks' vacation in Chicago.

Negley Farson, a member of the foreign staff of the *Chicago Daily News,* is the author of a new book, "Daphne's in Love," which will be published Aug. 19

(*Continued on page 22*)

FOLKS WORTH KNOWING

FRANK J. REILLEY, the new business manager of the *Brooklyn* (N. Y.) *Standard-Union,* is a Westerner who came East.



FRANK J. REILLEY

The first newspaper position he ever held was on the *Lake View* (Ore.) *News,* where, in 1905, he worked on its old Franklin press. In the West he has also been connected with the business departments of the *Los Angeles Times, Reno Nevada State Journal, San Francisco Examiner, San Francisco Herald,* and *Reno Evening Gazette.* He was also manager of the Southwest territory for *Sunset Magazine,* with offices in Los Angeles.

It was in 1918 that he came to New York as a free lance. Prior to his recent appointment to the Standard Union he was on the business department of the *New York Times,* part of the time as secretary to Louis Wiley, business manager.

THE CENTRAL PRESS ASSOCIATION, Inc.

Successor to Johnson Features, Editors' Feature Service and the Central Press Co. Combined services include the following outstanding features:

Washington correspondence, by Charles P. Stewart.
New York news correspondence, by Alexander C. Herman.
"Daybook of a New Yorker," by Burton Rascoe.
"Diet and Health," by Dr. Lulu Hunt Peters.
Serial fiction by Beatrice Burton.
"The Way of the World," editorial comment, by Grove Patterson.
"Kellygrams," by Fred C. Kelly.
Editorial cartoons, by Cargill and Thiele.
Sport cartoons, by Jack Sords.
Sport features, by Norman W. Brown and William Ritt.
"Skippy," cartoon strip by Percy L. Crosby.
"High Pressure Pete" cartoon strip by Swan, creator of "Salesman Sam."
"Etta Kett," cartoon strip by Paul Robinson.
"Goofey Movies," cartoon strip by Fred Neher.
"Figgers Family," cartoon strip by VEP.
"Old Home Town," cartoons by Lee W. Stanley.
Two-column cartoons by McBride and Robinson.
Woman's page features by Idah McGlone Gibson, Virginia Lee, Helena Rubinstein, Marjorie Rawlings, Florence Smith Vincent, and others.

News features and news pictorial services include four or five daily illustrated news stories from special correspondents, full daily page of spot news pictures, daily picture page to be run without cutting, once a week sport pictorial page, plentiful daily supply of sports halftone and line illustrations, copious morgue service, weekly illustrated obituary article for filing.

The new consolidated organization begins with a client list of 560 daily newspapers. The service is issued from the plant at 1435 East Twelfth Street, Cleveland, O. Eastern office in the New York Times building. The service is edited by Leslie P. Eichel. The business manager is Farris A. Flint, and the president and general manager is V. V. McNitt. Correspondence invited.



Startling New Facts of the War Behind the War

SPYING ON SPIES

A Series of Eight Authentic Articles, with the Grip and Dash of Mystery Fiction.

By

Charles Lucieto

An Ace of the French Secret Service Upon the Inexorable Game of Life and Death Within the Enemy Lines.

A Beautiful Woman the Most Dangerous Modern Spy—Wrecking the German Plan for a Dash through Switzerland — The Annihilating Vest-Pocket Bomb — The Ruse That Saved the Allies on the Sea.

Beginning September 18 with

"Fathoming German Secrets of War"

Wire Your Order Now!

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — Earl J. Hadley, Associate

150 Nassau St., New York City



(*Continued from page* 21)

by the Century company. The story was first printed as a serial in the Daily News. Farson is at present on his way to the Hebrides, from which he will send the Daily News a series of feature articles.

Edward Price Bell, foreign correspondent for the *Chicago Daily News* for more than 30 years, has started a new series of weekly articles for the Daily News in which he gives his interpretation of international affairs. The articles appear every Wednesday.

Walter W. Fuller, fraternal editor of the *Detroit News,* has returned to his desk following a six weeks' tour of Europe.

Robert J. Casey, originator of the popular "Vest Pocket Anthology," a humorous daily feature on the front page of the *Chicago Daily News,* will sail from San Francisco Sept. 13 on the first leg of a round-the-world voyage. The journey will be concentrated in the Orient, with the principal goal the recently discovered town of Angkor Vat, brought to light after having been hidden by jungle foilage since 1100 A. D.

Pablo S. Katigbak, a young Filipino on the staff of the *Chicago Daily News,* is learning American newspaper methods which he expects to put into practice when he joins the staff of the *Manila Times,* which is edited by his brother. Katigbak received an American education in elementary and high schools in the Philippines and is a graduate of the Medill School of Journalism of Northwestern University.

Tom Steed, formerly of the *Oklahoma City Daily Oklahoman,* has been made head of the copy desk, *Shawnee* (Okla.) *Morning News.*

Edwin Gordon Lawrence, special writer for the *Concord* (N. H.) *Monitor,* and conductor of the "Poems for your Scrapbook" in the *Boston Post,* is soon to start on a literary pilgrimage to Great Britain.

Frank A. Hunt, *Salt Lake City Telegram* editorial staff, has taken a vacation trip to the Pacific Coast via airplane.

W. Clark Brockman has joined the staff of the *New York Herald Tribune.* Mr. Brockman has just returned from the Far East, where he spent three years. Prior to that time he was on the *Columbia* (S. C.) *Record.*

SPECIAL EDITIONS

CARTHAGE (N. Y.) REPUBLICAN-TRIBUNE. Fifth annual Exposition Week edition, Aug. 11.

Utica (N. Y.) *Observer-Dispatch,* 16-page special radio section on Sunday, Aug. 14 in tabloid form.

Mt. Vernon (Wash.) *Herald,* special 16-page Skagit County Fair edition, Friday, Aug. 5.

Aurora (Ill.) *Beacon-News,* Aug. 9, Central States Fair edition 48 pages, in addition to 16-page news section.

MARRIED

WILLIAM C. WISE, golf editor of the *Los Angeles Times,* to Miss Marion Benda, former Ziegfeld Follies girl, recently.

Harold M. Anderson, formerly of the advertising staff of the *Miami Herald,* now with the *Washington* (D. C.) *Times and Herald,* to Miss Isobel A. Stewart of Miami, recently.

Miss Dorothy Elizabeth Huske, editor of the *Community News,* Columbus, O., to Donald Ferguson Gayer of Cleveland.

David L. Kirk, city editor of the *Spokane Chronicle,* to Miss Florence Tigges of Lewiston, Idaho, at Spokane, Aug. 6. Mr. Kirk is a brother of the late William F. Kirk, New York feature writer and columnist.

Mrs. Lillian Fitch Krause, who succeeded her husband, the late George H. Krause, as publisher of the *Elk Point* (S. D.) *Herald,* to Orville Anderson of Chamberlain, S. D., recently.

John Howard Griffin of Holyoke, Mass., a reporter on the *Boston* (Mass.) *Herald,* to Miss Alice L. Barry of Peabody at St. John's church in Peabody, Aug. 3.

Roy D. Duchemin, night editor of the *Sydney* (N. S.) *Post,* and Cora Derbyshire of Glace Bay at Glace Bay, Aug. 3.

George Wheeler, editor of the *Bell* (Cal.) *Industrial Post,* to Miss Mildred Mackinson, Aug. 4.

NEW PLANTS AND EQUIPMENT

A BUILDING permit has been issued the *Albany* (N. Y.) *Knickerbocker Press* for remodeling a structure adjoining the newspaper office at a cost of $50,000.

Erection of the new home of the *Cisco* (Tex.) *Daily News* is expected to be completed by Sept. 15. A. B. O'Flaherty is pubilsher of the News; Tom S. Whitehead is editor, and W. H. LaRoque is advertising manager.

Los Angeles Daily Journal, official paper of the city and county of Los Angeles, recently moved into new and larger quarters at 121 North Broadway.

NEW PUBLICATIONS

C. C. BALES, editor and owner of the *Davenport* (Okla.) *Dispatch* has began publication of the *Pearson Leader.* T. H. Garris, of Davenport is editor and manager.

PRESS ASSOCIATION NOTES

REGINALD P. MITCHELL, who has been serving the Associated Press as Miami correspondent for two years, has been transferred to Atlanta.

Edwin Williams, son of Dean Walter Williams of the school of journalism, University of Missouri, has joined the New York staff of the United Press after selling his two Texas weeklies, the *Marfa Big Bend Sentinel* and the *Presidio Border Times.*

J. E. Helfert, for six years manager of the Milwaukee bureau of the United Press, has resigned to join the *Beaver Dam* (Wis.) *Citizen.*

Jack Richardson, manager of the Vancouver bureau of the Canadian Press, has returned to his duties after several months' leave of absence due to ill health, during which Percy F. Cooper acted in his stead.

J. Erwin Gifford, who has been night editor of the Associated Press bureau at Albany, N. Y., has been transferred to Buffalo.

A. W. Folger, correspondent of the United Press Associations in Mexico, has been ordered to Lima, Peru. He is completing a three-year tour of duty in Mexico and will be given a vacation before proceeding to his new post.

Jerome M. Strauss of the *Los Angeles Times* reportorial staff has joined Universal News Service in Los Angeles.

David Fernsler, chief of the New Jersey bureau of the Associated Press, is touring Euprope in the company of his wife. They are at present in Switzerland after visiting London, Holland and parts of Germany.

C. E. Honce, formerly early news editor of the Associated Press in Chicago, has succeeded Cecil K. Eastman as news editor. Eastman recently resigned to go to Orlando, Fla., where he will raise citrus fruit and dabble in literature.

CHANGES OF OWNERSHIP

J. L. PASCHAL has purchased the interests of H. L. Case in the *Wanette* (Okla.) *Times* and also the *Asher News.*

C. W. Stinson of Lewiston, Mo., publisher of the *Lewiston Record* and the *Maywood Missourian,* has purchased the *Monticello Journal* from Mrs. Carrie Caldwell and Spencer Caldwell. The Journal is to be published at Lewiston.

Mack F. Denman, Farmington, Mo., owner and editor of the *Bunceton* (Mo.) *Eagle,* has sold the paper to H. R. Downs of Kansas City. The Eagle was founded 30 years ago by L. O. and W. L. Nelson.

La Plata (Mo.) *Home Press,* oldest newspaper in Macon county, has been sold by W. A. Prash, present owner, to Mrs. W. W. Henderson, of La Plata.

B. H. Mullins has purchased the *Oakwood* (Tex.) *Oracle* from J. Davis Rambo, publisher for the past five years.

R. H. Glenn has purchased the *West Hollywood* (Cal.) *Courier* from U. A. Rice and T. R. Browne, and changed the name to the *Sherman Tribune.*

Lincoln County Ledger, published at Star City, Ark., has been sold by W. A. Taylor, owner for the past few years, to James T. Wimberly, of Cabot.

ASSOCIATIONS

MISSOURI newspaper men will meet at Joplin, Mo., Oct. 20, 21 and 22 for the annual fall meeting of the MISSOURI PRESS ASSOCIATION, Charles L. Hobart, of the *Holden Progress,* president, announces Headquarters will be at the Connor hotel.

F. J. Gable is the new president of the KANSAS CITY ADVERTISING CLUB succeeding C. E. Griffin. Other officers installed recently were; B. H. Henthorn. vice-president; Miss Eleanor Gladdis, second vice-president; W. R. Snodgress, treasurer and H. M. Hanna, secretary.

OZARK PRESS ASSOCIATION will meet at Monett, Mo., Sept. 2 and 3, for the regular fall meeting. Philip Coldron, of the *Joplin News-Herald,* president has announced. Twenty-two counties in the Ozark region of the state are represented in the membership. Trips over the Ozarks are included in the program entertainment.

Tommy Hughitt of the *Buffalo News* sports staff and Gene Korzelius of the *Buffalo Times* sports staff came in with the prize winning scores in the weekly tournament of the BUFFALO NEWSPAPERMEN'S CLUB, Hughitt with a 41 took the low gross award while Korzelius 48-10-36 won the low net prize.

Editors of weekly newspapers in North Central Washington met in Wenatchee Sunday, August 7, to outline a part of the program being planned for the forty-first annual conference of the WASHINGTON PRESS ASSOCIATION to be held in that city Sept. 15, 16 and 17. Editors who attended the meeting were: Joseph Stoddard, *Waterville Empire-Press,* president of the Washington Press Association; Kenneth Kingman, *Chelan Valley Mirror;* O. M. Van Ommeran *Cashmere Valley Record;* O. H. Woody *Okanogan Independent;* and E. P. Murphy, *Entiat Times.*

SEATTLE PRESS CLUB was host to some fifty or sixty newspaper men from all over the United States who were in Seattle for the twentieth annual convention of the National Realtors Association, at a buffet supper Thursday, Aug. 11, and a dinner Friday, Aug. 12. At the Friday night dinner plans were laid for the formation of a nation-wide association of real estate editors.

A meeting will be held at Huntingburg, Ind., next month to effect a reorganization of the POCKET PUBLISHERS' LEAGUE, an organization of owners of weekly newspapers in southern Indiana, chiefly the First, Second and Third congressional districts, which flourished for many years but which has not met f the last several years. For many yea Ernest W. Pickhardt, editor of t *Huntingburg Signal,* was president the league.

Henry Justin Smith, managing edit of the *Chicago Daily News,* will be t principal speaker at the eighth ann convention of the IOWA HIGH SCHO PRESS ASSOCIATION, Grinnell, Iowa, D 2 and 3. Mr. Smith will speak "Genius on Newspaper Row." Gardn Cowles, Jr., managing editor of the *D Moines Register,* and Robert Y. Ke associate editor of the *American Lumbe man,* will be other speakers.

Eddie Trantor, a member of t *Buffalo Courier-Express* sports sta and Frank Dooley tied for first pr in the kicker's handicap tourname conducted by the Newspaper Me Association at Grover Cleveland pa recently. A large field competed in t first formal newspaper tourney of t season. Weekly events are in prospe

SCHOOLS

MISS Sara L. Lockwood, professor journalism at the University of M souri, and National President of Th Sigma Phi, honorary and professio fraternity for women in journalism, h sailed for Honolulu, where she will wo for several months on the *Honolulu St Bulletin.* Miss Lockwood is on leave absence from the University of Misso for two quarters.

FLASHES

When it is necessary to raise mon Europe always "sees America first." *Worcester* (Mass.) *Post.*

We Americans have many responsib ties: Next year we pick our Preside and one in Nicaragua.—*Detroit News.*

For the moment the trouble with m of the Europe-to-America nonstop flig seems to be the fact that they are a nonstart.—*Russell Crouse in New Yo Evening Post.*

The only thing that doesn't beco smaller when it is contracted is a debt *Louisville Times.*

"Live dangerously from Saturday Monday," advised the romantic Rob Louis Stevenson. How "R. L. S." wo have rejoiced in the automobile era *Chicago Daily News.*

A movement is on foot to merge t of the largest mail-order houses. If two catalogs are combined the postm will probably go on strike.—*Minneapo Star.*

In this day of labor saving devic why doesn't someone invent a note t will renew itself?—*Worcester* (Mas *Post.*

FOR PROMPT SERVICE

TYPE

BORDERS ∞ ORNAMENTS ∞ BRASS RULE

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What is "THE FOURTH INGREDIENT"?

IN EVERY finished product there is visible evidence of three highly essential ingredients: *Experience, Skill* and *Materials.*

Not so apparent is the presence of "the fourth ingredient". For the reason that it constitutes the *Code* of the *Manufacturer;* the *ideals* to which he should hold; the *character* he chooses to vest in his product.

Besetting this "fourth ingredient" at all times is that Siren of Competition —*Price.* With alluring temptations of *Orders,* she beckons. The *Manufacturer* is placed in a quandary. To lower his prices, he must sacrifice something. Too often he succumbs by deviating from his *Code.*

"A bit less of quality here—a whit less of skill in the finishing there—no one will detect it—why not secure the *Order?*" He suppresses the "still small voice" of his *Code*—just this one time. But alas!—the ideal once forsaken, is easier to desert by further degrees. Unless the Manufacturer realizes it, soon his *Code,* the "fourth ingredient," the *character* of his wares, becomes a myth of better days.

NOT MERELY as a matter of Pride, but more in the exercise of sound business judgment for insurance of the future, "the fourth ingredient" in all Goss products has never been and never will be lowered in character, despite all inducement.

Instead, it is indelibly a provision of the Goss *Code* that standards be raised whenever the opportunity is presented. No Goss product will ever be changed, except to improve and better it. Sometimes a betterment reduces a price, but never will price reduce the quality of a Goss product.

Undeniably it requires courage, fortitude, belief in the future, to adhere at all times to so rigid a policy. But as we survey the results—our remarkable growth and enviable international standing today in this old industry of which we are a member *forty-two years young*—we feel no trepidation concerning the outcome in years yet to be lived.

When you ask us "What is *your* fourth ingredient?" we shall always be able to look you straight in the eye.

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GOSS STRAIGHT GOSS HIGH SPEED LINE

WHAT'S WHAT IN THE FEATURE FIELD

Harold Matson Made M. E. of McClure Newspaper Syndicate—New Historical Feature by Yale Press—Angelo Patri Writing Sunday Feature

THE McClure Newspaper Syndicate announced this week the appointment of Harold Matson as its managing editor. Matson comes to his new post froom the Eugene MacLean Features, San Francisco, of which he was manager. However, he is not new to New York, having been there with NEA Service, Inc., and before that, in 1920, with the publishing firm of Thomas Seltzer, Inc., as its production manager.



HAROLD MATSON

Matson's newspaper experience started in San Francisco in 1915 with the *Chronicle*. In 1917 he went upstate to be editor of the *Marysville Appeal;* from there to Hawaii for the *Hilo Tribune*. In 1918 he joined the *San Francisco Daily News*, under Eugene MacLean, with whom he worked eight out of twelve years.

After his year with the Seltzer company he returned to San Francisco, later to be appointed editor of the *Sacramento Star*. He later rejoined NEA as manager of its Boston bureau, and from there went to San Francisco as manager of NEA's Pacific organization.

When Eugene MacLean withdrew from NEA Service, of which he was president, Matson went with him to organize the MacLean Features.

In the Yale University Press Historical-Commemorative Feature Series, the release for Sunday, Sept. 18, will be entitled: "The 'Sesqui' of Burgoyne's Defeat."

Mr. Edwin Muller, Jr., treasurer of the Cosmos Newspaper Syndicate, has just returned from Paris on the *Ile de France*. While abroad he effected a reorganization of the staff of the Paris Fashion Service, with the result that the Cosmos Syndicate has sent out notice to newspapers that the signed articles from great creators of the mode will be supplied to papers regularly, as before, and that certain other improvements in the service have been made.

Angelo Patri, writer on child training, is preparing a new Sunday feature being offered by the Bell Syndicate, Inc., New York.

Frank J. Carmody is author of the new weekly aviation service being offered by the Ullman Feature Service, Washington, D. C. W. J. Voss, associate editor of the service, has returned to his desk following a motor trip through Virginia and a stay at Virginia Beach.

Miss Madeleine Dauphin, a member of the staff, who has been in France for the past six weeks on a business and pleasure trip, will return the early part of September.

Photographs are being gathered in France by the Famous Features Syndicate, Inc., New York, to illustrate "Madame Lupescu's Own Story," which it is now offering newspapers.

Dr. L. E. Bisch, neuropsychiatrist, is now writing for the Newspaper Feature Service Daily Magazine Page.

Eugene Sheffer who does the Ask-Me-Another Puzzles for King Features Syndicate had published on Aug. 12 his "Two-Way Question Book" which is a combination of Ask-Me-Another and Cross Word Puzzles.

C. Hawthorne of the editorial staff of Newspaper Feature Service has gone to Nova Scotia for a short vacation.

Chester Weil, assistant service manager of King Features Syndicate, is in Kansas City on a business trip. Tim Beacom, the "mechanical superintendent" of the King Features Syndicate, recently called on different newspapers in St. Louis, Missouri, Madison, Wisconsin, and Peoria and Chicago, Illinois.

CLEVELAND SYNDICATE MERGER COMPLETED

Central Press, Johnson Features and Editors' Feature Service Combined with V. V. McNitt as President and G. M.

V. V. McNitt, president of the McNaught Syndicate, Inc., New York, announced this wek that the merger of Johnson Features, Inc., New York, and Editors' Feature Service, Cleveland, with the Central Press Association has been completed in Cleveland. A new company has been organized, Central Press Association, Inc., of which Mr. McNitt is president and general manager. Other officers and directing heads of the new company are: Mary H. Rumsey, vice-president; George Barr Baker, chairman of the board of directors; H. W. Miller, treasurer; Farris A. Flint, business manager; Leslie P. Eichel, editor; LeRoy Miller, sales manager; William Davy, production manager.

The Central Press has taken over most of the features formerly handled by the other two services and the new and enlarged service is being issued from the former plant of Johnson Features in Cleveland, which was practically new at the time the merger was first announced last June. The plant of Central Press Association is being maintained as a job plant with H. A. McNitt, brother of Mr. McNitt, in charge.

Johnson Features, Inc., was organized early in 1925 by W. H. Johnson, who up to that time had been manager of the New York Herald Tribune Syndicate.

In January, 1926, Editors' Feature Service was organized with headquarters in Cleveland. Mr. Johnson acted as president and general manager of both services until his resignation in June.

In announcing completion of the merger of the three syndicates, Mr. McNitt said it would be the policy of Central Press to develop its own talent as the need arises and not seek new staff members from other syndicates.

"There is plenty of room for all in the syndicate field, and we do not plan a highly competitive campaign for talent," he stated.

Mr. McNitt was in Cleveland this week supervising the new service.

INDIANA VETERAN DIES

Samuel F. Winter, 92, thought to be the oldest newspaper man in Indiana died at Peru, Ind., after 78 years in the newspaper business. He had served on the *Chicago Times*, edited the *Lafayette* (Ind.) *Journal, Huntington Democrat Xenia* (O.) *Journal* and *Peru Chronicle*. He is survived by a son and daughter. Funeral services were held last Monday afternoon.

WHIFF OF THE SALT SEA

News Men Dine on Board Isle de France

New York newspaper and advertising men were guests at a dinner given by the French Line on board its newest steamship the *Ile de France,* on Aug. 17. M. Mogendre, the French Consul General, Herbert S. Houston, president of the Cosmos Newspaper Syndicate, and Henry Sell, editor of the *Delineator,* were speakers. Clayland T. Morgan, advertising director of the French line, presided.

An eastern penitentiary has installed radio for its convicts. That settles it. We'll be good.—*El Paso Times.*

BACK TO "BOREDOM"

New York Dramatic Critics Return to Cover First Nights

New York dramatic critics returned to their newspapers this week and to what they are prone to call the "boredom" of covering first nights in Broadway theatres. The Broadway season is supposed to open on Labor Day, but it has a tendency to creep up on that date. Last year the opening was Aug. 6 and this year it was Aug. 15.

The critics generally had spent the dull summer season brightly. John Anderson, reviewer for the *New York Evening Post,* returned from several months abroad, spent in London, Paris, and Florence. He has written a book on the theatre called "Pieces of Eight-Thirty" which will be published Jan. 1.

Gilbert Gabriel, *New York Sun,* elected "King of the Critics" by *Variety,* theatrical weekly, rested in Munich, where he wrote a number of short stories for the magazines. Brooks Atkinson, New *York Times,* wrote a book on Thoreau, which is now on the press, while he was vacationing in his native New England.

Alexander Woollcott, *New York World,* played hookey from the 21st showing of Ziegfeld's Follies, preferring the quiet air of his summer home on the island he owns in Vermont. The first openings were reported for him by Allison Smith, who is the wife of Russel Crouse, columnist of the New York Evening Post.

Percy Hammond, *New York Herald-Tribune,* remained on his estate on Long Island, during the summer, while Burns Mantle, *New York Daily News* and *Chicago Tribune,* also spent most of his time at his home in Forest Hills, Long Island, preparing his "Best Plays of 1927."

DAILY SHORTENS NAME

A change in name has been announced by the *Saginaw* (Mich) *News Courier,* which will be known as the *Saginaw Daily News* in the future. News Courier was adopted as a result of a consolidation of Saginaw newspapers several years ago.

The Morning Telegraph

the leading newspaper in Theatricals, Turf, Finance and Motion Pictures, prints all of the day's worth while general news, with exclusive features covered by a great staff of special writers.

It has the largest professional circulation of any newspaper in the United States.

Getting Down To Brass Tacks

ON THE QUESTION OF SERVICE

WHAT have you to give advertisers who are clamoring for more effective advertisements? Newspaper men are naturally anxious to go the limit in order to increase linage and still make a fair profit, but advertisers want more substantial assistance, not just data and market reports.

A great majority of the leading newspapers have installed the Ludlow system of composition for ads and heads and find it extremely effective in actually improving the quality of their advertisements. An attractive appearance makes every ad more readable and stimulates sales. The improvement is reflected in greater advertising volume for the paper so equipped.

Send us a copy of your paper today and ask us how the Ludlow system of composition can be used to help you get more business.

Ludlow typelines are slug-cast from hand-set matrices in sizes up to 72 pt., full-width caps and lower-case, and even 84 pt. caps. No machine or mold changes required.



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LUDLOW QUALITY SLUG COMPOSITION



Industries are taking on new life in--- NEW ENGLAND---

Business is certainly on the upgrade in New England. Mid-Summer finds all the important industries in a very active state.

The textile business is showing a healthy increase, due to the increased demand for cotton cloth. As a result over 90% of the textile mills in the Fall River district are working on full time basis, some even running nights. Aviation is booming, the shoe and leather industry is running steady, and a number of idle plants are being put into production. Building continues to hold up well.

The largest of new industries to be built in New England at the present time is the four million dollar plant of the Lawrence Portland Cement Co., at Thomaston, Me., which will open for business the first of the year.

Now is the time for enterprising advertisers to start their campaigns to the consuming power of this industrious community, for money will be plentiful this fall, and retail business will be excellent.

Let these Newspapers listed below help you get started. They know the short cuts to quick and economical distribution.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	5,786	.03	.03
**Boston Globe .....(M&E)	286,361	.50	.50
**Boston Globe .....(S)	333,452	.55	.55
††Boston Transcript .....(E)	38,245	.20	.20
**Boston Post .....(M)	394,851	.60	.60
**Boston Post .....(S)	350,627	.55	.55
**Fitchburg Sentinel .....(E)	12,069	.06	.045
**Haverhill Gazette .....(E)	16,415	.065	.05
**Lynn Item .....(E)	17,004	.065	.05
††Lowell Courier-Citizen and Evening Leader ...(M&E)	20,621	.07	.07
**New Bedford Standard Mercury .....(M&E)	32,607	.10	.10
**New Bedford Sunday Standard (S)	29,262	.10	.10
**North Adams Transcript.(E)	10,427	.05	.04
**Pittsfield Eagle .....(E)	18,264	.05	.05
**Salem News .....(E)	21,495	.09	.07
**Taunton Gazette .....(E)	9,414	.045	.035
**Worcester Telegram-Gazette (M&E)	99,207	.28	.25
**Worcester Sunday Telegram (S)	52,740	.21	.18

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
**Bridgeport Post-Telegram (E&M)	44,370	.15	.15
**Bridgeport Post .....(S)	23,171	.10	.10
**Hartford Courant .....(M)	33,017	.09	.09
**Hartford Courant .....(S)	58,674	.13	.13
††Hartford Times .....(E)	56,077	.13	.13
**Middletown Press .....(E)	8,560	.05	.03
††New Haven Register.(E&S)	48,507	.145	.135
**New London Day.....(E)	12,293	.06	.045
††Norwich Bulletin .....(M)	12,842	.07	.05
**Norwalk Hour .....(E)	6,429	.04	.04
††South Norwalk Sentinel..(E)	5,320	.04	.03
**Stamford Advocate.....(E)	10,937	.05	.04
**Waterbury Republican-American (M&E)	25,234	.08	.08
**Waterbury Republican...(S)	15,903	.08	.08

MAINE—Population, 768,014

**Portland Press-Herald Express, Sun & Telegram...(M&E)	59,356	.20	.16

NEW HAMPSHIRE—Population, 443,683

**Concord Monitor-Patriot..(E)	5,773	.0375	.025
††Keene Sentinel .....(E)	3,980	.036	.023
**Manchester Union Leader (M&E)	32,585	.15	.12

RHODE ISLAND—Population, 604,397

	Circulation	2,500 lines	10,000 lines
††Newport Daily News....(E)	6,249	.0336	.0293
**Pawtucket Times .....(E)	28,449	.08	.08
**Providence Bulletin ....(E)	71,443	.20	(B).27
**Providence Journal .....(M)	38,599	.12	(B).27
**Providence Journal .....(S)	74,009	.20	.20
**Providence News .....(E)	28,021	.08	.08
**Providence Tribune .....(E)	21,162	.10	.09
**Westerly Sun .....(E&S)	5,273	.03	.03
**Woonsocket Call .....(E)	14,880	.05	.05

VERMONT—Population, 352,428

**Barre Times .....(E)	7,282	.03	.025
††Brattleboro Reformer ...(E)	3,520	.035	.02
**Burlington Free Press...(M)	14,265	.05	.05
**Rutland Herald .....(M)	11,816	.05	.05
††St. Johnsbury Caledonian-Record .....(E)	4,061	.03	.02

** A. B. C. Publisher's Statement, March 31, 1927.
†† Government Statement, March 31, 1927.
(B) Combination rate Daily Journal and Eve. Bulletin.

CLAIM SACCO CABLES ENDANGER AMERICANS

American Association of Uraguay Sends Protest to U. S. Press Services— "Getting Facts Only" Says Rose

Citizens of the United States, resident in South America are in danger because of the excited state of public opinion aroused over the Sacco-Vanzetti case, according to cabled messages. The American Association of Uruguay cabled the Associated Press, International News Service and the United Press as follows:

"Montevideo, Aug. 12, 1927.

Manager, International News Service, N. Y.

Despatches published here accredited to American press agencies are almost entirely devoted to showing unfavorable aspects Sacco-Vanzetti case and are inflaming public opinion against Americans to the great detriment of American business interests and endangering lives of innocent people. Stop. We cannot believe you realize this fact. Therefore we urge your cooperation for protection for American lives and interests abroad Stop. This same cable forwarded to Associated Press, United Press.

American Association, Uruguay."

The Chamber of Commerce of the United States in the Argentine cabled endorsement of the message from Uruguay.

The American Manufacturers' Export Association, after quoting these cables, wrote to the three press association saying:

"We do not know that anything helpful can be done, but we would appreciate any views in connection with the subject of Overseas News Service which would in any way palliate these situations which occur with more or less intensity from time to time."

International News Service replied to Roy G. Owens, Secretary, as follows:

"It is disquieting to learn that agitation over the Sacco-Vanzetti case has reached such proportions that it endangers Americans abroad. It is equally disquieting to realize that it has endangered the lives of citizens at home.

"I do not see, however, that the American press associations can do anything to remedy the situation. Professing, as we do, to tell both at home and abroad simply the facts, without suppression, distortion or adornment, it would be utterly immoral for us to tamper with the news, even in the interests of our own personal safety or the safety of others.

"I suspect that the temper of foreign radicals has been lashed into a fury more effectively by the editorial comment and misplaced headline emphasis of their newspapers than it has by the sober recital of facts the American news agencies, keenly aware of their responsibility, have transmitted abroad.

Very truly yours,
MARC A. ROSE,
Executive Manager."

J. H. Furay, vice-president in charge of foreign news, of the United Press, did not answer the cable of protest direct. Instead, he instructed his Buenos Aires office to explain the situation to the protestants, telling them that the American press associations merely carried the news from Boston and expressed no opinions on the Sacco-Vanzetti case.

The Associated Press replied by cable, expressing a similar sentiment.

TWO PUBLISHERS FINED FOR CONTEMPT

Huntington, Ind., Men Printed Annexation Ordinance Through Carelessness They Tell Judge

Publishers of the *Huntington* (Ind.) *Herald* and *Huntington Press* were fined $10 each for contempt of court last Saturday on a charge of violating a restraining order to prevent the legal publication of an ordinance annexing College Park, a suburb. The violation was alleged to have been through carelessness. The defendants were Walter H. Ball, publisher of the Herald, and A. J. Wilhelm, publisher of the Press.

Judge Sumner Kenner of Circuit Court issued the restraining order on the petition of residents of College Park, who are almost unanimous in their opposition to the annexation project. The notices had been published before and according to attorneys if published the final time they would make annexation legal. The day after the judge issued the order both papers carried the notices, afterwards declaring through error.

The suit of C. W. H. Bangs, attorney for College Park, against the city will be heard Aug. 22. A remonstrance delays the annexation until after the hearing.

SAVING SYMPHONY ORCHESTRA

The *Chicago Daily News* has taken the lead in an effort to save the Chicago Symphony Orchestra from being abandoned as the result of a wage dispute. The newspaper, with its own gift of $5,000, started receiving contributions toward a $30,000 fund from which the musicians are to receive an additional $10 each week, an increase over which they have been deadlocked for weeks.

COMPLETES NOVEL IN JAIL

Leonard Cline, former reporter on the *New York World*, has completed his latest novel, The Dark Chamber, much of which was written in jail at Hartford, Conn. He was indicted two months ago for the first degree murder in connection with the death of his friend, Wilfred Irwin, at Mansfield, Conn., May 16. The novel has a character named Wilfred Hough who commits suicide.

MAGAZINE MEETING SEPT. 20-21

The National Publishers Association has announced Sept. 20-21 as the dates for its eighth annual convention at Buckwood Inn, Shawnee-on-Delaware, Pa. Arthur J. Baldwin of the McGraw-Hill Company is president of the group.

Obituary

JOHN P. CHRISTY, 90, for 11 years business manager of the *Keokuk* (Ia.) *Constitution* and for eight years foreman of the *Keokuk Gate City* company's job plant, died Aug. 11 in Cedar Rapids where he had made his home since his retirement several years ago. He began as a printer at the age of 15 and for over four decades was associated with pioneer newspapers in Iowa. Two daughters survive.

GEORGE C. MORGANSTERN, 47, for 20 years an Oklahoma newspaper man and oil editor of the *Tulsa Daily World*, died recently. Morganstern is credited with first having applied the name "Pussyfoot" to William W. "Pussyfoot" Johnston, noted prohibitionist.

ALBERT WYATT, 60, journalist, lecturer and at one time consul in Australia, died recently in a hospital at Houston, Tex., where he lived. Wyatt, whom rheumatism had made a cripple, had travelled around the world more than once in quest of health. Besides work with the Associated Press and on New York and San Francisco papers, he had done service for the *Ceylon* (India) *Observer* and other foreign papers.

DR. S. W. MOOREHEAD, 78, for many years editor of the *Keokuk* (Ia.) *Gate City*, twice mayor and former member of the faculty of the old Keokuk Medical College, died Aug. 11 following an attack of paralysis.

EDDIE BICKERS, 36, former press foreman of the *Tulsa* (Okla.) *Tribune*, died last week.

DAVID H. MOREHEAD, for many years a writer of poems for newspaper services, died recently at Bridgeport, Conn. He formerly lived in Utica, N. Y. One of his last verses appeared in the *Boston Transcript* about two weeks ago. Mr. Morehead was 62 years old.

RAYMOND J. FISH, pressman with the *Rochester Democrat and Chronicle*, died Aug. 11, in his home at Sea Breeze.

EDWIN J. PILKINGTON, 23, of the editorial staff, *Winnipeg Tribune*, was drowned recently in York Lake, near Yorkton, Sask., when the canoe in which he was riding overturned.

MRS. M. A. CUTLER, wife of O. W. Cutler, newspaper publisher of Niagara Falls and Lockport, N. Y., died recently from the effects of a cerebral hemorrhage.

JOHN THEODULE VINCENT, 82, at the time of his retirement a few years ago a member of the composing room staff of the *Boston* (Mass.) *Globe*, died recently at his home at Somerville after a short illness.

WILLIAM B. CLARK, 86, chairman of the board of directors of the Aetna Fire Insurance Company, whose father was for several years publisher of the *Hartford* (Conn.) *Courant*, died at his home in Hartford Aug. 6. Mr. Clark worked on the Courant several years before entering the insurance business.

MATTHEW MORRIS HOWLAND, for several years an editorial writer on the *Providence* (R. I.) *Journal and Bulletin*, died at his home in Jacksonville, Fla., Aug. 1 at the age of 77. His brother, Richard S. Howland, former editor of the Journal, survives him.

E. W. MCTAGGART, 33, formerly of the editorial staff, *Vancouver Province*, and latterly editor of the *Vernon* (B. C.) *News*, died in Vancouver recently.

JOHN H. LONGFELLOW, 55, a member of the editorial staff of the *Seattle* (Wash.) *Daily Journal of Commerce*, died suddenly of heart trouble Wednesday, August 3. For many years Mr. Longfellow was editor of the *Pacific Builder and Engineer* of Seattle. He had been on the Journal of Commerce staff for four years.

JAMES A. SUIT, aged 57 years, a former Washington newspaperman, died in the hospital of the National Soldiers' Home, at Hampton, Va., Aug. 13.

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195,000 Daily
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Los Angeles Examiner

THE MIRROR DELIVERY TO YOU AS AN ADVERTISER

This then is what The Mirror offers to you:

Daily Contact in the Home

City families	12,625
City consumers	53,908
Exclusive city consumers	40,565
Outer families	12,370
Outer consumers	56,655
Exclusive outer consumers	46,980
Total families	24,995
Total consumers	110,563
Total exclusive consumers	87,545

Such a universal acceptance of The Mirror throughout the trade area gives reason for an inspection of circulation methods. Examine the ABC report. The auditors show that no premiums or contests were used; canvassers were not employed; clubbing offers were not permitted; no artificial stimulus had any part in securing this audience for Mirror advertisers. The paper is bought on merit, because the family demands it.

Clearly it dominates the inviting Altoona market so far as home coverage is concerned.

THE ALTOONA MIRROR
Altoona, Pa.

Business Direct — Fred G. Pearce, Adv. Mgr.

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WOMEN IN ADVERTISING AND JOURNALISM

In a Woman Reporter's Hope Chest; Ione Quinby Lifts the Lid—A Bus Ride Into Moviedom—Miss Crosby to Edit the Bostonian

IONE QUINBY, reporter and feature writer of the *Chicago Evening Post,* opened the lid of her hope chest the other day, and permitted a peek at the contents. Inside were gifts from people she has interviewed as a newspaper woman—a knitted wash cloth from an old lady of 103 who helped her get her start in newspaper work; a luncheon set made by a girl "lifer" at Joliet penitentiary, and many others.



IONE QUINBY

Miss Quinby has been on the Post for the past six years. She has also written for the Consolidated Press and for *True Confessions.* At present she is working on a novel.

Miss Quinby's first interview was with the old lady of 103. She had, after many attempts, convinced W. A. Washburne, city editor of the Post, that she was worth a trial at least, and he gave her the feature assignment. She got the story and made a friend of the old lady and her start as a news writer.

Before joining the Post she worked as stenographer for a manufacturing concern and as an advertising copy writer.

When Miss Dorothy Fowler left her desk in a Toronto newspaper office as usual one night at five o'clock, and boarded the customary bus for her home, she did not know that fame and fortune were waiting for her in that bus. But this is just what happened, and as a result of that bus ride she has been chosen to play the star part in the first all-Canadian historical motion picture "The Policing of the Plains," which is being directed by A. D. Kean.

So interested was the director's daughter, Miss Louise Kean, when she saw Miss Fowler in the bus that she asked the young man whom she had seen talking with Miss Fowler for her name and address, and it was upon her later suggestion that Miss Fowler was sent for to come to Trenton, Ont., where in the Ontario Government studio the film is being made.

"She has proved a wonderful screen type, and will make a big hit in the picture," says Mr. Kean. Miss Fowler disclaims all previous screen ambitions, and said that her selection as a leading lady had come as a complete surprise to her.

Miss Katherine T. Crosby, formerly special writer and later women's page editor of the *Worcester* (Mass.) *Telegram,* has been made managing editor of *The Bostonian,* a new magazine to be published at Boston, Mass.

Mrs. Charles L. Hobart, wife of C. L. Hobart, editor of the *Holden* (Mo.) *Progress* and president of the Missouri Press Association, is touring Europe and meeting personally for the first time friends of 30 years acquaintance.

While still Miss Julia Stewart Tripp of Topeka, Kan., she became interested in Volapuk, then a new international language invented by Prof. Johann Scheyler of Germany. This was in 1892. She became interested enough to keep up a correspondence with 19 persons in China, Austria, Italy, Switzerland. Bohemia, France, Belgium and Holland. Ten students kept up a correspondence with her until her marriage to Charles Hobart in 1902.

Since that time one, Douwe van der Sluis, of Alemelo, Holland, a musician and school teacher, kept up the correspondence. Later he mastered the English language and in later years used this altogether.

A year after Mr. and Mrs. Hobart were married Van Der Sluis married. When a son was born to the Dutch family he was named Julius after Mrs. Hobart. She has never seen her friends until this summer. The boy, now a man of 23, is assistant manager of a spinning mill in Holland.

Miss Harriet E. Fisher, for six years advertising manager of the Dunn-Taft Dry Goods Store, Columbus, O., has become account executive for the Miller-Knopf Advertising Agency at Columbus. She is a graduate of Ohio State University.

Miss Jennie Owens, for several years a columnist and writer for the *El Dorado* (Kan.) *Times,* has resigned to become city editor of the *Junction City,* (Kan.) *Daily Union.*

Mrs. Otis Carl Williams, formerly a reporter for the *Worcester* (Mass.) *Telegram,* has entered broadcasting work with the Telegram-Gazette's radio plant, Station WTAG. Mrs. Williams who was Miss Alice Stevens, is wife of the national advertising manager of the Telegram.

Miss Laura French, for many years connected with the *Emporia Gazette* as assistant to William Allen White, has been named associate editor of the *Kansas Federationist,* official organ of the Kansas Federation of women's clubs.

BUILDING NEWSPAPER CIRCULATION

Stimulating Friendships Between Carriers and Readers—Salt Lake City Deseret News Extends Truck Service—Three Days in Jail for Stealing Three Papers

THE *Dallas* (Tex.) *Dispatch,* follows the plan of stimulating a personal friendship between its route carriers and in this way better holds its subscribers. When there is a change in route carriers the readers concerned are notified of this fact by a circular letter and at the same time the new carrier is introduced to them by name, along with a few words about him.

A recent letter of this kind reads in part:

"'The King Has Abdicated—Long Live the King.'

"The 'King' of route carriers—Kelly Carraway—ofttimes called 'Red,' has been given a well earned promotion. Kelly has been made district manager with thirty-seven routes under his charge.

"Now comes Kelly's successor.

"A mighty good boy with a record almost equal to that of Kelly. He can't give better service than Kelly. That's impossible. But you will find it just as good."

"Roy, Kelly, and the Dallas Dispatch hope for a continuation of your good business."

So successful has the truck service proved to the *Salt Lake City Deseret News* as an aid to the circulation department in getting papers into the country towns, that the service has now been extended to towns in Cache Valley, Utah, about 130 miles from Salt Lake City.

The Deseret News tied up with the visit of Colonel Lindbergh, noted flier, by giving a life of Lindbergh to any boy or girl who secured a news subscription to the paper.

Stealing newspapers from a box maintained for readers of the *Indianapolis Star* proved costly for Dale Thompson, 18 years old, of Indianapolis and Delbert Good, 18 years old, of Plainfield, when they were convicted in Indianapolis Municipal court last week. Thompson, who had taken two papers, was sentenced to two days in jail, and Good, who took three, received three days as penalty. Each also was fined $

The *Albany* (N. Y.) *Times-Union* has changed its final edition from an 8 p. m. roll to 6. Racing, baseball and other sport and spot news are featured.

The *Chicago Tribune* is making a daily award of $10 to members of the Chicago Cubs team for exceptional service in the team's fight for the championship pennant in the National League. The Tribune also makes a weekly award of merchandise to the player doing the most meritorious work for that period of time.

A crowd estimated at 80,000 witnessed the sixth annual water carnival of Tribune Aug. 14 in the Lincoln Park lagoon. Spectators lined the banks of the lagoon on both sides for a mile and saw George Young, winner of the Wrigley Catalina river swim, in action.

The *Moline* (Ill.) *Dispatch* was host to 100 carriers at the Boy Scout camp near Silvis, Ill., Wednesday, Aug. 10, and carriers from nearly a dozen rural communities served by the paper were included in the party. A special street car carried the boys from the Dispatch office to the camp where an athletic program, games and contests were staged. Leonard Barland, Dispatch circulation manager, was in charge of the party.

Charles K. Blasser, circulation manager of the *York* (Pa.) *Dispatch,* is getting local clergymen to contribute "A Message to the Boys," which he is publishing in *The Hustler,* a monthly he issues for his carriers.

PUBLISHERS

This successful circulation building organization has instituted a new series which will interest publishers desiring additional circulation of a sound character which can be secured under the direction of their own circulation manager.

If desired we will conduct a thorough preliminary survey of your territory, which will indicate the number of potential subscribers available.

We will formulate a plan for a campaign—one to conform with your local conditions.

We will furnish you intelligent, energetic subscription salesmen with years of actual experience in the sale of sound, PERMANENT circulation.

Briefly, we will tell you how to get additional circulation and furnish you with the tools to get it.

And remember, everything handled by your own circulation manager without overburdening his department.

Wire or write immediately for complete details.

F. J. Marks Circulation Service
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Important Swiss firm of publishers with private and trade connections (on commission) would undertake distribution of editions throughout Switzerland.

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IRS. PULITZER LEAVES ESTATE TO HER SONS

lph, Joseph and Herbert Bequeathed esiduary Estate in Will Filed for Probate This Week—Servants and Charities Also Remembered

The will of Mrs. Joseph Pulitzer, widow the founder of the *New York World*, fd for probate this week, leaves her riduary estate of unannounced value to e three sons, Ralph Pulitzer, editor of te New York World, Herbert Pulitzer, vo is now directing the *New York fening World;* and Joseph Pulitzer, tor and publisher of the *St. Louis st-Dispatch.* This included all the ck Mrs. Pulitzer held in the Pulitzer blishing Company of St. Louis, pubhers of the Post-Dispatch.

Mrs. Pulitzer, who died July 29 at auville, France, bequeathed $30,000 right to Ralph Pulitzer, who, with seph Pulitzer and John G. Milburn Manhasset, are named executors and stees. The will, dated Jan. 6 last, was fd by Carter, Ledyard & Milburn, atneys.

The publisher's widow left real estate rth "more than $10,000" and personal perty of like estimate. To her compion, Maud A. Macarow, Mrs. Pulitzer t $10,000 to be paid as soon as possible d made her the beneficiary of a trust nd of $190,000 provided she was in the ceased's service at the time of death. e interest of this trust fund will be id to her during life and all but $5,000 ll pass equally to the sons of Mrs. litzer upon the beneficiary's death, she ing empowered to dispose of the $5,000 her own will.

Mrs. Pulitzer bequeathed $10,000 each the New York Post Graduate Medical hool for its Children's Ward, and to e New York Association for the Blind. ese were the only legacies to institions. Six servants in the Pulitzer usehold for "at least two years" reive $1,000 each.

The will devotes considerable space to e enumerations of gifts of art works, luable laces and jewels to the testatx's children and grandchildren.

Ralph Pulitzer is to get all the Chise porcelain, books, furniture and other fects, excepting his mother's Whistler chings and a picture of a flock of sheep Rosa Bonheur; his own portrait by nartrain, his father's portrait by Sargnt, picture of "An Old Woman Choping Onions" by Gerald Dow, the painted nvas ceiling in the small drawing room No. 7 East 73rd Street and all other inting in said house "except those left others; an Italian silver ewer and platr, emerald and pearl necklace, silver lt toilet set and my old Saxe table decotion consisting of seven pieces."

Joseph Pulitzer inherits a diamond ra, two pearls and a diamond bracelet; bust of his father by Rodin, picture of n Old Woman" by Dinner, "Portrait a Young Clergyman" by Lawrence d a portrait of his father by Bonnat.

Herbert Pulitzer is left a diamond ooch, all old English silver, jewelry he d given his mother, a silver gilt tea t and two pearls, and Mrs. Pulitzer's ctire collection of Whistler etchings, his ther's portrait by Horowitz, his moth's portrait by Eichbaum and her death sk of Napoleon.

Mrs. Edith P. Moore of No. 7 East 6th Street, the decedent's daughter, gets welry, silverware and the "sugar bowls ich belonged to my grandmother, Hartte Worthington; my flounce of point Angleterre lace and my entire collection laces except those otherwise beeathed."

Mrs. Constance P. Elmslie of Colorado rings, Col., is left jewelry, a set of be, a corsage ornament containing three rge diamonds, and the following paintgs; picture of a Dutch landscape by von ouveur, picture of a little girl by Bont, a market scene in Hungary by Petkoffer and of a woman by Martin ea.

Mrs. Gladys Mann Pulitzer of the 73rd reet address, and Mrs. Elizabeth E. Pulitzer, of Clayton, Mo., daughters-in-law, inherit jewelry, Ralph Pulitzer, Jr., of Manhasset, a grandson, receives a portrait of himself by Lydia Emmett, Rosa Bonheur's picture of "A Flock of Sheep," all Whistler lithographs and a picture of "A Girl Knitting," by Millet.

Kate Davis Pulitzer, a granddaughter, also of Clayton, Mo., was bequeathed the widow's portrait by Sargent, antique silver and silver gilt, a China set, a silver teapot and sugar bowls which belonged to Mrs. Pulitzer's grandmother. When she attains the age of twenty-five, the granddaughter is to receive two long diamond chains. Eleanor Wickham Pulitzer, another granddaughter, gets a piece of Point de Venise lace and three silver gilt books by Lamarie.

The Museum of Art of St. Louis is bequeathed "my largest and finest set of old Venise Point de Rose lace."

Marie A. Macarow receives "my second largest brooch and a diamond bracelet set with three diamonds."

JOINS A. N. P. A.

The *Eugene* (Ore.) *Guard* has been elected to membership in the American Newspaper Publishers Association.

PUBLISHER'S HOME LOOTED

Brooklyn Standard Union President Robbed of $2,000 in Gifts

The home of Joseph J. Early, president and treasurer of the *Brooklyn* (N. Y.) *Standard Union*, was ransacked late last Saturday night by thieves who entered his apartment and escaped with about $2,000 worth of wedding presents, silver plate, and jewelry.

Mr. Early discovered the robbery upon entering his home early last Sunday morning, after a visit to Schroon Lake, N. Y.

EYESTRAIN ENDS . . .

The British delegation of trade-union representatives, who came here on Tuesday at the invitation of "The London Daily Mail" to study reasons for the disparity between the high wages and prosperous living conditions of the American worker and their own lower wage standards, gained considerable light in a tour of several industrial establishments in Brooklyn yesterday.

They were curious to know how it was that the average wage of the American toiler virtually doubled that of his British brother, and how it was possible for industries here to offer such fat envelopes to their employees and at the same time compete successfully in world markets.

After a study of the Brooklyn Edison plant and the factory methods of the Mergenthaler Linotype Company in Brooklyn, the delegates remarked that one of the vital reasons for the disparity was that the American worker was capable of producing and actually did produce more than the British toiler in a given time.

This he was enabled to do, they learned, because of the high standards of efficiency obtaining here, mass production methods, the utter perfection of organization for which the American industrialist seems always to be striving, and labor-saving devices evident on every hand.

The comments of the delegates were voiced by Sir Percival Phillips, special correspondent of "The Daily Mail," Fenton MacPherson, of the same newspaper, and William Mosses, J. P., who had a prominent part in the British Labor Ministry during the war.

Mr. MacPherson also noted that the welfare facilities offered by the American plant were much more elaborate than in England and that equipment and quarters were more beneficial. This was evidently the result, he observed, of the frequent scrapping of plants here to make way for expansion and development. His countrymen are loath, he said, to tear down a building that has served twenty years or more.

Mr. Mosses dwelt on the turnover capacity of the American employee. The average industrial worker here, he noted, was of as high moral type as his British confrere, and is much better equipped for his job both with respect to knowledge and tools. "There is no doubt," he commented, "that with this high rate of production the American worker earns his pay."

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ADVERTISING AGENCY AFFAIRS

David Lee Elected Vice-President of Charles C. Green Advertising Agency—Reese Joins Buchen Company—Chicago Agency Changes Its Name

DAVID D. LEE has been elected vice-president and director of the Charles C. Green Advertising Agency, New York. Mr. Lee has been associated with this same agency for the last three years. He is now succeeding the late Harry M. Graces. Previous to his present connection Mr. Lee was the senior partner with the firm of Lee and Williamson, publishers' representatives.

C. E. Reese has joined the copy staff of the Buchen Company, Chicago advertising agency. Until recently, Mr. Reese was editor of *Gas Engineering and Appliance Catalog,* and associate editor of Robbins Publishing Company paper.

Reed G. Landis of Chicago announces a change in the name of his advertising agency, from Arnold Joerns Company to Reed G. Landis Company, effective at once. Coincident with the change of name is the resignation of Mr. Joerns as president and Mr. Landis' election to that office. The other officers are: David D. Cooke, vice-president; and William J. Cleary, secretary and treasurer. The personnel of the agency staff will remain the same as before the change of name.

Edward H. Gardner, professor of business administration in charge of marketing and advertising of the University of Wisconsin, is spending a year's leave of absence on the staff of the Chicago office of the J. Walter Thompson Company.

T. J. Laurimore is now a member of the staff of the Stanley H. Jack Company, Inc., Omaha, Neb. advertising agency.

Harry Atlis has joined the art staff of L. Jay Hannah & Co., Chicago advertising agency.

G. Allen Reeder, Inc., now in the Graybar Building, New York, is handling the export advertising accounts of the Buxton Keytainer, William Schall & Co., Standard Varnish Works, Toch Brothers, and Fellows Medical Manufacturing Company.

L. R. Northrup, of Erwin, Wasey & Co., Chicago has been appointed chairman of the committee in charge of the annual convention of the American Advertising Agencies Association, which will be held in Washington, D. C., Oct. 26-27.

W. P. Lloyd, formerly art director of the Charles Daniel Frey Company is now with the Geyer Company, Dayton, in the same capacity. He has in the past been art director for Henri, Hurst & McDonald and H. K. McCann. Ray C. Beery, formerly copy chief of Ruthrauff & Ryan, Inc., of New York and author of various works on child training for parents and school teachers, has joined the staff of the same agency as an account executive. Mr. Beery was for a number of years advertising manager of the Beery School of Horsemanship. He is the author of standard works on schol discipline.

REPRESENTING THE NEWSPAPERS

E. J. TOOMY, for the past four years, connected with the advertising department of the *Chicago Tribune* and for the last two years working out of the Tribune's Eastern office on national business has joined the sales staff of the New York office, of the S. C. Beckwith Special Agency.

Prudden, King & Prudden has been appointed to represent the *Rockville Centre* (N. Y.) *Nassau Daily Review* in the national field.

Stephen F. Needham has joined the Chicago staff of Allied Newspapers, Inc. Mr. Needham was previously with the advertising staff of the *St. Louis Globe-Democrat.*

Cone, Rothenburg & Noee, Inc., has taken over the representation of the *New Bedford* (Mass.) *Times* for the United States and Canada except the New England territory.

TRIP TO COLOGNE IS PRIZE FOR STUDENTS

Four Winners to Have Free Trips to International Press Exhibition Next Year—New Committees Named

Four American students of printing, advertising or journalism will be given free trips to Europe next summer to attend the International Press Exhibition in Cologne, George French, executive secretary of the American Committee, announced at a meeting of the committee at the Advertising Club this week. The offer has been made by Dr. Ernst Esch, president of the exhibition, and a contest, the exact nature of which has not yet been determined, will decide the winners.

Hugh O'Donnell, *New York Times;* Dr. James Melvin Lee, New York University; Frederick M. Feiker, Associated Business Papers, and James O'Shaughnessy, American Association of Advertising Agencies, comprise the contest committee.

Two students will be selected from high schools and two from schools of journalism.

James W. Brown, publisher of EDITOR & PUBLISHER, was named vice-chairman of the American committee.

Mr. French also announced the appointment of sub-committee chairmen to provide for participation in the exhibition of various branches of American advertising, printing and journalism. Victor F. Ridder of the *Journal of Commerce* and Mr. O'Donnell are joint chairmen of the Newspaper Committee; Gilbert T. Hodges, *New York Sun* and Frank A. Munsey Companies, Periodicals; John Clyde Oswald, New York Employing Printers Association; Production Machinery, Edward F. Bartlett, Bartlett-Orr Press, Printing and Typography; Frederick E. Melcher, *Publisher's Weekly,* Book Making, A. J. Powers, Powers Reproduction Company, Graphic Arts; Mr. O'Shaughnessy, Advertising Agencies; Philip L. Thomson, Western Electric Company, Advertising; Dr. Lee, Journalism; Mr. Feiker, Business Papers; Orlando C. Horn, Audit Bureau of Circulations. Mr. Ridder is treasurer of the American Committee and Dr. Lee assistant treasurer.

The committee will meet again on Aug. 29, at the Advertising Club of New York.

RACE EDITION BY PLANE

The *Albany* (N. Y.) *Evening News* has begun using an airplane to speed the delivery of its final, or pink, sporting edition to Saratoga Springs, during the annual racing season.

PLAN PILGRIMAGE TO HARRIS' BIRTHPLACE

Georgia Editors Will Honor Memory of Famous Southern Writer During 41st Annual Convention

Georgia editors will make a pilgrimage to the birthplace of Joel Chandler Harris, creator of the famous "Uncle Remus" stories, during their 41st annual convention to be held at Eatonton, Ga., August 22-24.

Putnam county, in which Eatonton is located, is one of the historic localities of the state, not only being the birthplace of Joel Chandler Harris, but also the home of the famous old Georgia paper, *The Countryman,* published by Joseph A. Turner, on his plantation nine miles from the railroad station. It was here that Harris began his apprenticeship as a printer and newspaperman.

The famous county got its name from General Israel Putnam, and the town of Eatonton was named after a Connecticut Yankee, General Eaton, who helped to win the wilderness from the Indians 150 years ago. William H. Seward, secretary of state in President Lincoln's cabinet lived in Putnam county as a young man and taught school there.

More than twenty speakers will address the convention, according to Ernest Camp, editor of the *Walton Tribune,* Monroe, Ga., president of the association.

William C. Wood, superintendent of the division of classification, post office department, Washington, D. C., will speak on the "Postage Laws and the Press."

Preston S. Arkwright, president of the Georgia Power Company, will address the convention on "Building Georgia," and Rufus W. Weaver, president of Mercer University will talk on schools of journalism.

KANSAS CITY REALTOR BEST ADVERTISERS

Win First Prize at Seattle Convention—Systematic Community Advertising Urged by Speakers

Awards for the best newspaper advertisements in attractive campaigns for the last 52 weeks featured the recent convention in Seattle of the National Association of Real Estate Boards. An advertising resolution adopted by the body urges further systematic real estate campaigns of a community, institutional nature, throughout the nation.

The realty board of Kansas City, Mo., was awarded first prize in the class of newspaper advertising contest, for its outstanding achievement in the history of community realty advertising and the notable campaign setting forth home ownership and real estate investment. The realty boards of Thurston-Mason counties of the state of Washington, and those of Longview, Wash., Pocatello, Idaho, and Orlando, Fla., were given honorable mention in this contest.

Judges of the contest were Mrs. W. B. Wright, J. Fred Braid, and two members of the staff of the *Seattle Post-Intelligencer,* Homer Buckley and Wood Wright.

During the progress of the convention real estate newspaper editors got together at the Seattle Press Club and launched the movement to form a national association of the real estate editors of newspapers. At a complimentary dinner to 60 visiting newspaper men, representing the real estate sections of metropolitan papers, preliminary steps for the formation of the permanent national association of real estate editors were taken.

ADDRESS WANTED

The present whereabouts of W. Yonhill, a newspaper man, last heard from in Olympia, Wash., would be very much appreciated by his sister, Lyda Y. M. Feggan, Grace Hospital, Detroit, Mich.

REMINDS BAR OF ITS DUTY TO PUBLIC

Vincennes, Ind., Publisher Takes Lawyers to Task for Indifference to Political Corruption in State

In an "open letter" to the Indiana Bar Association through its president, James A. VanOsdol of Anderson, Thomas H. Adams, editor of the *Vincennes Commercial* and head of the press probe committee of the Indiana Republican Editorial Association, this week asked that body if it did not have "just as great a duty to perform as the press."

Referring to the charges of political corruption which he made nearly a year ago and which have resulted in a number of investigations over the state, Adams pointed out a "number of vital events that have penetrated the very soul of Indiana in the last two years" and asked the association "whether or not it is incumbent on the bar association to take cognizance of illegal and unfair practices with a view to regulating evil things that are going on."

Taking a fling at what he termed "the abject and picturesque staging of the Legislature" and the "illegally drawn juries," Adams inquired if "bar associations proposed to abandon the practice of law by books and resort hereafter only to trickery of the alleged 'do and don't' jury system and 'do and don't' Legislature."

Mr. VanOsdol acknowledged receipt of the letter and said he replied, but refused to make public what he said or whether he would take any action with the bar association.

BUILDING $250,000 PLANT

Construction Work Starts on New Home for Muskegon Chronicle

Work on the new home of the *Muskegon* (Mich.) *Chronicle* has been started by the Booth Publishing company. The contract was awarded recently to the Strom Construction company. The contract price was not announced, but it is expected that the two-story building will cost around $250,000. A building permit for the general contract placed the cost at $183,000.

The building is to be completed by Feb. 1, 1928, and it is expected that the building will be ready for occupancy about April 1.

The basement will furnish storage space and will house the heating plant. The press room, carrier boys' room and mailing room will be on the first floor at the rear. The main office, manager's office, advertising and circulation departments will be located on the first floor. The editorial rooms and composing room will be on the second floor.

The decision to erect a new home for the Muskegon daily is in accordance with the building program of the Booth Publishing company. The new home of the *Jackson Citizen Patriot* was completed recently. New homes have been built during the last few years for the *Kalamazoo Gazette* and the *Flint Journal,* and *Saginaw Daily News.*

JOINS OKLAHOMA SCHOOL

Professor John H. Casey of the school of journalism of the University of Missouri has been named as associate professor in journalism, University of Oklahoma, and will begin his duties early in September, H. H. Herbert, director of the Oklahoma school, has announced. At the same time a full curriculum in community and rural journalism and newspaper business management will start.

WORK STARTS ON PLANT

Sinking of caissons and breaking of ground for the new building of the *Chicago Evening Post* was started two weeks ago on Wacker drive and Fork avenue. The huge new structure, the first four floors of which will be occupied by the Post, is expected to be ready for occupancy by May 1, 1928.

JOINS NATIONAL ADVERTISER

J. Howard MacKay has joined the advertising department of the Procter & Gamble Company, Cincinnati.

WITH THE GENERAL ADVERTISERS

Postum Company, Inc., Buys Richard Hellman, Inc.—Campaign for Sonora Phonograph—Railroad Appeals to Motorists in Advertising Drive

POSTUM COMPANY, Inc., New York, of which Ralph Starr Butler is advertising manager, has entered into a contract with the controlling interest of Richard Hellman, Inc., whereby Postum will purchase the entire business and assets of the latter company.

On Aug. 12, the consolidation of the Postum Company and the Walter Baker & Co., Ltd., became effective. The Baker advertising is now under Mr. Butler's direction while the advertising agency of Barton, Durstine & Osborne is continuing to place the business.

A newspaper and magazine campaign is now being prepared by the Campbell-Ewald Company for the Sonora Phonograph Company, manufacturers of radio receiving sets and phonographs. The Sonora Company recently moved its general offices from New York to Saginaw, Mich., where its factories are located.

The Boston & Maine railroad has started a series of advertisements in newspapers adjacent to Boston, in its campaign to turn automobilists from traveling to work in their automobiles to the use of the railroad. The advertisements stress the points that one can reach Boston much sooner, enjoy smoother riding, rest during the trip and experience no parking difficulties. The ads have been inserted in newspapers within a radius of about 200 miles from Boston, and comprise different series for each week.

A decision absolving the Meadows Manufacturing Company of Bloomington, Ind., of charges of unfair competition with the Maytag Washing Machine Company of Newton, Iowa, was handed down by Judge Louis FitzHenry in federal court, Bloomington, this week. The Meadows answer to the Maytag bill of complaint was sustained in every particular. "The effect of granting the relief prayed in this bill would be to give the plaintiff gratuitously a monopoly more effective than that of the unobtainable patent in the ratio of eternity to 17 years," the court said, in summarizing a 38-page opinion, which covered volumes of testimony and evidence submitted during several weeks the case was before the court. "The evidence is sufficient to fix the responsibility for spreading of false and injurious propaganda against the defendant upon the plaintiff."

Two hundred and eight metropolitan daily newspapers and 29 magazines will advertise the products of the W. A. Sheaffer Pen Company during the fall campaign. The newspaper copy was to be released beginning Aug. 22. Carl K. Hart is advertising manager of the firm. He is scheduled to speak on the value of newspaper advertising before the Worcester (Mass.) Advertising Club, Oct. 12.

George O. Everett, formerly a member of the staff of Barton, Durstine & Osborne, Inc., New York advertising agency, has been appointed advertising director of A. B. Kirschbaum Company, Philadelphia, succeeding Walter C. Hellman resigned.

The executive committee of the Association of National Advertisers will meet at Cape May, N. J., next Thursday, Aug. 25.

CLASSIFIED ADVERTISING

Classified Ads Obtained Settlers for Oregon Farms—A Realtor Looks at the Classified Page—Robert Dunn Resigns in San Antonio

USE of classified advertisements in newspapers of the middle west and south resulted in bringing of 2,600 families to the state of Oregon to settle the farms there, according to W. G. Ide, manager of the Oregon State Chamber of Commerce.

The cost per inquiry was about $1 each, Mr. Ide reported. The second year's advertising was much better; and the third year was still better, the cost being reduced from $1 per inquiry to 30 cents.

Ray Mackey, of the Ray Mackey Realty Company, San Antonio, Tex., a big user of classified advertisements, recently expressed his opinion on how the classified sections should be arranged.

"I believe," he said, "that no heading of an advertisement in the classified section should be in a larger or heavier type than the type used in the classification heading. For effectiveness I believe it should be considerably smaller. I believe the newspapers should be very strict and not run any advertisements except in the classification the wording of the advertisement calls for regardless of where the advertiser wants it. I believe that one reason the classified sections are not patronized more is because those who turn to it lose too much time in finding what they want.

"I believe the newspapers should use the display ads to help build up the classified section; to let those readers who are in the market for certain things know that that market can be satisfied in the classified section."

Robert I. E. Dunn has resigned as classified advertising manager of the *San Antonio Express and Evening News.*

Edgar M. Lazarus, formerly advertising manager of the *Webster* (Mass.) *Evening Times,* and more recently advertising manager of the *Morristown* (N. J.) *Jerseyman* has joined the classified advertising department of the *Easton* (Pa.) *Express.*

NEW CHRYSLER CAR

Advertising Columns Take on Atmosphere of Thriller Stories

Advertising columns of the newspapers these days are taking on the atmosphere of a thriller story. Business observers believe that a battle of automobile giants is scheduled for the fall, and the distant rumble as of gun carriages moving up for action, which is now being heard, is said to constitute the first chapter.

Announcement was made in advertisements this week that Walter P. Chrysler, president of the Chrysler Company, would make public on Saturday plans concerning "an entirely new motor car."

"Walter P. Chrysler, motor car manufacturer," read the advertisement, "has an announcement of importance to make regarding an entirely new motor car. It will be made public in the newspapers Saturday and Sunday."

Eleven hundred newspapers, with a circulation of 25,000,000, form the backbone of the campaign for the new Chrysler 72. MacManus, Incorporated, Detroit agency, is directing the accounts.

It is not yet known when the Ford advertisements will start coming from the offices of N. W. Ayer & Son in Philadelphia. Rumors speak of a delay. Previously it was expected that the schedule would start Sept. 1.

First in Circulation in Indiana
THE INDIANAPOLIS SUNDAY STAR

First in Circulation in Terre Haute
THE TERRE HAUTE STAR DAILY AND SUNDAY

First in Circulation in Muncie
THE MUNCIE STAR DAILY AND SUNDAY

USE ALL 3 **Save 4 Cents**

SPECIAL REPRESENTATIVE
KELLY SMITH COMPANY
New York Chicago Boston Philadelphia

Alco-Gravure Incorporated (Indianapolis Only) New York—Chicago

RARIDAN NOW WITH BRUSH-MOORE PAPERS

King Features Ohio Business Representative Named Editorial Director —Worked with Moore in Cleveland

The Brush-Moore Newspapers, Inc., publishing in five Ohio cities, this week announced appointment of John Denny Raridan as editorial director with headquarters at the *Canton Repository.* Mr. Raridan leaves King Features Syndicate and its allied news telegraph services, International News Service and Universal Service, after more than seven years as business representative in Ohio and states in that territory.



JOHN D. RARIDAN

The personal and business lives of Mr. Raridan and Roy D. Moore, general manager of the Brush-Moore Newspapers, have been interwoven for more than 17 years, since the "good old days" on the *Cleveland Leader* where both were employed in the editorial department from 1910 almost until the Leader's consolidation with the *Plain Dealer.* Subsequently they were together on the *St. Louis Republic* and with King Features Syndicate.

Mr. Raridan's appointment follows closely upon the promotion of H. R. Schaffner from business manager of the *Marion Star* to general business manager of the Ohio group, completing executive organization under the direction of L. H. Brush, president and Mr. Moore, general manager. James C. Woods succeeded Mr. Schaffner as business manager at Marion.

Associated with Mr. Raridan in the coordination of editorial activities are the following managing editors of Brush-Moore Newspapers: Clyde Hovis, Canton Repository; N. Edward Worstall, *Steubenville Herald-Star;* Murray Powers, *Marion Star;* Frank R. O'Hanlon, *East Liverpool Review* and Ralph W. Hawley, *Salem News.*

WHAT OUR READERS SAY

MR. SWING'S STORY

LONDON, Aug. 5.

TO EDITOR & PUBLISHER:—The facts about the attack made on American correspondents at Geneva by the Foreign Office, and referred to in your issue of July 23, are as follows:—

Cesar Saerchinger of the Evening Post bureau called at the Foreign Office and was seen by one of the officials assigned to receive the press, (not the head of the Press Department). This official made certain criticisms of the American correspondents at Geneva. He further criticized someone whom I shall not name, and cautioned Mr. Saerchinger not to say that this particular criticism had emanated from the Foreign Office, adding: "Obviously it would not do for the Foreign Office to critize so-and-so." In the course of the interview, the official gave information about tonnage figures being used at Geneva, and cautioned Mr. Saerchinger not to quote them as coming from official sources. Both these cautions were scrupulously observed.

Mr. Saerchinger immediately telephoned the interview to me at the Evening Post office, and I was at pains to make sure that no restrictions had been put on him as to using the criticism of the American correspondents.

Subsequently the official at the Foreign Office complained to me that a well known rule had been violated in quoting the Foreign Office at all. For five years I have repeatedly (though usually indirectly) quoted the Foreign Office. I have never been rebuked for it.

The same official, moreover, told me he meant the material to be used and his objection was to the words: "foreign office." If the same statement had been published, ascribed instead to "official circles," he asserted, no objection would have been raised.

Now you quote Kent Cooper of the Associated Press as having heard from his staff correspondent abroad that the statement was made "in confidence," and F. T. Birchall, of the *New York Times,* explaining that he had checked the Swing dispatch and was satisfied that it was a "private conversation, and not a formal statement for publication." A. R. Holcombe of the *New York Herald Tribune* you also quote as saying on the authority of Harold Scarborough that "no statement had been given out by the Foreign Office attacking the American correspondents."

It is true that the Foreign Office repudiated the statement. The official in question subsequently told me he distinctly remembers cautioning Mr. Saerchinger several times not to use the criticism as coming from the Foreign Office. Mr. Saerchinger's memory is squarely to the contrary, and he made a complete report on that conversation within five minutes after it was held. As there were no witnesses present during the interview, this phase of the question resolves itself into a test of memory. This official has since written me agreeing that there had been a "misunderstanding."

My conviction is that the remarks made in the conversation were legitimately used. Even if I am mistaken, the worst charge there can be is that "official circles" should have been inserted in place of "foreign office" as the origin. And this does not imply the publication of a private conversation, nor the breach of confidence, as Mr. Cooper and Mr. Birchall would seem to charge.

I am sure they did not understand that they were being cited in a way that might appear to reflect on me, and that it was not your intention to use their statements to any such effect. They are much too experienced to jump at the conclusion, in a conflict of evidence with a government department, that it is the newspaper correspondent who must be in the wrong. I cannot believe they or you were aware there was any such conflict, because no effort was made by the New York Times and the New York Herald Tribune in London, to find out from me my version of what had taken place.

Anyhow, that is the history of the dispatch, and I shall be glad if you care to publish it. You speak of "that intangible line between private conversation and a statement for publication." In London the line is not only intangible, it actually moves. Remarks made in conversation, and not intended to be confidential, become private before a bewildered correspondent can defend himself from the appearance of treachery.

Yours very sincerely,
RAYMOND GRAM SWING,
London Correspondent,
New York Evening Post.

RADIO PRESS AGENT REPLIES

TO EDITOR & PUBLISHER: You can please some of the people all of the time, or all of the people some of the time. But you cannot please all the people all of the time. And there are a few that cannot be pleased at any time. This is my observation as an ex-radio editor, now press agent for Radio Station WGBS. New York.

A press agent's job depends upon two things. The first, of course, is to get his stuff printed. But said stuff must be beneficial to the station and its owners. It is difficult to stage a crime wave in a broadcast studio. If it were possible to break a story along the lines of "DIRECTOR OF STATION XYZ BEATS WIFE WITH OSCILLOGRAPH" or "RUTH AND JUDD BROADCAST DUET FROM STATION JAZZ" or even "SADIST CULT'S STRANGE LOVE RITES INVADE STATION QED" it would admittedly be interesting, from the newspaper standpoint. But even if such occurrences did transpire, the P. A. would be hired to keep the stories out of the paper rather than to get them in.

The first thing a P. A. does when he gets a job with a new station is to make the Grand Tour of the papers, gladhanding the boys. "What kind of stuff do you want, old man?" he asks each radio editor. And what is the reply? The answer is infallibly and invariably "Oh, just hand out the usual line."

The reason for such an answer is that radio editors (with only a very few exceptions) select their fillers to please the readers of the papers. And those readers would rather be told that a four-year-old colored boy is hopelessly enamored of Kitty McClinsky, the beautiful blue-eyed blonde who is hostess at station ABCD than that Miss McClinsky studied "under" John Doe, the world-famous coach. It *does* make more interesting reading, at that.

One story, in particular, that emanated from WGBS got a good break from the boys at the editorial desks. It started out like this:—

"The other day we asked a young lady, "Dearest, do you like marimbas?" And she replied, "Why, honeybunch, you know I've never tasted any." We thereupon told her to listen in on station WGBS at 9:00 P. M. Sunday . . . . etc., etc., ad desperandum"

And THEY USED IT. *I* don't know why, *either,* unless it was because it is the sort of nonsensical, damphool thing that is, now and then, relished by the wisest men.

But here is an invitation to all radio editors, whether they agree with the ideas set forth herein or not. Write to the author, Robert Eichberg, in care of Radio Station WGBS, Gimbel Brothers, New York City. Tell what kind of publicity you want to get and he will see that a consensus is compiled and published in such a manner that it should reach the publicity man of each important station in the country.

ROBERT EICHBERG

WRONG PRICES IN ADS

TO EDITOR & PUBLISHER: I have had an opportunity to read an article on page 14 of your July 9 issue purporting to contain the opinion of attorneys on the legal nature and obligation of a published advertisement of goods for sale at a price, and because the subject is of some interest I venture to write to you about it.

It seems to me that the article is as "inconclusive" as the discussion referred to at its beginning. The opinion begins by putting the question, "is the advertisement an offer or is it a mere solicitation for offers?"

The question is then solved, not by any process of reasoning or of demonstration, but merely by assuming the desired answer in the next to the last paragraph of the first column.

In this paragraph, however, occurs the phrase "under the above authorities." No authorities have been cited down to that point and only one appears in the whole article. My first guess is that in preparing the opinion for your publication something was omitted from it.

The opinion correctly states the basis of decision to be the intention of the advertiser. The existence of such an intention is a mater of fact, to be ascertained first from the conduct of the particular parties (which in this case probably means exclusively from the advertisement itself) and possibly beyond that, from the general custom of such advertisers. The opinion entirely fails to discuss the nature of this inquiry.

The discussion of special damages, in respect to the advertiser's duty to sell at the misstated price, is equally unenlightening. The general necessity for notice to the offendnig party is stated in the last paragraph of the second column. But it is obvious that the publisher has all the knowledge which is commonly necessary to charge a person in his position. From the copy furnished him by the advertiser he knows what the correct price is and from his own act he knows what the mistake is; and he is certainly aware of the common course of conduct pursued by his advertisers.

With respect to the case of Georgian Company vs. Bloom, 108 Southeastern 813 the Georgia Court did hold that an advertisement is "a mere invitation to enter into a bargain, and is not an offer." But this opinion is rested by the Court upon the Civil Code of Georgia 1910, Section 4106. That statute is not before me but I gather from American Digest, Volume 13A, Page 1812, where this case is cited, that the statute provides, perhaps among other things, "that there must be an identification of the thing sold." It might be assumed from this that an advertisement offering ten blankets at a price per each is a solicitation and not an offer, while an advertisement describing one blanket might have just the opposite effect; and this is probably not the true basis of distinction between the cases.

Yours very truly,
EDMUND R. BECKWITH.

NEA Service newspictures are always on top of the news—*or ahead of it.*

NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

Whenever you see a dispatch signed by

David Lawrence



on national politics and economics you know the paper that prints it has exclusive city-of-publication rights to the dispatch of this member of

CONSOLIDATED PRESS

Have you Sent for Your Copy of The New York Times Manual of Typographical Standards?

Every one interested in good typography and newspaper production will find The Times Manual of Typographical Standards, the third edition of which has recently been issued, a book of practical usefulness and value. In 96 pages the practices of good advertising reproduction are explained; the handling of cuts and copy; matrices and electrotypes; the mezzograph screen; high-light halftone, etc.

J. W. Magers, Assistant to the General Manager of The St. Paul Dispatch, says: "In our opinion, this publication sets gauges which every newspaper publisher ought to have constantly before him. When the day arrives that the preponderance of newspapers in their typographic make-up approximate the standard you have set, there will be brought about a betterment in the handling of the printed word and illustrations."

SENT POSTPAID FOR $1.50

Address
The New York Times Co.
Times Square New York

INSURANCE AGENTS MAY ADVERTISE

National Body Is Developing Program Which Will Stress Ethical Standards and Help Local Agents Through Newspapers

The National Association of Insurance Agents has announced a plan for a joint advertising campaign which its executive committee is considering.

The advertising will feature the emblem of the association and will stress the ethical standards on which the members conduct their business and their ideals of service to clients and the public.

"The aim of any national advertising campaign for local agents," the association says in its announcement, "should be an economic investment by a group of men in productive publicity—a business and good-will builder. Our proposed service is to be rendered the members by the national association in response to their expressed desires. It will be available only to members of the state and national associations.

"The plan will call for a permanent electrotype that will leave generous space for the type copy which will change in each issue and be set locally. Illustrations, which are so helpful with timely messages particularly, will find ample room in the space left for changing copy.

"We bring this advertising program to the attention of the organized agents in the belief that it will help them in their business. It will do more. It will educate the public; it will drive home the necessity of agents in insurance and will create a greater demand for additional business through the American agency system."

AD TIPS

George Batten Company, 383 Madison avenue, New York. Placing accounts for the Watson Stabilator Company, Philadelphia.

Austin Bement, Inc., Wrigley Bldg., Chicago. Issuing contracts to newspapers on C. S. Dent Co., Detroit, Mich.

Blackett & Sample, 58 East Washington street, Chicago. Are issuing renewal contracts to a list of newspapers in the South on Wander & Co., Chicago (Ovaltine). Issuing renewal contracts to newspapers generally on Northern Paper Mills, Green Bay, Wis.

Henry P. Boynton Company, Union Mortgage Building, Cleveland, O. Is placing the account of the Euclid Chemical Company, Cleveland.

Glen Buck Company, 39 South La Salle street, Chicago. Is issuing renewal contracts to newspapers on the Shaeffer Pen Co., Fort Madison, Ia.

Burns-Hall Advertising Agency, 137 Second street, Milwaukee, Wis. Placing the advertising of James Heddon's Sons, Dowagiac, Mich., manufacturers of rods, reels, baits, tackle,, etc.

Capehart-Carey Corporation, 64 W. Randolph street, Chicago. Will direct the advertising of Baer, Eisendrath & Company, Chicago, bond and investment house.

Chambers Agency, 551 5th avenue, New York. Now handling account of the Keen Waving Company, permanent waving machines, New York.

Nelson Chesman & Co., 1127 Pine street, St. Louis, Mo. Is issuing renewal contracts to newspapers generally on Tonsiline Company, Canton, O. Issuing renewals to newspapers generally on A. H. Lewis Medicine Company, St. Louis.

Collins-Kirk, Inc., 750 No. Michigan avenue, Chicago. Handling the advertising of John F. Jelke Company, 759 So. Washtonaw avenue, Chicago, manufacturers of "Jelke Good Luck" margarine.

Dauchy Company, 9 Murray street, New York. Now handling account of the Engineers Service Company, New York.

Freeze & Vogel, Inc., 377 Milwaukee street, Milwaukee. Reported to have secured account of the Allis-Chalmers Mfg. Company, West Allis, Wis.

Philip Gray Advertising Company, 307 North Michigan avenue, Chicago. Is placing the account of Tyrman Company, radio manufacturers.

Gorman Company, Inc., 49 West 45th street, New York. Appointed to direct the advertising of the Scutan Company, Inc., New York, for their product "Scutan," a waterproof paper for industrial use.

Charles C. Green Advertising Agency, Inc., Philadelphia, Pa. Appointed to take charge of the advertising of Arthur Perry & Company, Philadelphia.

Green & Van Sant Co., 401 Citizens National Bank Building, Baltimore, Md. Placing the advertising of the Sealright Company, Inc., Fulton, N. Y., manufacturers of Sealright Liquid-Tight Containers, etc.

Ralph H. Jones Co., 431 Main street, Cincinnati, O. Is issuing some copy on the Dalton Adding Machine Company (Rand Division) to a few newspapers in scattered points.

H. W. Kastor & Sons Company, 14 East Jackson boulevard, Chicago. Now placing the account of Grigsby-Grunow-Hinds Radio Company, Chicago.

Joseph Katz Company, 16 East Mount Vernon Place, Baltimore. Now handling account for the Gelfand Mfg. Company, mayonnaise, Baltimore.

H. K. McCann Company, National City Bldg., Cleveland, O. Is issuing schedules to newspapers on the Perfection Stove Company, Cleveland.

Eugene McGuckin Company, 1600 Arch street, Philadelphia. Placing account for the Philadelphia Storage Battery Company, Philco Storage Battery, Philadelphia, and the Aluminum Cooking Utensil Company, Wear Ever Utensils, New Kensington, Pa.

Matos Advertising Company, Bulletin Bldg., Philadelphia. Again making contracts with newspapers in various sections for T. J. Doyle, Philadelphia.

Lewis H. Mertz & Sons, 400 North Michigan avenue, Chicago. Is now placing the account of the Continental Scale Works, Chicago (Health-O-Meter).

Michaels & Heath, Inc., 420 Lexington avenue, New York. Has secured accounts of the John G. Paton Company, Inc., and the U. S. Mineral Wool Company, New York.

Morse Advertising Agency, 63-71 Milwaukee avenue, Detroit, Mich. Making up lists and placing advertising of the Herpicide Company, 63 Milwaukee avenue, W., Detroit, Mich., manufacturrs of "Newbro's Herpicide."

Morris-Harris Company, 400 North Michigan avenue, Chicago. Placing the account of the Reva Corporation, makers of a hair tonic, Chicago.

J. X. Netter, Inc., 67 West 44th street, New York. Placing account for Beneat Perfect Hair Dressing Company, New York.

New York Advertising Agency, 441 Lexington avenue, New York. Placing the account of the Mystic Cream Company, 2 W. Main street, Middletown, N. Y., manufacturers of "Mystic" vanishing cream and face powder.

Pratt-Moore Advertising Company, 1926 Ford Building, Detroit. Placing account for the Miracle Products Company, Detroit.

Quinlan Advertising Company, 35 East Wacker drive, Chicago. Placing the advertising of the Boyer Laboratories, Chicago (Cosmetics).

Sehl Advertising Agency, 360 North Michigan avenue, Chicago. Issuing schedules to newspapers generally on Calumet Baking Powder Company, Chicago.

Sidener, Van Riper & Keeling, Inc., 1205 Merchants Bank Building, Indianapolis, placing the account of J. C. Haartz Company, New Haven, Conn., manufacturers "Duro Gloss" raincoats, sport coats, top material, top finish and top patches.

United Advertising Agency Inc. Fifth avenue at 33d street, New York. Will start an advertising campaign to introduce a new type of vanity case for E. & J. Bass, Inc., 339 Fifth avenue, New York.

Whipple & Black, Inc., 2010 Washington Boulevard Building, Detroit. Placing orders with some Ohio papers for the Cope-Swift Company, safety washer dryer, Detroit.

ANOTHER MYTH SHATTERED

Ralph E. Renaud, N. Y. Evening Post, Comments on Sobriety in Foreign Field

American correspondents in Berlin do not get their news with the gossip as they drink beer at the Adlon bar, nor at the famous bars of Paris, London, Rome or Madrid.

Thus another myth was shattered, when Ralph E. Renaud, managing editor of the *New York Evening Post,* returned to this country last week from six weeks' tour of the Evening Post foreign bureaus, commenting on the sobriety of the American newspaper men in England and the continent.

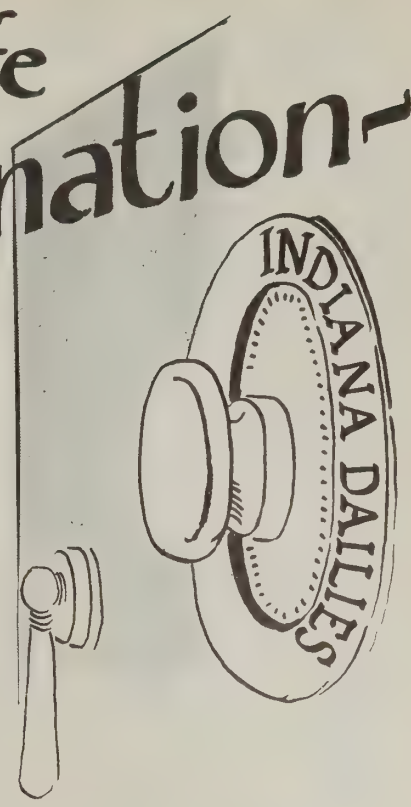
"I just couldn't get Raymond Swing, our London man, to take a drink," said Mr. Renaud. "And I know Dorothy Thompson, who covers Berlin for us, never goes to the Adlon bar."

Mr. Renaud said the prohibition idea has spread abroad.

"I can remember," he continued, "when in this country you couldn't get out a paper unless everyone on the staff was drunk. That's all changed now, both in this country and in the foreign offices. In this office it is well known that only two offences of this sort are allowed. A man here goes out with his second flagrant drunk."

Mrs. Renaud accompanied her husband abroad. In France they engaged an automobile and motored through the southern part of the country.

The Safe Combination—



to Indiana's Buying Power

This combination of Indiana's daily Newspapers opens the way to reach the buying power of nearly 700,000 families. These families are highly industrious and intelligent, who live according to the highest standards of the average well to do American Families. They are the people who read their newspapers carefully in their homes, and who have been educated to the value of the advertised brand.

That they respond liberally to well directed and well placed advertising, is evidenced by the fact that every national advertiser of any importance who once enters this market, continues to cultivate it year after year by featuring his product in the newspapers listed below.

	Circulation	Rate for 5,000 lines
**Columbus Republican .....(E)	5,027	.03
**Fort Wayne Journal-Gazette .....(M)	38,539	.08
**Fort Wayne Journal-Gazette .....(S)	30,255	.08
**Fort Wayne News-Sentinel.....(E)	44,217	.10
†Frankfort Times .....(M&S)	8,231	.04
**Gary Evening Post-Tribune .....(E)	17,002	.06
**Huntington Press .....(M&S)	5,058	.03
**Indianapolis News .....(E)	130,079	.25
**Lafayette Journal & Courier.. (M) 7,931 (E) 13,813	21,744	.06
††La Porte Herald-Argus .....(E)	6,839	.04
**Marion Leader Tribune .....(M&S)	9,898	.04
††Shelbyville Democrat .....(E)	4,063	.25
**South Bend News-Times..... (M) 9,858 (E) 18,288	28,146	.07
**South Bend News-Times .....(S)	26,421	.07
**South Bend Tribune...(S) 23,482...(E)	24,351	.07
**Terre Haute Tribune .....(E&S)	22,973	.06

**A. B. C. Publisher's Statement, March 31, 1927.
†Government Statement, October 1, 1926.
††Government Statement, March 31, 1927.

PORTLAND HONORS CURTIS

Will Be Honor Guest of Maine City on August 22

Cyrus H. K. Curtis, New York and Philadelphia publisher, will be guest of honor at a luncheon Aug. 22 to be given in Portland by the Portland (Me.) Chamber of Commerce.

The affair will mark the 15th anniversary of the presentation by Mr. Curtis to the city of Portland of the Municipal organ, second largest in the world. Mr. Curtis has just had several additions made to the instrument. A concert will be held following the luncheon.

Julian S. Mason, editor-in-chief of the *New York Evening Post,* who is spending his summer vacation at Small Point Beach, Me., will attend the luncheon.

Mr. Curtis last week gave $10,000 toward the $80,000 fund Maine is raising to advertise the state.

"JIMPLECUTE" TO DISAPPEAR

Oddly Named Texas Weekly to Become Daily Journal Sept. 1

S. A. Barker, formerly business representative of the United Press, has been appointed general manager of the *Longview* (Tex.) *Daily News.* Barker is a graduate of the Missouri School of Journalism. He has also been a staff correspondent for the Dallas News.

The *Jefferson* (Tex.) *Jimplecute,* a weekly, which is the third oldest newspaper in Texas, will be converted into a daily, the *Jefferson Journal,* on Sept. 1.

The Jimplecute was established in 1865 by the father of Miss M. I. Taylor, who "put the paper out" for 25 years, selling it to the Marshall News Messenger Publishing Company, Marshall Tex., last year.

The Jimplecute was named after an imaginary bug said to have fed on negroes shortly after the civil war.

RIDDERS WITH OWENS BUY ST. PAUL PAPERS

(*Continued from page* 9)

Wis., in 1906, Mr. Owens secured a position with the *Minneapolis Tribune* and worked for a year before entering college. During the four years of study at the university Mr. Owens continued in the employ of the Tribune and combined the theoretic knowledge gained in scientific classes with the more practical experience of a newspaper plant. This early training has proved an invaluable foundation for the rapid development of a newspaper career.

For six years after leaving the university Mr. Owens was a member of the Tribune staff and when the war broke out was in complete charge of the Department of Production. During the war Mr. Owens was an officer in a Flying Corps and was officer in charge of construction at Rich Field, Waco, Texas. After his war service, Mr. Owens joined the staff of the *Louisville Courier Journal* where he served for several years as Assistant to the Business Manager and also as Manager of Production.

The desire for a broader experience in the newspaper world led Mr. Owens to New York City where he joined the staff of the *New York World.* During the five years of his work at the World, Mr. Owens had an opportunity to demonstrate his rare knowledge of every branch of newspaper production. During the famous newspaper strike in September, 1923, Mr. Owens had the distinction of operating for two days and nights the only presses used in printing The World and Evening World. As a recognition of his unique services during the tense hours of the strike, Mr. Owens was sent abroad to inspect the color gravure equipment which was then in the process of construction in France for the New York World. Shortly after his return from Europe Mr. Owens was made Manager of Production for The World and continued in that capacity until January 1, 1927.

"SHOP TALK AT THIRTY"

MARLEN E. PEW, editor of EDITOR & PUBLISHER, and orator-in-chief of this department, last week dropped his feet from the table, stowed the corncob in a drawer, and set out on a three weeks' investigation into the hunger of fish in northern New York streams. Results of his research and other sprightly remarks will mark the resumption of Shop Talking after Labor Day.

Mr. Owens joined the Ridder Brothers as General Manager of the New York Journal of Commerce and Commercial when they purchased these papers January 1st. His association with them will continue in the joint ownership of the St. Paul Dispatch.

In the sixteen years that he has been climbing the ladder of experience Mr. Owens has been fitting himself to come back home as a leader in the work he loves and for which he has been so well trained. His highest ambition has been realized, for his life ambition has been to publish a paper devoted to the great Northwest, the country of his boyhood and university days.

Mr. Blandin, who now retires from newspaper work to attend to the Itasca Paper Mills of which he is president, is a native of the northwest, having been born at Iola, Wis., on April 2, 1873. He began newspaper work at 10 as a "printer's devil" in New London, Wis.

At 19 in St. Paul he purchased a printing outfit and started a paper at Sanborn, Minn. He also published his own small paper at Olivia, Minn., for three years, before spending a short time in the fruit and commission business. This last venture was not successful and he went to Minneapolis where he gladly accepted a job in the circulation department of the *Minneapolis Tribune* at $6 a week. His advance was rapid, and he soon became circulation manager.

Mr. Blandin first became connected with the St. Paul Pioneer Press in 1902 as circulation manager. He became business manager in 1910, and soon after George Thompson, editor and publisher of the Dispatch and Pioneer Press, died in 1917, he purchased one half of the shares held by Mrs. Thompson and was elected president. He acquired the Itasca Paper Company in 1916.

INCREASING SALES REVENUE BEST ROAD TO PROFITS

(*Continued from page* 3)

this came from advertising and the remainder, 20.96 from circulation. Net profits from operations equaled 18.85 per cent.

A fifth newspaper, having a circulation of 20,000, grossed $617,000 last year. Advertising accounted for 78.11 per cent of this amount, while the remainder, 21.89 per cent, was brought in by subscriptions. Net profits were 29.39 per cent.

"It seems to me that these figures show that newspaper publishers must begin to think of their profits in terms of increase in circulation revenue rather than exclusively in terms of advertising increase," Mr. Ridder continued. "While adding revenue to a paper by the linage route costs a deal of money, it realy doesn't cost anything in money or trouble to add to the profits by raising the price of the paper. Let a publisher raise his advertising rates, however, and he immediately involves himself in an expensive campaign.

"I know a newspaper within commuting distance of New York, for instance, the publisher of which right now is spending a considerable sum of money on a circulation campaign. At the present time his circulation is about 2,000 behind his competitor. He hopes to climb ahead and increase his advertising rates, thereby boosting his net profits. To me this seems a very round-about method. Discussing the subject with him, it was my suggestion that he charge more for his daily paper and increase his profits that way. But no. He prefers to be the largest paper in his town.

"This preference doesn't seem reasonable to me, especially in view of the fact that he is making a comfortable living out of his paper now. From figures he has shown me he could obtain a marked increase in his profits if he raised his circulation income by even a small percentage. If he could see it that way it would save him no little work and worry.

"Any increase in advertising would be, in my opinion, relatively unimportant in comparison with the increase in the net profit percentage he could obtain from raising his price to readers."

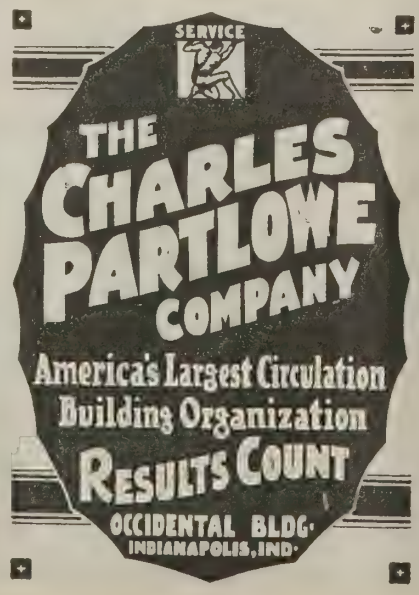
The average ratio between advertising and circulation revenue of the list of 10 papers reproduced with this article is 79.83 per cent advertising and 20.17 per cent circulation. Mr. Ridder said that he considered the ideal ratio was 40 per cent circulation and 60 per cent advertising.

"Of course local conditions vary, but I believe that ratio is generally possible. I have known of big profits obtained from papers running 50 per cent circulation and 50 per cent advertising," he said.

"It is possible, I know, in the case of a newspaper retailing at three cents a copy and wholesaling at two and a quarter cents on week days and retailing at ten cents on Sunday and wholesaling for seven cents. The waste comes in cut rates, excessive promotion, premiums, and highly paid solicitation."

TO AID FIGHT WRITERS

Sports editors of 200 newspapers have been invited, with their staffs, to use the news room of the Palmer House in Chicago during the period of the Dempsey-Tunney fight, which is to be staged in the Soldier Field Stadium, Sept. 22, and for the World Series games, if they are held in Chicago. Albert C. Fuller, manager of the news room, has asked to be advised of the number of men each paper will wish space reserved for, so that the necessary arrangements can be made.



Our Customers Write Our Ads

VISALIA, CALIF., DAILY TIMES SAYS—

"The DUPLEX MODEL 'A' Flat Bed Press is a reliable and dependable piece of machinery, with nothing complicated about its operation."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

Automatic Stereotype Plate Handling Equipment, Automatic Roll Paper Lifts, Roll Paper Trucks, Track, Turntables, Switches, Bundle Lifts.

SOLD BY

The Cline Electric Mfg. Co.
Conway Bldg., Chicago, Ill.

The Capital Lift & Mfg. Co.
Manufacturers Columbus, Ohio

Industrial Center of the Inter-Mountain West—

SALT LAKE CITY

The value of manufactured products for 1926 was over $140,000,000 in the city itself —while that of Utah was over $250,000,000.

The Salt Lake Tribune

The S. C. Beckwith Special Agency
New York — Chicago — Detroit
St. Louis — Kansas City — Atlanta

M. C. Mogensen & Co., Inc.
San Francisco — Los Angeles
Seattle — Portland

Bridgeport
(Connecticut)

Per Capita Wealth $1,710.95

236,000 people within its 13 mile trading radius completly covered by the

Post Telegram

44,446 circulation — carries more local advertising than all other Bridgeport papers combined and eight times as much national advertising as its only evening contemporary.

National Representatives
GILMAN, NICOLL & RUTHMAN
New York, Boston, Chicago, San Francisco.

EW LATIN AMERICAN EWS SERVICE FORMED

r York Bureau Aims to Develop Sources—Material Is Free but Not Publicity, Backers Declare

urther development of Latin Ameri- news sources will be one of the prin- l activities of the Pan-American In- nation Service, which recently opened es at 81-83 Fulton street, New York. he service has been established, ac- ling to C. C. Martin, its director- surer, to bring about closer contact a better understanding between the oles of North America and of South Central America.

The purpose of the bureau is to ac- int the newspaper readers of the three ericas with progress and development ll parts of the Western Hemisphere," Martin said. "The service is non- ctical and non-profit making, and it is in any sense a vehicle for free ad- ising or publicity.

Releases relating to Latin-America be disseminated to the newspapers the United States on educational, ntific, industrial, agricultural, bank- trade and other subjects. Releases ering United States activities of sim- nature, written in Spanish and Portu- se, will be sent to Latin-American rspapers.

The organization expects to be of nite value as a vehicle for giving ex- ssion to the views of prominent men non-political matters relating to the e Americas, and it offers its services ly to all nations of the Western misphere.

Particularly in the matter of trade in- nation, it is expected that constructive k will be accomplished by the service. ry effort will be made to provide the izens of Latin-America with informa- regarding trade outlets in this coun r and United States exporters will be ised fully of opportunities in the thern countries."

he men active in the organization e had close contact with Latin- erica for many years. The super- ion of the service is in the hands of . Martin and Colonel C. B. Smith, its retary.

he advisory committee consists of the owing men, all of New York: Frank Waterman, of the L. E. Waterman npany, Chairman; A. B. Dod, Owens ttle Company, E. B. Filsinger, Law- ce & Company, L. E. Freeman, Mom- & Freeman, E. J. Mehren, McGraw- ll Publishing Company, Inc., R. G. ens, American Manufacturers Export sociation, G. R. Parker, American Ex- ters and Importers Association, C. W. e, American Society of Mechanical gineers, Dr. J. T. Shotwell, Carnegie dowment for International Peace, W. Swingle, National Association of dit Men, Frank Van Leer, Jr., Na- nal Council of American Importers and aders, Inc., and R. S. Willis, Huxley, illis & Company.

OKLAHOMA MERGER

Three Clinton Papers Now Under Direction of W. K. Leatherock

Merger of all Clinton, Okla., newspapers into one corporation, the Clinton Publishing Company, was announced this week. The *Clinton Daily News* and the *Clinton Chronicle* and the *Custer County Post-Dispatch*, weekly, were acquired by the new corporation. The Post-Dispatch was merged with the Daily News and the name of the weekly publication was changed to the *Custer County Chronicle*.

W. K. Leatherock, who inaugurated the Daily News about two months ago, is president of the new corporation and will be publisher of both papers. J. N. McClure, who has been editor of the Post-Dispatch since May, is editor of the News under the new arrangement. Before coming to Clinton, McClure was connected with the Houghton-Mifflin Company at Boston, Mass.

W. B. Warren, who has been advertising manager of the News, will have charge of the advertising department on both papers.

Control of the new corporation will be in the hands of W. K. Leatherock and the Leatherock family, who have been interested in the publishing business in the Middle West for many years.

In connection with the consolidation, announcement was also made that construction of a new $25,000 home for the Clinton papers would be started in a few weeks.

TO STUDY ADVERTISING TREND

Charles W. Mears, counselor in marketing, Cleveland, will hold his third annual Newspaper Advertising Study in Cleveland, Sept. 15-16. The advertising situation will be analyzed for a group of newspaper business executives by Mr Mears.

CAPITAL PRESS CONFERENCES "INNOCUOUS"

(*Continued from page* 5)

upon which they are entitled to enlightenment. The White House press conferences, restricted though they are, work measurably to that end.

On the score of inspired publicity, presidential propaganda, I might put it, there is something that should be said. It is a favorite charge of editors who are frankly hostile to the man in the White House, that the Executive abuses the opportunity his press conferences give him, by feeding to the country only that line of information or of opinion most advantageous to himself. In a large sense this is true. Presidents do seize these opportunities. They do use them for all they are worth. By reason of them, they undertake to strengthen themselves politically or to make their policies more appealing. It is the human thing for them to do and no President with whom I have had contact as a journalist, whether Democrat or Republican, has been above this practice.

Besides, the President is exceptionally circumstanced to carry on this sort of campaigning. Whatever he says or whatever he does, no matter how trivial, it is looked upon by most newspapermen as news. His commonplaces and his platitudes get space which no other could hope for. The men assigned by their papers to report his activities naturally write whatever proceeds from him that might remotely interest the public. And the editors print it day after day, even though many of them inwardly revolt at it.

But it is by no means true that the corps of Washington correspondents lend themselves consciously or unconsciously day after day to Presidential designs in the matter of favorable publicity. It is our duty to know when we are being imposed upon by a seeker of inspired propaganda. If we do not know it, then we are unworthy to represent our papers in Washington. We ought to be sent back to the journalistic kindergarten for a little primary training in reporting.

Any one of us who cannot conscientiously abide by rules of a presidential press conference has the right to withdraw. The rules are admittedly one-sided. They are made by the man who runs the show. They handicap the rest of us, but we do not have to accept them. We can remain outside and it is a fact with which you may not be acquainted there are more than one of my associates who do remain outside, to exercise a greater freedom in what they write.

Although it is true that the relations between the press and the federal government are on a more satisfactory basis at the present time than ever before, with each side freely recognizing the rights of the other, it is by no means true that we live in a state of undisturbed brotherly love. Clashes are inevitable. Public men continue to resent many of the things we feel bound to print about them. Efforts are still made to restrain us or to divert us, and occasionally to draw and quarter us. Presidents occasionally bar an individual journalist from the White House and the executive departments as punishment for some real or fancied offence. Legislators castigate us once in a while from the floor of the House or Senate, but these things are not serious and merely reassure our editors and our readers of our independence.

Read in 4 out of 5 Homes In PEORIA

PEORIA JOURNAL-TRANSCRIPT

"The Try-Out Medium In the Try-Out City"

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

The largest evening paper circulation in Baltimore

151,059
May, *net paid*

May, 1927, sets a new circulation record for daily papers in Baltimore.

The NEWS, with its May net paid circulation of 151,059, enjoys a margin of 24,141 copies over that of the Evening Sun, its nearest competitor.

You reach more of Baltimore through the

BALTIMORE NEWS

Largest circulation of any daily paper in the South

America's Complete Newspaper

NEW YORK Herald Tribune



Over 260,000 Homes in Michigan served by Booth Newspapers

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN
50 East 42nd Street
New York City

J. E. LUTZ
6 N. Michigan Ave.
Chicago, Ill.

Have you a friend in Kansas City

Ask him if he doesn't read The Kansas City Star

IT WILL PAY YOU TO HIRE TRAINED MEN

Ambitious young men, schooled in every branch of the newspaper or magazine field, may be secured to fill that opening on your publication by simply making your wants known to the Personnel Bureau of Sigma Delta Chi, professional journalistic fraternity.

No Charge To Employers

Avail yourself of this free service to replenish your staff whenever the occasion requires. Write or wire John G. Earhart, 836 Exchange Ave., Chicago, Ill., and he will put you in touch with the right man.



Our Own World of Letters

By JAMES MELVIN LEE

MENTION has been made of the fiction which Clarence Buddington Kelland has been contributing to the *Saturday Evening Post* about Don Oakes, editor and publisher of the *Sugar Hollow Sentinel*. Brief as my mention was, it brought me a letter from W. Bob Holland of the *Miami Herald*.

I feel quite sure that I am violating no covenances when I quote the following from Holland's letter:

> Those Kelland stories irritated me. I found on inquiry that few newspaper men noticed the sort of crook the hero was but when I called their attenion to his blackmailing proclivities they admitted that he had no idea of newspaper ethics or knowledge of the law.

Mr. Holland also encloses an editorial "Libelous Fiction" which recently appeared in the *Miami Herald*. This editorial raises some nice questions of newspaper ethics concerning the activities of the editor of the Sugar Hollow Sentinel. It is especially critical of the story where Editor Oakes wants to get hold of a rival weekly paper. Upon learning that the rival editor has sold 125 per cent of the stock of the paper to buyers who have purchased, simply because the paper was about to print something they did not want published, Oakes uses this information to run the blackmailing editor out of town. After the latter's exit, a seven-thousand-dollar bank account is turned over to the men who had been blackmailed in the buying of more stock than the paper had been authorized to issue.

Commenting on this situation, the editorial says:

> And thus, as Mr. Kelland makes Mr. Oakes boast, "I own this establishment, lock, stock and barrel, and it didn't cost me a red, auburn, cerise or otherwise cent."
>
> It is thus perfectly clear that the new owner is the same sort of despicable scoundrel as the man he run out of town by threat of imprisonment. And Mr. Kelland holds him up as a commmendable citizen, as a newspaper man of excellent habits and skill, as one who should be emulated. In previous stories this Oakes person had blackmailed a banker who had been making loans contrary to good banking principles and had obtained the county printing by suppressing news of the nefarious doings of a ring of politicians.
>
> Mr. Kelland and the editors of *The Saturday Evening Post* should know that newspapers, either daily or weekly, do not thrive on blackmail. They live by publishing news, not by suppressing it. Occasionally a crook gets hold of a newspaper and resorts to blackmail, but he usually goes to prison in a short time. And unless Don Oakes stops short in his blackmailing career he is headed for the penitentiary.

The question raised by Mr. Holland about newspaper standards is right to the point. Stories of successful crime are usually kept out of the *Saturday Evening Post* but in this instance, its editors seem to have been caught napping.

* * *

WILLIAM J. ROBERTSON, formerly editor of the *Wilmington* (Del.) *Every Evening* is the author of "The Changing South" (Boni and Liveright). This volume which is expected to appear early in October deserves mention in "Our Own World of Letters" not only because the author is a newspaper man but also because one chapter is devoted to the press of the South.

* * *

DIFFICULTIES in writing good retail copy is the subject about which Robert M. Barnett, at one time a copy writer with Macy's Department Store in New York City but now vice-president of the George L. Sullivan Company, chats in a current issue of *The Journal of Retailing*.

He warns against testing returns on newspaper advertising entirely by the song of the cash register. Many a good piece of copy, in his opinion, has failed to achieve its purpose of bringing people into the store because of unfavorable weather conditions.

Another difficulty is pointed out:

> Ever changing market conditions, too, bring about a change in selling methods. Merchandise which last season was a sure seller is this year a drug on the market. Mah-Jongg furnishes a splendid illustration of the futility of effort on the part of the copywriter. Almost by the time the average copywriter had learned the game thoroughly and was prepared to do some real copy about the joys of Mah-Jongg instead of merely re-hashing the manufacturers' announcement, the game was dead. The pen of a genius could hardly have sold enough sets to pay for shelf room.

Mr. Barnett then goes on to show that the copy slant of the manufacturer plays an important part in dictating what the copy writer of the store shall say in local newspapers. He frankly admits that the manufacturer's copy may have missed the biggest selling argument yet the retail copy must, in the newspapers, stick more or less to the lines drawn by the manufacturer or else lose the effect of what has been done in national advertising.

* * *

EARLY engravings in American newspapers are discussed somewhat in detail in the current issue of *The Iowa Journalist*—a monthly periodical published by the School of Journalism of the University of Iowa, Iowa City.

* * *

THE University of Pennsylvania has put out an interesting survey about the college man in journalism. In addition to statistics, personal opinions of newspaper executives are also given.

Here is a criticism of the school of journalism from an important managing editor in the East, "I have one criticism of the schools of journalism: they dwell so much on economics, foreign affairs, and the literary side of newspaper work, that it is difficult to get their graduates to take an interest in the city affairs that are of vital interest to our paper."

* * *

HARCOURT, BRACE & CO. announce for immediate publication "Journalism for High Schools" by William N. Otto, head of the Department of English, Shortridge High School, Indianapolis, Ind.

* * *

WORK has already been started on "The Dictionary of American Biography," according to an announcement made by The American Council of Learned Societies. Since 1924 this important work has been associated with the name of the *New York Times* because of a gift made that year by Adolph S. Ochs, publisher of the Times. This gift of $500,000 toward the funds needed for publication, enabled the Committee of Management, representing the Council of Learned Societies, to go forward with the work. Until this gift came from Mr. Ochs, it looked as though the plan of publishing a work that would compare favorably with "The British Dictionary of National Biography" would have to be abandoned.

In spite of this handsome donation from Mr. Ochs, the Times takes no active part in the preparation of "The Dictionary of American Biography" and hence assumes no responsibility for the contents. When completed the "Dictionary" will consist of 20 volumes and will contain approximately 20,000 biographical sketches of men and women who have contributed to national progress in America. Up to the present time about half of the names to be represented have been tentatively selected.

The editor-in-chief of "The Dictionary of American Biography" is Allen Johnson who has his headquarters in Washington, D. C.

HORACE GREELEY is one of most picturesque characters in history of American journalism. Du his lifetime, he appeared more freque as a subject for the pen of the carto than any other man. Unquestionably, editorials have never been surpasse influence by those of any other Amer editor.

These facts, along with others, exp why the chapter on Horace Greele "Trumpets of Jubilee" (Harcourt, B & Co.) by Constance Mayfield Ro ought not to be overlooked in "Our World of Letters." This chapter is only one of the longest but one of most interesting and picturesque in entire volume. Greeley's connection various newspapers are given in gen and that with the *New York Tribun* particular.

But it is the personal character Greeley so graphically sketched in chapter that makes the volume interes to members of the working press.

Space is space—but the BEST Classified Advertising publicity justifies its daily appearance in your newspaper

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

The insignia that represents GOOD service.

Over 400 newspapers discovered a simple and practical solution to their checking proof problems, when they accepted our NEW and *Complete* Checking Proof Service. Under this plan *the Publishers' office is relieved entirely of all detail work.*

Less expensive—
Greater results.

(Two months' trial test offer)

The Advertising CHECKING BUREAU Inc.
79 Madison Ave. NEW YORK — 538 So. Clark St. CHICAGO

If Quality
of circulation is your first consideration.
The Evening Star
With Sunday Morning Editions
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.
The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.
N. Y. Office—110 E. 42nd St. Dan A. Carroll
Chicago Office—Tower Building J. E. Lutz

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Detroit
Fourth Largest City
For most complete and economical coverage concentrate in one paper—
The Detroit News
Offers advertisers unusual opportunities

A NEW DEAL IN PITTSBURGH
America's fourth largest market
The Sun-Telegraph
Evening and Sunday
—The evening issue combining the former Evening Chronicle Telegraph and Evening Sun.
—The Sunday issue combining the former Sunday Post and Sunday Gazette Times.
National advertising representatives: Paul Block, Inc., 247 Park Avenue, New York; Century Bldg., Chicago; General Motors Bldg., Detroit; Little Bldg., Boston; Commonwealth Trust Bldg., Philadelphia.

After All
It's not so much how many read your story as how many put credence in it.
THE PHILADELPHIA RECORD
Goes not only into the homes but also into the hearts of 150,000 substantial families daily.
Second Largest Morning Daily in Philadelphia
Always Reliable

ray Greeley worked at his editorial desk thus described:

Bent over his high desk with his nose nearly uching it, he composed from three to four olumns a day and often more, listened to eports which he could deliver almost verbatim fterwards though he had not ceased to write, upervised details throughout the whole sheet, id often did not stir out of his chair from even in the morning until after midnight. moments of rage over mistakes he could t out a bellow which was plainly audible at ie American Museum half a square down Ann treet at the corner of Broadway, though his oice in its ordinary ranges was still husky id thin. If he could bawl in anger he also awled with jubilation; the Tribune office was noisy, nervous, highly stimulating place; that oice with its rapid changes was everywhere; reeley was an incessant talker. As a result f his shouting importunity riders—often re- ys of riders—were always posting from remote calities where events were clustering, bearing resh news for the Tribune. His tireless, rudging insistence sent a corps of printers lowly shuttling back and forth on the river oat to Albany during session of the Assembly, repared to set up the reporters' accounts on ie return voyage.

Here is a pen portrait of Greeley in ction in his legal tilt with the distinuished novelist, James Fenimore Cooper:

That touchy aristocrat had sued because of letter of Weed's which appeared in the ribune, with a few sentences of derogatory omment on the part of Greeley. Cooper won amages of two hundred dollars at a lively rial at Ballston Springs, at which each of the rotagonists spoke in his own behalf. Rushing ack to New York on one of his quick-driving rips, Greeley spread his account over twelve olumns of the Tribune; he rollicked through he story, mimicking the pompous Cooper and is even more inflated nephew, who had acted s counsel. In his long and pointed raillery ie sported with the picture of the "handsome Mr. Effingham," who in Cooper's "Homeward Bound" had unquestionably been the figure of Cooper himself. Tirelessly Greeley repeated he allusion; in the trial he had much of his rgument turn upon hypothetical questions of ppearances, inquiring whether he would be entitled to sue for libel in case Cooper pronounced him not handsome. With a heavy-anded thrust in rebuttal Cooper had replied hat in such a suit his course would be not to plead the general issue, but to justify. Greeley, missing nothing of the humor of this retort, set down the whole of it, weighty phrasing and all.

This jibe at Greeley's appearance leads the author of "Trumpets of Jubilee" to comment more in detail as follows:

Undeniably Greeley was absurd. Somewhere he had picked up an old light drab coat of Irish frieze and a battered hat of similar tone-less hue; the garments were long since out-dated; wearing them he looked more than ever the ruined ghost. Tall and gangling, he still stumbled as he walked, as though he were pushing forward on a blind errand. He was always rumpled, his pale silver-yellow hair awry under his singular headgear, his collar riding up or retreating from sight; but the phantasmal was belied by his full front glance from behind narrow spectacles, by the pursed and sudden smile which could transform his countenance into that of a happy infant.

The quotation just given possibly explains why it was so easy to put Greeley into a cartoon.

The incident about Cooper's libel suit against Greeley, however, is not complete in the volume. For that rollicking account printed in the New York Tribune, Cooper brought a second suit against Greeley. The latter this time did not defend himself but turned the case over to the distinguished lawyer. William H. Seward, who knew how to juggle cases at law so that the suit could be indefinitely postponed for trial. This second suit by Cooper against Greeley is one of the few cases where Cooper did not win the final bout in the courts. Neither did he lose. So far as I know, the case never came to trial. Cooper's libel suits against the Whig newspapers of New York almost deserve a book by themselves.

Read EDITOR & PUBLISHER Classified columns for results.

FIRST ETHICS CODE FOR PUBLICITY MEN DRAWN

Wisconsin Students of Propaganda Dissemination Adopt Rigorous Articles Governing Their Work

A code of ethics for publicity workers was drawn up by the students in "Educational and Social Service Publicity" at the University of Wisconsin school of journalism this summer. Students in the course had had both newspaper and publicity experience.

One of the outstanding points in the code of ethics was the statement that "no publicity man should submit an article to a newspaper that he would not be willing to turn in to his city editor if he were a reporter on the paper."

The belief was expressed in the code that the publicity man could assist the newspaper by discovering new fields and by stimulating news activities. Another section stated that the publicity worker should not attempt to display that which is fair and to hide that which is ugly.

The course was taught by K. E. Olson, who has had several years experience on metropolitan newspapers and in publicity work.

Following is the complete code adopted by the students:

1. We believe that because it is impossible for the newspapers to cover every phase of life there are great fields of knowledge and news that are untouched and will remain so unless those who are thoroughly capable of interpreting these fields are given an opportunity to do so.

2. We believe that publicity, if honestly done in a good cause, is a blessing to society and contributes to the sum of human knowledge and enjoyment.

3. We believe that publicity, if dishonestly done or representing a dishonest cause, is an evil and should be combatted by every member of the profession who is interested in fostering its constructive value to society.

4. We believe there is a legitimate field for publicity that has news, information or entertainment value for the newspaper reader, and insist that all publicity matter should be judged on the same scale of values as the rest of the material in the paper, and must make itself worthy of a place in the news columns only on its merits.

5. We believe that because the newspaper depend for its life on paid advertising it is unethical and dishonest to attempt to insert in news columns material which has no value to the newspaper or its readers and that benefits only the organization itself.

6. We believe that all publicity material must be absolutely true and must not attempt to display that which is fair and hide that which is ugly. If there is anything fundamentally wrong it is the publicity man's responsibility to see that this wrong is righted before attempting to give news to the public.

7. We believe that no publicity man should submit an article to a newspaper which he would not be willing to turn in to his city editor if he were a reporter on the paper.

8. We believe that publicity material must be honestly presented and without any attempt to conceal its source. The source should be plainly indicated so that there can be no misunderstanding as to its origin.

9. We believe that publicity material, to merit a place in the paper, must be not only interesting but intelligent.

10. We believe that the publicity writer can be a valuable aid to the newspaper in helping it to discover new fields which it could not otherwise reach, and in stimulating news activity through providing them with interesting material which will open up new fields for the reporter and provide opportunity for further research.

TAKES FOREIGN POST

Herbert R. Hyman Named Merchandising Chief of London Knitting Mills

Herbert R. Hyman, former newspaper man, who in more recent years has been identified with the advertising business, has just been appointed director of merchandising by the Keystone Knitting Mills, Ltd., of London, England. He will leave for Europe shortly to assume his duties with the large British hosiery concern.

For many years Mr. Hyman was connected with the editorial department of the *Indianapolis Star*. He acted as European correspondent for that paper prior to the war.

Upon returning to American, he became identified with the Bobbs-Merrill Publishing Company, of New York and Indianapolis, handling the sales promotional work in conjunction with the sale of Bobbs-Merrill publications.

Joining the Cole Motor Car Company as advertising manager, Mr. Hyman was responsible for the program which ultimately resulted in the creation of the once famous "Cole Aero-Eight."

When Charles M. Schwab and his associates acquired control of the Stutz Motor Car Company of America, Mr. Hyman was appointed advertising counsel by that company. Later he was then tendered a vice-presidency by the Homer McKee Advertising Agency, of Indianapolis, and was put in charge of the advertising of the Real Silk Hosiery Mills with the title of advertising counsel, a position which he held until his recent affiliation with the Keystone Knitting Mills, Ltd., of London.

NEW PRESS ORGAN

The *Country Press* published monthly by the Bruce Publishing Company, St. Paul, has been launched with J. R. Bruce president and F. M. McCabe vice-president. It concerns itself with problems of the small town publisher.

in

Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

Buffalo, The Wonder City of America

Buffalo—a profitable Market for Advertisers

Sales in Buffalo are splendid for advertising goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

EDWARD H. BUTLER
Editor and Publisher
KELLY-SMITH COMPANY
Representatives

Graybar Bldg. New York, N. Y.
Atlantic Bldg. Philadelphia
Tribune Tower Chicago, Ill.
Waterman Bldg. Boston

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

Largest Circulation and Largest Volume of Advertising of any Daily west of the Missouri river.

LOS ANGELES
EVENING HERALD
REPRESENTATIVES
Chicago, JOHN H. LEDERER, 910 Hearst Bldg.
San Francisco, A. J. NORRIS HILL, 610 Hearst Bldg.
New York, HERBERT W. MOLONEY, 604 Times Bldg.

first! in OHIO

Dispatch Sets the Pace

During the first six months of 1927 The Columbus Dispatch carried more paid advertising than the second Columbus paper by 4,639,750 agate lines.

For years The Columbus Dispatch has enjoyed the distinction of being first in Ohio in paid advertising volume.

NET PAID CIRCULATION

City	60,216
Suburban	28,937
Country	24,525
Total Circulation	113,678

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

CLINE ELECTRIC MFG. CO. CHICAGO — QUALITY, SERVICE, SALE — CLINE WESTINGHOUSE — CLINE SYSTEM

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Elkhart Truth
Elkhart, Ind.

Ask them about it

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
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ROTO-GRAVURE *Sections for* Newspapers & Magazines

STANDARD *Gravure Corporation*
LOUISVILLE, KENTUCKY

TYPE METAL RESEARCH IS MADE PUBLIC

Findings of Government Printing Office Disclosed in Bulletin Issued by Mechanical Department of A. N. P. A.

Findings of the Government Printing Office on tests it has conducted on type metal were made public recently by the mechanical department of the American Newspaper Publishers Association, of which W. E. Wines is director.

In the handling of the metal, the report, written by E. O. Reed, chief of tests, shows the following necessary details in order to obtain the best quality:

1. The remelted metal must be carefully drossed and stirred in order to obtain satisfactory samples for analysis.

2. The addition of any metal or alloys to melted type metal should be made at a temperature of not less than 750°F. In order to introduce antimony into type metal it is alloyed first with either lead or tin.

3. In order to secure proper alloying, satisfactory means of agitation must be used. As a result of our investigations we use a block of green oak immersed in the metal and held near the bottom of the pot. This has proven very satisfactory and economical for agitating, purifying, and alloying the metal.

4. In order to remove small amounts of copper from the metal, especially linotype, it is our practice to allow the metal to partially solidify over night after correction. Any copper or unalloyed antimony present will tend to separate and come to the top as the metal is chilled. The metal is melted in the morning and the temperature raised to approximately 550°F. It is then carefully skimmed, without agitation, to remove the impurities which separated during the cooling progress. This effects a gradual reduction of the copper to about .05 per cent. Other methods using sulphur are also employed for this purpose.

5. Linotype and stereotype metal are poured at a temperature of approximately 600°F. and monotype metal at between 700°F. and 750°F.

6. All type metal alloys should be poured in water-cooled molds.

Our investigational and control work on type metals up to date indicate, that linotype metal, provided that it is not contaminated with excessive amounts of impurities, especially copper and zinc, and is not permitted to be overheated in use, will change very little in composition due to use, and that such metal can be re-used several times without appreciable change in composition. Although the metal in the Government Printing Office is analyzed daily, we would recommend checking of the composition of linotype metal in the average commercial plant about once a month, depending on its use.

However, it has been found that monotype metal should preferably be retoned after each use in order to maintain uniform quality. This is due to the fact that monotype metal is used at such a high temperature that there is more loss of tin and antimony by drossing. Monotype alloy is above the eutectic point for antimony, and all of the antimony is not chemically alloyed but a certain portion is a mechanical mixture. This free antimony tends to separate and comes to the top of the molten metal. It has been found that approximately two parts of antimony are lost to one part of tin. This is somewhat at variance with the prevailing opinion, which is that tin is lost to a greater extent than antimony.

Owing to the fact that stereotype metal is poured at a low temperature, the change in composition in this metal due to re-use is about the same as with linotype metal.

The results of the work being done by the Testing Section of the Government Printing Office have clearly shown the value of technical work to the office itself and to the printing industry. The office will be pleased to co-operate with commercial printers of the country in technical investigations which will be of interest to the industry. The results of these investigations will be published for the benefit of all interested parties, Mr. Reed said.

SEEKING LOST FATHER

James H. Guilfoyle, Jr., city editor of the *Worcester* (Mass.) *Telegram* and Worcester correspondent of the EDITOR & PUBLISHER, this week appealed to the New York Missing Persons Bureau, asking them to assist him in his search for his 67-year-old father, J. H. Guilfoyle, Sr., who disappeared from his home in Brooklyn last June 26.

COLUMNIST'S WIFE WRITES BO

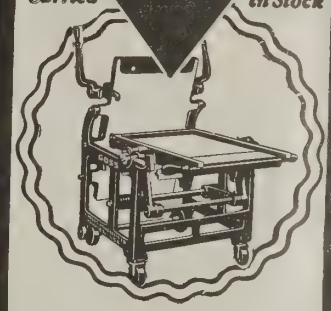
Shelby Little, wife of Richard He Little, conductor of "A Line O'Type Two" in the *Chicago Tribune*, is author of a new book, "This to Th which concerns itself with chang words, one letter at a time, in the short number of changes. Mrs. Little is kno in the "Line O'Type" as Helen Her The book has an introduction by Little.

WRITES NEWSPAPER PLAY

Guy F. Lee, long a member of the st of the *Chicago Tribune* and now of *New York Daily News*, is the author "Tabloid," a play about present d journalism.

Supplies and Equipment

GOSS
STEREOTYPING MACHINERY
Carried in Stock



Fastest, most easily operated most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

Drive and Control for Newspaper Presses

A representative installation, just completed, on a Hoe press is that of a 75-h.p., a-c. equipment at the Philadelphia News. This is a repeat order.

GENERAL ELECTRIC

SAVE A MINUTE

in packing a matrix and you will often beat the other fellow to the start.

Space Packing Felt that is soft, tears easily and stays put, will do it for you.

We manufacture it in four thicknesses—No. 25, No. 35, No. 40 and No. 50.

MOULDING BLANKETS all kinds.
Red and Blue Drying Blankets.
Prepared Matrix Paste.
The above are only a few of our specialties.

New England Newspaper Supply Co.
Worcester, Mass., U. S. A.
Cable Address NENSCO—Worcester

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work, also Goss Sextuple.

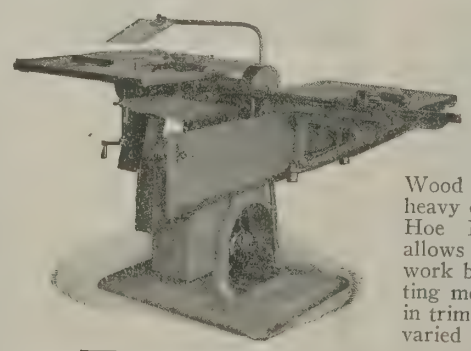
HOE Pony Quadruple, Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Metropolitan Quadruple stereotype presses—print up to 32 pages.

Available for Early Delivery

WALTER SCOTT & COMPANY
Main Office & Factory.....Plainfield, N. J.
New York Office..Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Block

Hoe Combined Saw Table and Mono-Rail Trimmer



This Machine combines the advantages of the Hoe Pedestal Saw Table and the Hoe Mono-Rail Trimmer.

The Trimmer is supplied with either Style "A" Cutter Head for trimming Wood Blocks or Style "B" for extra heavy cutting on Zinc or Copper. The Hoe Patented Mono-Rail principle allows the Operator to follow the work beyond the Cutter Head permitting more speed and greater accuracy in trimming Wood or Metal Blocks of varied sizes.

IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC., 504-520 Grand Street, New York City
7 South Dearborn Street, CHICAGO, ILL.
Pere Marquette Bldg., NEW ORLEANS, LA.
7 Water Street, BOSTON, MASS.

Keep your message before your clients and prospects. The EDITOR & PUBLISHER is your ever-present salesman.

Employment—Equipment—Services

EDITOR & PUBLISHER Classified Advertising Information

RATES

SITUATIONS (Cash with Order)
1 Time — .50 per line
3 Times — .40 per line
ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .75 per line
4 Times — .60 per line

Extra space charge at same rate per line for insertion as earned by frequency of insertion. Minimum Contract space, three lines. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

ADVERTISING

General Promotion

If You Want More Local Advertising put us to work for you selling our "Worthwhile" features. Write F. G. Hogan Syndicate, Locke Bldg., Indianapolis, Ind., or Kane, Pa.

Supplies

Folding Sheets for Art work and Benday effects. Bourges Service, Inc., 144 West 32nd Street, New York.

BUSINESS OPPORTUNITIES

Brokers

Chas Paper in South for $15,000, or two-thirds interest for $10,000. Established high-grade publication with fine opportunity. Chance for advertising man. Harris-Dibble Co., 345 Madison Ave., New York.

High Grade Properties in Kansas, Missouri, Iowa, Nebraska, Oklahoma and Arkansas, both daily and weekly; exclusive listings; no damaging publicity; personal service in every deal; financial attention to financing. All matters absolutely confidential. High grade newspaper properties for sale. Clyde H. Knox, 851 Board of Trade Bldg., Kansas City, Mo.

Three Desirable Weeklies—An opportunity for income with newspaper experience and moderate capital to purchase a group of three weekly publications in Eastern Pennsylvania which can be issued from the same plant and profitable to pay handsomely. Also very desirable weekly and job plant in New Jersey. J. B. Keller, Times Bldg., New York.

Newspaper Interest Wanted

Publisher - Editor - Manager, experienced in editorial, business and other departments, who has just built up and sold successful daily, seeks new connection. Young, energetic, resourceful. Would consider investment or temporary salary arrangement. C-869, Editor & Publisher.

Service

Out of Town Concerns. You can secure all the advantages of a New York address, including the services of established, fully furnished and equipped offices, where your interests, enquiries, callers, literature, mail, or samples will be intelligently and properly handled, for a nominal annual charge. Address (by letter only) Suite 1004, at 1841 Broadway (Columbus Circle), New York City.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that for twenty years in this one line of endeavor is your proof against experimenting. Write or wire. Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Century ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Talk the Man Who's Had One! In over 20 years of nation-wide experience, we have proved ourselves always able to produce greater results per dollar expended. Our circulation building campaigns, large or small, have all expert management and attention. Address us now, care of the World-Herald, Omaha, Nebr., or at any time at Box 288, Waterloo, Iowa. Myers' Circulation Organization.

Ruby Alice Dolls—Over 200 newspapers used them last year. Circulation increases ranged from 1,200 to 16,000 new readers. Price $3.00. Copy, mats, instructions. Order your sample today. Offer should start Oct. 15th. B. Pinkey, 307 Sixth avenue, New York City.

Circulation Builders—A Clean-cut, self-financing, personally conducted campaign that will make you more money now and for years to come; 20 years' experience. The Alward Syndicate, 453 W. 9th street, Erie, Pa.

Superior Circulation Builders—The W. S. Kenyon Company, 104 North Bailey Ave., Louisville, Kentucky. The circulation-building organization that has set the standard for aggressive, successful circulation campaigns for nearly twenty years.

CIRCULATION

Promotion

The World's Largest Circulation Building Organization—The only circulation-building service in Newspaperdom furnishing publishers' affidavits of the exact results of its every campaign. The Charles Partlowe Company, Occidental Building, Indianapolis.

EMPLOYMENT

Help Wanted

Advertising Executive, exceptionally high class, wanted for a seven-day morning paper in the metropolitan district. A most exacting position with unusual opportunity. C-911, Editor & Publisher.

Advertising Manager—Experienced, enthusiastic, aggressive, with fund of good ideas. Only daily in small New York State city. Tell your full story in first letter, which will be held in confidence. Times, Geneva, N. Y.

Correspondents—National Jewish Daily Wants Correspondents Everywhere. Jewish Daily Bulletin, 621 Broadway, New York.

Situations Wanted

Advertising—If you have live opportunity will produce results you want—increase linage and co-operation. C-897, Editor & Publisher.

Advertising Manager—Capable, aggressive newspaper advertising man, twenty years' experience in all branches, desires permanent location in city of 100,000 or over. Letters of reference speak in highest terms of past work, ability and character. Located with such papers as Public Ledger, North American, Bulletin, Philadelphia; Washington Post. Married, 42. Morning or evening proposition. C-898, Editor & Publisher.

Advertising Executive—Long experience in promotion of local, national and classified on metropolitan and suburban papers. Enviable record for constructive building, aggressive salesman and thorough organizer. Am seeking connection with publisher who needs a man of proven ability, initiative and a will to meet and overcome keen competition. Write for interview and record. C-905, Editor & Publisher.

Advertising Manager—Executive, ten years' experience in newspaper, corporation, agency and direct mail advertising, desires permanent connection in city of 15,000 or over, with live newspaper or growing concern. A hard worker. Age 34, married, personable. Write C-872, Editor & Publisher.

Advertising Solicitor, thoroughly experienced in all phases, layout, copy, long-term special pages. A money maker for newspaper in Middle West or Pacific Coast. Inquiry will bring you full story and photo. C-874, Editor & Publisher.

Business Manager or Assistant to Publisher—Two and a half years' business and general manager of New York daily, where I made astonishing good record under trying conditions. Property I manage now on profit basis for first time in five years. Thoroughly understand all departments, including engraving. Successful record gained by hard work and perseverance. Savings in overhead and purchasing were enormous. Ownership conditions warrants seeking new connections. American, married, age 36, highest references. Will be available September 1st. Box C-896, Editor & Publisher.

Business Office position in newspaper office desired by young man. Has had 10 years' experience in Circulation, National Advertising and general office work. At present time in charge of national advertising and credit departments. Can furnish best references. C-909, Editor & Publisher.

Circulation Manager—Capable, reliable and resourceful; 20 years' experience on all classes of dailies; absolutely familiar with all details. Reference furnished. C-871, Editor & Publisher.

Circulation—Young man, honest, steady, desires to connect with a live newspaper as street circulator, agent or route man. C-904, Editor & Publisher.

Circulation—Does your Circulation Department need a live wire? Young man of initiative, 7 years' newspaper experience, 4 years on metropolitan papers; thoroughly experienced in boy organization work of home delivery and news stand promotion work; desires paper in vicinity of N. Y. City. C-900, Editor & Publisher.

Circulation Promotion Manager connected with combination paper, 100,000 circulation, forced to seek change. Married, family. Salary $60. References, personal interview. Wire R. C. Shelton, Telegram-Gazette, Worcester, Mass.

Circulation Manager—Morning, evening, Sunday experience. Available at once owing to recent merger. Thoroughly familiar with every detail carrier, dealer, mail promotion and office routine. Thirty-three years old, married, one child. Steady, reliable and not a floater. Can furnish first class references. C-902, Editor & Publisher.

Classified Manager, now employed, metropolitan daily, last 3 years. Experienced in organizing, training sales force, stabilizing costs, promotion plans and building up business. Member A. N. C. A. M; 11 years, classified and display, on four dailies, 20,000 to 180,000 circulation as salesman and executive. Has specialized on hard-to-sell propositions. Seeks connection with progressive Mid-west daily. C-907, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Classified Advertising Manager
Classified Promotion Manager

23 years' successful record, desires change from Northern city to West Coast or Southern newspaper. Member Newspaper Classified Manager's Association, 1909, took management Classified, second-string paper, city 150,000; built Classified from half-page to six pages within three years; 1921-1925, built Classified second-string paper, city 75,000, from 400,000 lines yearly, to 1,500,000; taking prestige and volume leadership from first-string paper having double the circulation; 1926, on second-string paper, 65,000 circulation, city of 250,000, reorganized department; produced average net monthly increase $4,000 over six months' period, while holding operating costs to same percentage as previous to taking charge. Was forced to leave position for same reason that had always given this paper a black eye on Classified, and made it hard to build reader-interest and reader-confidence. This was my refusal to accept and publish matrimonial and many other forms of fake, misleading, objectionable ads. Came to city where now employed last December, on agreement to manage Classified on second-string paper, but as they tied my hands to such extent that maximum production would be impossible, the deal fell through before I started. Interviewing the first-string opposition paper, was told there was no position open, so I made a position on this paper for myself, taking a pavement-pounder's job as salesman of new Classified contracts on straight commission, with thermometer at 40 below zero. January 1st to August 1st turned in 135 contracts for $10,000 new business; this being about 65 per cent of total new contract business of entire department. Had one prospect lead from office during all this time. My average weekly earnings have been $83 on this job. I am native of Illinois, age 41, married. Will accept $75 weekly salary, or salary and bonus, on one year's contract, giving full charge with free hand. Unquestioned credentials as to character, production records and ability. Start Oct. 15th or Nov. 15th. Would consider District Manager, contact man or in charge Real Estate or Automotive section on big paper. My first five years Classified apprenticeship were served on the largest St. Louis and Chicago dailies, beginning in 1904. C-901, Editor & Publisher.

Editorial and Paragraph Writer, experienced, displaced by wholesale merger, seeks new connection. Complete evidence of ability and proof of reliability. C-906, Editor & Publisher.

Editor—Some small daily publisher sadly needs my experience as editor and manager to build up his paper. C-899, Editor & Publisher.

Editorial—Experienced man of Eastern, Western and Metropolitan service, wide reading, extensively informed and able to write fluently, who has held desk and managerial positions, desires to make change from place now filled for temporary personal reasons to one with the advantage of utilizing his varied training and equipment. Especially strong on heads, news, make-up and purposeful editorial handling. Just the man for news editorship or managing editor in cities up to 100,000, either farming or industrial community. C-903; Editor & Publisher.

Newspaper Advertising Executive seeks new connection. Now employed by a foremost eastern daily. Thoroughly experienced in newspaper advertising management; splendid record as builder of national and local linage. Age thirty-four, married, excellent address and appearance; twelve years diversified experience newspaper advertising. Introductory reference: James W. Brown, Publisher of Editor & Publisher. Complete list with first letter. C-851, Editor & Publisher.

News Executive—Editorial writer of wide experience; competent to take complete charge of news and editorial end; A-1 references; now employed; seeks permanent connection in South, East. Address C-876, Editor & Publisher.

Reporter—Ambitious woman, ten years' experience, wants job. Not afraid of work. Seven years present position. C-910, Editor & Publisher.

Telegraph Editor, fast and accurate, with seven years' experience reading copy, seeks desk vacancy with larger opportunity. C-908, Editor & Publisher.

MECHANICAL

Equipment for Sale

Duplex—16-page tubular plate press, Goss Comet and several other good bargains in new presses. Griffiths Publishers Exchange, 154 Nassau St., New York.

For Sale: Goss Monitor Perfecting Press with motor. Lately overhauled; guaranteed first-class condition. 7 or 8 columns. Mat roller, casting box and stereotype outfit complete. Must be sold at once. Can give terms. Globe-News, Amarillo, Texas.

MECHANICAL

Equipment for Sale

For Sale—One complete photo-engraving plant. Miles Machinery Co., 64 West 23d St., New York.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffman Type & Engraving Co., 114 E. 13th St., N. Y. City.

Printers and Bookbinders:—Two Revolution Presses, Drum Cylinder Presses, Power Paper Cutters, Lever Paper Cutters, Colts and Universal Presses, Chandler & Price Presses, Golding Jobbers, New Style Gordon Presses, C. & P. Presses, with Miller Feeder, Multi Color Presses Folders, Punches, Perforators. Wire stitchers Numbering Machines, Standing Presses, Embossers, Shears, Proof Fresses, at greatly reduced prices and upon most liberal terms American Type Founders Co., 96 Beekman St., New York City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 153 So. Paulina St., Chicago, Ill.

SUPPLIES

Metal

Standard Linotype, Stereotype and Monotype metal at substantial discounts when purchased in ton lots or over. Let us quote you. American Alloys Company, 1939 East Sergeant St., Philadelphia.

LEGAL

INTERNATIONAL PAPER COMPANY

New York, June 29, 1927.

The Board of Directors have declared a quarterly dividend of Sixty Cents (60c) a share on the Common Stock of this Company, payable August 15, 1927, to Common Stockholders of record at the close of business August 1st, 1927.

Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD,
Vice-President & Treasurer.

WE CONNECT THE WIRES

WANTED—Editorial Writer with daily newspaper experience for excellent position in Ohio-Indiana section. State age, education, political affiliations, positions held, present salary; and send clippings representing recent work. Mention our No. 959.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Newspaper Properties Bought, Sold and Appraised

All negotiations confidential

PALMER, DEWITT & PALMER

Business Established in 1899
350 Madison Ave. New York
Pacific Coast Representative:
M. C. Moore, 515 N. Canon Drive. Beverly Hills, Calif.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

DOLLAR $ $ $ $ PULLERS

One Dollar will be paid for each idea published. Send clipping for payment.

UNDER the title of "Close-ups of Well-Known Business Firms," the *Worcester* (Mass.) *Evening Post* recently arranged a full page lay-out of classified display advertisements with numerous photos to break the reading matter.—D. P.

During late August and early September, when there is considerable moving, is a good time to sell a page of advertising to truckers and moving companies. The page can be run two or three times a week during the two or three weeks when most of the moving is going on.—U. S. V., Akron.

Midsummer Motorlog! This is a feature of a Northwest paper which promotes the sale of used motor-cars advertised in the classified columns. It graphically demonstrates how during the summer a car may be used to excellent advantage for week-ends and short vacations in touring, and enjoying woods, mountains and neighboring cities and towns, and directs the reader's attention skilfully to the classified columns.—C. M. L., Seattle.

There are always plenty of merchants in almost any city who are offering special goods to the farmers of their territory. These merchants should in addition to their regular advertising, use advertising space on the farm pages of the local papers for the purpose of attracting attention to these goods.—Frank H. Williams.

A School Section composed of all advertisers who have anything to sell to school children makes an interesting and profitable issue for both the advertiser and the newspaper. Can be made to include firms who sell the school board their supplies also. Parents take more than an usual interest in sending their children to school. The appeal of pride, economy, etc., can be stressed in the copy. —K. Parker, Kansas City, Kan.

The new smaller dollar bills will soon be on the "market." Why not suggest to some advertiser, tying this up with the idea that you can get more at this store with the smaller one than you can at other stores with the larger ones?—Thora Eigenmann.

The *Boston Herald Traveler* recommends to users of space in the real estate section the value of photos to illustrate their offerings. Through the medium of a small ad in that section they offer the services of their staff photographers to any prospective advertiser. A small fee can be charged for his services.—C. E. Pellissier.

HUNCHES

One Dollar will be paid for each idea published. Send clipping for payment.

DO your readers like to read humorous short items about events that happen in your own state? The state page can be brightened by a column such as is used in several Wisconsin papers "It's a Funny Old State." In one instance a cartoon heading was made of the state's outline—and it was that of a man laughing. —Karl Fischer, Indianapolis.

Who has the oldest newspaper in your city? It's an old stunt but one that is always good for reader interest. Present a year's subscription to the winner. Many stories in old papers are splendid features in contrast with present day life.—Davis O. Vandivier.

The *Louisville* (Ky.) *Herald-Post* publishes a feature entitled "A Fact a Day About Louisville." It deals with such subjects as hotel accommodations, police protection, railway facilities, agricultural development, and so on. Why don't you print a "daily fact" column about your town or city?—E. C. Hill.

The end of the vacation period for high school and college students is near. When they return to their studies, an interesting story to them as well as to others is an account of how some of them spent the summer. Students who earn part of their expenses during the summer months have a habit of engaging in odd kinds of work that most of us would not think of. Several St. Louis college men spent the summer working on a mule boat which makes regular trips between New York and Spain. They spent their time as valets to mules in order to earn their next year's tuition.—David Resnick.

Every one is interested in the weather. Why not a feature story on the strange, condensed code in which the weather bureau of your city receives the weather reports each morning at 7 a. m. The speed with which reports are received from all over the United States and Canada over a circuit held open for an hour especially for the weather service can also be interestingly narrated.—R. L., Milwaukee.

A good feature story can be written about the motor camps. Have one of your reporters spend the night at the local camp or camps and write his experiences, who he meets there and in general what he thinks of motor camping.—C. E. Pellissier, Boston.

A feature which was quite popular with the *Wooster Daily Record* readers was secured by writing to 25 representative citizens of the city of Wooster asking them to write a 150 word article on "Why I Like to Live in Wooster." While not all of them replied, several did so on their own initiative and for three weeks the Record had a splendid local feature.—Arthur Murray.

The *Logansport* (Ind.) *Press* runs a daily feature on page one entitled "Broadway at Noon." A reporter as conductor of the feature stands on the corner of the principal street in the city or walks up and down the street and notes activities of the various citizens. Readers of the Press look for the names in this column as eagerly as other newspaper readers turn to the column of the inquiring reporter. A clever reporter can make an admirable feature out of such a column.—D. Richardson.

A collection of some of the most humorous ordinances of a city 50 or 75 years ago will make a good summer feature. Many cities even had speed laws at that time, and the comparison is interesting, and affords chances for plenty of humor. Many of these old time ordinances had to do with customs and manner of living now unheard of.—W. P. Willey.

FOUR N. E. STATES ADVERTISI

Bullard Describes Promotion Activit in N. Y. Times Article

Four of the six New England sta now have publicity bureaus, accord to F. Lauriston Bullard, editorial wri for the *Boston Herald,* who descril how his section of the country was ing in for community advertising in article written for the *New York Tim* Aug. 14.

For the present year, Mr. Bulla wrote, Maine has appropriated $50,0 New Hampshire, $35,000, Vermo $15,000 and Rhode Island $7,500. Mas chusetts authorized a bureau, but forg to vote any money for it. Connecticu publicity bill failed to pass.

DAILY'S LAWYER SUSPENDED

M. A. Breckenridge, attorney for t *Tulsa World,* has been suspended frc the practice of law in Oklahoma for days because of a letter signed by Brec enridge which appeared in the Tul World May 1, criticizing the state s preme court of Oklahoma.

INTERNATIONAL NEWS SERVICE
leads in
Original Exclusive Features
on
World Spot News
63 Park Row New York City

"Today's News Today"
UNITED·PRESS
Complete wire reports for evening, morning and Sunday newspapers everywhere.

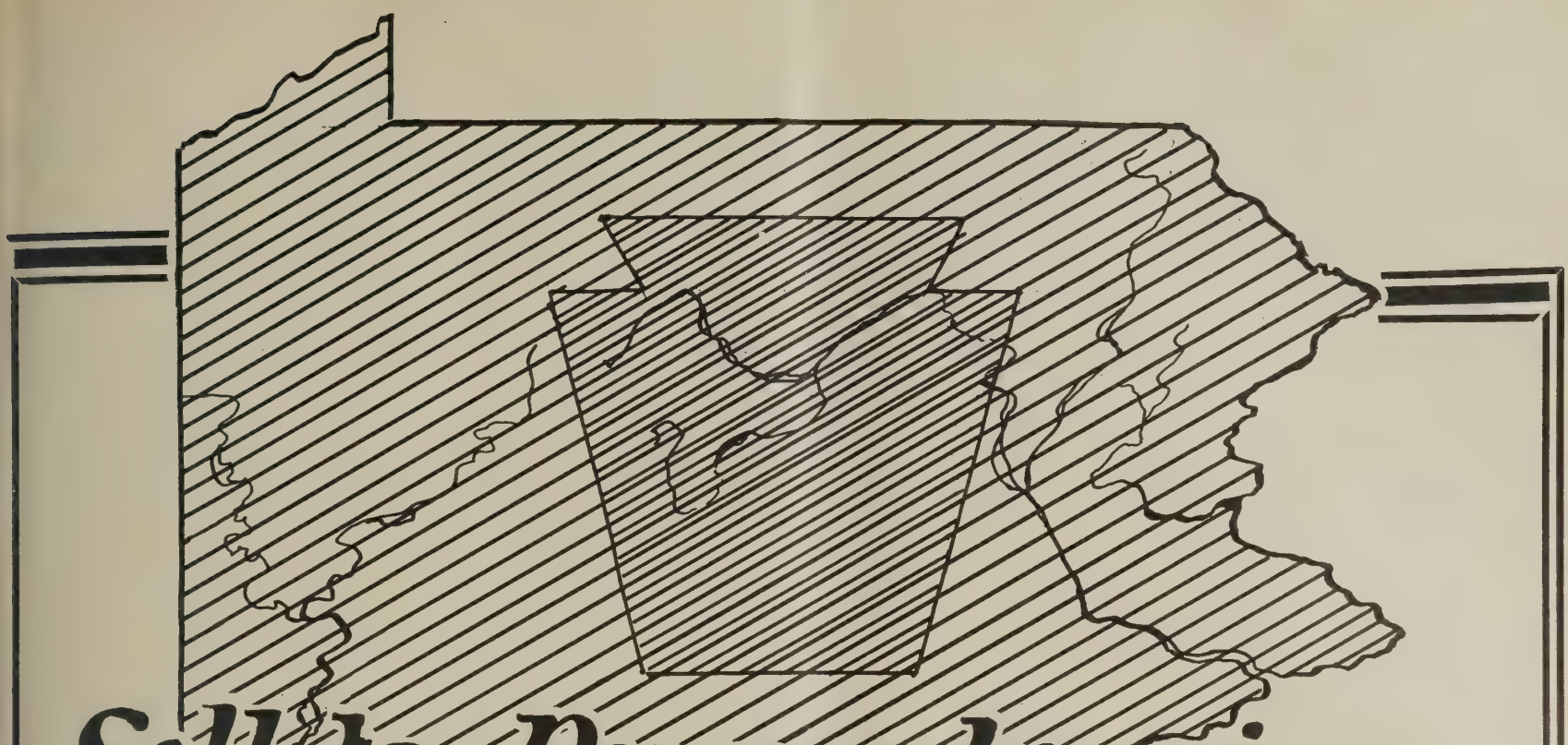
What Do You KNOW ?
A Great Questions and Answers Feature
New Questions Daily
King Features Syndicate, Inc.
New York City

We Supply
WEEKLY ILLUSTRATED
FICTION
Daily One-Column Mat Features
Weekly Special Articles
Serials
Ask Us for Samples
The O'Dell Newspaper Service
55 Fifth Ave., New York City

WHAT YOUR FACE TELLS
by
Betty Morrison, Psy. D.,
Character Analyst, Vocational Adviser and Scientific Researcher
Over 40 papers using now. Some of the best in the Country. A daily feature. About 50 features ready, and then shipped daily.
Immediate Release—Wire Your Order
Graphic Syndicate, Inc.
350 Hudson St., New York City

IF YOU ARE MISSING THE
NORMAN HAPGOOD
Daily Articles
On National Events
Write to us for Full
Information on a
Really Great Service
UNITED FEATURE SYNDICATE
WORLD BLDG., NEW YORK

Give Your Readers
"DAILY HEALTH TALKS
by Dr Frank McCoy
"The Mayo of Health Writers"
A health service that is different—home treatments without medicine or costly apparatus, based on a knowledge of food chemistry and the mechanics of the body
WIRE OR WRITE
McCoy Health Service
Brack Shops Building, Los Angeles, Cal.



Sell to Pennsylvania ~~~

A RESPONSIVE MARKET *for the* NATIONAL ADVERTISER!

The Keystone State is one of the most dominant markets for the national advertiser, for thru the newspapers you talk direct to its population, representing 10 million consumers, 95% of whom are literate and read English.

Over one million of these consumers work in Pennsylvania's large industries and earn over a billion dollars in wages.

In the agricultural districts, the farmers produce a half billion dollars worth of crops annually.

The Keystone State is known for its high average wealth, its high standards of living, its facilities for easy distribution and for full co-operation from the dealer.

If you are not getting your share of the business from this rich market, it's because you are not using the proper mediums judiciously. Consult the newspapers listed below. They can show you the way to greater sales.

	Circulation	2,500 lines	10,000 lines
**Allentown Call .....(M)	33,300	.11	.11
**Allentown Call .....(E)	23,638	.11	.11
††Beaver Falls Tribune .....(E)	7,141	.03	.03
††Bethlehem Globe Times ....(E)	14,147	.06	.06
††Brownsville Telegraph .....(E)	7,818	.04	.04
**Chester Times .....(E)	19,742	.08	.07
††Coatesville Record .....(E)	6,866	.035	.03
**Connellsville Courier .....(E)	6,012	.02	.02
**Easton Express .....(E)	34,476	.10	.10
**Erie Times .....(E)	30,594	.08	.08
††Greensburg Tribune Review.(EM)	14,800	.05	.05
††Hazelton Plain-Speaker ...(E) ††Hazelton Standard-Sentinel ...	20,582	.08	.07
**Mount Carmel Item .....(E)	4,340	.0285	.0285

	Circulation	2,500 lines	10,000 lines
**Oil City Derrick .....(M)	6,903	.04	.04
**Scranton Times .....(E)	43,000	.13	.12
**Sharon Herald .....(E)	7,656	.0357	.0357
**Sunbury Item .....(E)	5,922	.035	.035
**Warren Mirror-Times .....(ME)	9,685	.043	.043
**Washington Observer and Reporter .....(M&E)	18,130	.06	.06
††West Chester Local News ...(E)	11,941	.04	.04
**Wilkes-Barre Times-Leader ..(E)	26,442	.08	.06
**Williamsport Sun and Gazette & Bulletin .....(ME)	28,722	.09	.09
††York Dispatch .....(E)	20,131	.05	.05

**A. B. C. Statement, March 31, 1927.
††Government Statement, March 31, 1927.

SUNTIME
On Wall Street



A FEW minutes after the stock exchanges close for the day—it is Suntime on Wall Street.

As soon as the ticker stops, the Night Edition of The Sun goes to press and, in an incredibly short time, copies are being bought on the newsstands and read in the financial district.

Watch the sale of The Sun at any newsstand in the Wall Street district. Nearly five times as many copies are sold as any other evening newspaper appealing to financial men.

Financial men and investors prefer The Sun because of its completeness, timeliness and accuracy in reporting financial news. Its convenient, readable tables cover both the New York Stock Exchange and the New York Curb Market, the Bond Markets of both exchanges; unlisted securities, commodities and money.

The financial and business news in The Sun is well written and gathered from many exclusive sources. In the market reviews, the day's tendencies in trading are skillfully analyzed by experts.

Wall Street Prefers The Sun Because The Sun Best Understands How to Present Financial News to the Financial Man

The Sun

280 Broadway, New York

THIS ISSUE: ANNUAL DIRECTORY OF SYNDICATES AND FEATURES

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1927

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.C. — MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the ost Office at New York, N. Y., under the act of March 3, 1879.

Vol. 60. No. 14 — NEW YORK, AUGUST 27, 1927 — By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign — 10c Per Copy

Total Newspaper Advertising

in Greater New York in Agate Lines

FROM

JANUARY 1 TO JUNE 30, 1927-1926, INCLUSIVE

DAILY AND SUNDAY

Compiled by Statistical Department, New York Evening Post, Inc.

Pages 1927	Pages 1926		Percentage of total space	1927	1926	Gain	Loss
8,240	8,014	American	7.3	6,443,284	6,851,764	.....	408,480
9,872	9,478	Herald Tribune	10.9	9,655,694	9,642,818	12,876	.....
12,702	11,988	Times	16.8	14,954,094	15,251,876	.....	297,782
7,426	8,370	World	9.0	7,986,028	9,173,772	.....	1,187,744
5,546	5,216	*Mirror (Tab.)	1.9	1,618,945	1,810,890	.....	191,945
9,198	8,172	News (Tab.)	5.0	4,443,347	3,832,860	610,487	.....
6,022	6,784	*Eve. Graphic	2.0	1,788,632	1,847,878	.....	59,246
7,022	6,950	*Eve. Journal	8.2	7,297,046	7,725,458	.....	428,412
5,038	4,708	*Eve. Post	3.2	2,869,752	2,618,302	251,450	.....
4,718	5,056	*Eve. World	5.6	4,999,397	5,165,330	.....	165,933
6,572	6,448	*Sun	9.5	8,465,552	8,402,130	63,422	.....
3,836	3,726	*Telegram	3.4	2,994,071	3,055,086	.....	61,015
7,462	7,534	Brooklyn Eagle	10.2	9,027,445	9,359,124	.....	331,679
4,480	4,380	Brooklyn Times	3.8	3,387,276	3,720,052	.....	332,776
2,880	3,194	Standard Union	3.2	2,863,612	2,966,420	.....	102,808
101,014	100,018	Totals		88,794,175	91,423,760	.....	2,629,585 (Net Loss)

*No Sunday editio

	1927	1926	1925	1924	1923	1922	1921
American	6,443,284	6,851,764	7,162,104	7,808,098	6,153,872	5,668,330	5,236,928
Herald	.....	.....	.....	2,355,910	5,927,014	5,982,182	6,287,834
Herald Tribune	9,655,694	9,642,818	7,794,822	6,206,288	4,996,138	4,737,786	4,841,259
Times	14,954,094	15,251,876	13,587,396	13,293,132	12,582,026	12,079,894	10,930,804
World	7,986,028	9,173,772	8,355,936	8,600,114	9,255,570	8,243,470	7,345,998
Mirror (Tab.)	1,618,945	1,810,890	1,915,106	.....	.....	.....	.....
News (Tab.)	4,443,347	3,832,860	3,261,376	2,884,664	2,123,898	1,643,000	1,126,112
Eve. Graphic	1,788,632	1,847,878	942,732	.....	.....	.....	.....
Eve. Journal	7,297,046	7,725,468	7,751,838	7,475,876	6,794,786	5,970,288	5,383,034
Eve. Mail	.....	.....	.....	††612,782	3,214,534	3,055,906	3,223,622
Eve. Post	2,869,752	2,618,302	2,507,736	2,209,886	2,077,672	2,047,812	3,142,521
Eve. World	4,999,397	5,165,330	4,357,518	3,951,176	4,511,149	4,597,850	4,650,308
Eve. Globe	.....	.....	.....	.....	‡3,825,302	3,693,966	3,555,150
Sun	8,465,552	8,402,130	7,012,532	6,815,456	5,290,192	4,901,150	4,221,880
Telegram	2,994,071	3,055,086	3,562,044	4,824,983	3,438,312	3,516,492	3,430,878
B'klyn Eagle	9,027,445	9,359,124	8,577,076	8,804,036	8,289,030	7,789,578	6,829,310
B'klyn Times	3,387,276	3,720,052	2,518,888	2,389,888	1,934,896	1,762,750	1,621,564
Stand. Union	2,863,612	2,966,420	3,436,764	3,811,696	3,944,698	3,873,502	3,447,546
Totals	88,794,175	91,423,770	82,743,868	82,044,390	84,359,080	79,563,958	75,274,748

‡Sun and Globe combined June 4, 1923; name changed to Sun, March 10, 1924.
††Telegram and Mail combined January 28, 1924; name changed to Telegram May 18, 1925.

ANALYSIS of The News of New York and The Chicago Tribune shows that the only thing they have in common is features. Tribune features have built up the two largest circulations in America.

If you are uncertain of what this means to you in money, study the New York newspaper lineage chart. Advertising during the first six months of 1927 ran behind last year. In the New York field, eleven papers show losses—including two of the three tabloids.

But look at the record of The News! Where all but four papers lost, The News gained 610,487 lines. And advertisers paid the highest agate line rate of any American newspaper to get more than a million circulation daily.

And study the seven-year record of The News—its advertising lineage history. Starting from nothing in a highly competitive field over-crowded with papers, The News, using exclusively the features of The Chicago Tribune Newspapers Syndicate, had the most phenomenal rise in the history of journalism. The advertising chart shows that Tribune features build a responsive circulation.

The Features That Built The Two Largest Circulations In America Get Readers Responsive To Advertising

JOURNALISM LIBRARY
Not to be taken from this room

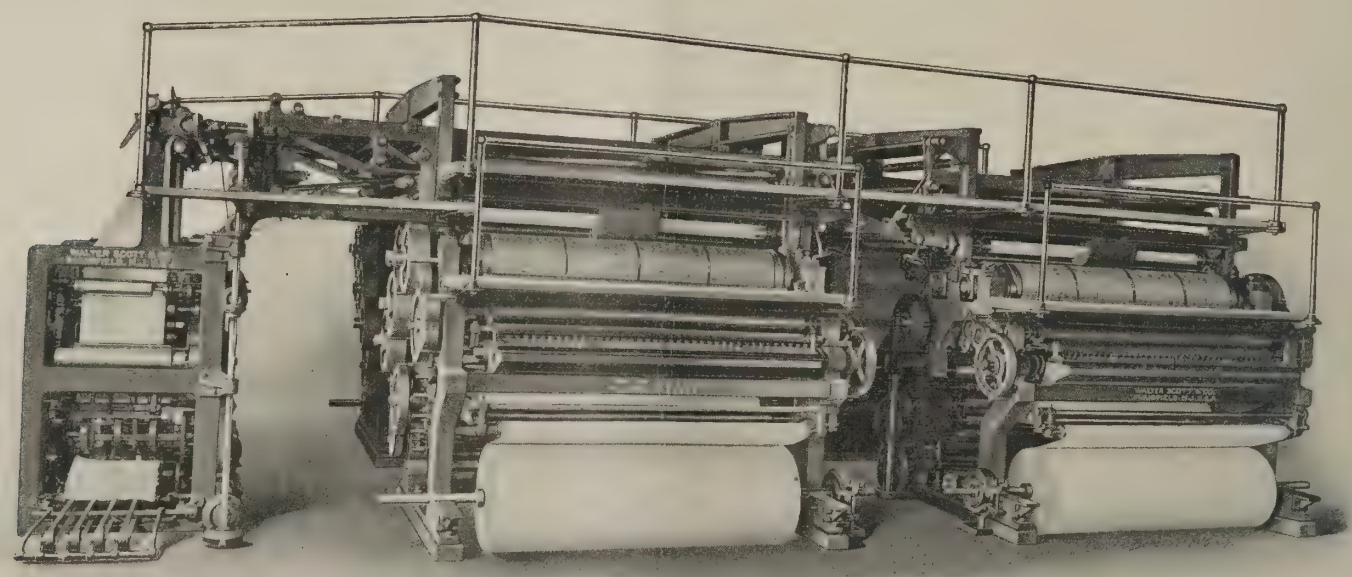
Tribune features are the bulwark of the two largest circulations in America. The Chicago Tribune carries more millines of advertising than any other publication on earth. The News of New York gained more lineage in the first six months of 1927 than all other New York newspapers combined.

Publishers, your space is the most valuable asset of your newspapers. Are your features paying? It may be hard to tell. But when you buy *Chicago Tribune features* you are getting *proven features*—tested in the bitterest competitive conditions in America. They do the job in Chicago and in New York. And they will do it for you.

If you had to pay far more for these features, it would be worth it to *know* you are getting such tangible value to your paper. But Tribune-tested features cost no more than others.

Consider the growth and the prosperity of The Chicago Tribune and The News of New York (which have but one thing in common—Tribune features) and build up your own newspaper in the same way!

CHICAGO TRIBUNE Newspapers Syndicate
TRIBUNE TOWER . . . . . CHICAGO



SPEED WITHOUT SACRIFICE

Scott Presses are *built to run faster* than any press made. The printing cylinders are of solid forged steel in special roller bearings. They can be driven to the utmost without streaking. The ink feed remains uniform at all speeds. The automatic paper tension—the only automatic tension device known to press manufacture—assures correct register and reduces web breakage and paper waste to a minimum.

Scott Presses, in fact, embody every practical facility for high-speed output with none of the troubles, accidents, breakage, spoilage and waste that usually mar a high-speed run.

400 R.P.M.—48,000 per hour—you get those speeds from all Scott Presses and you get them from Scotts *only*.

Scott

"Multi-Unit" or "Straight-Unit" Presses

WALTER SCOTT & COMPANY

Main Office and Factory - - - - - - **Plainfield, New Jersey, U. S. A.**
New York Office - - - - - - - - - - - **1457 Broadway**
Chicago Office - - - - - - - - - - - **1330 Monadnock Block**

Cable Address: WALTSCOTT NEW YORK

B. Altman & Co.
Arnold Constable & Co.
Best & Co.
Bloomingdale Brothers
Bonwit Teller & Co.
Gimbel Brothers
James A. Hearn & Son
Lord & Taylor
R. H. Macy & Co.
James McCreery & Co.
Oppenheim Collins & Co.
Saks-Fifth Avenue
Saks-Herald Square
Franklin Simon & Co.
Stern Brothers
John Wanamaker

Manhattan Department Stores listed by the Statistical Department of the New York Evening Post

When New York Women Shop

ALL of these great Manhattan stores advertise in the Herald Tribune—and in only three other New York newspapers.

Stores such as these are responsible for New York's reputation as a shopping center. Their fashion representatives bring news from Paris, the European capitals, our own fashionable resorts.

They herald the new fashions; they announce that satin will be worn this Fall; that cut velvet is smart for sports wear; that the black suede shoe is returning to popularity.

America's multitudinous manufacturers send their finest products to be sold in New York—furniture, glassware, cutlery, napery, fabrics, jewelry, luggage.

Buyers search the surface of the globe, visiting far-away countries and remote towns for things of beauty or rare value to be offered to New York shoppers.

Today, magnified a thousand times, New York is the Bagdad of the Modern World.

Through the advertisements of New York stores, New York women are kept acquainted with this wealth of merchandise.

Whether they contemplate a morning's general shopping or the purchase of one important article, the advertisements in the Herald Tribune give them definite help and suggestions. When New York women buy, they consult the advertisements in the

NEW YORK Herald Tribune

A COMPLETE NEWSPAPER — NEWS *and* ADVERTISEMENTS



Only one plate or mat necessary for Philadelphia

For every advertisement you run in Philadelphia, make but one plate or mat and "slip" it to the Bulletin. The Bulletin does the rest. Because "In Philadelphia nearly everybody reads the Bulletin." In this retail trading area there are more than 550,000 homes and the Bulletin averages *546,527 copies! And that's the whole story in a nutshell.

DOMINATE PHILADELPHIA — Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

"In Philadelphia nearly everybody reads The Bulletin"

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"The Evening Bulletin is sold on its merits as a newspaper; no prize, premium, coupon, guessing contests, or other methods of artificially stimulating circulation have been used."

New York . . . . . 247 Park Avenue (Park-Lexington Building)
Chicago . . . . . Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit . . . . . C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco . . . . Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

*Audit Bureau of Circulation's report of net paid daily average circulation for the six months ending March 31, 1927.

(Copyright 1927, Bulletin Company)

Member of Associated Press

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication, by The Editor & Publisher Co.
J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway,
New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau
of Circulations. Member Associated Business Papers Inc.

Vol. 60 NEW YORK, AUGUST 27, 1927 No. 14

Government News the Property of All, Opinion of League Press Delegates

"Allied" and "Independent" News Services Agree in Early Resolutions at Geneva Conference on Open-Door Principle—Priority of Press Over Commercial Messages Approved

By ALBIN E. JOHNSON
(*Geneva Correspondent* of EDITOR & PUBLISHER.)

(By Cable to EDITOR & PUBLISHER)

GENEVA, Switzerland, Aug. 25.—The open door as a news policy, giving all agencies and newspapers equal opportunity to obtain government news and the establishment definitely of what constitutes property right in news are the two biggest issues which will be fought out in the International Press Conference which convened here yesterday under the auspices of the League of Nations.

General agreement between the "official" agencies and the "independents" is presaged by the tenor of several resolutions introduced today by representatives of all shades of thought on the question of news ownership. Their purport is that no agency shall have exclusive property right in news pertaining to activities of governments.

It was understood when the conference opened that Reuters was prepared to grant the demand of the independent news agencies that equality in the dissemination of government news be recommended by the conference, but that other members of the "official" or "Allied" news agencies were determined to safeguard their existing privileges.

Karl A. Bickel, president of the United Press Associations, on Wednesday morning introduced a resolution, which was ruled out of order for the time being by the chairman, with the suggestion that it be brought up at a later session. Mr. Bickel's resolution, which covered all phases of the subject, was as follows:

"WHEREAS the original purpose of the resolution by Chile as unanimously adopted by the sixth Assembly for the convocation of the present conference was that the world press might aid in the promotion of that mutual understanding between nations which is one of the surest guarantees of international peace and

"WHEREAS three preparatory commissions that preceded this conference unanimously recognized that the press can best fulfill that mission by improved facilities that will permit the fullest and freest exchange of views and information between nations and

"WHEREAS two of the preparatory commissions that collaborated in the preparation of the agenda of the present conference, namely the Commission of Press Agency Experts and the Commission of Journalists, unanimously voted that one of the indispensable means to this end is absolute equality in the distribution and transmission of all governmental news as between official and independent telegraphic news agencies and newspapers and as between foreign and national journalists.

"THEREFORE, be it resolved that every question on the present agenda shall be considered and decided with the understanding that all governments of the world shall be asked to grant absolute equality between official and independent news agencies and papers and between national and foreign journalists. First in the distribution of all governmental news, second, in the matter of priority in transmission of press dispatches and the granting of press telephone calls, third, in telegraph, telephone, cable and wireless rates, and, fourth, in the treatment by censor whenever the national or international situation in any country may render censorship of press dispatches necessary."

The United States has the largest delegation, its seventeen members including Kent Cooper, general manager, with Charles Stephenson Smith, chief of the foreign service, and Joseph Sharkey, Geneva correspondent, for the Associated Press; Mr. Bickel, Ed Keen, vice-president; Edward J. Bing, Central European director, and Thomas J. Sidlo, legal advisor, representing the United Press; Robert P. Scripps and George B. Parker of the Scripps-Howard Newspapers, representing the "provincial press" of the United States; F. T. Birchall, acting managing editor of the New York Times, and Edwin L. James, Paris correspondent of the Times, representing the metropolitan press.

M. Koenigsberg, president and general manager, represented International News Service, his associates being David L. Church, James T. Williams, Jr., and Robert J. Prew.

Delegations from other countries include nine British, nine Japanese, seven Germans, four Russians, including the Tass Agency and the directors of *Isvestia* and *Pravda*, official Soviet newspapers.

What might be called the political line-up of the conference is following the old division between the agencies formerly called "official," now known as "Allied," and the "Independents." The former group, with some of which the Associated Press has reciprocal news agreements, includes among its score of members Reuters, Havas, Stefani of Italy, and Wolffs' of Germany. In the "Independent" group are listed the United Press, International News, and Universal Service of the United States; Radio Agency of France, Exchange Telegraph, Ltd., and Central News, Ltd., of Great Britain, and Nippon Dempo of Japan.

Resolutions were introduced Thursday by members of both groups dealing with the principle of property rights in news, all supporting the idea that official news should not be held exclusive. The final form in which this principle will be expressed will probably be determined at the Friday session.

Mr. Koenigsberg, of the International News Service, introduced a resolution declaring it a fundamental principle that public or common rights in news shall not be diverted to private ownership.

Mr. Bickel introduced an amendment to the proposed law on property right in news, a summary of which was printed in EDITOR & PUBLISHER of Aug. 20. The amendment provided that the application of such a law should never result in governmental news becoming the exclusive property of any newspaper or agency or individual.

Mr. Cooper, for the Associated Press, introduced a resolution reaffirming the principle of property right in news, but providing that "there shall be no property right at the source in official news emanating from governments."

The German delegation, including representatives of the Telegraph Union, Wolff Agency and the German Newspaper Publishers Association, in conjunction with the International Federation of Journalists and the International Union of Press Associations, introduced a project on property right in news, but exempted all news of an official character.

The Swiss Society of Newspaper Directors notified the conference that it supported the project for exempting official news from property right protection.

The conference unanimously adopted a resolution proposed by Sekizo Uyeda of Nippon Dempo, Tokio, urging immediate and widespread improvement of wire and radio communication between Europe, the Americas, and Oriental nations. Both Mr. Uyeda and Kung Chen-koo, of the *Eastern Times*, said lower press rates and better and quicker communications between China and Japan and the remainder of the world was a pressing necessity.

Lord Riddell offered a resolution demanding better wireless facilities between Geneva and the principal world capitals for the transmission of League of Nations news.

The conference met in the historic Hall of the Reformation, where the League Assemblies are held, with 125 representatives present, including advisors and delegates from 40 countries. Representatives of official press bureaus and 17 other news agency executives are acting as assessors. Lord Burnham, proprietor of the *London Daily Telegraph*, is the presiding officer and a steering committee of fourteen members in charge of the proceedings includes Mr. Bickel, representing the United States;

(*Continued on page* 18)

PRESS CLUB BUILDING NEARING COMPLETION



The newspaper men of the national capital will have one of the most beautiful clubhouses in the world when they move into this new building which is rapidly nearing completion. The structure is the National Press Club Building and is located in the heart of Washington's theatrical district. It is built on the site of the historic Old Ebbitt Hotel and when finished it will be one of the show places of the capital.

FORD ADS RUMORED TO APPEAR SOON

Date Set for Sept. 15 as Beginning of Campaign, with Predictions Based on Contract Orders Sent Out to Newspapers

Predictions are being made in trade circles that the Ford Motor Company of Detroit will begin advertising its new car in the newspapers around Sept. 15.

The predictions are based on mysterious contracts now being sent out to newspaper managers generally by N. W. Ayer & Son, Philadelphia advertising agency, which Henry Ford has appointed to handle the account said to have a $15,000,000 appropriation. The contracts specify merely "a client," the name of the advertiser for whom the contracts are sought being withheld. The contracts are for 1,000 lines or more space as ordered.

Virtually all newspaper contracts must be used within 30 days of issue or they become null and void. Some few dailies allow 60 days.

New York representatives are confident "a client" means Ford and look for the advertising to start next month.

EDITOR & PUBLISHER talked with agency officials by telephone, and they declined to discuss the mystery contract.

FEDERAL TRADE CASE TO RESUME SEPT. 6

Defendants Decline to Admit That Commission Has Jurisdiction in the Agency Commission Suit—Negotiations Fail

Following failure of defendants to negotiate with the Federal Trade Commission, hearings in the agency commission case will be resumed in Chicago, Sept. 6. Taking of testimony was postponed to that date last July 11.

In the interim the commission issued an order which made all negotiations hinge on the admission by the defendants, the American Newspaper Publishers' Association, the Southern Newspaper Publishers' Association, the American Association of Advertising Agencies, the American Press Association and the Six Point League, that the federal body had jurisdiction in the cause.

An important contention of the defense has always been that the Federal Trade Commission had no authority in advertising matters as affecting agencies and publishers.

The order read as follows:

"(1). That the taking of testimony in this proceeding set for July 11, 1927, be and the same is hereby postponed until Sept. 6, 1927;

"(2). That the chief counsel of this commission (with such of his assistants as he may choose) be and they are hereby directed to enter into negotiations with such of the respondents herein as may care to participate therein, with a view to working out stipulations by which such respondents will agree to discontinue the practices established by the record; provided, however, that such respondents in their stipulations recognize the jurisdiction of the commission to the end that lack of jurisdiction may not thereafter be set up in opposition to the enforcement of the stipulations or any of them or any of the provisions thereof; and provided, further, that as a condition to such negotiations all respondents participating therein shall freely furnish to counsel for the commission any information and access to any and all records which such counsel may deem necessary, without condition as to the use of such information so obtained in case of failure of the negotiations.

"(3). That upon failure of respondents to negotiate on or before Sept. 1, 1927, a stipulation or stipulations satisfactory to the commission, its chief counsel shall proceed with all possible diligence to prosecute the case to a conclusion."

KELLER IN PITTSBURGH

Former M. E. of Lancaster New Era to Manage Post-Gazette

Paul Block, owner of the recently consolidated *Pittsburgh Post-Gazette* has appointed O. J. Keller general manager and treasurer of that newspaper.

Mr. Keller was formerly managing editor of the *Lancaster* (Pa.) *New Era,* which is also owned by Mr. Block. No successor has been named on the Lancaster paper.

Mr. Block with Herman Halsted of Paul Block, Inc., visited Pittsburgh last week. It was then that Mr. Keller took over the management of the new Block property.

No other important changes have yet been made on the staff of the consolidated paper, which is at the present time over-manned due to the merger of two distinct papers. The entire reorganization has been placed in Mr. Keller's hands.

PHONOGRAPH FIRM TO BROADCAST

Columbia to Give Programs Over 16 American and Canadian Broadcasting Stations—No Let-up in Newspaper Space

London dispatches this week announced that the Columbia Phonograph Company would shortly begin broadcasting musical programs over 16 American and Canadian stations. This company is controlled by the Columbia Gramophone Company, a British corporation, which owns the majority of shares in the American concern.

American advertising is handled through Hanff-Metzger, Inc., and officials of that agency in New York assured EDITOR & PUBLISHER that the broadcasting plans would result in no curtailment in Columbia's use of newspaper space. Columbia is at present a fairly consistent user of the newspapers, running 700-lines once or twice a month in a list of 25 cities. It was said that small copy might be added on newspaper radio pages telling about the programs to be broadcast.

When interviewed in London, Louis Sterling, managing director of the parent company, declined to say how much his company intends to spend on broadcast advertising.

"I hate to think of it, but it will be a lot," he declared.

TEXTILE TRADE PAPERS BAR AGENCY FEE

United Publishers Company's "Economist Group" Adopts New Schedule Effective Oct. 1—A. B. P. Disclaims Trend

A new advertising schedule, effective Oct. 1, on the basis of "no advertising agency commission" has been adopted by the textile papers of the Economist Group, members of the United Publishers Company. While the official announcement now being sent out only refers to the *Dry Goods Economist,* it is understood that the same rule applies also to other textile papers as well.

It was also stated that the *Iron Age* has never paid agency commissions and that the *Class Journal* does not. The *Hardware Age* pays commissions at present and no statement would be made as to whether a change in policy on this point was contemplated. These publications are all members of the United Publishers Co.

At the offices of the Associated Business Papers, Inc., it was stated that about 60 per cent of the members of the organization paid commission while 40 do not. There are no evidences of a tendency in either direction at the present time, it was also stated.

EDITOR & PUBLISHER CALENDAR

Sept. 5-17—Educational Graphic Arts Exposition, Grand Central Palace, New York.

Sept. 8-9—Montana Press Assn., annual convention, Great Falls, Mont.

Sept. 9-10—Northwest Texas Press Assn., annual convention, Wichita Falls, Tex.

Sept. 12-15—Financial Advertisers' Assn., annual convention, West Baden, Ind.

Sept. 15-17—Washington Press Assn., annual convention, Wenatchee, Wash.

Sept. 20-21—National Publishers Assn., annual meeting, Shawnee-on-Delaware, Pa.

NEW HEARST PRESSES TO START SOON

First Units in Battery of Twenty Octuples in New South Street Branch to Be Operating Within Thirty Days

Some of the units of the Hoe press equipment being installed by the *New York Evening Journal* and the *New York American* in the new Hearst branch mechanical plant on South street will be placed in operation within 30 days, J. S. Healy, production manager, informed EDITOR & PUBLISHER this week. The full equipment will consist of 20 octuples of the balcony type, he said.

Mr. Healy returned early this month from a trip abroad during which he studied newspaper printing conditions in England, France and Germany. Since his return he has been experimenting with the methods for using dry mats as they have been developed by newspapers on the Continent.

The small-sized newspapers operated abroad make use of the dry mat an entirely different proposition than in this country, according to Mr. Healy. Speed is not considered so important by foreign newspapers either, and the dry mats as used in Germany require 10 minutes for preparation for which only 20 seconds is allowed in most U. S. plants.

CHANGES IN HUNTINGTON, W. VA.

J. B. Clendenin Remains as Managing Editor Following Merger

Recent merger in Huntington, W. Va., of the *Herald-Dispatch,* the *Evening Herald* and the *Advertiser,* with subsequent suspension of the *Evening Herald,* has resulted in the following news room changes: James B. Clendenin, who was managing editor of the Herald papers, continues as managing editor of the Herald-Dispatch; Richard L. Panhorst, city editor of the Evening Herald, becomes city editor of the Herald-Dispatch; Harold R. Pinckard, Sunday editor of the Herald papers, takes a similar post in the merged properties; Paul Hughes, city editor of the Herald-Dispatch, has resigned to join the copy desk of the *Louisville Times;* Gee Tee Maxwell, cartoonist, goes to the *Birmingham Age-Herald;* Joe Klasman, police reporter of the Evening Herald, joins the Advertiser staff; Marian Weller, feature writer, has removed to Syracuse, N. Y.

The Herald-Dispatch and Advertiser operate as separate units in the news room except on the Sunday morning edition.

PLAN 9th DISTRICT MEET

A meeting of the Ninth District of the International Advertising Association will be held at Lincoln, Neb., on Oct. 28-29, it was announced this week at I. A. A. headquarters in New York. Kendrick Ott of Lincoln is chairman of the district and is arranging the program. The Ninth District includes Nebraska, Iowa and South Dakota.

NEW INDIANAPOLIS DAILY SUSPENDS

Evening Post Launched by Mayor Duvall and Associates Quits After Publishing for Eleven Days

The *Indianapolis Post,* Mayor John L. Duvall's newspaper, which started publication July 11, suspended publication Aug. 22. A sign on the door reading "Closed for Reorganization" greeted employes Monday morning.

Efforts to reach the mayor at his office for comment on a resolution passed by a committee of employes were unsuccessful. The mayor's office reported him at his farm near Princeton, Ind., for an indefinite stay.

The resolution recited that the employes were led to quit good jobs in Indianapolis and other cities to work for the Post upon assurances of Duvall and his associates that the paper was "adequately financed," and went on to attack the mayor. It ended by asking his resignation from that office.

The resolution was signed by J. E. Pigman, brother of Benjamin F. Pigman, general manager of the Post; Arch D. Hinch, president of Indianapolis Typographical Union No. 1 and James Harvie, a printer.

City Controller William C. Buser, secretary-treasurer of the Post Publishing Company and brother-in-law of the mayor, stated the owners had decided to sell stock, enlarge the plant and publish a Sunday morning in addition to a larger evening paper. He did not say when.

The last issue of the Post was published Saturday evening. Although it was the prevailing opinion among Indianapolis newspaper men that the paper was foredoomed to failure, suspension of publication came as a great surprise, since it was thought there was enough money behind the project to keep it running several months, even with the almost total lack of advertising.

The paper was established by Duvall and his associates primarily for the purpose of helping the Duvall administration, which has been having an exceedingly rough time. A strong campaign on the part of Duvall was defeated June 21, when voters of the city adopted the city manager form of government. Then early in July Duvall and Buser were indicted on seven counts charging malfeasance in office and false campaign expense statements. The latest development in the fight against the mayor was a resolution introduced in the city Council last week to impeach both Duvall and Buser. This resolution was referred to a special committee, which will report in two weeks. As four of the five members of the committee are Duvall men, it is considered unlikely they will report the resolution favorably.

Equipment in the Post plant in the Century building represents an investment of several hundred thousand dollars. Don C. Roberts, assistant city attorney and a close friend of Duvall's, is president of the Post Publishing Company, Mr. Pigman is vice-president and general manager and Mr. Buser is secretary-treasurer. A. R. Kling is editor of the Post.

First rumblings of discord came last week when several important employes were discharged, including the managing editor.

EDITOR'S HAT IN RING

Arthur H. Vandenberg, editor of the *Grand Rapids* (Mich.) *Herald* in a speech delivered this week at Corunna, Mich., indicated that he will be a candidate for Republican nomination in 1928 to succeed United States Senator Ferris, a Democrat.

NEW EDITION IN MERIDIAN

The *Meridian* (Miss.) *Star* has started a morning edition, using the A. P. membership. The evening paper is being continued. J. H. Skewes is publisher.

MOTOR DELIVERY NO MENACE TO SMALL PAPERS

Country Weeklies and Semi-Weeklies Holding Their Own Against Inroads of Large City Dailies, State Press Field Managers Declare at Detroit Meeting—E. A. Bemis Re-elected President

(*By telegraph to* Editor & Publisher)

DETROIT, Aug. 24.—The annual meeting of the National Association of State Press Field Managers, which wound up its five day session at the Hotel Barlum tonight, concluded its meetings with addresses reflecting a most hopeful outlook for the next year, finding in Detroit a reflection of the recent upward trend in trade in every market that was indexed by the improved conditions of the automobile manufacturers.

Speakers discussed every phase of publishing, but the big question before the group was the possible effect of big city newspapers on smaller communities through increased facilities for speedy delivery.

However, as Len Fieghner, vice-president of the association, summed it up:

"The country weekly and semi-weekly newspapers no longer face extermination by the ingress of metropolitan dailies, but instead have established themselves more firmly in an individual field.

"The time was, and that only about five years ago, when it appeared the country newspaper faced oblivion because of the increasing transportation facilities throughout states permitting the wide distribution of large city dailies. It seemed obvious that residents of small villages and towns would prefer the advantages afforded by the larger papers, especially if they could be delivered to them the day of publication.

"Actual tests of the situation during the past five years with distribution facilities greater than they have ever been before, has proved that the country newspaper serves a field of its own. No matter what quantity of small town local news is covered in the pages of the nearest large daily, there are always the seemingly trifling news items of local interest, which mean so much to the small town residents and which can be found only in their local newspaper, reaching them weekly or semi-weekly. Many readers of the local paper are subscribers of the dailies, but the local paper still has its place.

"In the small communities of 200 or 300 population, newspapers have failed because of the close proximity of a better paper, not because of lack of attributes, but because of economic conditions. This is true, too, in larger communities where two papers, neither a profitable proposition, are operating. One is soon absorbed by the other for economic reasons. But the community publication is a fixed institution."

The 19 delegates to the fifth annual meeting of the association arrived in Detroit Saturday. Discussions of a technical nature regarding the advertising, legislative and economic problems of newspapers have filled most of the sessions, the multiplicity of which have forced delegates to meet as early as seven o'clock in the morning in order to conclude the business in time.

The general theme of the meeting has been the unification of advertising rates among the newspapers of the country and policies to bring such uniformity about have been under discussion since its opening. The annual election yesterday resulted in the re-election of the executives of the year before. They are E. A. Bemis, of Boulder, Col., president; Len Fieghner of Nashville, Mich., vice-president, and Ole Buck, of Harvard, Neb., secretary-treasurer. E. F. Tucker, of Denison, Ia., was elected to the board of directors to fill a vacancy left by the retirement of G. L. Caswell, of Iowa.

Among those attending the annual meeting as guests were John L. Meyer, editor of the *National Printer-Journalist*, Milwaukee; H. C. Hotaling, secretary, National Editorial Association, and Herman Roe, of Northfield, Minn., former president of the National Editorial Association, who has just returned from Norway where he has been making a study of newspaper and economic conditions with a group of 11 other American newspaper men. Charles M. Meredith, newly elected president of the N. E. A., also attended.

Delegates to the convention, besides Roe, Fieghner and Bemis, were Wil V. Tufford, Clinton, Iowa; Herbert Wood, Bangor, Mich.; Jay Shaw, Elmira, N. Y.; Harry Porte, Salt Lake City, Utah; George A. Riley, New York City; L. J. Ball, Toronto, Ont.; Henry Mitchell, Bemidji, Minn.; J. S. Hubbard, Columbia, Mo.; E. F. Tucker, Denison, Iowa; Elmo Watson, Chicago; Sam S. Haislet, Minneapolis; O. W. Little, Alma, Kas.; B. A. Lawrence, Charlotte, N. C.; C. H. Rowe, Columbus, O.; J. W. Weir, Elkins, W. Va., and George W. Cushing, Detroit.

There was considerable discussion of the practice of some manufacturers, especially in automotive lines, and their advertising agencies, of attempting to place national advertising at local rates.

This practice was declared to be unfair to the local publishers and will be discussed further by members and the board before the next meeting.

It was pointed out by Mr. Hotaling and other speakers that while the spread of the automobile had helped city papers to invade the territory of smaller publishers the test of time showed that there could be no actual competition by the big paper in the small community, and the latter was only looked upon as an auxiliary of the news service furnished by the home-town journal.

One of the most interesting contributions to the meetings was the address of Mr. Roe in which he discussed the European newspaper generally and the Norwegian press particularly. He described his trip with other publishers, through Norway, where they were afforded an opportunity to study publishing there at close hand.

In Norway, he said, the papers would fill the first seven pages solidly with news and then pile all the advertising into the last five pages.

"They have not fully learned the 'next to reading matter' gospel of the American advertiser and publisher," he said. "However, with American automobile firms constantly increasing their appropriations for foreign advertising the European journals are now beginning to break away from the old system and put the advertisements where those who are reading the news will see them at first glance.

Speakers expressed the belief that the meeting of the world's news agencies at Geneva, which began Aug. 24, would be one of the most important features of the whole program of the league, and looked for decisions promising greater speed and economy in the handling of news from all parts of the world. They also pointed out that the meeting promised to bring settlement to many questions regarding copyrights, newspaper mailing rates and other matters aside from the gathering and printing of news.

Thursday, Aug. 25, was set aside by the delegates for a day of visiting, the tour taking in the Ford Motor Company's plants and the newspaper plants of the city.

INTERNATIONAL BILLS PASSED

The Lower House of the Newfoundland legislature on Aug. 24 passed without amendment or revision the government bills which will enable the International Paper Company to begin extensive operations in the north of the colony. The bills have been sent to the Upper House for consideration.

TEN MILLION DOLLAR TEXTILE FUND GATHERED FOR ADS AND PUFFERY

Ivy Lee Represents Cotton-Textile Institute with Possible $480,000 Appropriation—Eight Co-operative Drives Under Way in This and Allied Fields

WITH the endorsement this week of the Clothing Manufacturers' Research Board of the Apparel Industry Committee's plan to expend $1,500,000 in three years for "publicity, educational work and advertising" in the men's wear field, eight such campaigns in various textile and allied fields are now underway. The total to be spent in the next few years will be approximately $10,000,000.

The most pretentious is that in the shoe industry with the National Shoe Retailers' Association formulating plans to spend $4,000,000 in four years starting about Jan. 1, 1928.

The present plan of this group is that the retailers will contribute approximately $1,500,000 and manufacturers and allied industries about $2,500,000. Contributions are to be made on the basis of one half of one per cent of the annual volume of business.

The apparel industry, which plans to spend $1,500,000 in three years, will exact 1/30th of one per cent of the gross annual business from its association members.

Ivy Lee is connected with the textile publicity in representing the Cotton-Textile Institute which in its charter signifies the intention to spend a certain sum for conducting a co-operative advertising and publicity campaign. So far Mr. Lee has handled the publicity which is paid for at the rate of 2 cents a spindle of each of the Institute members. About 24,000,000 spindles are so far represented in the Institute making a possible annual expenditure of this group for publicity of $480,000.

The Associated Knit Underwear Manufacturers have spent about $125,000 a year for the past three years in a co-operative educational and advertising campaign. This campaign will probably continue for some time and is financed through contributions by manufacturers and also from some yarn and machinery concerns.

A publicity campaign which has already exacted about $35,000 a year for the past three or four years is being conducted by the glove manufacturers. The Associated Glove Crafts, Inc., sponsored by the National Association of Glove and Mitten Manufacturers, is conducting this drive. Contributions are being made largely by manufacturers and in some cases some of the financing is done by leather manufacturers.

An appropriation of $150,000 a year for three years has been made by the Irish Linen Society to promote sales of Irish linen in this country. This campaign is now in its second year.

Two campaigns in which no stipulated sums have been allotted but which are either on or now being planned are those of the woolen and worsted industry and the International Association of Clothing Designers.

The woolen and worsted trades are considering a co-operative publicity drive but as yet no definite plan has been formulated. It is the purpose of the apparel trade to endeavor to get this group to join in their drive.

The designers' group have already been conducting a campaign to promote designer-made clothes.

BRITISH JOURNALISTS HOLDING MEETING

Institute of Newspaper Men in Session in Reading — Ralph Blumenfeld Slated for Presidency

(*Special to* Editor & Publisher)

LONDON.—Both working journalists and newspaper proprietors from all over England were to meet at Reading, Berkshire, on Saturday, Aug. 27, for the week's annual conference of the British Institute of Journalists. The business proceedings of the conference will take place on Monday, Aug. 29, Tuesday, Aug. 30, and Thursday, Sept. 1, and the other days of the week Aug. 27-Sept. 2 will be given over to social gatherings, and visits to various places in the neighborhood of Reading.

Ralph D. Blumenfeld, editor-in-chief of the *London Daily Express*, has been nominated for the presidency of the Institute by the London district, in succession to Charles Igglesden, editor of the *Kentish Express*, Ashford, Kent.

Apart from domestic problems a number of topics will be discussed by the Institute Conference, which are of general interest to newspapermen. A delegate from Birmingham is to put to the meeting a resolution deploring "the increasing tendency on the part of newspapers and other purveyors of news to foster an appetite for sentational items and an unduly intrusive interest in personal matters."

"Not only in the public interest, but also on behalf of the journalistic profession, many of the members of which, in the pursuit of 'stunts,' are being pressed to perform tasks which are inconsistent with honor and self-respect, the Conference considers it to be the duty of the Institute of Journalists to do all in its power to check the evils in question," the resolution reads. "It therefore calls upon the Council to take prompt action to expose, and, as far as possible to put an end to, objectionable methods in the collection and presentation of news and to protect those of its members who may be endangered by making a stand for the honesty and the dignity of their profession."

The Conference is also asked to record the gratitude of the Institute to the proprietors of newspapers and to those members of the profession who, by resolute adherence to sound and honorable methods, are endeavoring to maintain the good name of British journalism.

The subject of the proposed formation of one organization for British journalists, which is being considered in its preliminary stages by a joint committee representing the Institute of Journalists and the National Union of Journalists will also be discussed at the conference, and Mr. H. A. Taylor, of Newspaper Features, Ltd., chairman of the London District, will propose a resolution approving of the action of the Council in this matter.

COMPLETES 100TH YEAR

The *Monticello* (N. Y.) *Republican Watchman* has just completed a century of publication, during which time it has had only six publishers.

STAFF HOLDS STAG PARTY

With J. E. Bradley, general manager, acting as host, the annual outing of the *Scranton Times* employes was held recently at Montdale, Pa. About 150 men attended. E. J. Lynett, publisher of the Times, attended.

N. Y. WORLD BANS AD USING BROUN'S NAME

Copy From New Masses Refused by Bresnahan On Ground It Would Mislead Readers

Heywood Broun's name was barred from the advertising columns of the *New York World by the* management of that newspaper this week.

The former columnist of "It Seems to Me" fame who resigned from the World because two articles he wrote on the Sacco and Vanzetti case were suppressed, wrote an article for *The New Masses,* which the weekly magazine wanted to advertise. The following advertisement was submitted to the World:

"Read Heywood Broun on Sacco and Vanzetti, September Issue of The New Masses."

The advertisement was to occupy an inch of space on the page opposite the editorials, the page on which "It Seems to Me" was formerly published. In rejecting the copy, the insertion of which would have cost the New Masses $11.25, J. F. Bresnahan business manager of the New York World, wrote:

"We return copy herewith which we decline to publish because the advertisement is misleading in its implication that the New Masses is publishing an article written by Mr. Broun and rejected by the World.

"The World has never seen this article and has never had an opportunity to pass on the question of whether it was suitable for publication in the World or not.

"In any event we must decline to print this advertisement, although we have under our contract right given Mr. Broun permission to write articles for your paper, because we are advised that the acceptance of money for this advertisement might be prejudicial to our legal interests."

The article by Mr. Broun in the New Masses was entitled "'Good' and 'Bad.'" In it the writer advanced the thesis that "good men" were responsible for the conviction of Sacco and Vanzetti. He declared that the good people in any community always cry out for a hanging, while it is only the "bad" who desire justice and mercy.

"One should not send gentlemen in smoked glasses to look for white flowers," was one quotation from the New Masses article.

On Thursday of this week, Mr. Broun formally signed a contract to write for *The Nation,* weekly published by Oswald Garrison Villard, former publisher of the *New York Evening Post.* Details of the contract were not disclosed, but Editor & Publisher was informed that lawyers for the Nation and Mr. Broun were confident no opening was left for a legal conflict with the New York World, which still holds a contract signed by its former columnist.

It was stated that Mr. Broun would write a page weekly under the standing head "It Seems To Heywood Broun," with the title of contributing editor.

The public announcement said that Mr. Broun would have full freedom of utterance regardless of whether his views coincided with The Nation's editorial policy.

N. Y. GRAPHIC TOUR ENDS

Bernarr Macfadden, publisher of the *New York Evening Graphic,* closed their second annual friendship tour under the auspices of the Graphic, Wednesday, Aug. 11, at a banquet in the Niagara Hotel, Niagara Falls, N. Y. It was attended by 113 members of the tour.

PRINTERS ASK INCREASE

Printers employed on the newspapers of Scranton, Pa., have presented their demands to the publishers. They are asking for a wage advance of $5 a week, time-and-half for all holidays and a seven-hour day. The present agreement between the union and publishers runs out in about a month.

EDWARDS GOES TO ATLANTA

Texan Named Publisher of Georgian and Sunday American

William C. Edwards, widely known Texas newspaper man and former publisher of the *Washington Herald,* has become publisher of the *Atlanta Georgian* and *Sunday American,* succeeding F. A. Wilson-Lawrenson, who recently resigned.



William C. Edwards

A native of Lawrence County, Ala., Mr. Edwards moved to Texas in his early youth, and 25 years ago established the *Record-Chronicle* at Denton. He remained in active management of the paper until recently, when he joined the Hearst organization on the *Washington Herald.*

CLEVELAND OFFICE MOVED

The Cutler-Hammer Manufacturing Company has moved its Cleveland office from the Guardian Trust Building to the Guarantee Title Building, suite 1905. The new office has approximately three times as much space as the former location.

ADVERTISING "LONG DISTANCE"

The New England Telephone & Telegraph Co. is conducting an advertising campaign throughout New England to tell the public the value of its telephone toll service.

PASTOR TO APPEAL

Hopes to Get Contempt Case Before U. S. Supreme Court

Attorneys for the Rev. Edward S. Shumaker, superintendent of the Indiana Anti-Saloon League, who faces a sentence of 60 days on the state penal farm and a $250 fine for contempt of the state Supreme court, have announced that they will appeal the court's decision to the United States Supreme court. Shumaker's alleged contempt was contained in an article in the Indiana edition of the *American Issue,* Anti-Saloon League organ, criticising the court and the attorney-general for lax liquor law enforcement.

The announcement came after the state Supreme court had quashed in quick succession three appeals, first, for an arrest of judgment; second, for a new trial, and third for a diminution of punishment. The court, however, agreed to allow Shumaker to remain at liberty on $1,000 bond until sentence is passed on Jesse E. Martin, Anti-Saloon League attorney convicted with Shumaker.

The new move will come either through an appeal for a writ of error to the Indiana Supreme court or appeal for a writ of certiorari to the United States Supreme court, it was said.

P. & A. EXPANDING ABROAD

H. B. Baker, general manager of Pacific & Atlantic Photos, Inc., is in Europe now reorganizing and enlarging the foreign service of the picture syndicate. He has appointed Joseph Wurzel, formerly his assistant, director of the European Service, succeeding Marcel Wallenstein, resigned. Wurzel has been with P. & A. since it was organized. Formerly he was with Underwood & Underwood.

MRS. HEARST TAKES FLIGHT IN "OLD GLORY"



The photograph, taken at Curtiss Field, Long Island, shows (left to right) Philip Payne, managing editor of the *New York Daily Mirror,* who is directing the New York to Rome flight for Mr. Hearst; Mrs. Bertaud, wife of the pilot; and Mrs. William Randolph Hearst and Lloyd Bertaud. Mrs. Hearst is thanking Lloyd Bertaud after she had taken a flight in the plane.

GIRL ARRESTED NEWSPAPER SUITS

Found at 3 A. M. in Offices of torneys for Paul Block and Toled Blade and Held in $25,000 Bail on Burglary Charge

A startling new angle to several s filed following the sale of the *Tol* (O.) *Blade* to Paul Block in June, 1 developed recently in the arrest of Do thy Polk, alias Dorothy Day, 27, Los Angeles and Detroit, who is h under $25,000 bail by Toledo police a hearing on a charge of burglary.

Miss Day was arrested at 3 a. Aug. 5 in the offices of Smith, Bak Effler and Eastman, Toledo counsel Mr. Block and the Blade. When qu tioned by a member of the firm who s prised her in the offices, she said she h been employed to obtain records perta ing to several suits in which Fred Buggie and H. S. Talmadge, former m agers of the Blade and the *News* (N. J.) *Star Eagle,* which also was pu chased by Mr. Block; Barton Smith a L. E. Eastman, members of the law fi of Smith, Baker, Effler and Eastma and Mr. Block were involved.

Miss Day identified herself as a dete tive, saying she had been brought Toledo from Los Angeles by a man gi ing the name of Walter Baker "to do job on which everyone else had fall down." She said that at a conferen after her arrival from the coast she w told to make the acquaintance of som one in the law office and in that way g the records in the cases under discussio The member of the firm who found h in the offices said she had open befo her a folder containing documents in t newspaper cases.

Two hearings have been held in effort to have Miss Day's bail reduce without avail. At one of the hearin she testified she had at one time work on the *Detroit Journal* "filling in" ar had appeared in a motion picture fil sponsored by the Journal. That w while Mr. Buggie was business manag of the Journal.

The suits in regard to which Miss Da said she was seeking information follow

Suit by Mr. Block to recover a larg sum of money from Mr. Buggie and M Talmadge, alleged to have disappeare while in charge of the Star Eagle.

Suit by Mr. Block to recover from th same two men a large sum of mone said to have disappeared while they wer in charge of the Blade.

Suit by Mr. Buggie and Mr. Talmadg against the Blade Company to recove for cancellation of contracts which the had with the Toledo Blade, which, the said, had several more years to run.

Suit by Mr. Buggie against Barto Smith, chairman of the board of th Blade and a member of the law firm rep resenting Mr. Block and the Blade, i which he seeks to recover $250,000 charging slander.

Suit by Mr. Buggie for $250,00 against L. E. Eastman, member of the law firm representing Mr. Block and the Blade, charging slander.

Publication of Miss Day's alleged confession in the Blade has resulted in a new libel suit being filed against Mr. Block. Miss Day said that at the conference at which she was given instructions regarding her work in Toledo, F. S. Lewis, one of the Toledo attorneys representing Mr. Buggie, had been present. Publication of this fact in the Blade was the basis of a suit filed by Mr. Lewis against Mr. Block, in which the attorney asks $100,000, charging libel.

RECEIVER FOR DAILY

Anderson Ketchum of Greensburg, Ind., was appointed receiver for the Greensburg Democrat Company, publishers of the *Greensburg Evening Times,* following a hearing in the Decatur Circuit court at Greensburg Monday. The hearing was the result of an action brought by William B. Porter against the corporation and Will Chambers and Grace Chambers, asking for an accounting and appointment of a receiver.

1927 SEES DECREASE IN NUMBER OF SYNDICATES

Exclusive Annual Tabulation Shows Drop from 100 to 80—Newspaper Mergers Hard Blow to Many Firms—More Than 2,000 Features Offered to Editors

By PHILIP SCHUYLER

A SLIGHT reduction over last year in the number of features and the umber of syndicates catering to news-aper publishers is evidenced in the ourth annual directory of syndicate fea-ures presented by EDITOR & PUBLISHER this issue.

Exclusive of picture services, there are sted today in the EDITOR & PUBLISHER bulation 80 syndicates offering approxi-ately 2,000 different features for edi-orial selection. A list of 10 picture ervices increases the total listing to 90 s compared with a total of more than 00 published in last year's directory.

While there are several new entries nto the syndicate field, consolidations and uspensions have kept the total number own. It is becoming a more expensive roposition each year to buck established yndicate competition, and a number of entures have been forced out of the unning before they could gain their econd wind.

There are those old in the syndicate orld who are inclined to believe that he totals must be further cut. In their elief there are far too many firms seek-ng to place art and editorial copy in ne nation's papers. If the business is o continue profitable and economic, it their contention that the flood of cheap eatures on the market must be stopped. his over-supply of features, they claim proving injurious to the newspapers s well as to themselves.

"The market is being glutted," one old-mer said to EDITOR & PUBLISHER this eek. "The syndicate idea has been verdone and there must be mergers and onsolidations in the syndicate field just s there have been among newspapers."

Newspaper mergers of the past year ave hit the syndicates blow after blow. n one city where a big consolidation as effected a short time ago, one syn-icate alone lost an income of $525 a eek. Other syndicates also suffered as result of the same newspaper trans-ction.

On the other hand there are editors ho welcome a crowded syndicate field oping it will check excessive prices and rovide the variety needed to prevent the ppearance of complete standardization of ne daily press.

In any review of current syndicate ctivities, the picturization of news and eatures both through the medium of the amera and by pen and brush assumes aramount importance. The picture in-uence is felt all down the line of fea-ure offerings.

"Those snappers," as the Pig Woman n the Hall-Mills murder trial referred o the photographers, have been more ctive during this year than ever before n the history of giving the reading ublic what the editors think it wants. hese fast-darting terriers and terrors f today's journalism have been snapping t the heels of every big news story. taff men of Acme Newspictures, In-ernational Newsreel, Pacific & Atlantic hotos, and Times World Wide have lown more miles in the last several onths than the total of all the trans-ceanic flights. They have flown to get ictures and to transport them to news-aper offices. It has become a common ccurrences to telephone a picture from ew York to San Francisco and to radio r cable pictures from London to New ork. When Lindbergh, Chamberlin nd Levine, and Byrd and his crew were France the picture syndicates kept the ires hot with photographs for the pers.

The coverage of these and the awaiian flights appears to-date to be e brightest spot on an otherwise drab st six months of 1927 syndication. he *New York Times* and associated wspapers presented Lindbergh with out $100,000 for by-line stories of his venture and it is also understood that gh prices were obtained by the same agency for Chamberlin and Levine. Despite the fact that the pending flight of "Old Glory," the Hearst plane, piloted by Lloyd Bertaud, will represent the fourth trans-Atlantic hop of the season, Lt. Col. Guy T. Viskniskki of the Payne Syndicate, reported to EDITOR & PUBLISHER this week that he had sold the advance stories to 50 newspapers at high prices, and expected even better results if the flyers arrived safely in Rome.

Otherwise, syndicate editors admit that this year has been noteworthy for its dullness as far as the creation of new feature ideas is concerned. It has witnessed an attempt to superimpose the old-time question-and-answer fad on the quondam widespread popularity of the cross-word puzzle which still can be sold it is said, without high-pressure salesmanship. The game of "Guggenheim" was brought back to life by Milton MacKaye for the same purpose. "Laddergrams" were introduced by the Ledger Syndicate.

In the serial listings, some editors see the sexy stories giving way to more healthy tales of adventure and romance. This view, however, is not held in the Hearst offices, where the fiction board, made up of Ray Long, Morrill Goddard, M. Koenigsberg, Philip A. Payne, and Percy Shaw, are inclined rather to rotate, sending out one serial of sex interest and following it with adventure, then romance, before returning again to sex.

This fiction board is one of the most interesting developments of the present day syndicate field. William Randolph Hearst's idea in establishing it was for the purpose of discovering exclusive writers of newspaper fiction. It followed the success of Fremont Older, who, as editor of the *San Francisco Call,* gave Eleanore Meherin free rein to write her first fiction serial "Chickie," which, as originally produced had San Francisco as its locale, and, which changed its locale as it was sold to newspapers ir various cities throughout the country and even in China.

From this beginning such writers on other syndicates as Winifred Van Duzer, Robert Terry Shannon, Beatrice Burton, Barbara Webb, Virginia Swain and Anne Austin were given their first opportunities to write newspaper fiction, which could be adapted to any American city where it was sold. It has been an expensive undertaking for the syndicates with high priced promotion adding to the bill.

The "true story," so-called, of Macfadden origin still commands a big audience also, and some editors continue to be fascinated by the first person pronoun. Among the "Big I" stories of the immediate future are those yet to be penned by the ghosts of Jack Dempsey and Gene Tunney, which find a ready sale, while Leslie Fulenwider, president of the Famous Features Syndicate, is soon returning from France bearing a manuscript in which Madame Lupescu, the playmate of Prince Carol of Rumania, will "tell all."

Among the thousands of different types of syndicate offerings now available, the so-called "funnies," comic strips and cartoons continue well in the lead as far as numbers are concerned. This division, provided with the separate heading of "Newspaper Art" in the EDITOR & PUBLISHER Directory, accounts, exclusive of fiction, for nearly one quarter of the entire output of syndicated material.

It seems indisputable that there is any other "art" more widely and happily accepted than the "comic strip." Nearly 150 artists are earning their livelihood by catering to this peculiar American taste, now popular even in the Orient and the South American countries.

The coiners of those expressive words "plop," "oof" and "zam" are today producing an amazing total of 146 different comic strips for the readers of American newspapers. By "strip" is meant a series of pictures the characters in which act out a joke or tell the chapter of a story.

During the past year the outstanding development in the strip industry has been the application of this type of pen and ink drawing to the picturization of the "classics." To Philip Payne, managing editor of the *New York Daily Mirror,* must go credit for this innovation. But he was merely refining on the pioneering work of J. Carol Mansfield. who drew an outline of history in strip form for the McClure Newspaper Syndicate in November, 1924.

Now nothing is too sacred for the "stripper," who produces series picturizing tales from Shakespeare, Bible stories, and the works of Charles Dickens. The largest number of such features are produced by artists in the employ of the King Features Syndicate, but it was the U. P. C. Syndicate and the World Color Printing Company which first essayed to make the Bible a subject for pens more accustomed to drawing in the Mutt and Jeff field.

Added to the 150 strippers there are at least three score cartoonists, who lay claim to greater dignity and to a more ancient background. And there is also a growing type of newspaper art, the small single column comic, captioned with one short wisecrack, which dates back nearly 20 years when George Matthew Adams introduced Kin Hubbard and his "Abe Martin" to the newspaper reading public.

This year's EDITOR & PUBLISHER survey shows a list of 48 single column comics.

The camera is beginning to threaten the comic stripper and the illustrator of newspaper serials. But so-far critics consider the bulk of the illustrative work done by photographers stuffy compared with the reckless dash of the line drawings. Mark Hellinger for the *New York Daily News* and the Chicago Tribune Newspapers Syndicate, this year introduced his wisecracking photo-strip "Broadway," a New York column caught by a camera lens. He wasn't the originator of the photo-strip idea. Cameramen under Macfadden direction had been pioneers, and "The Antics of Arabella," a picture-strip handled by the Graphic Syndicate showing two chorines doing their daily dozen and cracking jokes with their joints is one of the oldest examples in this division.

At the present writing there is quite a flurry in the strip world over the picturization of the story of aviation.

While not so hot at inventing the new in 1927, the fertile minded syndicate editors rediscovered the old and refashioned it to suit the picture hungry tabloid-trained eyes of modern America. About a year ago, George Jean Nathan, writing in the *American Mercury,* speculated on the present whereabouts of the author of the Frank Merriwell stories, which he believed were read by more American boys than had read Huckleberry Finn. This editorial paragraph caught the eye of Fred S. Ferguson, president of NEA Service, Inc. Mr. Ferguson, a newspaper man, wasn't satisfied with wondering what had become of the author of the Frank Merriwell tales; he found him. The author was Gilbert Patten, who for 17 years had turned out a story of 20,000 words a week to be published in *Tip Top Weekly* and sold for a nickel. Mr. Ferguson signed a contract with Mr. Patten and on Jan. 20 of this year NEA Service, Inc., began selling a new strip called Jack Lockwill at Rocklack. In the literature sent out at the time Jack was described as the modern Frank Merriwell. Patten authors the text of the strip and the art-work is by Lawrence Redner.

Mr. Ferguson wasn't exactly breaking new ground with this new strip of his. He knew it would sell. A salesman had proved that to him. Jay Jerome Williams, formerly on the road for Bell Syndicate now publisher of the *United States Daily,* had previously perpetrated a "mild hoax" on the newspaper editors in order to introduce a boy's story strip. He took for himself the name of Edwin Alger, not to be confused, of course, with Horatio Alger, and under that name wrote the balloons for a strip called "Bound to Win" which expressed what he thought normal American boys liked to read. In selling his own work along with the other Bell features Williams described "Edwin Alger" as an elderly gentleman with snow white sideburns and courtly manner, who had raised four boys to maturity and knew all there was to know about boy psychology.

EDITOR & PUBLISHER FOURTH ANNUAL DIRECTORY OF FEATURES

General, Art and Sport Features—Directory of Authors and Artists—List of Syndicate Officers and Addresses

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GENERAL NEWSPAPER FEATURES

Interviews, Columns, Editorials, Women's Page, Radio, Serials, Etc.

A

FEATURE	AUTHOR	SYNDICATE
A B C's of Contract Bridge (d) (½)	Murry Campbell	Register & Tribune Syndicate
Abe Martin (d) (1) (w) (½) (ill.)	Kin Hubbard	National Newspaper Service
Abie's Irish Rose (serial) (ill.)	Ann Nichols	United Feature Syndicate
About Broadway (w) (1)	Mark Hellinger	Chicago Tribune Newspapers Syndicate
About Photoplays (w) (½)	"Klip"	Editor's Copy
Ad-Route, The (m) (booklet)	W. S. Ball	International Syndicate
Advancing World	Various	Cosmos Newspaper Syndicate
Advertising Mat Service (m)	Harry S. Bressler	Star Adcraft Service
Advice for Everybody (d) (⅛)	Mme. Hall Deane	Graphic Syndicate, Inc.
Advice to Girls (d)	Annie Laurie	Newspaper Feature Service
Advice to the Lovelorn (3w) (1)		International Feature Service
Air News Service (w) (1)	Carl B. Butman	Washington Radio News Service
Airplane Models (d) (1) (ill)	Paul Edward Garber	Science Service, Inc.
All Star Short Stories (d) (½)		Ledger Syndicate
Almanac (d) (¼)	Special	NEA Service, Inc.

(*Continued on page* 8)

EDITOR & PUBLISHER FOURTH ANNUAL DIRECTORY OF FEATURES

(See Key to Symbols on Page 9)

(Continued from page 7)

FEATURE	AUTHOR	SYNDICATE
Almanac of Today in History (d) (¼)	E. M. Henderson	Register & Tribune Syndicate
America, The Land of Opportunity (⅓)	Julius H. Barnes	King Editor's Features
Anderson's Theatrical Column (w) (1)	John Anderson	Post Syndicate
Andrew and Imogene (d)	Roe Fulkerson	McNaught Syndicate
Answers to Questions (d)	Frederic J. Haskin	Haskin Information Bureau
Army News (d) (½)	Vivian Lee Tillman	Army-Navy News Service
Around The Radio Bial (d) (¼)		Audio Service
Art and Needle (d) (1)	Nita Grey	International Syndicate
Articles (d)	O. O. McIntyre	McNaught Syndicate, Inc.
Ask Me Another (dw)	Lucien Esty and Justin Spafford	Bell Syndicate
Ask Yourself (d) (¼) (ill.)		Science Service
Auction Analyzed (w) (1)	Wynne Ferguson	Bell Syndicate
Auction Bridge (d) (½ illus.)	Milton C. Work	National Newspaper Service
Auction Bridge (d)	Whitehead	Republic Syndicate
Automobile Feature Articles (w) (1)	William Ullman	Ullman Feature Service
Automobile Letter (w) (1)	J. E. Shipman	International Feature Service
Automobile News (d)	Staff	Holmes Feature Service
Auto Page (w) (f.p.)	Klein and special	NEA Service, Inc.
Aviation Articles (serial) (1-ills.)	Various	National Newspaper Service
Aviation Features Articles (w) (1)	F. J. Carmody	Ullman Feature Service

B

Babson Article (w) (1½)	Roger W. Babson	Publishers Financial Bureau
Baby Elephant Campaigns		Eastern Newspaper Service
Baby Mines (filler) (d) (3¼)	Paul Pim	George Matthew Adams Service
Background of Events (3w)	Paul V. Collins	Paul V. Collins Editorial Syndicate
Background of Foreign Affairs (w)	Henry Kittredge Norton	NEA Service, Inc.
Barbs (d) (⅛)	W. M. Braucher	NEA Service, Inc.
Beatrice Fairfax Articles (3) (1)		International Feature Service
Beautiful Home (3w)	Various	Editors Syndicate
Beauty (dw)	Antoinette Donnelly	Chicago Tribune Newspapers Syndicate
"Beauty" (d) (½)	Mme. Qui Vive	King Features Syndicate
Beauty Art (w) (¾)	Lois Leeds	Ledger Syndicate
Beauty and Health (d) (½) (ill.)	Edna Kent Forbes	George Matthew Adams Service
Beauty Hints (d) (⅛)	Edna May	Payne Syndicate, Inc.
Beauty Hints (d) (½)	Special Writers	NEA Service, Inc.
Beauty Service (d) (½)	Lois Leeds	Ledger Syndicate
Beauty Spots (3w) (½)	Anne Jordan	Newspaper Feature Service
Beauty and You (w) (ill) (1¼)	Viola Paris	United Feature Syndicate
Beauty, Your (3w) (¾)	Mme. Jeritza	Premier Syndicate
Beckley's Corner	Zoe Beckley	Famous Features Snydicate
Bedtime Stories (d)	Thornton Burgess	Herald Tribune Syndicate
Bedtime Stories (d) (½)	T. W. Burgess	Associated Newspapers
Behaviorism and Our Work (w) (serial) (¼)	Dr. John B. Watson	King Editors' Features
Bible Feature (d) (⅓)	Dr. Alvin E. Bell	Central Press Assn., Inc.
Bible Stories (w) (¾)	Dr. Shailer Mathews	National Newspaper Service
Bible Study (w) (½)	R. W. Thompson	Register & Tribune Syndicate
Big Sister Talks (3w) (½)	Lucy Lowell	International Feature Service
Birthday Club (d)	Staff	Republic Syndicate
Book Nobody Knows, The (w)	Bruce Barton	Bell Syndicate
Book Reviews (w) (⅓)	Fanny Butcher	Chicago Tribune Newspapers Syndicate
Book Review (w) (2)	NEA Book Survey	NEA Service, Inc.
Boys and Girls Page (w) (fp)	Miscellaneous	Associated Editors, Inc.
Braintester (word game feature) (w) (1)	Dr. Winston Mitchell	National Newspaper Service
Bridge Problems (w) (¾)	Milton C. Work	National Newspaper Service
Bright Bits (d) (¼)		Keystone Feature Service
Broadway (w) (1)	Bushnell Dimond	Newspaper Feature Service
Broadway's Current Successes (w) (5) (ill.)		George Matthew Adams Service
Bugs (w) (2)	Don Wooton	NEA Service, Inc.
Building and Flying Model Airplanes (d) (1) (ill)	Paul Edward Garber	Science Service, Inc.
Burroughs Nature Notes (d) (⅓)	Questions and Answers	Houghton Mifflin Company Syndicate Bureau
Business Day by Day (d) (2) Ill)	Ralph F. Couch	Couch Publishing Co.
Business News Service (d)	Staff	Holmes Feature Service
Business News Service (d)		Ledger Syndicate
Business Review (w)	Staff	Holmes Feature Service
Business Review (w) (⅓)	Wilfred Cousins	King Features Syndicate
Business Review Service (30p.)	Staff	Cambridge Associated, Inc.
Business Service (dw) (½)	John T. Flynn	U. P. C. News Services, Inc.
Business Weather, The (w) (1)		Publishers Financial Bureau

C

Cambridge Business News Service (d) (⅛)	Staff	Cambridge Associated Inc.
Camera News (w) (fp.)		International Syndicate
Canadian Features	Staff	Dominion News Bureau, Ltd.
Canadian History Day by Day (d) (⅛)	Fred Williams	Star Newspaper Service
Can You Answer This One (d) (⅓)	F. B. Warren	Graphic Syndicate, Inc.
Capital Gossip (w) (1)	Maxine Davis	Capital News Service
Carlyle's Column (d) (½)	John Carlyle	Associated Newspapers
Card Index Cooking Recipes (d) (2)		U. P. C. News Service, Inc.
Carroll's Dispatches (d)	Raymond G. Carroll	Post Syndicate
Cartoons, Dot (d) (2)	George Bell	Bell Syndicate
Cartoons (sport) Al Demaree (d) (1)	Al Demaree	Publishers Syndicate
Catholic Radio Features (d) (¼)		Audio Service
Chevrons (d) (2)	Leonard Nason	Bell Syndicate
Chats with Girls (dw)	Doris Blake	Chicago Tribune Newspapers Syndicate
Character Close-ups (d) (1)	Geo. W. Spayth	Ledger Syndicate
Cheerful Cherub (d) (2¾) (filler)	Rebecca McCann	George Matthew Adams Service
Child Training (4w) (¾)	Lamar Matthews	International Feature Service
Children's Animal Stories (d)	El Comancho	Republic Syndicate
Children's (w) (f.p.)		World Color Printing Co.
Children's Cut Outs (d) (2)	Will Pente	National Newspaper Service
Children's Features	Ramon Coffman	Publishers Syndicate
Children's Page (w) (fp)		International Syndicate
Children's Page (w) (fp)		National News Service
Children Stories (Natural History) (dw) (⅓)		Eastern Newspaper Service
Christmas Cartoons		Eastern Newspaper Service
Christmas Stories		Eastern Newspaper Service
Chum Chats (d) (½)	Betty Clift	Payne Syndicate, Inc.
City Editors Service (d) (½)	Miscellaneous	Associated Editors, Inc.
Classified Promotion (m) (25 pgs).	Harrison C. MacDonald	Publishers Syndicate
Classics in a Motor Car (w)	H. C. Witwer	King Features Syndicate
Classics in Slanguage (w)	H. C. Witwer	King Features Syndicate
Classified Radio Programs (d) (¾)		Audio Service
Cobb's Then and There Series (w) (3) (ill.)	Irvin Cobb	Bell Syndicate
Column "We Women" (d) (½)	Betty Brainerd	Associated Newspapers
College Humor (w) (¼, ⅓, fp) (ill)	Miscellaneous	Bell Syndicate
Column (humorous) (d) (1)	H. I. Phillips	Associated Newspapers
Come To Church page (d) (fp)	J. L. Keys	Keys Religious News Service
Condensed Radio Program (d) (½)		Audio Service
Confessions of Authors (w) (¼)		Chicago Tribune Newspapers Syndicate
Conning Tower, The (column) (d) (1)	F. P. A.	New York World Syndicate
Convention News (d)	Staff	Holmes Feature Service
Cook-Coos (d) (1½)	Ted Cook	King Features Syndicate
Cooking Recipes (w) (½)	Staff	Columbia Newspaper Service
Cookery (dw)	Jane Eddington	Chicago Tribune Newspapers Syn
Correct English (d)	Mrs. C. B. Jorden	Ledger Syndicate
Cozy Corner Stories (w) (¾)	Aunt Susan	Columbia Newspaper Service
Cross Word Puzzles (5w)	Various	Associated Newspapers
Cross Word Puzzles (dw)		Bell Syndicate
Cross Word Puzzles (d) (2)	G. W. White	Graphic Syndicate, Inc.
Cross Word Puzzles (d) (2)		International Syndicate
Cross Word Puzzle (d)		King Features Syndicate
Cross Word Puzzles (d) (2)	Walter B. Gibson	Ledger Syndicate
Cross-word Puzzle (d) (2)	Staff	NEA Service, Inc.
Cross Word Puzzle (d) (2)	Staff	New York World Syndicate
Crossword Puzzles (d) (2)		Payne Syndicate, Inc.
Cross Word Puzzles (w) (3)		Premier Syndicate
Current Radio (d) (2)	A. C. Lescarboura	International Syndicate
Curtain Rises, The (w) (1) (Theatrical)	George Halasz	Continental Features

D

Daddy Duck in Wonderland (⅓) (ill.)	Uncle George	Graphic Syndicate, Inc.
Daddy's Evening Fairy Tales (d) (¾)	Mary Graham Bonner	Western Newspaper Union
Daily Fashion Articles (⅓)		Graphic Syndicate, Inc.
Daily Mirror of Washington (d) (½)	Clinton W. Gilbert	Ledger Syndicate
Daily Puzzlette (d)	Alan S. Foster	Ledger Syndicate
Dare Interprets the Mode (dw)	Dare	Associated Newspapers
Daybook of a New Yorker (d) (½)	Burton Rascoe	Central Press Assn., Inc.
Deb Days (serial) (ill) (d) (⅓)	Little Mabie	Ledger Syndicate
Debs's Diary (d) (⅓) (ills.)	Earl Reeder	National Newspaper Service
Dempsey, Jack—Signed Stories (d) (¾)	Jack Dempsey	King Features Syndicate
Detective Stories (w) (fp)		Chicago Tribune Newspapers Syn
Developing a Pleasing Personality (w) (serial) (¼)	Dr. W. W. Charters, U. of C.	King Editors' Features
Dial Diary, The (w) (¾)		Ullman Feature Service
Diana the Huntress (Serial) (ill)	Vida Hurst	United Feature Syndicate
Diary of a New Father (d) (½) (w) (2)	Bob Dickson	Register & Tribune Syndicate
Diet & Health (d) (⅔)	Dr. Lulu Hunt Peters	Central Press Assn., Inc.
Diet Talks (d) (2)		U. P. C. News Service, Inc.
Dog Hill Paragrafs (d) (ill.)	George Bingham	George Matthew Adams Service
Dog Stories (w)	Albert Payson Terhune	McNaught Syndicate, Inc.
Domestic Science (3w) (½)	Hannah Wing	International Feature Service
Dorothy Dix Service (d) (1)	Dorothy Dix	Ledger Syndicate
Dot Cartoons (d) (2)	George Bell	Bell Syndicate
Dot Puzzles (d) (1)	Elsa Kaji	International Syndicate
Dramatic News and Reviews (d)	Staff	Holmes Feature Service
Duke and the B. and C. (w) (qp) (ill.)	Bakrak	Chicago Tribune Newspapers Synd
D-X Radio Programs (d) (¾)		Audio Service

E

Earthquake Reporting Wires (occasional) (¼)	Staff	Science Service
Economy Kinks (dwm) (⅓)	L. B. Robbins	Houghton Mifflin Company Syndicate Bureau
Editorial (d) (½)	John Carlyle	Associated Newspapers
Editorial (d)	Staff	Holmes Feature Service
Editorial (d)	Robert Quillen	Publishers Syndicate
Editorials (w)	Bruce Barton	McClure Newspaper Syndicate
Editorials (d) (½)	Norman Hapgood	United Feature Syndicate
Editorials (w) (2)	H. S. Sims	Editor's Copy
Editorial Articles (d)	Dr. Frank Crane	McClure Newspaper Syndicate
Editorial Filler (w) (1)		Ullman Feature Service
Editorial Paragraphs (d)	Robert Quillen	Publishers Syndicate
Editorial Paragraphs (w) (1)	H. S. Sims	Editors' Copy
Editorial Research Service (w)		Editorial Research Reports
Editorials on News	Various	Cosmos Newspaper Syndicate
Efficient Housekeeping (d) (½)	Laura A. Kirkman	George Matthew Adams Service
English Fiction (d) (serial)	English Novelists	United Feature Syndicate
Etiquette (d) (½)	Anne Singleton	United Feature Syndicate
Etiquette (d) (¾)	Katherine de Peyster	Premier Syndicate
Etiquette (w) (qp)	Persis Standish	Chicago Tribune Newspapers Synd.
Etiquette Hints (d) (¼)	Helen Decie	Ledger Syndicate
Evening Story (d) (1700 wds.)		Associated Newspapers
Evening World Daily Feature Service (d)	Staff	New York World Syndicate
Every Day Law Cases (d)	"Counsellor"	McClure Newspaper Syndicate
Everyday Poems (d) (125)	George Elliston	Associated Newspapers
Everyday Questions & Answers (d)	Dr. S. Parkes Cadman	Herald Tribune Syndicate
Every Man a Successful Public Speaker (w) (serial) (¼)	Harry Collins Spillman	King Editors' Features
Exploit & Adventure (w) (fp) (ill)	Explorers, Adventurers and Writers	Metropolitan Newspaper Service

F

Fables in Slang (w) (1½) (ill)	George Ade	
Famous Composers (2w) (¼)	Cozette Douglass	Newspaper Feature Service
Famous Foods (d) (⅓-ill)	Mable S. Richards	National Newspaper Service
Famous Monuments	Hendrik Van Loon	Christy Walsh Syndicate
Farm and Garden (dw)	Frank Ridgway	Chicago Tribune Newspapers Synd.
Farm Gossip (w) (1)	Dr. L. S. Wolfe	Editor's Copy
Farm Page (w) (f.p.)	Staff and Special	NEA Service, Inc.
Farming & Finance (w) (1)		Publishers Financial Bureau
Fashion (w) (f.p.)		World Color Printing Co.
Fashions	Various	Cosmos Newspaper Syndicate
Fashions (w) (f.p.)		International Syndicate
Fashions (dw)	Corinne Lowe	Chicago Tribune Newspapers Synd.
Fashions (w)	Ruth Stuyvesant	Herald Tribune Syndicate
Fashion Chat & Home Craft (w) (fp)		National News Service
Fashions, Daily (d) (1)	Marie Belmont	International Feature Service

(Continued on page 40)

FEATURE AND PICTURE SYNDICATES OF UNITED STATES AND CANADA

Name	Address	Editor	Manager
George Matthew Adams Service	250 Park ave., New York	Jessie A. Sleight	B. Pascale
Allen Feature Service	440 Riverside Drive, New York	Mary Elizabeth Alle	J. B. Wallach
Associated Editors	440 S. Dearborn st., Chicago	W. Boyce Morgan	J. Abegg
Associated Newspapers	270 Madison ave., New York	W. P. Sarver	H. H. McClure
Associated Press Feature Service	383 Madison ave. New York	L. C. Stratton	N. A. Huse
Audio Service	326 W. Madison st., New York	Joseph Fischer	V. E. Storey
Bell Syndicate, Inc.	154 Nassau st., New York	Douglas Silver	H. M. Snevily
Cambridge Associates, Inc.	174 Newbury st., Boston, Mass.	S. L. Sholley	Aaron M. Jones
Capital News Service	National Press Building, Washington, D. C.	Maxine Davis	Maxine Davis
Central Press Assn	1435 E. 12th st., Cleveland, O.	Lester Eichel	V. V. McNitt
Chicago Journal of Commerce	12 E. Grand ave., Chicago	Arthur A. Judd	Arthur A. Judd
Chicago Tribune Newspapers Syndicate	Tribune Tower, Chicago		Arthur W. Crawford
Christy Walsh Syndicate	570 Seventh ave., New York		Christy Walsh
Paul V. Collins Editorial Syndicate	Star Bldg., Washington, D. C.	Paul V. Collins	
Columbia Newspaper Service	799 Broadway, New York	T. A. Webb	T. A. Webb
Continental Features	145 W. 45th st., New York	George Halasz	
Couch Publishing Company	521 Bond Building, Washington, D. C.	Ralph E. Couch	Ralph E. Couch
Cosmos Newspaper Syndicate	70 5th av., New York	Ethel Paine	Herbert S. Houston
Current News Features	520 Star Building, Washington, D. C.	H. R. Baukhage	H. R. Baukhage
C. P. Syndicate	Garden City, L. I., New York	Ralph H. Graves	Ralph H. Graves
Devil Dog Syndicate	154 Nassau st., New York		
Dominion News Bureau, Ltd.	275 Craig St. W., Montreal, P. Q.		W. E. Hopper
Eastern Newspaper Service	457 Stuart st., Boston, Mass.	James Dempsey	Lee Lamar
Editors Copy	Orangeburg, S. C.	Hugo S. Sims	Hugo S. Sims
Editors Syndicate	5 East 57th st., New York	I. V. VanDyck	C. L. Rogers
Famous Features Syndicate	1819 Broadway, New York	K. S. Garden	K. S. Garden
Gilliams Service	32 Union Square, New York	Walter Dantzher	F. F. Gilliams
Graphic Syndicate, Ind.	350 Hudson st.	E. H. Gauvreau	T. O. Davidson
Handy Filler Service	141 Drumm st., San Francisco		
Haskin Information Bureau	Washington, D. C.	Marie Watts	F. J. Haskin
Heinl Radio News Syndicate	405 Insurance Bldg. Washington, D. C.		Robert D. Heinl
Herald Tribune Syndicate	225 W. 40th st., New York		Harry Staton
Holmes Feature Service	135 Garrison ave. Jersey City, N. J.	G. R. Holmes	M. E. Dollard
Houghton Mifflin Company Syndicate Bureau	2 Park st., Boston, Mass.	W. B. Pratt	W. B. Pratt
International Feature Service	241 W. 58th St., New York	Jack Lait	M. Koenigsberg
International Syndicate	1508 Guilford ave., Baltimore, Md.	R. Maurice Miller	R. Maurice Miller
Jersey Feature Service	319 21st st., Union City, N. J.	Irving A. Brody	L. J. Hershdojer
Keyes Relgious News Service	Peru, Ind.	J. L. Keyes	J. L. Keyes
Keystone Features Syndicate	1211 Commonwealth Bldg., Philadelphia	A. S. Freed	L. L. Young
King Features Syndicate	241 W. 58th st., New York	Alexander Black	M. Koenigsberg
Ledger Syndicate	Independence Square, Philadelphia, Pa.	John E. Watkins	J. E. Watkins
McClure Newspaper Syndicate	373 4th ave., New York	Harold Matson	Clinton Brainerd
McCoy Health Service	Bracks Shops Bldg., Los Angeles, Cal.	Dr. Frank McCoy	
McNaught Syndicate	1475 Broadway, New York		V. V. McNitt
Eugene MacLean Features	827 Folson st., San Francisco, Cal.	Eugene MacLean	Eugene MacLean
Metropolitan Newspaper Service	150 Nassau st., New York	Earl J. Hadley	Maximilian Elser, Jr.
National Feature Service	4035 New Hampshire ave., Washington, D. C.	E. Parker	
National News Service	3721 N. 17th st., Philadelphia, Pa.	S. A. Silberman	Milton R. Jacobs
National Newspaper Service	326 W. Madison st. Chicago, Ill.		John Dille
NEA Service, Inc.	461 Eighth ave., New York 1200 W. Third st., Cleveland, O.	Herbert W. Walker	Fred S. Ferguson James W. Dean
Newspaper Feature Service	241 W. 58th st., New York	D. C. Hawthorne, S. Bushnell	M. K. Dimon
New York World Syndicate	63 Park Row, New York		F. B. Knapp
Odell Newspaper Service	55 5th ave., New York	Edith Odell	Edith Odell
Post Syndicate	75 West st., New York	J. E. Watkins	J. E. Watkins
Payne Syndicate	154 Nassau st., New York		Guy T. Viskniskki
Premier Syndicate	241 W. 58th st., New York	Florence McIntyre	M. Koenigsberg
Publishers Financial Bureau	Babson Park, Mass.	C. F. Hayes, Jr.	E. O. Hood
Publishers' Syndicate	20 No. LaSalle st., Chicago, Ill.		Eugene P. Conley
Register and Tribune Syndicate	Des Moines, Ia.	Henry P. Martin, Jr.	Henry P. Martin, Jr.
Republic Syndicate	15 E. 26th st., New York		E. S. McClure
Science Service	21st and B sts., N. W., Washington, D. C.	Edwin E. Slosson	Watson Davis
Service for Authors, Inc.	551 Fifth ave., New York City	Leo Margulies	Hamilton Thompson
Standard Editorial Service	Star Bldg., Washington, D. C.	W. J. Voss	Herbert S. Hollander
Star Newspaper Service	18 King street, West Toronto-2	David B. Rogers	Kenneth A. McMillan
Thompson Feature Service	128 W. 31st st., New York		A. L. Fowle
Superior Feature Service	288 Graham ave., Paterson, N. J.	Doris E. Drawbridge	Ralph W. Maxwell
Tillman Army News Service	Washington, D. C.	Vivian Lee Tillman	Lieut. Stephen F. Tillman (Ret.)
Ullman Feature Service	Star Building, Washington, D. C.		William Ullman W. E. Schaaff
U. P. C. News Service, Inc.	243 W. 39th st., New York City		John T. Flynn
United Feature Syndicate	World Bldg., New York City		Howard Wheeler
Washington News Service	*3207 Cleveland ave., N. W., Washington, D. C.		Carl H. Butman

*(After Sept. 1st, at 884 National Press Bldg., Washington, D. C.)

Western Newspaper Union	Chicago, Ill.	Wright A. Patterson	H. H. Fish,
Woman's National News Bureau	*1523 L st., N. W. (*After Sept. 1st at National Press Bldg., Washington, D. C.)	Washington, D. C.	Dorothy Shumate
Woman's Page Copy	Plymouth, Indiana	Mrs. Florence	Riddick Boys
World Color Printing Co	701-703 Lucas ave., St. Louis, Mo.	Roswell Messing	R. S. Grable
World Wide News Service, Inc.	101 Milk st., Boston, Mass.	J. J. Bosdan	

EDITORIAL RESEARCH

Editorial Research Reports	839 17th st., Washington, D. C.	Richard M. Boeckel, Cleveland Perkins	Burt P. Garnett

NEWS SERVICES

Associated Press	383 Madison ave., New York	Kent Cooper
Canadian Press	106 Bay st., Toronto, Ont.	J. F. B. Livesay
Chicago Tribune Service	Tribune Tower, Chicago	A. W. Crawford
Consolidated Press Association	Star Bldg., Washington, D. C.	H. R. Baukhage
Evening Post News Service	75 West st., New York	J. E. Watkins
International News Service	63 Park Row, New York	M. Koenigsberg
Kent Press Service	St. Louis, Mo.	
New York Allied Press Bureau	Times Bldg., New York	Francis S. Beane
New York World News Service	63 Park Row, New York	
United Press Associations	63 Park Row, New York	Karl A. Bickel
Universal Service	63 Park Row, New York	M. Koenigsberg

TRADE PRESS PICTURE SYNDICATES AND NEWS SERVICES

King Editors' Features	1170 Broadway, New York	A. Rowden King	A. Rowden King
Universal Trade Press Syndicate	522 5th ave., New York	L. V. Roehl	M. S. Blumenthal

PHOTOGRAPHIC SERVICES

Acme News Pictures	461 Eighth ave., New York City	R. P. Dorman	R. P. Dorman
Associated Press Picture Service	383 Madison ave. New York		N. A. Huse
Bain News Service	255 Canal st., New York City	J. Walter Smith	George G. Bain
Foto Topics, Inc.	265 W. 54th st., New York City		Harold Stein
Fotograms News Photo Service	129 E. 27th st., New York City	Alexander Starlight	P. Trenchard Jones
Ewing Galloway	15 E. 40th st., New York City		Ewing Galloway
Keystone View Co.	91 7th ave., New York City		H. W. Sidricks
Henry Miller News Pictures Service, Inc.	519 13th st., N. W., Washington, D. C.		
Pacific & Atlantic Photos, Inc.	25 Park Pl., New York City	Arthur A. Sorenson	H. B. Baker
Price Studios	Salmon Tower Bldg., 11 W. 42nd st.		Jack Price
Underwood & Underwood, Inc.	242 W. 55th st., New York City		G. J. Kadel

Key to symbols: (d) daily; (w) weekly; (d-w) daily and weekly; (2-w) twice a week; (3-w) three times a week; (ill.) illustrated; numbers and fractions of numbers in parentheses indicate size of features in columns; size of small features of ten indicated by numbers of words, thus (125); (hp) half-page (fp) full page; (s) Sunday.

A. P. MAN WINS GOLF MEET

150 News Writers Compete in Chicago Tournament

One hundred and fifty golfers competed in the fifth annual Chicago Newspapermen's golf tournament sponsored by the Yellow Cab and Motor Coach Company last week at the Tam O'Shanter Country Club.

W. H. Bailey of the Associated Press, with a low gross of 41-43-84, won the trophy which will become the permanent possession of the first three-time winner. Jack Hoag of the *Chicago Evening Post* followed in second place; J. H. Forrest of the *Evening American* took low net with 85-18-73 and F. J. Hogan of the *Daily News* with 99-25-74 was second. Harvey Woodruff of the *Tribune* won the left-hand prize, shooting a record score for high gross.

Several women reporters were among the prize winners. Miss Peggy Doyle of the *Herald and Examiner* won the putting contest with a score of 28. Miss Virginia Smiley, Miss Carol Frink and Miss Harriet Dillon, all of the Herald and Examiner, were second, third and fourth, respectively.

REVIVES INDIANA WEEKLY

Raymond S. Brown, owner and publisher of the *Columbus* (Ind.) *Evening Republican,* has resumed publication of the *Columbus Weekly Republican,* which he suspended during the World War.

$500 NEWSPAPER TEST AD CAMPAIGN INCREASED LOCAL SALES 40 PER CENT

Success of Milwaukee Test Influenced Malted Milk Firm to Place Copy in Other Cities—Aims at Home Consumption—Shaker Offered as Premium

By HAMMOND EDWARD FRANKLIN

A $500 TEST campaign in one western city led to a 40 per cent increase in one year in sales of Thompson's "Double Malted" Malted Milk and is behind the current invasion of the East by the Thompson's Malted Food Company of Waukesha, Wis., with a sizable newspaper campaign.

The winning advertising appeal was found only after two previous attempts which turned out to be "flops." One of the earlier efforts had been to use newspaper advertising to build demand on drug store soda fountains in the face of lower-priced strongly intrenched competition. The other failure had been a tryout of "patent medicine" type of copy.



Thompson's newspaper copy offering free shaker with each one pound purchase to encourage home use of product.

Undaunted by these set-backs, L. A. Thompson, the president of the company, decided to keep on trying and local newspaper advertising formed a comparatively inexpensive laboratory in which to experiment. The outcome was an introductory premium plan combined with an appeal to the home market.

The company puts out, among other products, a prepared chocolate malted milk which sells for more than any competitors. In spite of this, its malted milk is served at a large number of soda fountains throughout the country. Competition had obtained a firm hold on the business in malted milk as a baby and invalid food as well as soda fountain trade. It was by going past these markets, and after sales to the home for results that Thompson made his greatest progress.

Statistics indicated that a large proportion of all the school children in the United States drink too little milk. And so, in aiming for home sales, the Wisconsin company has made a special bid for chocolate malted milk to be given children in order to encourage them to do more milk-drinking.

Since the company's product may be dissolved in cold milk without an electric mixing device, it occurred to the management to try out a premium in the form of a shaker which is indispensable for home milk shakes. A small shaker was offered free with a pound can of the chocolate malted milk at 60c or a full-sized shaker with a five-pound can. It was stated that the shaker, which is solid aluminum was a 25c retail value.

The first month $500 was put into advertising in Milwaukee. Many dealers stocked the goods and devoted window displays to it, and sales began to move upward.

The company followed the plan of opening with modest copy and gradually working up toward the larger units, instead of vice versa.

From week to week, the concern perfected its method and put it to the test in various centers—then began to multiply it rapidly out West.

One decision, reached after experiments, was not to try to call on the local retail grocers and druggists. Instead, the job is put up to jobbers to go out and do. The money which the company might have spent on salesmen in the territories is going directly for newspaper space. The company feels the important outlets will be covered by jobbers and that the weak-sister small accounts which are none too good financially would be the principal ones lined up by once-over specialty men.

The manufacturer now has opened a campaign in the *Saturday Evening Post* which offers a three-day individual sample package and a shaker for 25c or the sample package without the shaker for 10c. An appeal is made to the head of the family who as a boy wistfully watched the "soda jerker" in action to "mix his own." Women's publications also are used.

Localized newspaper campaigns city by city have been extended over a wide area. The shaker is offered only during the introductory period, long enough to get it in the hands of a reasonable number of families. What the manufacturer is working for is repeat business which the shaker, once in the home, encourages.

Newspaper merchandising departments have proven helpful in beating the "tom-toms" with the trade about the advertising. Upwards of six thousand window displays have been obtained within recent months.

Almost everybody is interested in children. The appeal with children featured not only has won the attention of many youngsters but also their parents. Much of the space is not large, but a "kid" drinking milk or mixing a malted drink carries the spotlight. The word, Free, with a picture of the shaker also is given good display.

A tipped box emphasizes that "30 real professional chocolate malted milks for 60c" can be made. The play element is given space, as for instance, in this copy:

"Thompson's has taken children's love of play and turned it into a love of health . . . . by making milk drinking a game.

"Like magic, in 15 seconds, little tots are changing plain milk into creamy chocolate malted mile AT HOME! Every pound makes full 30 glasses, costs only 60c. The shaker is free.

"Thompson's is the only malted milk that dissolves instantly without lumping in cold milk.

"Your druggist or grocer has Thompson's—60c the pound, shaker—free with first pound purchased."

This year the company has increased its appropriation about one-fourth over last year.

By searching beyond the obvious markets for its product, then experimenting locally to get a campaign which would do the work, by making the most of an appropriate introductory premium, by putting much of the sales load on newspaper space itself, the Thompson's Malted Food Company has evolved a selling plan which—once tested and proven—can be and is being extended market by market over the entire United States.

MANN RE-ELECTED BY MAINE PUBLISHERS

Cyrus Curtis and Dr. John Finley Speakers at Skowhegan—Many Members Affiliate with N. E. Press Association

Charles F. Mann of the *Lisbon* (Me.) *Enterprise* was re-elected president of the Maine Press Association at the annual convention of the association held in Showhegan Aug. 19 to 20. Other officers elected were: Vice-president, Samuel B. Erskine, *Lincoln County News,* Damariscotta; secretary and treasurer, Ora L. Evans, *Piscataquis Observer,* Dover-Foxcroft; executive committee, Albert K. Stetson, *Aroostook Pioneer,* Houlton; H. C. Prince, *Madison Bulletin;* and the three officers named.

At the business session, "Individuality in Local Editing," was the topic for round table discussion with representatives of 20 newspapers in the state participating.

On the second day of the convention, Cyrus H. K. Curtis, Philadelphia publisher, gave an interesting account of the establishment of the *Saturday Evening Post.* Dr. John Finley, associate editor of the *New York Times* also spoke. Governor Brewster gave an address on "The State and the Press."

Alfred DeNoyer, field manager of the New England Press Association, addressed the Maine association on the last day of the convention on the benefits of the New England association, the main object of which is to increase the volume of newspaper advertising in New England. Many of the members affiliated with the larger organization.

The *Maine Press Bulletin* which has been printed once a month at the *Skowhegan Independent Reporter* office and is sent to newspapers in Maine, New Hampshire and Vermont, will be continued, it was voted after some discussion.

Whether newspaper weeklies should carry advertising on the front page proved to be a subject for lively debate with a sharp diversion of opinion among members. President Mann took the position that it was better for each paper to decide for itself. He added that he had carried front page advertising for 57 years, one concern consistently using that space during all those years.

NEW STYLE IN DUE-BILLS

Statler Hotels Using Newspapers for First Time, Get Out Check-Books

There is a new style in due-bills.

It was set by the Fuller-Smith company, Cleveland advertising agency, handling the account of the Statler hotels which has started a big campaign in newspapers on a trade basis.

Instead of the old-fashioned slip of white paper, the agency is getting out what it calls "certificates of exchange," each certificate being good for $100 in trade at any Statler hotel. The checks are made up in the amounts due the newspapers in imitation leather folders, similar to those used for travelers checks.

The present campaign represents the first time that the Statler hotels have used newspaper space.

STATION BILLBOARDS BANNED

Following protests from citizens of five Long Island towns, the Long Island Railroad has agreed to remove all advertising signs from its stations in these places. The protesting towns are: Inwood, Woodmere, Lawrence, Hewlett and Cedarhurst.

NEW DAILY STARTED ON LONG ISLAND

Two Weeklies Merged to Form Lynbrook Nassau Daily Star with Col. Lloyd Gariscom as Publisher

The *Lynbrook* (Long Island) *Nassau Daily Star* began publication in Nassau County Aug. 16. Col. Lloyd C. Griscom of Syosset is president of the corporation which owns the paper; Oscar H. Julius is treasurer and Edward J. Smith secretary.

Installation of a 24-page Goss press, with a capacity of 20,000 papers an hour, was completed about two weeks ago.

The new daily paper is an outgrowth of newspaper ventures in this section which extend over the past 14 years. The *New Era,* a weekly, was established in 1913, and was successful. The *South Shore Press* was merged with the New era in 1925, and this paper was merged with the *Freeport Recorder* to form the new daily. Col. Griscom will continue publication of the *Enterprise-Pilot* at Oyster Bay and the *North Hempstead Record* at Great Neck on the north shore.

Col. Griscom entered the newspaper business two years ago when he acquired the New Era and several other weekly publications after a long and varied career in the diplomatic service of the United States government, and as a lawyer in New York City. He was ambassador to England, Japan and Brazil while serving as diplomat, and has since been connected with many outstanding movements of national significance.

Supporting Colonel Griscom are two other experienced newspaper and publication men, Oscar H. Julius and Edward J. Smith. The former is directing the business and mechanical side of the enterprise while the latter is in charge of the editorial department. Mr. Julius, before coming to Long Island, served for a number of years with some of the largest printing establishments in New York City.

The connection of Edward J. Smith with the new paper links the enterprise with its actual beginning as a weekly 14 years ago, when Mr. Smith took over the ownership of the New Era, then a struggling weekly in the village of Lynbrook. For more than nine years Mr. Smith devoted his time in building the paper. Mr. Smith then sold the New Era to Colonel Griscom and subsequently became connected with the paper again as editor.

SECOND AD TAX BILL

Alabama Measure Hitting Newspapers Referred to Committee

Alabama newspapers were again made the target of taxation when Representative Cockrell, of Clay County, recently made a proposal levying a two and one-half per cent tax on all newspaper and periodical advertising of amounts more than $15,000 annually.

The measure was referred to the House ways and means committee and its passage was considered uncertain in view of the fact that the legislature has already passed the general revenue bill providing revenue for four years.

MELVILLE STONE IS 79

Melville E. Stone, counselor and former general manager of the Associated Press was 79 years old last Monday. He passed the day quietly at his home in New York and made a short visit to the Associated Press office. In the evening he dined at the Lotos Club with a few intimate friends.

ISSUES "FACTS" BOOKLET

The *New York Sun* has just issued a 128-page booklet "Facts About New York" containing reprints of a series of brief articles describing interesting points in the city. The series appeared in the Sun under the caption "A Fact a Day About New York."

WOMAN EDITOR ELECTED PRESIDENT BY GEORGIA PRESS ASSOCIATION

Miss Emily Woodward of Vienna News Is First of Her Sex to Lead Press Group—Albany Herald and Dalton Citizen Win Trophies

(*By Telegraph to* EDITOR & PUBLISHER)

EATONTON, Ga., Aug. 24.—The Georgia ess Association elected a woman presi- nt for the first time in the history of e organization today at the close of 41st annual convention held here.



Miss Emily Woodward

The new executive head is Miss Emily oodward, editor and publisher of the ienna (Ga.) *News*.

She has successively held the offices third, second, and first vice-president the association, and when nominated W. G. Sutlive, editor of the *Savan- h News*, was unanimously elected esident, to succeed Ernest Camp, editor the *Monroe* (Ga.) *Walton Tribune*.

For a number of years Miss Wood- ard has occupied a prominent place in urnalism of the State. Under her edi- rship during the past 14 years the ews, which is the only newspaper in oby county, has achieved a reputation more than local importance. Her rong editorial policies and sound busi- ss judgment, have made the paper a cognized factor in the progress of her mmunity.

Her newspaper career began in 1914, hen the Vienna News was offered for le by its owner, who had been elected a civil position and wished to dispose the paper. He approached Miss Wood- ard's brother as a possible purchaser, ho declared that he had no use for a wspaper, and if he owned it he would ve to get someone else to run it for m. Miss Woodward persuaded him to y it, and turn it over to her to run. nce then she has acquired control, and sole dictator of policy and manage- nt.

Although the Georgia Press Associa- n has about 40 women members, Miss oodward is the only woman in the ate who conducts a paper entirely thout masculine advice or assistance. esides her success in the field of jour- lism, Miss Woodward is a member of e State Democratic Committee, and rves regularly as congressional com- ittee woman for her district. She is in eat demand as a public speaker.

Miss Woodward has written a series Negro sketches, drawn from life hich are soon to appear in book form. e has also found time for poetry and e of her poems will be included in a rthcoming anthology, brought out by New York publisher.

Louis Morris of the *Hartwell Sun* as elected vice-president, Hall M. Stan- y corresponding secretary, Charles enns recording secretary and J. J. owell treasurer were re-elected.

The *Albany* (Ga.) *Herald* was awarded e Sutlive trophy for outstanding service its community in recognition of the ccessful campaign for fire prevention conducted by the paper. The *Dalton Citizen* was selected as winner of the Stanley trophy for the weekly newspaper presenting the best typography.

The convention was held this year in the historic town of Eatonton, the birthplace of Joel Chandler Harris, who originated the Uncle Remus stories. The editors were greeted upon their arrival with a special Uncle Remus edition of the *Eatonton Messenger* and a trip to the old Turnwold plantation, where Joel Chandler Harris had served his apprenticeship on the famous county newspaper, *The Countryman*, was a feature of the convention.

The Georgia editors will soon begin planning the reception and entertainment of a group of New England editors who will return the visit made them last spring by the Georgia group.

RECEIVER APPOINTED

Deputy Sheriff Handling Affairs of Ft. Smith Journal Company

Deputy Sheriff H. B. Patterson was appointed receiver for the Fort Smith Journal Publishing Company by Chancellor J. V. Bourland at a recent hearing in Chancery Court.

The application for a receivership was filed by the Western Newspaper Union and the George H. Morrill Company which alleged that Journal company owed them $3,197.18 and $108.94 respectively.

The defendant company, through its attorney, J. B. McDonough, in order not to commit an act of bankruptcy, refused to approve the appointment of a receiver. Patterson will take charge of the affairs of the company and collect the outstanding accounts and then report back to the court.

INCREASES PRESS ORDER

The *Chicago Daily News* has increase its order with R. Hoe & Co., Inc., from 68 to 72 press units. These presses are to be erected in the new home of the Daily News.

REPORTER WOOSTER, R. F. D., EXPOSES FAMOUS WESTCHESTER KANGAROO

Fearlessly Pedals Bicycle Into Heart of Chappaqua Kangaroo Wilderness from Whence Agile Beast Leaped Onto Front Pages of New York Dailies

New York City dailies have recently carried many stories concerning the nocturnal prowlings of a phantom beast, said to be a kangaroo. A reporter for the Ossining (N. Y.) Citizen-Sentinel wrote the following story of his "search" for the creature.

THE office of the *Citizen-Sentinel* was a scene of unhappy ennui this morning. The Hotel Arrivals and Births Reporter was sleeping noisily behind the news ticker. The Editor smoking a big, black cigar, was listlessly picking out an editorial with one finger while Orville was rolling dice with the Printer's Devil at the head of the stairs.

"Orville," said the editor bitterly, but kindly, mind you.

"Sir?" said Orville, pocketing his dice.

"Orville," said the editor firmly, "I am about fed up with all this Chappaqua Kangaroo business. I want you to organize an expedition, go to Chappaqua and get the inside dope."

"Chief," said Orville, "you have picked the right man to get the inside dope, all righty, all righty. If there is anybody in Ossining, who knows anything about Kangaroos that person is Orville Wooster, if I do say it myself."

"Shut up," said the editor crossly. "And get out of here."

* * *

It was some four hours later when Orville begrimed weary and pedalling a bicycle arrived in Chappaqua at the so' so' east end of Roaring Brook Swamp near Wampus Lake Road, where, according to the city paper, the kangaroos were last seen. He produced a quart of gin, a tin of pemmican and a Webster's Dictionary which he had carried along as mental and physical nourishment.

"A Kangaroo," he read aloud, "is one of any of the herbivorous leaping marsupial mammals of the family Macoropodidae."

"That's quite a good description," said a voice and Orville, looking up, beheld a little old, bewhiskered gentleman carrying a large net.

"Who are you?" asked Orville.

"I," said the little, old gentleman, "am Doctor Herman Zilch, Ph. D., Curator of Physical Anthropology and comparative Anatomy of the Museum of Applied Chiropractory. I am looking for those kangaroos."

"Pleased to meet you Doc," said Orville. "I am Orville Wooster, R. F. D., a journalist betimes and a naturalist of sorts, I too, seek, the kangaroos. Have a drink?"

"I don't mind if I do," said the Doctor. He did. They did, and did *ad lib* until the bottle was empty.

"Orville, old boy," said the Doctor, "I will now step the third number from the Kentucky Quadrille with appropriate gestures, Aleman left!"

"Right, you mean," said Orville, "but let it pass. I am about to play Opus 28 from Wagner without the aid of a musical instrument."

* * *

It was perhaps five hours later when the pair, each having exhausted his personal repertoire of parlor and social comical jokes and riddles, glanced into the swamp and saw a kangaroo. It was advancing in their direction and when it was about six paces away it halted and viewed Orville with an unfriendly eye.

"Hey," said Orville, "cut that out."

"Mph," said the kangaroo.

Orville felt the Doctor plucking at his elbow. "There is no doubt in my mind now," said the Doctor, "that the beast actually exists and I see no need for tarrying further. Let us go."

"That is the boy!" said Orville, "Great idea,, wonderful idea! We're on our way."

The pair started down the dusty highway at a brisk walk and it was only when Orville, glancing back, noted the kangaroo following, that the walk became a rout.

After loping a good furlong Orville and the Doctor heard a long, low "mph" and looking back again saw that now there were two kangaroos in pursuit. Deciding never to look back again the two naturalists sped on and on into the village where, leaning against a telegraph pole they perceived a policeman, with ruddy complexion and flat feet.

"Good day to you, Officer," said Orville, "Isn't it cool for August?"

"Yes it is," said the officer politely. "This is Chappaqua, by the way," he added.

"Kangaroos are chasing us, Officer," said the Doctor, breaking into the pleasant exchange of amenities.

"Soused," said the Officer admiringly. "Both soused. Well I'll have to do my duty. Come along, boys, and no resistin' an officer, mind you, or there'll be two charges instead of one."

"I do not choose to be arrested," said Orville.

"But I do," said the officer.

50 EDITORS ATTEND FIRST N. H. INSTITUTE

Dailies and Weeklies Represented at University Conference—Don Seitz and Prof. Adams on Program

Fifty owners and editors of the daily and weekly newspapers of New Hampshire recently attended their first joint newspaper conference at Durham, N. H., as guests of the University of New Hampshire. They were addressed by New York, Massachusetts and New Hampshire editors of note and spent the greater part of three sessions discussing the daily problems of the news and business offices.

Don J. Seitz, associate editor of *The Outlook*, and former business manager of the *New York World*, placed the modern newspaper daily on the old chopping block and took several vigorous belts at it, declaring that lust for money, the eight-hour day and business office control of the editorial department, have robbed the modern newspaper of its character and soul. Only once did he presume to stand by the modern newspaper, and that when he declared that there seldom appears anything in print worse than the people themselves have done.

Bristow Adams, professor at Cornell University, discussing the country weekly in particular and the press in general, labelled as absurd the ever increasing opinion of the public that scandal and crime occupy the bulk of the space in the modern newspaper. He declared that with tape measure and pencil, at a time when there were several of the most sensational crimes and scandals holding the center of the stage, he found by actual measurement of several New York dailies and a variety of others, that crime and scandal occupied only four out of every 100 inches of space. "The reason the public holds this opinion is because millions read only the crime and scandal news," he said.

William D. Sullivan, managing editor of the *Boston Globe*, declared the Lindbergh story the greatest piece of news that ever broke, and the story that has done more than any other one agency to discount the belief that crime and scandal are the cornerstones of the news columns.

Professor Adams, judging the exhibit of weekly papers, placed the *Franklin Journal-Transcript* first for local news and its handling; the *Laconia Democrat*, second, and the *Carroll County Independent*, third.

For philosophy, flavor and makeup of the editorial page, the *Peterborough Transcript* was first, the *Carroll County Independent*, second, and the *Coos County Democrat*, third.

For makeup, material and general news, on the first page, the *Littleton Courier* was first, the *Hanover Gazette*, second, and the *Laconia Democrat*, third.

For farm news, the *Rochester Courier* was first, the *Laconia Democrat*, second, and the *Carroll County Independent*, third.

HURT IN PLANE CRASH

Timothy A. McInerny, reporter for the *Boston* (Mass.) *Post*, was seriously injured when the airplane in which he was a passenger, enroute from Boston to Lowell, fell and was wrecked at South Tewksbury, Aug. 21. McInerny was taken to the Lowell Hospital, where it was reported that he would recover. The pilot was only slightly hurt.

TO DEPORT CHICAGO EDITOR

Stephen Zinich, editor of *Radnick*, official organ of the workers' party in Chicago, has been arrested for deportation by order of Secretary of Labor Davis. Zinich is charged with entering the United States illegally and with fomenting rebellion. Secretary Davis is understood to have acted upon recommendation of S. D. Smith, chief immigration inspector in Chicago. The orders call for the deportation of the Editor to Belgrade, Jugoslavia.

N. Y. DAILY DENIES SLUR IN AMERICAN MERCURY

Untrue That W. M. Walker Was "Summarily Discharged" for Writing "J. P. the Younger" Says Draper of Herald Tribune

An assertion made in the current *American Mercury* that W. M. Walker had been "summarily dismissed from the staff of the *New York Herald Tribune,*" for writing an article published in H. L. Mencken's magazine derogatory to J. Pierpont Morgan, Jr., was denied this week by Arthur Draper, the Herald Tribune's assistant editor.

The article in question was entitled "J. P. the Younger" and appeared in the June number of the Mercury. The Herald Tribune auditor's files show that Mr. Walker joined the staff of the Herald Tribune on Oct. 30, 1925 and left the paper March 7, 1927. Correspondence in the office of the Herald Tribune showed that he left the paper to return to his home in Athens, Ala., because of ill health. Subsequent letters between Walker and Frank Sprague, who, as financial editor of the New York Herald Tribune was the writer's immediate superior, tend to show that the most cordial relations existed between the writer and his employer. After he had been ill a little over two months Walker wrote asking what opportunity there was for him to get back on the paper. On May 18, Sprague wired that the job was open to him and asked when we would be able to return. When Walker later told Sprague that he would be unable to return until sometime in July, he was informed that unfortunately the position could not be held open for him that long, that another man must be employed to take his place.

In a letter dated Aug. 22, Mr. Walker wrote to Mr. Sprague expressing regret that he had been identified as he was in the American Mercury notice, and saying that he had asked to be credited as "'engaged in newspaper work in New York,' but that this was disregarded."

Editor & Publisher was unable to reach Mr. Walker himself.

At the office of the American Mercury, Charles Angoff, assistant editor, declared it was his understanding that Mr. Walker, who was on a leave of absence. had received a telegram refusing to give him work after the Morgan article had appeared in print. It is understood that the wire was sent by Mr. Sprague.

Mr. Walker is now living in Brooklyn doing free-lance work. He has an article in the present Mercury entitled "Pittsburgh Plus."

WISCONSIN GROUP EXPANDS

Marshfield Purchase Makes Third Daily Under F. E. Noyes Control

The recent purchase of the *Marshfield* (Wis.) *Daily News* by the News Publishing Company makes the third daily newspaper in which Frank E. Noyes of the *Marinette* (Wis.) *Eagle-Star* has a major interest. Mr. Noyes has been publisher of the Eagle-Star for the past 30 years.

Eight years ago he organized and started the *Ironwood* (Mich.) *Daily Globe* with Howard A. Quirt as managing editor and Linwood I. Noyes, his son, as business manager. The purchase of the Daily News at Marshfield was followed by the purchase and consolidation of a weekly newspaper there and the publication is now called the *Marshfild News-Herald.*

Howard A. Quirt is publisher and manager, having been transferred from Ironwood, and Siegel Mayer, formerly advertising manager of the Globe at Ironwood is a stockholder and advertising manager of the News-Herald. The stockholders of the News-Herald are the same as those of the Ironwood Daily Globe.

YOUNG NAMES A. N. A. E. OFFICERS AND COMMITTEE MEMBERS FOR YEAR

Burbach, Carroll and Donahue I. A. A. Advertising Commission Members—List of United States and Foreign Vice-Presidents Named

HARVEY R. YOUNG, president of the International Association of Newspaper Advertising Executives this week announced the complete list of officers and committee members for the coming year. The list follows:

President, Harvey R. Young, advertising director, *Columbus Dispatch.*

First Vice-President, John F. Tims, Jr., business manager, *New Orleans Times-Picayune.*

Secretary-Treasurer, Don Bridge, manager merchandising and national advertising, *Indianapolis News.*

Directors: L. M. Barton, advertising manager, *Chicago Daily News;* Frank T. Carroll, advertising director, *Indianapolis News;* Frank T. Carruthers, advertising manager, *Denver Post;* Thos. F. Collins, advertising manager, *Milwaukee Journal;* J. Carr Gamble, manager rotogravure advertising, *St. Louis Globe-Democrat;* Harry D. Guy, advertising manager, *Dallas News;* C. M. Kendall, advertising manager, *Watertown Daily Times.*

Members, Advertising Commission, International Advertising Association: George M. Burbach, advertising manager, *St. Louis Post-Dispatch;* Frank T. Carroll, advertising director, *Indianapalis News;* Wm. E. Donahue, manager local display advertising, *Chicago Tribune.* (The president and secretary-treasurer automatically are members of the Advertising Commission.)

Advisory Council: M. F. Aronhime, advertising director, *Louisville Courier-Journal & Times;* O. S. Bruck, advertising director, *Beaumont Enterprise-Journal;* Geo. M. Burbach, advertising manager, *St. Louis Post-Dispatch;* J. K. Groom, director of national advertising, Northern Illinois Group, Aurora; Wm. D. Keenan, advertising manager, *Indianapolis Star;* A. G. Newmyer, associate publisher, *New Orleans Item-Tribune;* A. L. Poorman, advertising manager, *Providence Journal-Bulletin;* G. W. Roche, advertising manager, *Spokane Chronicle;* A. L. Shuman,. advertising director, *Ft. Worth Star-Telegram;* Carl P. Slane, publisher, *Peoria Journal-Transcript;* Rhey T. Snodgrass, advertising manager, *Minneapolis Journal;* H. A. Sprague, business manager, *St. Joseph News-Press;* M. R. Thomas, advertising manager, *Columbus Citizen;* Harry T. Watts, business manager, *Des Moines Register-Tribune-Capital;* Louis W. Wiley, business manager, *New York Times.*

Committee Chairmen: Speakers Bureau, H. W. Roberts, advertising manager, *Cleveland Plain Dealer;* Convention Displays, Earl H. Maloney, advertising manager, *Peoria Journal-Transcript;* Convention Program, L. M. Barton, advertising manager, *Chicago Daily News;* Idea Exchange, James A. Austin, advertising manager, *Omaha Bee-News.*

Vice-Presidents

England—Lt. Col. Edward F. Lawson, *London Daily Telegraph.*
France—Fr. Marcel Knecht, *Paris Le Matin.*
Hawaii—H. S. Hayward, *Honolulu Star-Bulletin.*
Philippine Islands—Carson Taylor, *Manila Bulletin.*
Alberta (Canada)—George B. Cooper, *Edmonton Journal.*
British Columbia—R. J. Cromie, *Vancouver Sun.*
Manitoba—A. W. Moscarella, *Winnipeg Tribune.*
Nova Scotia—G. P. Greene, *Halifax Chronicle.*
Ontario—R. K. Stocks, *Toronto Globe.*
Quebec—C. P. Buckland, *Sherbrooke Daily Record.*
Alabama—Geo. C. Biggers, *Birmingham News* and *Age-Herald.*
Arizona—Wesley W. Knorpp, *Phoenix Republican.*
Arkansas—K. A. Engel, *Little Rock Democrat.*
California—W. R. Penney, *San Francisco Call.*
Colorado—W. C. Bussing, *Denver News.*
Connecticut—F. B. Dalton, *Danbury News.*
District of Columbia—C. I. Putnam, *Washington Times-Herald.*
Delaware—C. J. Pyle, *Wilmington News-Journal.*
Florida—J. M. Elliott, *Jacksonville Times-Union.*
Georgia—Boykin Paschal, *Savannah Morning News.*
Illinois—Louis Proehl, *Peoria Star.*
Indiana—Frank E. Hollis, *Terre Haute Star*
Iowa—F. Russell, *Davenport Times.*
Kansas—Knowlton Parker, *Kansas City Kansan*
Kentucky—Robt. J. Breckinridge, *Lexington Herald.*
Louisiana—C. P. Manship, *Baton Rouge Advocate* and *State Times.*
Maryland—Wm. F. Schmick, *Baltimore Sun.*
Massachusetts—Jas. T. Murray, *New Bedford Standard and Mercury.*
Michigan—H. S. Conlon, *Grand Rapids Press*
Minnesota—W. F. Johns, *St. Paul Dispatch & Pioneer Press.*
Mississippi—W. G. Johnson, *Jackson Daily News.*
Missouri—J. T. Barrons, *Kansas City Star.*
Nebraska—Walter E. Lamb, *Omaha World-Herald.*
New Jersey—D. P. Olmstead, *Perth Amboy Evening News.*
New York—Frank E. Tripp, Gannett Newspapers, Elmira, N. Y.
North Carolina—E. B. Jeffress, *Greensboro Daily News.*
North Dakota—Norman B. Black, *Fargo Forum.*
Ohio—H. A. Brandt, *Dayton News.*
Oklahoma—H. S. Dreier, *Oklahoma City Oklahoman-Times.*
Oregon—W. J. Hofmann, *Portland Oregonian.*
Pennsylvania—Homer E. Moyer, *Harrisburg Patriot-News.*
Rhode Island—Chas. O. Black, *Pawtucket Times.*
South Carolina—Wm. P. Etchinson, *Columbia State.*
Tennessee—Martin Clark, *Nashville Banner.*
Texas—A. L. Shuman, *Ft. Worth Star-Telegram.*
Utah—H. F. Robinson, *Salt Lake Tribune.*
Virginia—L. E. Pugh, *Newport News Press* and *Times Herald.*
Washington—J. Fred Braid, *Seattle Times.*
West Virginia—H. W. Manz, *Huntington Herald-Dispatch.*
Wisconsin—Irving C. Buntman, *Milwaukee Herold.*
Wyoming—W. S. Sopris, *Sheridan Post-Enterprise.*

WRITER RETURNS FROM VACATION ABROAD



The owner of a name known to thousands of newspaper readers photographed with her husband on her return from a trip abroad. She is Mrs. James Wolfe, but her readers know her as Beatrice Fairfax.

QUITTING PHOTOS FOR MAGAZINE WRITING

Paul Thompson Whose Pictures Have Been Used by Many Papers, Announces Retirement from Field

Paul Thompson, news photographer whose slug line "Photo by Paul Thompson" has been read by virtually every newspaper reader at one time or another, announced this week that he is retiring from the photo business to enter the field of magazine writing.

Mr. Thompson was formerly an active newspaper man, having served an apprenticeship as sporting editor of the *New York Evening Sun,* as reporter on the *Morning Telegraph,* and later as editor of *The Illustrated Outdoor News,* and dramatic critic for the *Burr McIntosh Monthly.*

From a hall bedroom at 125 Fifth Avenue the Thompson studio grew to a concern with a collection of 100,000 negatives and 1,000,000 prints. Notables photographed by Thompson included Jim Corbett, Theodore Roosevelt, Charles M. Schwab, Pierpont Morgan, Whitney Warren, William G. McAdoo, Helen Gould, David Belasco, King Edward, The Prince of Morocco, Kaiser Wilhelm, and several thousand other notables including kings, princesses, actors, fighters, editors and authors.

The change in the public attitude toward camera men is noted by Thompson in his experience with Whitney Warren, who, at Newport one day smashed a camera belonging to the early Paul Thompson office. This was years ago. Sometime later, having been impressed with the Thompson photo, Mr. Warren gave the firm the exclusive commission for taking photographs of a charity bazaar, of which Mr. Warren was the chief patron.

To Mrs. Woodrow Wilson, Thompson has always felt indebted for her choice of his picture for the 1916 presidential campaign. "This is the one I like best," she wrote on the back of the photograph, and thus her choice became the official photograph of the future president.

CHICAGO PRINTERS WIN

By defeating the St. Louis team twice, Chicago won the championship of the Union Printers' National Baseball League recently.

KEY TO CONSUMER BUYING ABILITY

tatistical Rating of New Mexico Counties and Cities for Products of General Appeal, in Six Major Classes of Quality and Cost—An Original Simplified and Tested Formula from Basic Data

By NELSON H. SEUBERT

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EVENTEENTH in the series of Editor & Publisher summaries of ıe consumer-buying-ability of the several ates in the Union is the story of New Iexico, presented on this page. The eries will be continued weekly until each f the 48 states has been described in ıe terms outlined below.

Consumer-buying-ability for a given egion, this series assumes, depends to large extent first upon the number of eople residing there, and second upon ıe amount of income they have available or the purchase of necessities and ıxuries.

A given number of people anywhere ill buy a more or less definite quantity f foodstuffs and other bare necessities f life, irrespective of their incomes. he latter factor becomes important hen the goods or services are not stark ecessities and when they are in the ıxury, semi-luxury class, as are a great umber of branded and advertised articles ow offered.

For that reason this survey is based n weighted averages of population and umber of income tax returns and their pplication to consumer buying ability is ivided into six classes, ranging from ecessities through the scale to what even he rich man regards as luxuries.

In the first class, covering necessities, opulation of the state, county or city s given a weight of 90 percent and umber of second class, covering staple goods, population is weighted at 70 per- ent and number of income tax returns t 30 percent. In the third class covering igh-priced necessities and low-priced uxuries, the division is 50-50. In the ourth class, covering medium-priced uxuries, population is weighted at 30 percent and income tax returns at 70. In the fifth class, high-priced luxuries, population is weighted at 10 percent and income tax returns at 90. In the sixth class, the supremely high-priced luxuries, the number of tax returns reporting incomes of more than $10,000 is substituted for the number of all returns and weighted at 90, while population is rated at 10 percent.

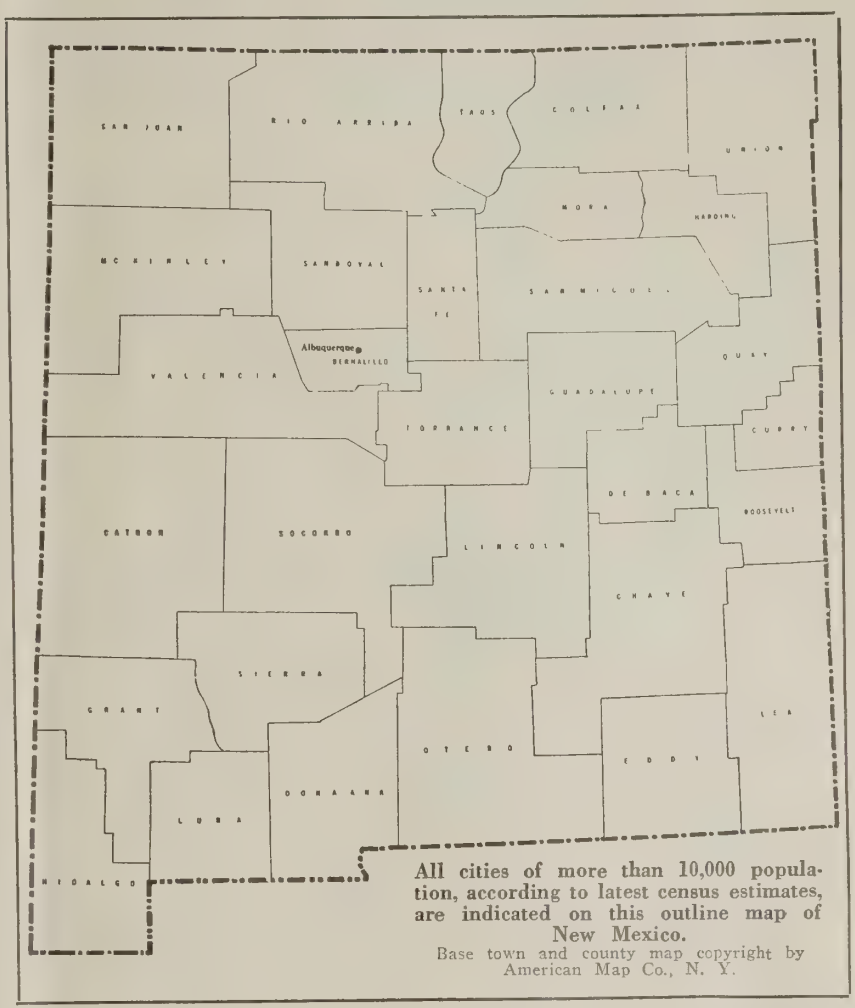
The population factor is derived by calculation the percentage of the population of the given locality to the population of the whole United States which is taken as 100. The number of all income tax returns is also taken as 100, and calculation is made on the percentage returned by each state, county and city. All calculations are carried to four decimal places in order to provide a percentage figure even for regions as sparsely populated as many sections of New Mexico and other states are.

Applied to New Mexico, the statistics printed below show that the state as a whole has for necessities .3159 percent of the entire country's consumer purchasing ability; in the second class, .2810 percent; in the third class, .2460 percent; in the fourth class, .2110 percent; in the fifth class, .1761 percent and in the highest-priced luxury class, .0767 percent.

Nevertheless, the one city in the state having more than 10,000 population, is above the average for the entire country in its people's ability to buy all except the highest priced goods. The small cities and the very thinly populated rural districts are naturally below the national average.

This condition is simply illustrated in the graph below, charting the relative buying power of the cities, the small towns and rural districts, and the state as a whole, compared with the average of the entire country.

No sales manager would expect New Mexico to absorb any great proportion of his factory's output, but he would be mistaken who looked upon the market as one to be passed over. Even without great local concentration of wealth the city of Albuquerque is demonstrated to have purchasing ability for all grades of goods far above its quota, if the latter is determined on population alone. Other counties, not having a large city, show an excellent range of buying power in all classes below the sixth.



All cities of more than 10,000 population, according to latest census estimates, are indicated on this outline map of New Mexico.

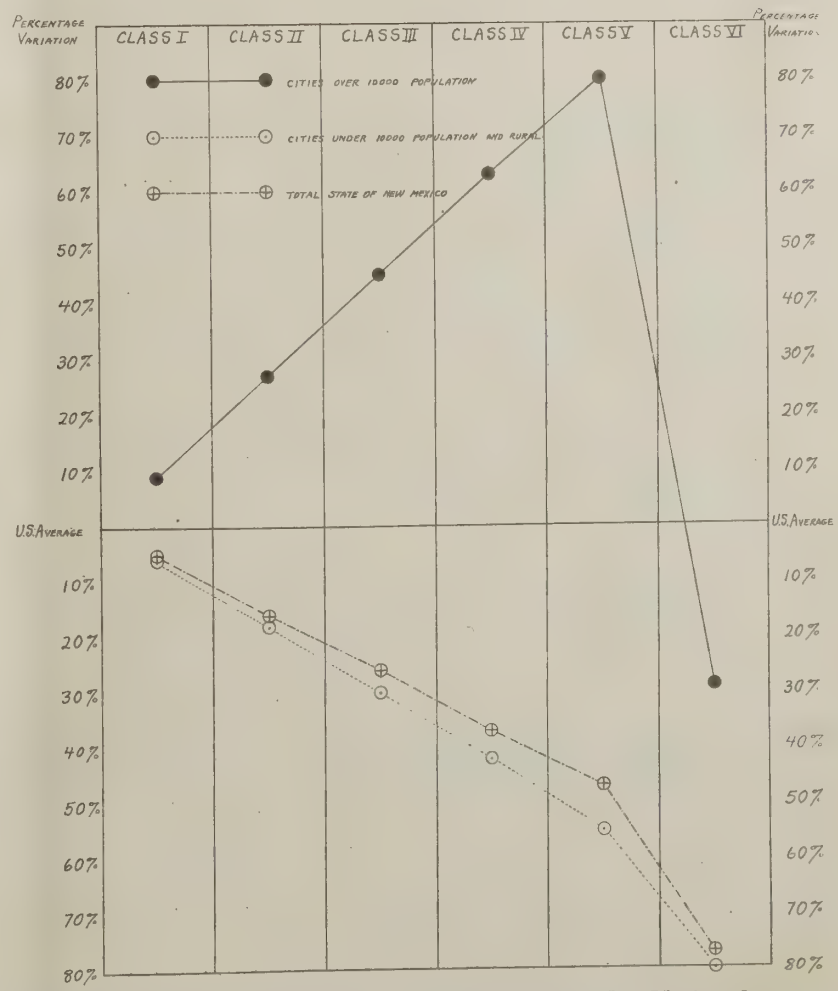
Base town and county map copyright by American Map Co., N. Y.

BUYING POWER ANALYZED BY PRODUCT CLASSES FOR NEW MEXICO

Note: Figures below represent percentages of U. S. total carried out to four places: To use, mark off four places and insert decimal point.

Counties in bold face capitals—Cities in capitals and lower case

	CL No. 1	CL No. 2	CL No. 3	CL No. 4	CL No. 5	CL No. 6
NEW MEXICO	3159	2810	2460	2110	1761	767
BERNALILLO	304	324	345	365	385	146
Albuquerque	201	234	267	300	333	131
CATRON	20	17	14	10	7	2
CHAVES	95	89	83	77	71	49
COLFAX	219	226	233	240	247	43
CURRY	89	85	82	78	74	9
DE BACA	24	19	15	11	6	3
DONA ANA	152	128	104	79	55	52
EDDY	71	65	59	52	46	18
GRANT	231	211	191	170	150	42
GUADALOUPE	60	49	39	28	17	7
HARDING	28	23	17	11	6	3
HIDALGO	45	38	32	25	18	12
LEA	26	21	16	10	5	3
LINCOLN	64	54	45	35	25	11
LUNA	138	113	88	63	38	19
McKINLEY	124	121	118	115	112	27
MORA	106	85	64	43	22	12
OTERO	68	57	45	33	22	7
QUAY	80	72	65	57	49	16
RIO ARRIBA	170	135	101	67	32	47
ROOSEVELT	49	40	32	24	15	5
SANDOVAL	72	58	44	29	15	8
SAN JUAN	62	51	40	29	18	10
SAN MIGUEL	174	153	132	110	89	61
SANTA FE	128	117	106	95	84	45
SIERRA	42	34	27	19	11	19
SOCORRO	91	77	64	50	36	21
TAOS	105	84	63	42	21	19
TORRANCE	72	57	43	29	14	8
UNION	141	113	85	57	29	16
VALENCIA	115	96	78	60	41	34



This chart shows the relative variation for the State of New Mexico above or below the United States average for cities of 10,000 or more population, cities of less than 10,000 and rural population and the entire State.

PARTY OF U. S. JOURNALISTS RETURNS FROM GOODWILL TRIP TO NORWAY

Group of 13 Spent Six Weeks in Land of Midnight Sun as Guests of International League of Norsemen —Visited Fartherest North Paper

ENTHUSIASTIC in their praise of the grandeur of Norwegian scenery and of the hospitality of Norwegian journalists, members of the party of American newspaper men who spent six weeks in the land of the Midnight Sun, returned to New York Aug. 18 on the Norwegian-American Line *S.S. Statvangerfjord.*

The members of the party included the following:

John A. Anderson, publisher, the *Skadinavien,* Chicago; Henry E. Armstrong, editorial writer, *New York Times;* Royal Brougham, editor, *Seattle Post-Intelligencer;* Donald Day, Riga correspondent, *Chicago Tribune;* Carl W. Jones, managing director, *Minneapolis Journal;* Howard Kahn, editor, *St. Paul Daily News;* Gunnard Lund, editor-in-chief, *Washingtonposten,* Seattle; Kristian Prestgard, editor-in-chief, *Decorah* (Ia.) *Decorahposten;* Herman Roe, past president, National Editorial Association, and editor-in-chief, *Northfield* (Minn.) *News;* A. N. Rygg, editor-in-chief, *Brooklyn* (N. Y.) *Nordisk Tidende;* H. Sundby-Hansen, news editor, *New York Herald Tribune;* Leroy T. Vernon, Washington correspondent, *Chicago Daily News.*

As guests of the International League of Norsemen, the Norwegian Press Association, and the Press Bureau of the Ministry of Foreign Affairs of Norway, the American editors were invited to visit Norway to gain an insight into conditions in that country, and to gain an intimate acquaintance with the country and its people for the mutual benefit of both countries.

The "Committee of Honor and Reception" which planned the tour included the following Norwegian officials and heads of national organizations:

President, Hon. C. J. Hambro of the International League of Norsemen; Vice-President, M. Lind, consul general and president of the Norwegian Merchants Association; D. Grini, secretary general of the Association of Norwegian Newspapers; Dr. C. F. Holmboe, president of the Norwegian Export Industries' Association; P. Hougen, director of the Norwegian Bankers' Association; S. Iversen, president of the Association of Newspapers in Oslo; A. Kildal, secretary general of the International League of Norsemen; G. B. Lampe, director of the National Association for the Promotion of travel in Norway; Westfal-Larsen, shipowner, president of the Norwegian Shipowners' Association; H. B. Peterson, consul, president of the Federation of Norwegian Industries; P. Persen, president of the Norwegian Hotel and Restaurants' Association; T. Pryser, editor-in-chief, president of the Norwegian Press Association; E. Krog Prytz, jeweller, president of the Norwegian Association of Artisans; J. Vidnes, chief of the Press, Bureau of the Ministry of Foreign Affairs.

Highlights of the trip were a cruise to the North Cape with an opportunity to view the midnight sun and a number of the beautiful fjords on the west coast of Norway; a motor trip over the mountains and through a number of typical Norwegian valleys; visits to the industrial cities of Rjukan and Notodden with inspection of the modern hydro-electric plants which provide cheap power for factories devoted to the manufacture of fertilizer extracted from the air, wood pulp and other products; an audience with King Haakon VII, in Oslo; a luncheon tendered by the Prime Minister of Norway; a dinner at the American Embassy given by the Minister from the United States in Oslo; and a trip by rail over the scenic Oslo-Bergen route.

Among the interesting newspaper offices visited was that of the semi-weekly, *Nordkapp* (The North Cape) published at Hammerfest, a city which boasts the distinction of lying further North than any city in the world. This newspaper plant does not own a type-setting machine. The paper is printed on a primitive drum cylinder press, made in Copenhagen, Denmark, which has seen 40 years' service and which the editor, Johs. Hole, agreed was "entitled to a pension."

Editor Hole, in addition to the distinction of publishing the "furthest North" newspaper in the world, is a giant physically. Frank P. Glass of St. Louis, past president of International Rotary, visited Hammerfest in June on a tour around the world and when introduced to Mr. Hole remarked: "This is truly the largest newspaper man I have met in my trip around the world. That I should find him in the world's most Northerly city is unbelievable."

Hammerfest is a city of 3,000 population. It was incorporated as a city sixty years ago. It built the first electric light plant in Norway, but that was due to necessity, Editor Hole admitted. For two months in the Winter, the city has continuous night with artificial light burning continuously. In February every year the citizens stage a big celebration when the sun puts in an appearance following a "vacation" of more than two months.

"During the long Arctic night the people grow nervous and fidgety," said Mr. Hole, "but while we have eight months of cold weather, there are compensations when we experience four months of ideal weather, enjoying 24 hours of daylight for about half of that period."

For a country with a population of only 2,500,000, Norway has an unusually large number of daily newspapers. Every political party—and there are seven political groups represented in the Norwegian Storthing or Parliament—must have its organ, with the result that the circulations of the different dailies are small compared with the circulation figures in the United States.

The *Aftenposten* (Evening News) in Oslo, the capital, has the distinction of being the largest newspaper in the land, with a circulation of 80,000 subscribers. The July 28 issue contained a half-tone of each of the visiting journalists with facsimiles of signatures and brief statements of impressions.

Herman Roe stated that his first visit to Norway was in 1906—twenty-one years ago—as a member of the St. Olaf College Concert Band of Northfield, Minn. That visit, wrote Mr. Roe, was a unique and memorable experience for the 50 young students from the largest college in America built by men and women who emigrated from Norway. Mr. Roe expressed the belief that the present visit of so many men prominent in newspaper making will tend to strengthen the bonds of friendship and goodwill which have always existed between Norway and the United States.



Group photograph of American Editors visiting Norway (left to right, fron row)—Howard Kahn, Gunnar Lund, H. E. Armstrong, J. A. Anderson, Lero T. Vernon, Donald Day. Back row—Royal Brougham, Herman Roe, A. N Rygg, H. Sundby-Hansen, Kristian Prestgard, and Carl W. Jones.

WRITERS' BOAT FIRED UPON

Chinese Cruiser Sends Six Shots at Vessel Carrying Two News Men

Dispatches from China state that a Chinese cruiser fired upon the steamer upon which H. V. Kaltenborn, associate editor of the *Brooklyn Eagle* and Henry F. Misslewitz, *New York Times* correspondent in China were returning from their interview with Chiang Kai-shek retired Nationalist general, Saturday Aug 20. Six shots passed across the vessel.

In order to hear General Chiang Kai-shek express his feelings and plans for the future, the newspaper men made a long and hazardous trip up the river from Shanghai and then up to the peak of a mountain where Chiang seeks quiet and isolation.

The interview lasted for more than an hour. The party included a guide, interpreter, and about a score of chair and provision coolies.

AMERICANS ENJOYING CARNEGIE TOUR

Overflowing Hospitality of England, France and Holland Delights Them but Tests Their Endurance

By Tom Wallace

Editorial writer, *Louisville Times*

BERLIN.—The American editors touring Europe as guests of the Carnegie Foundation arrived in Berlin physically exhausted from the intensive entertaining which had been done for them in England, France and Holland, but delighted with the programs they had lived through.

The French Foreign Office showed its interest in the party, and its hospitable disposition, by placing two large motor buses at the disposal of the Americans and providing interpreters where they were needed. The Americans enjoyed free trips by motor to Fontainebleau, Versailles and other points of interest in the vicinity of Paris. George Le Chartier, formerly a Paris newspaper man, now connected, in editorial capacity with the Carnegie Foundation, made himself one of the party and gave them the benefit of his ability to speak English, and the rather sketchy French which some members of the party boasted was given its trial in informal excursions to Latin Quarter restaurants rather than at formal social events.

The Dutch program was the most intensive. It was printed and each member of the party received a copy upon arriving at The Hague. A paragraph stated that Holland, like America "is a free country" and that anyone who wished to see Holland independently was welcome to do so. The program was so inviting that hardly anyone chose independent activities save on the last day, when a few Americans motored to Doorn, missing a reception in Leiden, by the Burgemeester, which included an interesting tour of that old city under his guidance.

In Amsterdam, where the Americans were entertained at dinner by the Burgemeester of that city, Harold Goff, of the *Salt Lake City Deseret Evening News* made the best after dinner speech which had been made by an American during the trip. Almost every American had been on his feet at least once in the capacity of a speaker responding Mr. Goff, by the way, declared for the abolition of the term "Dutch Treat" in America, in recognition of Holland hospitality which revealed its inappropriateness.

The Dutch provided each member the party with a great deal of prin matter about Holland and the princi cities of Holland, but no time was lowed for reading it. The progr began in the early forenoon and through luncheon and dinner, in A sterdam, Rotterdam, the Hague Zcheveningen, Holland's Atlantic C There the Government of the Neth lands was the host at a dinner.

U. S. NEWSPAPER PART STONED IN HOLLAND

Carnegie Peace Party Target Sacco-Vanzetti Demonstration— Guarded by Police at The Hague

The 25 American editors now tourir Europe as guests of the Carnegie Endov ment for International Peace were t target of Sacco-Vanzetti demonstratio in Amsterdam in which rocks we hurled, Cora Annette Harris, daught of Wade H. Harris, editor of the *Cha lotte* (N. C.) *Observer,* has written tha newspaper.

Her account follows:

"The American editorial party has en countered some wild experiences durin their stay in quiet, old, peace-loving Hol land.

"The party was entertained by th municipality of Amsterdam, and were me by four mounted policemen, which th party thought strange proceedings. W were accompanied by policemen at ever turn. As we drove to the Colonial In stitute for luncheon a mob of severa hundred gathered, carrying banners wit the inscription, 'Sacco and Vanzetti are innocent.' These screaming men, women and children were apparently appealing to the press for help, but the party was rushed into the building and every door was locked and guarded. Rocks were flying fast.

"The second demonstration was staged on our return from luncheon, but the square was well policed, and we escaped without injury.

"The following day the party was entertained at Rotterdam. We were escorted by 65 secret service men of Rotterdam and German police dogs. There were several arrests during the day.

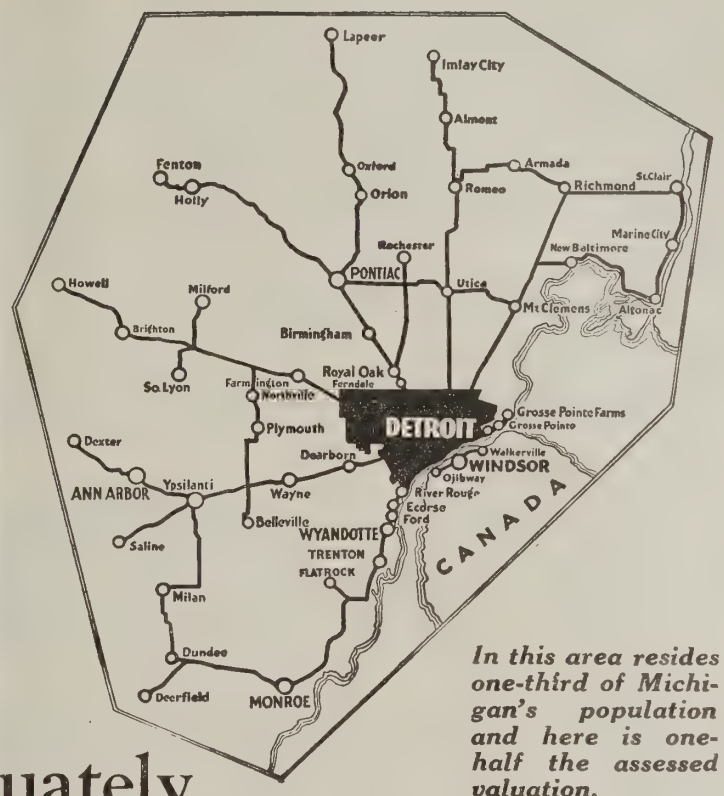
"Likewise, the party was well guarded at Leyden. Nobody was allowed to stand within a block of the American editors' cars. We are being escorted every time we leave the hotel at The Hague.

"Being guarded is a new thrill, and one that I hope never to experience again."

Advertising Director of J. C. Penny Co. Advocates One Paper Coverage

"Our experience has conclusively demonstrated," said Mr. Whitman, "that one newspaper covering, for example, two-thirds of the trading territory population, enables us eventually to make our advertising effective with the entire population. When we have sold the two-thirds in a definite way, the force of that achievement brings the necessary influence to bear upon the families comprising the one-third. Therefore, the second newspaper, whether a member of a combination or not, is, in our case, excess cost."

From a speech delivered by Mr. Whitman before Advertising Convention in Denver.



In this area resides one-third of Michigan's population and here is one-half the assessed valuation.

In The Detroit Market The News Alone Adequately Covers the Field

In Detroit, particularly, one newspaper, The Detroit News, gives the advertiser ample coverage of its field.

The News, has for 54 years, been the HOME newspaper and today is so thoroughly circulated that no other Detroit paper can give the advertiser any substantial additional audience.

The Detroit News has the greatest circulation weekdays or Sundays in Michigan concentrated in the richest and most thickly populated area.

More than 95% of its weekday issue and 81% of its Suday issue is delivered in the area that has one-half the total wealth of the state and one-third of the population. And fully 80% of its local trading territory circulation is delivered to the homes by carrier.

Such thorough coverage of the homes of a community of Detroit's size is rarely if ever equalled. This penetration of the market by The Detroit News and its concentration in the most fertile and most productive area is one of the reasons why The News carries the bulk of all advertising placed in Detroit newspapers, 60% of the weekday space of Detroit local merchants, and 56% daily and Sunday being concentrated in The News.

When in Detroit do as Detroiters do and you will get the largest returns per dollar spent.

The Detroit News

For 54 Years Detroit's HOME Newspaper

354,000 Sunday Circulation *325,000 Weekday Circulation*

INGENIOUS PRESS CHANGES ENABLE WEEKLY TO ADD A COLUMN

Brownstown (Ind.) Banner Went from Six to Seven Columns Gaining Two Full Pages of Space Without Buying New Equipment

IF your journalistic colleagues had for four successive years awarded you a trophy entitling you the best newspaper in the state, you might well rest content upon your laurels and the methods by which they had been achieved. Or you might reflect that laurels, while evergreen, might get dim and dusty with age unless they receive occasional attention. The second philosophy rules in the office of the *Brownstown* (Ind.) *Banner,* a weekly paper adjudged since 1923 by its fellows to be the best of its class in the state, and according to prevailing standards, an excellent weekly newspaper in any community.

Nevertheless, the Brownstown Banner appeared Aug. 17, in an entirely new dress. Its six columns were replaced by seven. Its old Century Expanded type gave way to the new Mergenthaler Ionic No. 5. Its cap headings were discarded in favor of Cloister capitals and lower case. The change from 6 columns 13 ems wide 20 inches deep to 7 columns 12 ems wide and 21 inches deep was accomplished without alterations in equipment beyond cutting down chases and buying new liners for the machines.

The story as told by C. G. Brodhecker, advertising manager of the Banner, who worked out the changes, is unique in its wealth of technical detail and as the process will doubtless be of interest to other small daily and weekly newspaper publishers who are contemplating new make-up, the privileges of this space are turned over to Mr. Brodhecker:

"Our equipment consists of two Intertype composing machines, a Model A and Model C, the latter equipped with 6, 8, 10, 12, and 14 point Century Expanded with boldface, and 18 point Century Expanded Bold; a Cottrell single revolution press for 6-column quarto; Miller saw and router, casting box, etc.

"Our problem was to change to a 7 column paper without seriously disturbing the present equipment and to utilize what we had without having to purchase a new press.

"A 12-em 7 column paper will fit a 30 x 44 inch sheet, but leaves almost too narrow a margin for practical work. Hence the first thing we did was to make arrangements to get a 30½ x 44 inch sheet. This took us some time as the paper house had to have the paper made on a special run. We use Canadian news and it took us about two months to get the order through and stock in hand. The only trouble we expect to experience is that we must keep two to three tons of paper on hand and order our paper supply two months ahead.

"Next we tried the gripper adjustment on the press and found that by bending the grippers so that they would barely touch the tympan we could gain two picas on the gripper side of the paper. We constantly adjusted the grippers while running on our 6 column paper until we had them so as to utilize all the space possible and still get a perfect hold on the sheet.

"The next question was to adjust the chases properly. On a 30½ x 44-inch sheet we found that we had a 2½-pica margin all the way round, but that the center bar on the chases gave us a 4-pica margin. The chases were cut on the inside so that we had exactly 88 picas. The 7 column type-page measures 87 picas.

"The inside bars of the chases were cut (outside) in L shape, the top of the L being one pica in width and the extension of the lower part of the L one pica in width. This lets the inside bars of the chases overlap, giving a 3-pica margin between the edge of the forms. The tops of the chases were made in the same manner except that the top of the L was made two and one-half picas and the lower extension of the L one pica, which, overlapping, gave 6 picas between the tops of the two forms.

"We drilled seven holes at the bottom of each chase for a screw lock-up, countersinking the screws and using an octagon-shaped wrench for locking.

"For the side lock-up we had strips made beveled at top and bottom with a notch cut in each end. The bevel starts at 2 points thickness on top and bottom and is exactly a pica in thickness at the middle. The middle part is about 2 picas wide. After the forms are justified and the bottom lock-up loosened these wedges are driven between the chase and the form on the side, on the *inside* of the chase. Then the screws (using a two and one-half pica foot stick) are turned up gradually and the form locked snugly from the bottom.

"To lock the side for carrying to the press we use a clamp that fits over the top of the form. This clamp has a No. 1 Wickersham quoin fitted into one end and by locking the quoin tightly the forms will be solid enough to lift to the bed of the press.

"On the press the top clamp is removed and the end clamps on the bed of the press depended on to give enough squeeze to hold the forms tight. As the chases will be narrower than the width of the press we block in all the way round with wood furniture so that they cannot move in any direction.

"Mechanically the change works perfectly. Our first issue under the new size was a 16-page paper and tested the capacity of the innovation to the fullest. We ran four sets of four-page forms through the press, 4,500 impressions to each form, and did not experience the slightest difficulty.

"At the same time we enlarged the paper, we also changed the dress completely.

"Eight-point Century spaces poorly in a 12-em column, so after considerable tests we purchased two new fonts of the Mergenthaler No. 5 Ionic, 6¾ point. This gives us the same word count to the 12-em column that the 8 point Century gave to 13 ems. For all news matter we set this on an 8 point slug. For legals, fillers, and end of stories we use a 6½ point slug. On the latter the descenders are nicked a little, but this does not interfere with the readibility of the type.

"We have discarded an all-cap style for heads and in accordance with the Mergenthaler Linotype Company "ideal newspaper" suggestions have adopted Cloister bold in both the Roman and Italic, using this type for all banks in each head.

"The space we have gained amounts to practically two pages of the old 6 column quarto. Under the old arrangement we had 120 column inches to a page, while under the new we have 147, a gain of 216 column inches in eight pages. This enables us to run the same amount of advertising in eight pages now as formerly took ten, and as we average a 10-page paper, will save considerable in press work."

All the changes, specifications and plans were worked out by Mr. Brodhecker, who is also responsible for the make-up and general appearance of the paper. A. J. Brodhecker is editor-in-chief.

248,765

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

July, 1927

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of July, 1927, was 195,542.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

WALTER C. WHIFFEN DIES IN MOSCOW

Associated Press Correspondent Had Wide Experience as Foreign Reporter—Served in Mexico and Japan

Walter C. Whiffen, Moscow correpondent of the Associated Press, died there on Aug. 22, after an operation he underwent last Saturday.

Mr. Whiffen had had wide experience as foreign correspondent, serving in the Far East and Mexico as well as on the European Continent.

After a period of service in the Chicago office of the Associated Press, his first foreign assignment was in Mexico, where he reported the events of the troublesome days of the Diaz-Madero regimes. In the battles and counter-revolutions that followed, he was in the thick of the fray, and more than once came through perilous encounters with graphic news stories of the happenings.

Later transferred to Petrograd, now Leningrad, which place he reached after visits to many of the news centers of Europe, he arrived in Russia at the time of the outbreak of the World War. He was slightly wounded on one of his various trips to the front. The Russian revolution came and went during his Petrograd assignment, but Mr. Whiffen termed it a "tame affair" to what he had experienced in Mexico.

Later he was sent to Peking, and shortly afterward to Vladivostok, when the Bolshevist, Japanese and American interests were involved there. He stayed through the retreat of the Kolchak army and then returned to Peking, where he remained until 1921, when he went to Tokio.

He was assigned to Moscow early this summer.

BANKRUPT DAILY SOLD

The *Clearwater* (Fla.) *Herald,* which has been in the hands of receivers, was sold Tuesday to A. W. Jordan, Clearwater attorney, for $5,000. Hearings were held before Judge H. P. Baya, referee in bankruptcy, who negotiated the sale of the paper.

DAILY ISSUES DIRECTORY

The *Boston* (Mass.) *Evening Transcript* has just issued an improved edition of its "Strangers' Directory" which distributes free of charge.

Many successful National Advertisers have "broken into" Greater New York by using Brooklyn papers only.

They meet the masses here through truly local or home Brooklyn newspapers.

The Standard Union generally gets its share, because its daily circulation leads all others.

R. J. R. Hunsiman
Publisher

Largest Week-day Circulation of any Brooklyn Newspaper

23,968

more people read the TIMES in July, 1927 than for the same month last year, an increase over 1926 of

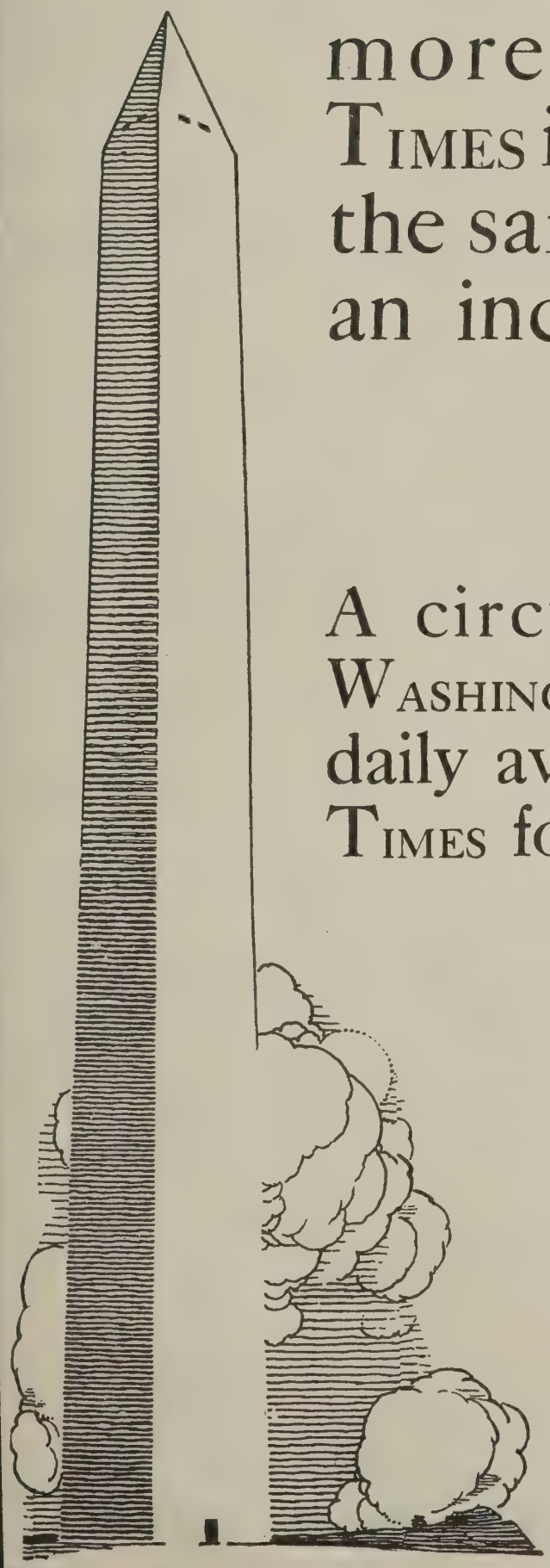
47%

A circulation record for the WASHINGTON TIMES. The net paid daily average circulation of the TIMES for July, 1927, was

74,834

Keen advertisers buy a *rising* circulation!

WASHINGTON TIMES
THE NATIONAL DAILY



RODNEY E. BOONE
General Manager, National Advertising
9 East 40th Street, New York

A. T. CHAPECK
932 Hearst Square, Chicago

FRANKLYN S. PAYNE
2412 Book Tower Bldg., Detroit

N. Y. WORLD VETERAN JOINS JERSEY DAILY

A. Zimmerman of Almanac Staff Named Assistant Business Manager of Plainfield Courier-News

Alfred Zimmerman, who has been connected with the *New York World* in various capacities for the past 25 years, has resigned effective Sept. 10 to join the *Plainfield* (N. J.) *Courier-News* as assistant business manager. He will supervise both circulation and advertising.



ALFRED ZIMMERMAN

Mr. Zimmerman started newspaper work on the *Elmira* (N. Y.) *Telegram* as assistant circulation manager. Later he became the circulation manager of the *Newark* (N. J.) *Evening News,* remaining for almost ten years. He left the Evening News to become country circulation manager of the New York Evening World.

In 1903 Mr. Zimmerman was placed in charge of the advertising for the *World Almanac* and has carried on this work since that time.

The Plainfield Courier-News which he now joins is a member of the Gannett group of dailies. Chauncey F. Stout and William Morrison are part owners. Mr. Zimmerman's son, A. Wallace Zimmerman is advertising manager of the paper. It is represented by J. P. McKinney & Son, New York.

Mr. Zimmerman is a member of the International Circulation Managers Association. He has been a resident of Plainfield for many years.

N. E. EDITORS TO RETURN GEORGIANS' VISIT

Newpaper Men From New Hampshire and Massachusetts to Make Savannah Trip This Fall as J. J. Pelley's Guests

A large number of newspaper editors and business men from New Hampshire and Massachusetts are making preliminary plans towards a trip to Georgia during the fall. They are to sail from Portsmouth probably in late October or early November on the steamship City of Chattanooga of the Savannah line. They will go as the guests of the Ocean Steamship Company and the Central of Georgia Railway of which J. J. Pelley of Savannah is president.

This trip will be one of the direct results of the visit to New England last spring of the members of the Georgia Press Association. The members paid a visit to Boston and to Portsmouth spending a day sightseeing in New Hampshire. One of the entertainments given at Portsmouth was a dinner at which F. W. Hartford, editor and publisher of the *Portsmouth Herald and Times,* presided.

During the dinner Mr. Pelley of the Ocean Steamship Company, who was host to the Southern editors on their trip north offered to carry the New Hampshire editors to Savannah on his ships if they wished to make the trip. The offer has now been accepted. Georgia editors are arranging for the entertainment of the New England editors.

Dates and details of the trip are to be announced soon.

NEW STATEN ISLAND M. E.

S. I. Newhouse, publisher of the *Staten Island Advance*, this week announced the appointment of Paul Smith as managing editor. Mr. Smith was recently managing editor of the *Toledo News-Bee.*

FINANCIAL GROUP TO MEET

Bank Advertisers Expect Record Attendance at West Baden

Present reservations indicate that the twelfth annual convention of the Financial Advertisers Association to be held at West Baden, Ind., Sept. 12-15, will be the largest in the history of the group, the Chicago headquarters office announced this week.

The theme of the convention will be "Getting, Keeping and Developing Profitable Business." C. H. Wetterau, vice-president, American National Bank, Nashville, Tenn., is chairman of the program committee.

There will be several departmental sessions, covering personal selling of trusts, advertising of trusts, advertising of the commercial and savings departments and investments. Addresses on how financial institutions in small, medium size and large cities build up business will be made.

More than 30 financial institutions have already entered exhibits for a gallery method in advertising study. Virgil D. Allen, assistant vice-president, First Bank and Trust Company, Utica, N. Y., heads the exhibit committee.

The only newspaper man on the program is Owen Connor, financial editor, *Philadelphia Public Ledger,* who will discuss "Newspaper Co-operation."

LEGION POST NAMES WALLIS

Frank Wallis of the Gravure Service Corporation, New York, has been appointed chairman of the publicity committee of the Advertising Men's Post of the American Legion, New York. He succeeds Frank Miller, Kelly-Smith Company, New York newspaper representatives, who is now in charge of the Post's employment bureau.

ALTOONA STAFF OUTING

The annual outing of the employes of the *Altoona* (Pa.) *Times-Tribune* was held at Ivyside Park, Aug. 20. More than 250 persons attended. The tug of war between the newswriters and the job printing department staff was won by the writers.

GOVERNMENT NEWS PROPERTY OF ALL, GENEVA OPINION

(*Continued from page 3*)

Lord Riddell, proprietor of the *News of the World,* London, representing Great Britain; Andre Meynot, of the Havas Agency, representing France; and George Bernhard, of the *Vossische Zeitung,* Berlin, representing the organized journalists.

The opening session was occupied almost wholly with Lord Burnham's adddress. Lord Burnham declared that the functions of newspapers in affecting conditions of supply and demand of commodities of which mankind stands in need are so important and are increasing to such an extensive scale that the economic section of the League of Nations must devote more attention to them than in the past if it wants to increase commercial intercourse and to break down the barriers of national exclusiveness.

"The brotherhood of man already has been the subject of an organized campaign of publicity in the United States," Lord Burnham said, "and the League of Nations must take into account the expanding utilities of the newspaper press as the intelligence department of international exchange."

The conference adopted the following resolutions:

"1. For the purpose of international communications press telegrams should be given priority over ordinary private telegrams."

"2. For the purpose of international communications a category of telegrams known as urgent press, to be established at double rates compared with ordinary press telegrams, should have priority over ordinary urgent messages."

Lord Riddell led the opposition, which was voted down 44 to 6.

A communication presented to the conference by F. J. Brown, director of the International Cable Companies Association, representing American, British, Danish, French, German, and Italian companies, declared all recommendations will be examined sympathetically, but expressed the fear that it wouldn't be fair to users of commercial traffic to permit ordinary press rates, which were often as low as one-sixth of commercial rates to be given precedence. Furthermore, he opposed the establishment of the new category to be known as "urgent press" because of administrative complications.

Ramon de Franch, representing *La Prensa* of Buenos Aires, raised on the floor of the conference the point of having official minutes stating that he had been informed that the presiding officer in accord with the secretariat of the League of Nations had decided that no official record of the conference would be taken or distributed among the delegates. De Franch protested against this procedure, pointing out that many of the delegates are neither French nor English and would therefore be unable to follow the proceedings in the absence of a printed record.

Sir Eric Drummond, replying for the League secretariat, cited economy as the reason for the decision to dispense with stenographic records, declaring that the appropriation assigned by the League Council for the meeting had already been exceeded, making it impossible to engage stenographers and typists necessary for the work.

Immediate response was received from Mr. Parker, and Mr. Koenigsberg, who offered to raise sufficient funds among the delegates to meet the stenographic expense, or to defray that expense themselves, in whole or in part.

Thereupon, Sir Eric Drummond offered to satisfy the wishes of the conference, even if he had to brave eventual criticism from the League Council for exceeding his appropriation.

MERRIMACK MARKET

Lowell, Mass. and Lawrence, Mass.

A competent man constantly in this field to co-operate with national advertisers and in contact with local retailers of this market, which has 2906 retail outlets.

Lowell, Mass.
Courier-Citizen & Leader
Lawrence, Mass.
Eagle and Tribune

Bryant, Griffith & Brunson, Inc.
New York, 9 E. 41st St. — Chicago, 1310 Bell Bldg.
Boston, 201 Devonshire St. — Atlanta, Walton Bldg.

Attention Value!

THE SUN is read in a relaxed, receptive frame of mind after the day's work is over by men and women who have time enough to read all the news and all the advertisements that interest them. The leisurely reading of The Sun on the way home and in the home gives each advertisement an unusually good opportunity to be seen and read.

The Sun.
280 Broadway, New York

Circulation Units vs. Prospects

THERE is no limit to the number of circulation units you can buy in any market, but there is a limit to the number of PROSPECTS you can sell.

Any newspaper publisher can inflate circulation to any extent you want (providing you permit him to load his advertising rate to pay the cost of the circulation schemes he must employ). He cannot, however, deliver any more PROSPECTS than the market contains.

Harrisburg's 83,422 population justifies a 45,000 newspaper circulation, and an 11¢ a line rate. You are not forced to pay a higher rate in any other city of its size in the entire United States.

If you are paying more than 11¢ a line, buying more than 45,000 circulation, to capture the Harrisburg market, you might just as well pay your tailor $150.00 for a $75.00 suit.

Write for our booket, Getting to the Bottom of Things in Harrisburg. It contains complete market data.

HARRISBURG TELEGRAPH
Central Pennsylvania's Greatest Daily
45,000 Circulation—11c a line
Represented by
STORY, BROOKS AND FINLEY
New York, Philadelphia Chicago, San Francisco Los Angeles

The Advertiser and Herald-Dispatch

Huntington, West Virginia

Newspaper Consolidation

The Huntington Advertiser and Herald-Dispatch consolidated August 8th, 1927.

The Advertiser continues as evening and the Herald-Dispatch as morning newspapers.

The Sunday edition is the Herald-Advertiser.

Complete coverage of the Huntington market will be sold at 12c per line flat for morning and evening editions; Sunday, 10c flat.

National advertising representatives in sole charge of selling as well as billing and collecting, are:

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
58 West 40th St.

Atlanta
22 Marietta St.

Chicago
307 No. Michigan Ave.

Kansas City
Waldheim Bldg.

Detroit
General Motors Bldg.

San Francisco
Monadnock Bldg.



Our Own World of Letters

By JAMES MELVIN LEE

INSTEAD of packing up his troubles in a kit bag H. I. Phillips, the newspaper humorist has put most of them into an article which he publishes in *The American Magazine* for September under the title "The Troubles of a Humorist." Such troubles are so numerous, according to Mr. Phillips, that one can get a good cry any time by simply going to the office of a newspaper column conductor "and taking a look at the poor slave trying to spread little rays of sunshine through a tattered typewriter ribbon."

The man at the typewriter looks as if he had a great hidden sorrow. He has. Mr. Phillips tells what it is, "It's the next day's column."

Few newspaper readers, says Mr. Phillips, believe a column writer spends much time in an office. The assertion is made that the best conducted newspapers do not want a columnist in the office more than two or three hours a day and some prohibit his coming down at all because his bearing depresses the rest of the staff.

The *New York Sun* gave Mr. Phillips an office with only one small window in it. This is so dirty that when it has to be washed, it is taken out and sent to the cleaner—so the article says. Mr. Phillips also has an office at the Associated Newspapers, Inc., but here his desk is so low he can't get his knees under it—the reason it was purchased.

A most serious trouble is thus outlined by Mr. Phillips:

> No matter how wrought up and indignant I get over a thing, nobody will take me seriously. This is a terrible handicap. Every man gets "het up" over some question of more or less importance now and then, and yearns to express himself vehemently and earnestly on the subject. My capacity for honest indignation is just as great as any other man's. Very often something strikes me as so wrong that I toss my hat into the ring and start turning handsprings in righteous wrath. But nobody pays any attention. People think I'm putting on a comedy act.
>
> Fully three years ago the taxicab of a very large transportation company collided with my car and tore off the rear bumper. The driver admitted it was his fault, gave me his name, and told me to write to the company. I did so. I wrote a five-page letter denouncing traffic conditions, taxicab companies, and taxicab drivers. I never got an answer, nor did I get a settlement. A few months ago I happened to meet an official of the company, and he floored me with the remark, "Say, Phillips, that was a very funny letter we received from you some years ago. We have it framed at the office. It gives us many a laugh."
>
> I had a similar experience with a service station. A repair job was done very poorly, and I wrote a letter to the company saying so. All the come-back I got was a letter assuring me that "your most amusing comments lightened our burdens considerably. I passed your letter around among the boys, and they enjoyed it immensely."
>
> What's the use?
>
> The only way I can work off a grouch is to write a letter to the newspapers and sign it "Constant Reader," or, "E Pluribus Unum."

Mr. Phillips is frank enough to admit that a column a day keeps procrastination away because the job refuses to take "No" as an answer. Some day he may decide, so he says, to write one newspaper feature a week and then when he does, he hasn't the slightest doubt but that he will feel more crowded for time than ever.

In outlining how he gets most of his ideas from the news columns of the newspapers, he gives the following specific illustration:

> A scientist in Berlin announces that cabbages have feelings. That's good for a poem or an article. An old sea captain on one of the big liners complains that modern skippers send out S O S calls for accidents like the breaking of a watch crystal. I can go a long way on that one. A report from Boston says that the chief of police is to recommend walking licenses for pedestrians.
>
> An item like that will help me begin the day right. The first thing I do when I reach my desk is to go through the newspapers in search of some news that can be burlesqued. In everything that I write some of the press services are entitled to credit for an assist.
>
> Then, after the "lead" for the column has been written, there comes the short stuff—the jingles and the paragraphs. The classified advertisements and personal notices bring a lot of grist to the mill. There is frequently to be found some offsprings of the old one:
>
> For Sale: Ford automobile, practically new owner has no use for it.
>
> All you have to do is stick a heading, "The Candid Motorist" on it.
>
> Another old standby is this one:
>
> For Sale: Newfoundland dog; will eat anything; very fond of children.
>
> That has been used in every column in the country at sometime and was probably in the ship news on Noah's Ark. But every now and again some dog owner will insert a similar advertisement in all seriousness; and it is a strong column conductor who can resist the urge to give it another chance.

Mr. Phillips is very positive that you simply can't keep a good joke down. Copied by many newspapers, it will have credit in the early days of its career but after a while it takes on a new twist and so loses its identity; but it often comes back to roost in a column of some other newspaper in the city where it started. Here are typical illustrations:

> The one about the man who called it near-beer being a poor judge of distance has had a particularly long life. The story of the Philadelphia watchman who shot two letter carriers two or three years ago because he mistook them for Confederate soldiers is still going strong in vaudeville and musical shows; it pops up in some newspaper now and then without credit being given to Bugs Baer, who fathered it. Will Rogers's observation of a decade ago that "New York will be a great city when they get it finished" appears in one form or another in the funny columns of press and magazines very frequently. Within the past month I have seen in three newspapers a slight variation of a paragraph I wrote five years ago, to the effect that the King and Queen of England's purpose in installing a radio set at Buckingham Palace was to pick the Prince of Wales out of the air. In fact it is so long since I used it that I almost used it again, with credit to a Western newspaper.

Mr. Phillips has a happy ending in his account of his troubles. He pays this tribute to the work of the "contribs" who often are an ever present help in time of trouble:

> Contributions are a great help to a columnist, and the one who resolves early in life that he will be independent of them has his work cut out. He will never know many prolonged rest periods. My original idea was to write the leading article or poem myself, letting it take up at least half of the column, write such other timely paragraphs as might occur to me, and then let the contributors do the rest. I have stuck to that plan, but it has been at a cost of much outside help in the pinches. The average contributor does not want to play second fiddle. He wants to see his own stuff occasionally lead the column. Now, the advantage of having good contributors is that when a columnist wants to go away on a vacation for a few weeks, or when he has a day when he doesn't feel like exerting himself, he can let them do his work for him. This makes it decidedly soft, and there are days when I wish I had let my contributors pitch instead of making them play in the outfield.

Mr. Phillips does not say so but the hard working reporter often thinks the column conductor's job is a snap because the contributors do most of the work.

* * *

READERS of EDITOR & PUBLISHER know, without being told, the attention which the editorial "Lindbergh Flies Alone" created immediately after its first appearance in the *New York Sun* on May 21, 1927. The editorial was, of course, from the pen of Harold M. Anderson who has been for 33 years a member of the editorial staff of the Sun. William T. Dewart, president of the Sun, has had the editorial put in a little brochure whi also tells the story of the editorial.

* * *

AN excellent advertising pamphlet h been put out by the *News* and t *Age Herald* of Birmingham, Ala., und the title "The Birmingham Market." T survey of the market and the story of h it can be covered by the two newspape just mentioned is the work of The Harv Advertising Agency of Atlanta.

How the survey was made is first to The composite results are then give One part is devoted to a comparison advertising linage of Southern paper Of special interest to me was the secti which concluded the pamphlet. It lis the public events sponsored by the New

The facts given speak for themselv both clearly and graphically, but t pamphlet itself speaks a good word for i printer because of the excellence of t typography.

$100,000 PLANT FOR WEEKLIES

Three Chicago Suburban Papers to B Housed in New Building

Lloyd Hollister, Inc., is erecting a plan to cost more than $100,000 at 1232-3 Central avenue, Wilmette, to house M Hollister's papers, the *Wilmette Lif Winnetka Talk* and *Glencoe News.*

The new building will occupy a spac 80 by 155 feet and will be next door t the present plant. The front elevation o the building will be of buff colored fac brick. The structure will be set bac 30 feet from the street and this groun will be landscaped.

On the first floor of the two-stor newspaper home will be found the presse and a bindery. On the second floor wil be the editorial department, advertisin offices and the composing room. Th basement will contain the heating plant ventilating system, and storage space fo paper.

The new building is expected to b ready for occupancy this fall.

Salt Lake City's

new industries, located there during the last few years, have added an investment of $5,000,000 and an annual payroll of $4,000,000.

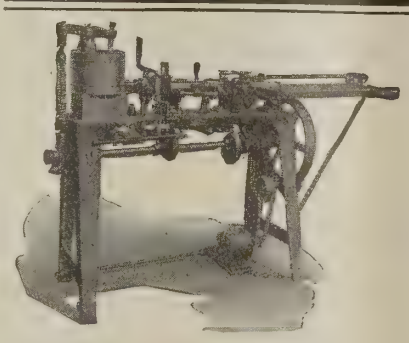
The Salt Lake Tribune

THE S. C. BECKWITH SPECIAL AGENCY

New York — Chicago — Detroit
St. Louis — Kansas City — Atlanta

M. C. MOGENSEN & CO., INC.

San Francisco — Los Angeles
Seattle — Portland



A Bigger Day's Work With the Elrod

The Elrod casts from 70 to 100 pounds of leads, slugs and plain rules an hour—under average conditions.

These results are secured without expert aid, and at a remarkably low cost—in labor, fuel and upkeep.

And the ample supply of strip material produced by the Elrod means quicker, better work at less cost in your composing room—a splendid reason why you should become an Elrod user.

Ludlow Typograph Co.
2032 Clybourn Ave., Chicago
Boston—New York—Atlanta—San Francisco

LUDLOW QUALITY COMPOSITION

Getting Quality and Contrast

THE first essential in producing a well-printed page is fresh, distinctive display lines, such as you can get in unlimited quantities with the Ludlow, up to and including full-width 72-point.

Next comes the use of appropriate faces to give proper contrast and to maintain it from day to day. The unmarred newness of Ludlow type in sluglines and the distinctiveness of appropriate Ludlow faces give the desired contrast. Then it is only a question of adding a few new fonts from time to time to maintain that attractiveness and contrast in all its original freshness and vigor.

Ludlow users are adding new fonts every now and then and they find it pays, for in this way they can give overworked faces a rest and thus improve the appearance of their pages, at the same time increasing the effectiveness of their advertisers' sales messages. This Ludlow flexibility permits any Ludlow user to add new faces from time to time at a comparatively low cost—an investment that invariably proves profitable.



Ludlow Typograph Co.
2032 Clybourn Avenue, Chicago

Boston: 470 Atlantic Avenue
New York: 63 Park Row
Atlanta: 41 Marietta Street
San Francisco: 5 Third Street

LUDLOW QUALITY SLUG COMPOSITION

NUMBER FOURTEEN OF A SERIES

THE DISTINGUISHED NEWSPAPER

TRADE LINOTYPE MARK

Practising One's Own Preachments

The publishers of The Distinguished Newspaper have learned the wisdom of applying some of the old, familiar truisms to their daily task of turning paper, ink and news into an enviable profit. The phrases their less astute rivals consider "old saws" undergo conversion in the hands of these foresighted individuals and become valuable ideas or valued ideals which play no minor part in the success of The Distinguished Newspaper.

So it happens that the adage about practising one's own preachments has been advantageously applied to that paper's production. Coincident with its publishers' decision to raise the typographic standards of ads destined to appear upon its pages came the realization that improved typography in their own ads would show benefits greater, even, than those accruing to other users of the paper's space.

Accordingly they turned attention to the typographic improvement of their own advertising, with the result shown in the following spread. There, on one page, may be seen two of The Distinguished Newspaper's house ads. Attractively composed in Cloister and Cloister Bold, they contrast largely with similar ads from the ordinary newspaper shown on the second page. The benefits of the effort come about in a greater number of readers for the ads, more favorable impressions upon these readers, and the establishment of a high standard of typography for other advertisers—achievements rendered particularly profitable because of the economies of Linotype composition.

MERGENTHALER LINOTYPE CO., BROOKLYN, N. Y.

319.50

LINOTYPED IN THE CLOISTER FAMILY AND NARCISS

NEWSPAPER'S OWN ADVERTISING WILL SHOW ITS POLICY

CARELESS TYPOGRAPHY ON ALL ADS MAY BE EXPECTED OF PAPER CARELESS ON OWN

There is real, sound logic back of the aphorism which likens advertisements to salesmen and then insists that the reception extended both depends, in a good measure, upon their appearance. Advertisements unquestionably form impressions of their sponsors upon the minds of those who read them. By their appearance the readers unconsciously form an idea of the advertiser and his business methods, form it quickly and definitely. There is no opportunity for the advertiser to apologize for his representative's appearance. He cannot tell them that this particular advertisement does not look as well as he would like to have it; that the next time he will send a better dressed ambassador.

Thus it is important that every ad, whether large or small, should be graced with the advantages of good typography, but for a newspaper advertising its own wares, it becomes doubly essential. First it has to consider the possible effect of its advertisements upon ordinary readers. Too black ads make the rest of the paper difficult to read and the page that carries them is certain to give an impression detrimental to the publication carrying them. More important, however, is the possible effect of poorly arranged house ads upon the potential customer, the business man who may be considering a campaign for his own organization. When he sees one of the newspaper's own ads which is other than pleasing in its effect, he is likely to do more than receive an impression of distaste. The probabilities would lie with his immediately visualizing similar treatment of his own advertisements, an idea which no manner of argument could well displace, and what was originally a bit of typographic carelessness would turn into a lost account.

This page presents a demonstration of the point. Its advertisements, composed in unattractive type faces, poorly displayed, give scant promise that the paper carrying them would do any better by the advertising of its customers. Certainly they do not carry the promise that lies in the advertisements on the opposite page.

A LOST SHOE

ONE SHOE is not much good without its mate. Today one of our readers advertises for a shoe he lost before he ever had it on his foot.

The chances are very good that he will find the shoe within a few hours after The Ordinary Newspaper is off the press. Such, at least, has been the experience of other users of its classified ads.

RATES

First 25 words or less

When Paid in Advance	When Charged
35c	40c

One cent additional for each word over 25. Ads running two weeks or more—25 cents and one cent for each word over 25.

THE ORDINARY NEWSPAPER

GOOD LOOKS

SHAKESPEARE'S LINE TO THE EFFECT THAT "CLOTHES OFT PROCLAIM THE MAN" APPLIES TO NEWSPAPERS AS WELL. GOOD LOOKS COUNT, EVEN IN DAILY READING, AND SO THE ORDINARY NEWSPAPER MAKES AN EFFORT TO GIVE READERS THE LATEST NEWS WELL AND ATTRACTIVELY DRESSED.

THE ORDINARY NEWSPAPER

ANYWHERE'S POPULAR DAILY

Good House Ads Set Standard For Paper

They Lead to an Appreciation Of Good Typography on Part of Advertisers

House ads which have been given the advantage of careful typographic treatment are certain to repay the newspaper employing them in highly profitable fashion. First, of course, comes the benefit of a good impression upon the casual reader, the man who is unconsciously inclined to favor the paper because of its evident intention to make his reading easy and to save him from the jarring effect of black, incongruous types. Next is the profitable impress such typography leaves upon the mind of the prospective advertising customer. It brings him to the decision that the paper in question can be trusted to do an estimable job on the typography of the advertisements he himself is planning to run.

There is yet another way in which tasteful house ads show a valuable result. They set a higher standard for the other advertisers to follow by putting typographical appearance upon a competitive basis. If a newspaper's own advertising is so well arranged as to gain most of the attention, it will not be long before customers are asking and striving for similarly effective ads of their own.

Such a situation will apply chiefly to those advertisers who are already "typographically conscious," and at the same time cultivate an appreciation for better appearing ads in those advertisers not yet familiar with the means of attaining it themselves. The ultimate outcome is a general elevation of the paper's attractiveness. Its effectiveness as an advertising medium increases as a matter of course, and with it the value of its space.

Just how a newspaper's own ads can be made appealing and interesting is shown on this page. The first step was the use of more attractive type faces, Cloister Bold and Cloister being chosen. The arrangement was kept simple and the panels of readable type surrounded with ample white space. To help identify them as house ads, a similar style was used in both cases.

Our OLD Type

Characteristics of the new Ionic type which is being used in the news and want ad columns of The Distinguished Newspaper are a higher letter and wider face. The lines composing the type are broader and less susceptible to battering than was the old type.

Legibility is one of the first essentials of a good newspaper. Printing that is hard to read results not only in eyestrain but in mindstrain. Cleanness and clearness are qualities equally as desirable in typography as in literary style.

The first thing an actor or public speaker learns is to enunciate distinctly. By the same token, easy visibility should be the first aim of a newspaper. Without that mechanical prerequisite all other virtues are in danger of being diminished if not entirely lost.

Optical authorities tell us that 68 per cent of the people suffer from defective vision.

Our NEW Type

Characteristics of the new Ionic type which is being used in the news and want ad columns of The Distinguished Newspaper are a higher letter and wider face. The lines composing the type are broader and less susceptible to battering than was the old type.

Legibility is one of the first essentials of a good newspaper. Printing that is hard to read results not only in eyestrain but in mindstrain. Cleanness and clearness are qualities equally as desirable in typography as in literary style.

The first thing an actor or public speaker learns is to enunciate distinctly. By the same token, easy visibility should be the first aim of a newspaper. Without that mechanical prerequisite all other virtues are in danger of being diminished if not entirely lost.

Optical authorities tell us that 68 per cent of the people suffer from defective vision.

TO SAVE READERS' EYES

At the top of this advertisement are two columns carrying exactly the same reading matter. The column to the left is set in the type face formerly used by The Distinguished Newspaper, the one to the right in Ionic No. 5, the new face which optical authorities have hailed as the most legible text type yet developed, the type which The Distinguished Newspaper now employs throughout its pages.

Ionic gains its great legibility from the fact that its lower case letters are almost as high as the capitals. The proportion is purposely large because linotype designers heeded the fact that small characters compose fully three-quarters of the average newspaper column. They produced an easy-reading font by giving greatest attention to its most read portion.

Not only did these designers make the ratio between Ionic's lower case and capitals greater than that of the average Roman face, but descenders were shortened, capitals were heightened, and even more body added to the lower case. Into this large framework they built elements making for maximum legibility.

Ionic has no hairlines; there is practically no difference between the light and heavy strokes. Ionic serifs are sturdy. They are shorter, too, so space that formerly went between letters is now put inside the letters themselves. This, with the greater body size, brings about an even distribution of the "light spaces" in a word or line. Light comes *through* this new face; not *around* it.

All The Distinguished Newspaper's news linotype machines and want ad machines have been equipped with new mats. This change is in accord with this paper's policy of giving its readers a paper which is easy to read—clear in typography and clean in presswork.

The Distinguished Newspaper

ANYWHERE'S LEADING DAILY

Lost— ONE SHOE

ONE SHOE is not much good without its mate. Today one of our readers advertises for a shoe he lost before he ever had it on his foot. And the chances are very good that he will find it within a few hours. Such, at least, has been the experience of other users of The Distinguished Newspaper's classified ads.

And The Distinguished Newspaper's classified rate is only 20 cents per line per insertion!

The Distinguished Newspaper

ANYWHERE'S LEADING DAILY



More Attractive Typography—the Linotype Way

More attractive, more effective typography is not more expensive—if it is handled on the Linotype. The modern type faces on Linotype matrices make the production of attention-getting, readable ads an economical venture, for they put at the disposal of the newspaper all the dollars and cents advantages of the Linotype, the efficiencies of line-at-a-time composition, rapid make-up with slugs that cannot pi and dumpcart distribution.

It is because of these economies that leading newspapers are Linotype equipped and use the equipment for every type of composition. The efficiencies of the method put them in a position to give their advertisers the best of typography, at a saving to themselves. And like The Distinguished Newspaper, they practise their own preachments. They find it highly profitable to make their own advertisements both attractive and effective—the Linotype Way.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE CO.
BROOKLYN, NEW YORK
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Representatives in the Principal Cities of the World

Cloister Bold Series

TRADE LINOTYPE MARK

30 Point (30△155)
Modern man c

30 Point Italic (30△157)
Modern man c

24 Point (24△207)
Modern man can

24 Point Italic (24△209)
Modern man cann

18 Point (18△243)
Modern man cannot b

18 Point Italic (18△245)
Modern man cannot be

14 Point (14△154)
Modern man cannot be serv
Modern man cannot be serv

12 Point (12△276)
Modern man cannot be served
Modern man cannot be served

10 Point (10△302)
Modern man cannot be served by
Modern man cannot be served by

8 Point (8△370)
Modern man cannot be served by a to
Modern man cannot be served by a to

6 Point (6△268)
Modern man cannot be served by a tool that
Modern man cannot be served by a tool that

Swash Characters and Ligatures
A B C D E G J M N
P R T U Y
Qu ct st Qu ct st

PRINTED IN U. S. A.

NATHAN N. MEISSLER

Chicago Photographer Dies in Minneapolis Following Operation

Nathan N. Meissler, 40, secretary of the National Photograph & Advertising Company, Chicago, widely known newspaper photographer, died Aug. 23 at St. Barnabas' Hospital, Minneapolis, Minn., from peritonitis, following an operation. Mr. Meissler was spending his vacation with his family in the Twin Cities when he was suddenly taken ill Aug. 20 and removed to the hospital. He was operated on the following morning.

Mr. Meissler began his photographic career with the *Chicago Evening American* 27 years ago. He left the paper six years ago when he established his own business in the National Photograph and Advertising Company. During his career on the American he photographed kings and queens, presidents, and men and women of world renown. He also took pictures of all of the "big stories" that happened during his time on the paper. He served as photographer for the Hearst papers during the Mexican war and was at one time "lost" for a week.

Obituary

JOHN H. KANE, 33, for 12 years sports editor of the *Pocatello* (Idaho) *Tribune*, and southeastern Idaho representative on the state athletic commission for the past three years, died Aug. 14, following an operation for appendicitis.

WILLIAM P. BRENNAN, fifty-six, connected with the business and advertising departments of the *Worcester* (Mass.) *Telegram and Gazette* fifteen years, died Monday night in his home there. He had been in ill-health several years. He was a native of Milford.

LEO P. O'NEIL, telegraph editor of the International News Service, Boston, died at Haymarket Relief Hospital, Aug. 20, following an emergency operation.

MRS. TECKLA MEYER, widow of Justus Meyer, who was editor of the *Columbus* (O.) *Express-Westbote*, died a few days ago at her home in Columbus.

CHARLES D. WEEKS, 18, former sports editor of the *Cairo* (Ill.) *Bulletin* and correspondent for the Associated Press in Cairo, died Aug. 14 as the results of injuries received in an automobile accident.

C. W. MCINTOSH, 72, publisher of the *West Alexandria* (O.) *Echo*, died a few days ago. He suffered a stroke of apoplexy several weeks previously.

DAVID WELLER, for many years a member of the composing room force of the *Potsdam* (N. Y.) *Courier and Freeman*, died Aug. 18, at Canton. He was 65. He formerly was in charge of the mechanical department of the *Harvard Lampoon*, monthly publication of Harvard University at Cambridge, Mass.

MRS. HARRIET J. BERRY, wife of Martin W. Berry, a member of the staff on the *Boston* (Mass.) *Globe* and assistant to the managing editor, died suddenly at her home in Sommerville this week.

MRS. SARAH M. CHEW, 82, widow of J. P. Chew, former newspaper publisher at Xenia, O., died a few days ago.

PROF. C. HENRY DICKERMAN, 36, for eight years professor of journalism at Denison University, Granville, O., died a few days ago at the home of his mother at Merchantville, N. J. He had worked on a number of newspapers in the East. Burial was at Philadelphia.

A. A. STRAUCH, 73, for many years editor of the *Chadwick* (Ill.) *Clarion*, died Aug. 12 in the Cook county hospital, Chicago, where he was taken after being stricken on a train en route to Chicago.

ALBERT E. DAVIS, 20, a compositor for the *Dearborn* (Mich.) *Press*, and his father, A. J. Davies, 48, a printer for the *Dearborn Independent*, were instantly killed Monday night when the automobile in which they were riding was struck by an eastbound Michigan Central passenger train at a grade crossing in Dearborn.

Are You Interested in Increasing Circulation?

THE WORCESTER TELEGRAM-GAZETTE
WORCESTER, MASS.

Secured **16,000** new 6 months orders from offering this doll last Christmas. Equally successful offers on many others.



Price $36.00 per doz., F.O.B., N. Y.

We wish to announce that we have secured the services of Mr. R. C. Shelton, formerly of the Telegram-Gazette to assist newspapers in making their offers successful. His services are at your command.

Write today for exclusive rights in your territory.

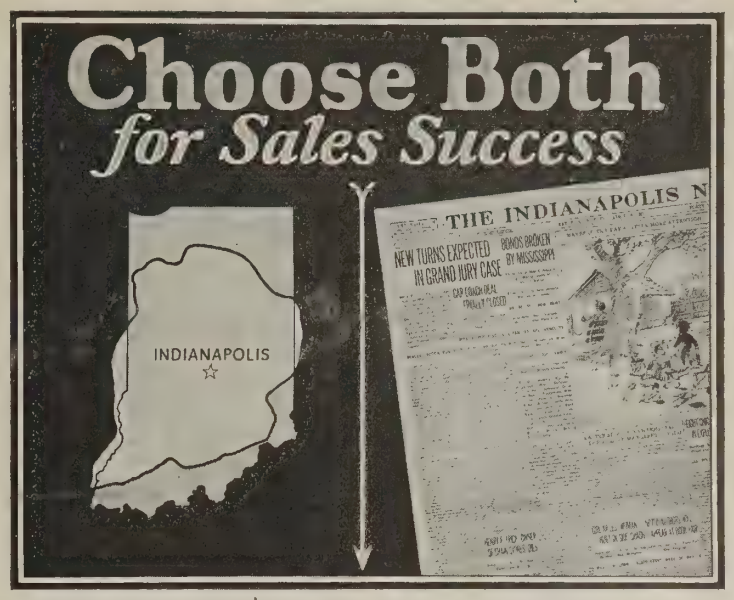
Better Still

Order a sample of this wonderful doll today.

$3.00 (Express Prepaid)

Dept. S

FAIR TRADING COMPANY
307 SIXTH AVE., N. Y. C.



—This Market —This Medium

THE INDIANAPOLIS RADIUS is the two-thirds of Indiana directly influenced by Indianapolis—the metropolis of the state.

In this compact 70 mile radius are 2,000,000 prosperous people, *unified* by race, geography, transportation, language, mutual interest . . . every factor favorable to profitable selling!

Annual purchasing power, $750,000,000. Get your full share of business in this rich market by properly coordinated sales and advertising effort.

THE INDIANAPOLIS NEWS is one of America's really great newspapers.

Its prestige covers every phase of newspaper activity—circulation leadership, advertising dominance, editorial pre-eminence.

The powerful influence of The News on its public makes it the logical choice of advertisers.

Last year, 434 national advertisers (all non-medical) used The News *exclusively* in INDIANAPOLIS. You're always in good advertising company when you're in The NEWS.



The INDIANAPOLIS NEWS
sells The Indianapolis Radius

FRANK T. CARROLL, *Advertising Director*

New York: DAN A. CARROLL, 110 East 42nd St. Chicago: J. E. LUTZ, The Tower Bldg.

CLASSIFIED ADVERTISING

Saving Space in the Classified Section—Tying Up History with Classified Promotion—New York Association to Resume Meetings Soon

A SAVING of one full column in every 17 with a concomitant increase in revenue has resulted from use of the new Ionic type in the classified advertising section of the *New York Herald Tribune*, L. L. Heaton, classified advertising manager of that paper told EDITOR & PUBLISHER in an interview this week.

"It is hard to figure the saving accurately," Mr. Heaton declared, "but by checks we have made we estimate we save a line in four out of every five advertisements we publish.

"The custom is to figure six average words to a line. In the type the Herald Tribune formerly used, 5½ point agate, 18 words of which sold for three lines, would generally break over into a fourth line. That fourth line was never paid for by advertisers, and while linage may decrease, revenue increases, we have found, when the change is made to the 5½ point Ionic."

C. W. Horn, classified advertising manager of the *New York American*, has started a promotion campaign in the Sunday American which cleverly links up present day real estate classified advertisements with local history of the various New York boroughs. The theme he is developing is expressed in the quotation "History provides today's index for tomorrow's opportunities." Prices which different sections of Manhattan brought in the past compared with what they are worth today are cited as reasons for buying now.

Dale C. Patterson has joined the classified advertising staff of the *New York Herald Tribune* as assistant to L. L. Heaton, classified advertising manager. He was recently on the staff of the *New York American*. He worked for two years under Mr. Heaton on the *Philadelphia Bulletin*.

The New York Association of Classified Advertising Managers will resume meetings Sept. 13 at the Advertising Club of New York, with the annual election of officers.

I. C. M. A. COMMITTEES NAMED BY HOUGH

Fifty-six of Circulation Managers' Group Picked to Co-operate with Officers During Coming Year

Harold Hough, circulation manager of the *Ft. Worth Star Telegram* and president of the International Circulation Managers Association, this week announced his complete list of committees for the ensuing year through Clarence Eyster, circulation manager of the *Peoria* (Ill.) *Star*, secretary of the association. The list follows:

MEMBERSHIP COMMITTEE: Chairman—J. C Montgomery, *News*, Detroit; Vice-Chairman—Will X. Coley, *News & Observer*, Raleigh; J. J. Abbott, *Record*, Philadelphia; Oscar Anderson, *Journal*, Montgomery; H. S. Blake, Capper Publications, Topeka; J. M. Black, *Times-Picayune*, New Orleans; Chas. T. Buck, *Republican*, Scranton, Pa.; H. B. Burgoyne, *Standard*, St. Catherines, Ont.; Robert J. Corrigan, *Examiner*, Los Angeles; Austin B. Croshere, New Bedford, Mass.; Don Davis, *Tribune*, Tampa; Clarence R. Deuel, *Evening American*, Chicago; R. M. Dunston, *Democrat*, Little Rock; Arthur H. Grossheim, *Times-Star*, Cincinnati; Louis J. Hoffmann, *Star*, St. Louis; G. M. McTaggart, *Mail and Empire*, Toronto; W. G. Mercier, *Journal Gazette*, Fort Wayne; A. Newman, *New York Evening Post;* Ralph M. Parsons, *News-Tribune*, Duluth; Chas. O. Reville, *Sun*, Baltimore; David H. Smith, *Oregon Journal*, Portland; J. E. Whittle, *Review*, Decatur.

PROGRAM COMMITTEE: Chairman—E. C. White, *Chronicle*, Houston; Vice-Chairman—Walter Golden, *News & Tribune*, Galveston; H. G. Kimber, *Globe*, Toronto.

RESOLUTIONS COMMITTEE: Chairman—George W. Furbeck, *Christian Science Monitor*, Boston; Vice-Chairman—J. R. Marks, *Citizen*, Asheville; J. F. Sweeney, *Free Press*, Winnipeg.

BY-LAWS COMMITTEE: Chairman—J. N. Eisenlord, *Daily News*, Chicago; Vice-Chairman—J. A. Mathews, *Pioneer Press*, St. Paul; T. J. Dowling, *Telegram*, New York.

RAILWAY MAIL AND POST OFFICE COMMITTEE: Chairman—R. J. Seeman, *Globe-Democrat*, St. Louis; Vice-Chairman—W. C. Hixson, *Post-Standard*, Syracuse; Harold Leggett, *Globe-News-Herald*, Joplin.

CONVENTION COMMITTEE: Chairman—L. M. Hammond, Jr., *Transcript*, Boston; Vice-Chairman—Ted Booth, *Press*, Grand Rapids; W. L. Argue, *Star*, Toronto.

AUDITING COMMITTEE: Chairman—Wm. Elder, *Evening Telegram*, Toronto; Vice-Chairman—Harry W. Cullis, *Times*, Chester; George Moffett, *Georgian-American*, Atlanta.

AUDIT BUREAU OF CIRCULATIONS: Chairman—J. M. Schmid, Hearst Publications, Chicago; Vice-Chairman—Max Halmbacher, *Daily Oklahoman*, Oklahoma City; Chas. D. Chaffee, *Beacon-News*, Aurora.

TRANSPORTATION COMMITTEE: Chairman—James McKernan, Brooklyn; Vice-Chairman—Chas. Wilson, *Dispatch*, Columbus; Valentine Smith, *Daily Mail*, London, England.

PUBLICITY COMMITTEE: Chairman—Sidney D. Long, *Eagle*, Wichita; Vice-Chairman—Karl F. Hall, *Blade*, Toledo; L. H. Kimball, *Citizen-Patriot*, Jackson, Mich.

NEWSBOYS WELFARE COMMITTEE: Chairman—John D. Simmons, *Journal*, Atlanta; Vice-Chairman—John J. Kirk, *Plain Dealer*, Cleveland; B. J. Ullman, *Vindicator*, Youngstown, Ohio.

PUBLISHERS ASSOCIATION COMMITTEE: Chairman—E. R. Hatton, *Free Press*, Detroit; Vice-Chairman—J. J. Lynch, *Press*, Cleveland; Seth J. Moore, *Daily Eagle*, Brooklyn.

GENERAL WELFARE COMMITTEE: Clarence Eyster, *Peoria Star*.

NECROLOGY COMMITTEE: Clarence Eyster, *Peoria Star*.

N. Y. SUN EDITOR ILL

Franz Schneider, financial editor of the *New York Sun*, is recovering from an attack of typhoid fever at the Stamford (Conn.) hospital.

BRADFORD MERRILL BETTER

Slow progress was reported this week in the condition of Bradford Merrill, general manager of the Hearst newspapers, who has been ill for several weeks at his home in Long Island.

OWENS LEAVES FOR ST. PAUL

Leo E. Owens, former general manager and secretary of the *New York Journal of Commerce*, left New York this week with Mrs. Owens and their young son to take up residence in St. Paul, where Mr. Owens is now a partner and resident publisher of the *Dispatch* and *Pioneer-Press*.

RIDDER PAPERS NOT FOR SALE

Rumors in New York this week that the *New York Journal of Commerce* had ben sold were denied by Sharton, general manager, who said, "the Ridders buy papers to operate, not to sell."

PUBLISHERS

This successful circulation building organization has instituted a new service which will interest publishers desiring additional circulation of a sound character which can be secured under the direction of their own circulation manager.
If desired we will conduct a thorough preliminary survey of your territory, which will indicate the number of potential subscribers available.
We will formulate a plan for a campaign—one to conform with your local conditions.
We will furnish you intelligent, energetic subscription salesmen with years of actual experience in the sale of sound, PERMANENT circulation.
Briefly, we will tell you how to get additional circulation and furnish you with the tools to get it.
And remember, everything handled by your own circulation manager without overburdening his department.
Wire or write immediately for complete details.

F. J. Marks Circulation Service
614 Park Bldg. — Cleveland, Ohio

READY FOR FALL CAMPAIGNS

Somewhere in the United States there is a representative newspaper that needs circulating where thousands of new subscribers secured quick will mean a large increase in advertising revenue during the coming year.

The original Hollister Circulation Organization under the personal direction of the writer with twenty years successful experience has conducted all the largest and most successful circulation campaigns on metropolitan newspapers during the past five years.

Now is the opportune time of the year for building circulation.

This organization consists of a large number of trained men now assembled and ready for quick action. Hollister Campaigns finance themselves. Carefully consider the possibilities of your field, then Phone, Wire or Write C. B. Hollister, temporary address Sylvania Hotel, Philadelphia, Pa.

Look at Akron—Tenth!

	Value of Products
New York City	$5,324 Millions
Chicago	3,439 "
Philadelphia	1,937 "
Detroit	1,599 "
Cleveland	1,094 "
St. Louis	874 "
Baltimore	678 "
Buffalo	675 "
Boston	582 "
Akron	**565** "
Milwaukee	541 "
Los Angeles	531 "
Pittsburgh	518 "
Newark	490 "
Cincinnati	457 "

Akron ranks tenth in the U. S. in the value of manufactured products—surpassing cities two and three times as large. Only one Ohio city, Cleveland, produced more valuable goods than Akron, although four Ohio cities have greater population.

Buying power and individual wealth, factors you are interested in as an advertiser, are reflected in these figures and also in the fact that Building Permits for the first six months of 1927 were 37% greater than for a similar period in 1926.

The Akron Beacon Journal has the greatest circulation in this market, —more than one paper per family. As for its prestige, local linage figures prove it far ahead of any others.

AKRON BEACON JOURNAL

Member of the 100,000 Group of American Cities

STORY, BROOKS, and FINLEY, Representatives
New York Philadelphia
Chicago San Francisco Los Angeles



A QUARTER CENTURY OF UNEQUALED GROWTH

Last Month The Journal celebrated its Twenty-fifth Anniversary. In this brief span of a quarter century The Journal has surpassed contemporaries twice and three times its years.

In the first seven months of 1927 The Journal led all Portland newspapers in total display advertising.

This phenomenal growth can only be attributed to confidence placed in The Journal by buyers of advertising space.

We are but twenty-five years old—and still growing!

The JOURNAL
Portland, Oregon

BENJAMIN & KENTNOR COMPANY, Special Representatives

CHICAGO Lake State Bank Bldg. · NEW YORK 2 West 45th Street · LOS ANGELES 401 Van Nuys Bldg. · SAN FRANCISCO 58 Sutter Street · PHILADELPHIA 1524 Chestnut Street

3227

ADVERTISING AGENCY AFFAIRS

Doremus & Co., Opens New Boston Office—New Agency Incorporated in Bristol, Va.—A. & P. Stores Appoint Paris & Peart

DOREMUS & CO., advertising agency, has opened a new office in Boston, Mass., at 27 Kilby street, which will be occupied by the commercial department. The financial department will remain at 30 Kilby street. Doremus & Co. also has offices in New York, Chicago and San Francisco.

The Mercer Corporation, Inc., of Bristol, Va.-Tenn., with capital stock shown as 300 shares to 3,000 shares, without par value, has been granted a charter by the state corporation commission to do an advertising and publicity business. The officers are J. O. Mercer, president; S. S. Snapp, secretary, and Frank C. Johnston, all of Bristol, Va.

The Great Atlantic & Pacific Tea Company, Jersey City, N. J., chain grocery stores, has placed its advertising account with Paris & Peart, New York advertising agency.

Tom Dartnell, former manager of the research department of the Federal Advertising Agency, has joined the staff of the Blackman Company, New York.

A. K. Higgins has been appointed copy chief of Edwards, Ewing & Jones, Inc., New York, effective Sept. 1. He was formerly manager of the New York office of the Campbell-Ewald Company. At one time he was manager of the N. W. Ayer & Son copy department and later was production manager with Frank Seaman, Inc., New York.

E. D. Kennedy has left *Time*, weekly magazine, to join the copy staff of Frank Seaman, Inc., New York.

The Federal Advertising Agency has advanced D. E. Robinson to the position of director of research.

W. R. Enyart, formerly with Fairbanks, Morse & Co., has joined the staff of Buckley, Dement & Co., of Chicago.

A. E. Wright, for the last five years account executive with Potts-Turnbull Company, Chicago, has joined the copy staff of Henri, Hurst & McDonald, advertising agency of the same city.

Leon Kelly, account executive and copy writer of Farnsworth & Brown, Inc., New York, is author of a novel entitled, "Margherita," which has been published by G. P. Putnam's Sons.

AD TIPS

Blackman Company, New York, sending schedules to a few towns in the southwest on Camay Soap, a product of Procter & Gamble, Cincinnati.

Bohnett & Co., 3rd & Vine Sts., Cincinnati, Ohio. Will make up the lists during the months of September, October, for The Witt Cornice Company (ash cans and garbage pails), 2118 Winchell avenue, Cincinnati, Ohio.

Glen Buck Company, 39 South La Salle street, Chicago, is doing some advertising on Erla Radio Battery, Electrical Research Laboratories, Chicago, in a few metropolitan centers where the local man makes the selection of the paper.

Collins-Kirk, Inc., 750 North Michigan Ave., Chicago, Ill. Will make up lists during the month of September or October for the Morton Salt Co., 208 West Washington street, Chicago, Ill.

Cramer-Krasselt Company, Milwaukee, Wis. It is reported that the A. B. Stove Company, Battle Creek, may consider a limited roto campaign this fall, to be handled by this agency.

Critchfield & Co., 14 East Jackson boulevard, have issued six insertions to newspapers for the advertising of the Lincoln Motor Car Co., Detroit, Mich.

Crowell, Williams Company, 612 North Michigan avenue, Chicago, has contracts all ready to be issued on Parker Pen Co., Janesville, Wis.

John H. Dunham Company, 431 North Michigan avenue, Chicago, will use a series of 14 half pages in metropolitan papers for the advertising of Dona Castile Soap (Armour & Co.). Will decide by Sept. 1 on the list on Fansteel Products Company (Radio) North Chicago, Ill.

Erickson Company, 381 Fourth Ave., New York. Will make up the lists during the month of September for the Bon Ami Company (Cleanser) of 17 Battery Place, New York.

Erwin Wasey & Co., 844 Rush street may handle a small campaign in the fall on the A. C. Spark Plug Co., Flint. Mich., it is reported.

Albert Frank Co., 134 South La Salle street, Chicago, is releasing orders in Middle West towns on McLaughlin Coffee Co., Chicago. Arrangements are being made with local dealers to install a dispensing machine which is followed by an advertising campaign.

Freeze & Vogel, Milwaukee, Wis., is placing teaser copy in Chicago papers on Brook Hill Laboratories, Chicago.

Dean W. Geer Company, Oshkosh, Wis., is now handling the account of Barlow & Seelig Co., Ripon, Wis., manufacturers of washing machines.

Henri, Hurst & McDonald 58 East Washington street, Chicago. Placing page copy in metropolitan papers at scattered points on Blue Valley Creamery Company, Chicago.

Manternach Co., 55 Allyn street, Hartford, Conn. Will make up the list during the fall months for the L. E. Scott Company, Inc. (Cleaning fluid), 31 Eden avenue, Southington, Conn.

Pacific Coast Advertising Company, is sending contracts to some Colorado and Wyoming newspapers for the advertising of Levi Strauss Co., San Francisco, Cal.

Prather-Allen-Heaton Co., Cincinnati, O., has issued six advertisements, to start immediately, to Chicago and New York papers only on Crosley Radio Co., Cincinnati. Plans are still indefinite for any other territory on this account.

Wm. H. Rankin Co., 342 Madison avenue, New York. Will make up the lists during the month of September for the Orphos Company (Tooth paste), of 22 West 32nd street, New York.

St. Paul Advertising Company, St. Paul, Minn., will have the new list on Ad-Ler-Ika Company, St. Paul, ready about September 1.

J. Walter Thompson Company, 420 Lexington avenue, New York. Will make up the lists during the month of September for The Cheek-Neal Company (Maxwell House Coffee and Tea), of Nashville, Tenn.

United Advertising Agency, Fifth avenue at 33d street, New York. Has been appointed to direct the advertising of Bourday, Inc., Paris and New York.

REPRESENTING THE NEWSPAPERS

EDWARD H. WALKER, formerly assistant to Herbert R. Schaeffer, of the William H. Rankin Agency, has joined the New York staff of the Allen-Klapp Company, newspaper representatives.

Mr. Walker is a graduate of the Wharton School of the University of Pennsylvania. After he was graduated he spent two years in a sales capacity with the Walker Safe Company.

George N. Findlater, Jr., who has been with the William J. Morton Company, New York, as a solicitor for the last two years, will be transferred Sept. 1 to the Chicago office.

Weaver, Stewart Company, Inc., Chicafo, has been appointed to represent the *Marshfield* (Wis.) *News-Herald* and the *Ashland* (Wis.) *Press.*

GROWS HIS OWN GRAPES

George Carter of Smyrna, Del., in addition to being editor of the *Wilmington* (Del.) *Evening Journal,* is also a successful farmer, specializing in grape culture. A few days ago the farmers in Delaware who grow grapes for the market made a tour of the principal vineyards of the state. During their visit to Smyrna the members of the party were treated to refreshments by Mr. and Mrs. Carter, who received the guests on the lawn of their farm.

REPORTER INJURED

Frank Conklin, 58, reporter for the *New York Evening World* at the Brooklyn police headquarters, was struck by a motor truck last Monday and received a compound fracture of the right leg and severe bruises and cuts on the arms and body. Conklin, who has covered headquarters for the past 35 years, was on his way from the reporters' rooms to the police headquarters which is situated across the street when he was hit by the truck.

BECOMES SEMI-WEEKLY

The *Easton* (Md.) *Gazette,* heretofore printed once a week, has become a semi-weekly, being issued on Tuesdays and Fridays.

STARTS PROMOTION PAPER

The *Attleboro* (Mass.) *Sun* has started publication of a miniature edition of the paper carrying interesting business news reprinted from the columns of the regular paper.

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

FOR PROMPT SERVICE

TYPE

BORDERS ∞ ORNAMENTS ∞ BRASS RULE

Printers' Supplies

KELLY PRESSES • KLYMAX FEEDERS • PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

AMERICAN TYPE FOUNDERS COMPANY

Boston	Baltimore	Pittsburgh	Cincinnati	Kansas City	San Francisco
New York	Richmond	Cleveland	St. Louis	Des Moines	Portland
Philadelphia	Atlanta	Detroit	Milwaukee	Denver	Spokane
	Buffalo	Chicago	Minneapolis	Los Angeles	

"Pleasantly Free From Metal Troubles!"

The Burlington Free Press
Daily, Except Sunday
Burlington, Vermont

Merchant & Evans Co.,
Philadelphia, Pa.

Attention of Mr. F. T. Boyer, Supt.

Dear Mr. Boyer:

The last year's experience on the use of RESTORE METAL shows that you have given painstaking attention to our needs. We have been pleasantly free from metal troubles.

We use your Combination Metal exclusively and it gives good satisfaction in our newspaper linotypes, job printing company linotypes, and newspaper stereotype work.

Very truly yours,
Free Press Association,
DAVID W. HOWE,
Asst. Manager.

Briefly put, Mr. Howe's headline thought is the common reaction of all steady users of the

RESTORE METAL PLAN

Because—it keeps type metal always uniform, at original formula, with peak efficiency,

all the time!

DESCRIPTIVE LITERATURE FREE

Why not send us a sample of your metal now in use . . . then we can give you definite evidence of the value of the Plan to type metal users?

MERCHANT & EVANS COMPANY
Manufacturers of SPARTAN Type Metals
Linotype—Intertype—Combination—Stereotype—Autoplate—Monotype
PHILADELPHIA
Stock in Principal Cities

2nd in America *in* CITY COVERAGE

Reaching 3.367 units of population per copy circulated, The Des Moines Evening Tribune-Capital ranks second in the United States of 305 daily newspapers in all cities of 75,000 and more population.

Closely following is The Des Moines Morning Register with a 5.292 ranking of unit coverage.

The total city of Des Moines circulation on the above basis is 73,230 copies daily in a city of 150,695 population.

Additional circulation of more than 150,000 makes a total daily circulation of 225,000—99% in Iowa, a state of 2,419,927 population—537,762 families.

Two separate and distinct publications, The Des Moines Register and Tribune-Capital provide twenty-four-hour news services. No duplication of editorials, features, comics, cartoons or press items.



IOWA MARKET DATA tells the complete story of these Iowa people who paid more than $2,100,000 during the current year to have The Des Moines Register and Tribune-Capital in their homes. The book tells about their electric and gas markets, number of automobiles they drive, their income from agriculture and manufacturing, number of wholesale and retail outlets for every city of more than 1,000 population, as also providing a complete picture of the city of Des Moines—Iowa's central distributing city, 150 to 350 miles distant from a city of the same or greater population in adjoining states. A copy awaits your request.

The DES MOINES REGISTER *and* TRIBUNE-CAPITAL

AUTHORITY: Audit Bureau of Circulations Blue Book containing reports to A. B. C. of date March 31,.1927.

WOMEN IN ADVERTISING AND JOURNALISM

Katharine Trenholm Is a "Home-Work" Newspaper Woman—Sophie Irene Loeb Appointed by League of Nations—Woman Publisher Heads Child Welfare Drive

ONE of the few newspaper women in the country who can entertain guests at her home while doing her daily work is Katharine Trenholm, radio reviewer of the *New York Sun*. Miss Trenholm sits in the living room of her home in East Orange, N. J. five nights of each week listening to the various stations broadcast. While she has never tried to be hostess to a bridge party at the same time, she is able to invite friends in who like to listen to the radio.



KATHARINE TRENHOLM

Sometimes Miss Trenholm wishes she were back again on the street reporting exciting stories with the rest of the "gang," but being a radio reviewer has its compensations. For instance, there are the laughs that she sometimes receives in the mail. In one letter she received some time ago addressed to Mr. K. Trenholm, the writer imagined the Sun's reviewer as a "grouchy old man, sitting in front of the loud speaker and twirling the dials and his mustachios." Another correspondent advised her to "tie a tin pie plate on the bed post and let your wife stand in the next room while you broadcast. If she lets you live to tell the story, you're a better man than I think you are."

A radio reviewer, Miss Trenholm says, works on an average of four hours an evening, starting at seven and finishing at 11.

"I find it similar to ordinary reporting," she said. "In covering a story the things that arouse you most gravitate to the lead, and it is the same in listening to radio programs."

Miss Trenholm has been on the Sun for seven years now. Three years ago she was made radio reviewer and in that time, she hasn't missed more than four nights, with the exception of two weeks spent on vacation.

Sophie Irene Loeb, writer for the *New York Evening World*, has been invited by the League of Nations to become adviser in its child welfare work. Miss Loeb has long been identified with this type of social work beginning about 18 years ago, when she went to the homes of widows in crowded districts of New York and conferred with them as to the best means of aiding them.

For seven years Miss Loeb was chairman of the Board of Child Welfare in New York, and last year addressed the first international Child Welfare Congress at Geneva, at which principal nations of the world were represented.

Mrs. Lytton Gray Ament, publisher of the *New York Morning Telegraph*, was this week named the head of a committee to produce a vaudeville revue and other entertainment to help raise $1,000,000 for the Child Welfare Committee of America. Mrs. Ament sailed Aug. 24 for Europe and will appoint members of her committee on her return.

Miss Alice Wheeler, member of the women's page staff, *Worcester* (Mass.) *Telegram*, has resigned.

Miss Sadie Lee Kirgan, who holds a degree from the University of Missouri, has succeeded her father, L. C. Kirgan, as editor of the *Fairfield* (Tex.) *Recorder*, weekly.

Miss Bonnie Daynes will be society editor of the *Salt Lake City Telegram* for the next two months, substituting for Mrs. Harry Hines who has gone to Europe on a vacation trip.

Miss Mary Duffy is a recent addition to the news staff of the *Scranton* (Pa.) *Sun*.

Faye Lewton Ashman has rejoined the staff of the *Alliance* (O.) *Review* as society editor. For a number of years before her marriage she was a member of the editorial staff.

WATERMELON WEEK CELEBRATED BY E. & P.

Opulent Product of Amon G. Carter's Patch Arrives in Splendor in Galvanized Iron Wash-Tub

EDITOR & PUBLISHER'S annual Watermelon Week was celebrated this week with the arrival from Texas of a huge melon lolling lusciously in the spacious precincts of a galvanized iron wash-tub. It was sent from the farm of Amon G. Carter, president of the *Fort Worth Star-Telegram and Record-Telegram*. Every year Mr. Carter sends scores of choice melons from his farm to his friends in the publishing and advertising fields.

A letter from the "Hired Hand"—Harold Hough, circulation manager of the Star-Telegram — accompanied the melon. It follows:

"Each year about this time, I take a plane and fly over our 900 acre watermelon patch and see if we have any melons large enough to send a few of Mr. Carter's friends. It is a dangerous trip, because if a forced landing was necessary, in the middle of that jungle, the world would be without another high flyer. Tangled up in those fast growing vines, would mean to be crushed to death between two big, growing melons, fighting for floor space.

"Near the South eighty line, outside of the danger zone, I found a melon, which I lassoed out for you and it is being expressed to you today. It is not a big one from the center of the patch, but perhaps it will satisfy, if you cold storage him for a few days before opening.

"Won't you send me one of your cards, because next year when we plant your melon, I am going to put your card in the hill and raise you a special melon. When you slice it, you will find that the seeds spell out your name and address. We will sure get some wide publicity for Texas on that invention. I think it is the cleverest idea I have had today. To make it a success, all I have to do is to persuade the melons to do their part. I told Mr. Carter about the plan, thinking it might mean a raise—it did.

"However, it was not a financial raise. At that the Boss is not such a hard boiled feller after all. He is just back from the Dempsey-Sharkey fight and felt so good over the outcome, he has promised me if I would quit making speeches and writing non-sensible letters long enough to get your melon to you ripe and in good condition, he would take me to the Dempsey-Tunney fight in Chicago. Being a single man, I have never witnessed a good fight and am working just as I would if he was watching me. If the melon is not good, don't tell Mr. Carter—tell me and I will send another one.

"Texas crops this year are so great, they have pushed the field fences out into the roads."

"Yours 'till Henry makes up his mind,"
Amon Carter's Hired Hand,
of Shady Oak Farm.

in

Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

ADVERTISING WOMEN VISIT U. S.

Miss M. G. Atkins and Mrs. J. Harvey-Smith Arrive from London

Two British advertising women, Miss Muriel G. Atkins and Mrs. J. Harvey-Smith, arrived in this country Aug. 22, on a business and pleasure trip. Miss Atkins is secretary of the Regent Advertising Club of London, and a business staff member of Odhams Press, Ltd., London, publishers of *John Bull, Ideal Home, Passing Show,* 20 *Story Magazine* and *Picturegoer*. While in this country she will act as advertising representative of these publications.

Mrs. Harvey-Smith is advertising manager of Payne-Jennings Publicity, Ltd., theatrical advertising agents and publishers, London. She is a member of the Regent Advertising Club and acts as business manager of *Regent Activities*, official organ of the club.

The English women were met at the dock by members of the New York League of Advertising Women and later tendered a luncheon by that group. On Thursday evening they were honor guests at a dinner given by the New York Advertising Club.

They will return to England late in September.

RESCUES DROWNING GIRL

Frank R. Glynn, Boston, Mass., advertising man, recently made a heroic rescue of a South Boston girl from drowning in Eliot, Me. Glynn recently underwent an operation on his arm, requiring 14 stitches, but did not hesitate to plunge into the water fully clothed to save the girl, who was being carried out by the swift current of the Piscataqua river. After he had brought the girl to shore, Glynn was forced to walk half a mile for medical attention for his arm.

This is Ionic No. 5 **Ionic No. 5**

This is Roman No. 2 **Ionic No. 5**

The two lines reproduced above were photographically enlarged from two seven point slugs, the upper line set in Ionic No. 5, the lower in No. 2.

A Larger Lower Case Gives Ionic No. 5

Greater Legibility

LOWER CASE LETTERS almost as high as the capitals accompanying them—there is the explanation of Ionic's exceeding legibility. The proportion is purposely large because Linotype designers heeded the fact that small characters compose fully three-quarters of the average newspaper column. They produced an easy-reading font by giving greatest attention to its most read portion.

Not only did these designers make the ratio between Ionic's lower case and capitals greater than that of the average roman face. All descenders were shortened, capitals were heightened, and even more body added to the lower case. Into this large framework they built elements making for the maximum legibility.

And the result? Ionic No. 5 has no hairlines—there is practically no difference between the light and heavy strokes. Ionic serifs are sturdy. They are shorter, too, so space that formerly went between letters is now put inside the letters themselves. This, with the greater body size, brings about an even distribution of the "light spaces" in word or line. Light comes *through* this new face; not *around* it.

In short, Ionic No. 5 is "all letter." Its great readability won immediate favor with newspaper readers, its mechanical advantages immediately attracted newspaper publishers. These two considerations combined explain its amazing popularity—tell why more than 500 papers have already adopted Ionic No. 5, the *legible* text face.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY
BROOKLYN, NEW YORK
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Representatives in the Principal Cities of the World

530.27.3-8

LINOTYPED IN GARAMOND AND NARCISS

At the source of the news



Newspapers receiving United Press service are assured the most expert coverage of big news events like the Women's National Singles Tennis championships. In the accompanying picture Mary K. Browne, former national champion and now a United Press staff correspondent, is interviewing Helen Wills just before "Little Poker Face" goes on the courts at Forest Hills.

UNITED PRESS

In many a newspaper pl
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WOOD NEWSPAPER MA
501 FIFTH AVENUE

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HINERY CORPORATION
NEW YORK CITY

EDITORIAL

PROGRESS

"IN PRINCIPLE" acceptance of the American idea of property right in news by the Geneva conference of press service and newspaper chiefs is assured, with the limitation, American also, that no ownership rights shall be recognized in the gathering of news pertaining to governmental activities.

All are agreed on the fundamental justice of the principle that a newspaper or news service which discovers and develops important news shall have the right to exploit its achievement to the fullest possible extent of prestige and profit. In the United States, no newspaper or responsible news service executive has been willing for the past 10 years to defend or countenance the old practice of "lifting" without compensation or credit the fruit of a competitor's efforts. Legal disabilities aside, this practice, which was once winked at, is now recognized as bad business, a foundation which will not support an enduring structure.

European news services are also working with a new background. The large agencies once drew their bread and butter from the government treasuries and industriously spread whatever propaganda their masters desired. They have today much greater economic resources. Their activities are no longer primarily those of government servants, even though in many cases they keep their old intimate touch with the chancellory. Many of them are highly efficient news machines. Their competitors have gained in strength also, and are not dependent as in their infant days upon what they could filch from the subsidized services. Their position has had no parallel in this country, where all newspapers and news services stand equal before government and where even the appearance of official favoritism has called forth countrywide criticism.

Eventually, as a result of these international meetings, we may expect the diminution of news flowing from official sources through exclusive official channels. The change will not follow immediately upon adoption of the Geneva resolution, but the very fact that the open door idea, broached last year by Roy W. Howard, has been so liberally defined is gratifying proof that the press in other lands is seeing its function in some slight degree as Thomas Jefferson saw it a century ago.

New Ambassadors to Europe—Lindbergh, Jimmy Walker, and a couple of hundred editors and publishers from Everywhere in America.

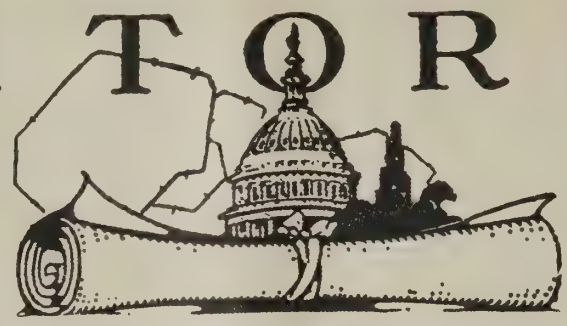
TEA

IMPORTATION of India black teas into the United States increased more than 2,700,000 pounds during the fiscal year ended June 30, 1927, according to the Department of Agriculture. India green teas were also imported in almost double their former quantities, while other varieties of the cheering herb show a marked falling off in American consumption. The total of all tea imports was about 1,000,000 pounds below the previous year's total.

The changes which this indicates in the American public's taste for tea coincide with an extensive advertising campaign which began to make itself felt during the reported year and which it is planned to carry on past the end of the present decade. The preference of American tea drinkers for black tea rather than green is traceable through the Department's records for a number of years, but in no previous year has the black leaf received such a remarkable impetus in popularity.

We loathe the thought of another concerted attack on our tummies by a new phalanx of tea-growers, but we seem to be in for it. Some bright young man is certain to convince the green tea people and others who are losing ground in the American market that the only weapon with which to fight Sir Charles Higham and his newspaper campaign for India Tea is another and if possible a bigger and better newspaper campaign for their own pet varieties. Still, we shall probably survive.

The big problem of the American newspaper industry is the town's Saturday night payroll, says a wit from the plains of Kansas.



Now, brethren, if I come unto you speaking with tongues, what shall I profit you, except I shall speak to you either by revelation, or by knowledge, or by prophesying, or by doctrine?—I. Corinthians, XIV; 6.

FIELD MANAGERS

IF the achievements and advancements of the newspaper industry during the past ten years were to be catalogued and rated as to magnitude and comparative importance, we believe that the growth of the country press, daily and weekly, would take first place on both counts. The consolidation philosophy has held strong sway in these branches of journalism, even more than in the large cities. The old-time country editor who lived off his job shop and the county printing and conducted his newspaper as a poverty-stricken party hack is nearly extinct. The county weekly and the rural daily are making regular advertisers of their local merchants and are obtaining a growing volume of national business. Cash rather than cordwood and vegetables pay for subscriptions, but the old intimate touch with the reader and advertiser is unbroken.

Credit for much of this intelligent application of sound business to country journalism belongs to the field managers of the state press associations. Unknown a decade ago, these men are assembled this week in Detroit for their second annual convention discussing with a view to immediate and practical solution ideas for the improvement of their clientele which in the not remote past were purely academic. The field manager appeared at the right moment to consolidate the efforts of years put forth by the National Editorial Association, the American Press Association, the Association of Advertising Agencies and EDITOR & PUBLISHER to convince national advertisers that the rural press was the great neglected road to new business and also to convince the rural press of the same truth. Much elementary work remains to be done in making the country journal accessible to the national advertiser, but there is now assurance that it will be done, and done well.

General decline in the classified linage of metropolitan dailies reflects the slower pace of trade.

GHASTLY PUBLICITY DEBT

WE await the coming of a learned one to demonstrate the gain to aviation or any other side of human life which accrued from the air race between Oakland, Cal., and the Hawaiian Islands last week. Three lives lost in preparation for the event, seven more probably snuffed out in mid-Pacific—that is a ghastly toll to be paid even for a great discovery. Its repetition should be made impossible.

Practicability of trans-oceanic flying has been amply proven by skilled military, naval and civilian flyers with carefully-prepared machines and a bountiful supply of good fortune. The next step is the development of aircraft to do on schedule what has to date been a spectacular stunt. Stringent regulations are needed to safeguard human life in the necessary experimental flights and to assure the collection of the scientific data which will produce the passenger and freight carrying planes that are sure to come.

No such end is served by such hurry-up events as the Dole Derby, which was flashed upon the public in suspicious conjunction with the magazine-advertising injunction to "Thank Jim Dole for the pineapples you eat." The newspaper fraternity has little cause for self-congratulation in this venture, and the commonwealth and the art of aviation are vastly poorer in the loss of ten adventurous souls.

FALSE RADIO ADVERTISING

VIEWED from any angle, direct advertising over the radio has little in common with sound business practice. Broadcasting is now well enough established for those intimately associated with it to assert definitely that the radio audience wants above all else entertainment, and secondarily and on specific occasions, spot news information. It accepts without resentment the element of commercialism involved in announcement of the name of the sponsor who pays for entertainment features, and for some articles or services it responds satisfactorily to "applause card" requests. It tunes out direct advertising when that appears to the detriment of the feature program and learns to avoid the stations which broadcast such advertising. So competent authorities report.

For that reason, probably, there has been little complaint of false or misleading radio advertising, the first case of which was reported in EDITOR & PUBLISHER recently. The Federal authorities acted with commendable dispatch in this instance. Celerity of prosecution and firm enforcement of "cease and desist" orders will do much to keep clean this medium, which lends itself so easily to misuse. The radio appeal is evanescent. It has no printed word to stamp and restamp its message upon the eye of the prospective buyer—the principal reason, beyond the one stated above, for its inefficiency as a direct medium—but by the same token it is the trusty weapon of the charlatan who can travel his devious path without leaving tracks. Federal censorship of programs is certainly indicated if individual broadcasters do not take every precaution for the protection of their unknown and unseen hearers against the exploitation which other media keep at the minimum.

Two good places to cut expenses: (1) Permitting writers to drag out their stories until the facts are thrice told; (2) giving space to press agents whose stuff is valueless to the newspaper and advertiser alike, since few read it.

"ROLLING THEIR OWN"

PRESS agent efforts to exploit the community booster spirit of California's numerous "up and coming" municipalities is meeting organized resistance in the bureau recently created by the newspaper publishers association. The newspapers did not object to giving their space and services free, even though everyone else who helped the booster event to success received compensation. They finally did object when the boosters went outside of the community to hire press agents at fancy fees, taking the funds to pay said fees from the money formerly set aside for paid newspaper space, the while expecting the newspapers to keep the home fires burning as of yore.

Publicity material for community events is now being written by the newspapers' own central bureau. The bars are up against outside press agentry. Funds are turned to paid newspaper space whenever possible and the money received for publicity service from the community helps strengthen the newspaper association for other worthy activities.

That is a practical solution of a problem which is particularly bothersome in a region where the booster spirit is all-pervading. Nowhere else have newspapers undertaken so vigorously intelligent steps to drive the publicity parasite from their structure, but even these efforts strike only at one phase of the many-headed evil. They do point in the right direction, however, which is the preparation of all local copy under the direction of the local editor. A newspaper adequately organized to serve its field should have rare need for press agent assistance.

So long as the nation's oil fields remain flush, don't look for any great drop in newspaper advertising linage. The automobile people will be at it harder than ever within a month, using big newspaper space to offset stiff competition in an apathetic market. And the oil-burner manufacturers have already started their fall newspaper sermons against the Demon Ash-Barrel.

PERSONAL

ADOLPH S. OCHS, publisher of the *New York Times,* was an honor guest at the sequicentennial celebration of the Battle of Bennington at Bennington, Vt., and at Walloomsac, N. Y., the field of battle, recently.

Herbert B. Swope, executive editor of the *New York World,* accompanied Governor Alfred E. Smith and Mrs. Smith on a hurried trip from the Executive Mansion in Albany to a boys' camp at Lake Luzerne when word was received that the Governor's youngest son, Walter, was seriously ill. Mr. Swope was staying at the Mansion as guest of Governor Smith.

C. K. Woodbridge, president of the International Advertising Association, is spending a short vacation with Mrs. Woodbridge on Cape Cod.

Maj. C. E. Lovejoy, editor and publisher of the *Bronxville* (N. Y.) *Press,* has been named executive secretary of the Columbia University Alumni Federation, with offices at Columbia University, New York City.

When the Buffalo-Fort Erie Peace Bridge was dedicated recently Mr. and Mrs. Edward H. Butler had as their guests Sir Esme and Lady Isabelle Howard, the British ambassador to the United States and his wife being in attendance at the ceremony. Mr. Butler is editor and publisher of the *Buffalo Evening News.*

Edward M. Davis, editor and publisher of the *Newark* (Del.) *Ledger,* has been elected vice-president of the St. Georges (Del.) Trust Company.

Austin M. Goodwin, editor of the *Portland* (Me.) *Sunday Telegram,* was the principal speaker at the luncheon meeting of the Portland Civitan Club last week.

Miss Alicia Patterson, daughter of Joseph Medill Patterson, Chicago and New York publisher, will be married to James Simpson, Jr., son of the president of Marshall Field & Co., Chicago department store. The engagement of the couple was announced last week by Miss Patterson's parents.

IN THE BUSINESS OFFICE

GEORGE M. BURBACH, business manager, *St. Louis Post-Dispatch,* who is in Europe on a vacation, recently spent two weeks motoring through Germany and Switzerland.

E. W. Waldron has succeeded Roy G. Johnson as general manager of the *Albany* (N. Y.) *Times-Union.*

John J. Casey, Jr., has joined the business staff of the *Worcester* (Mass.) *Post* as an advertising solicitor.

Announcement has been made of the approaching marriage of Edward E. Lindsay, of the advertising department of the *Decatur* (Ill.) *Herald,* to Miss Ellen Voorhies, which will take place early in the fall.

Advertising staff members of the *Portland* (Me.) *Press Herald, Express* and *Sunday Telegram* held their mid-summer field day as the guests of Fred S. Jordan, advertising man of that city.

Franklin D. Schurz, assistant to the president of the *South Bend Tribune,* is spending a vacation at Lake Minnewaska, N. Y.

IN THE EDITORIAL ROOMS

W. J. BAHMER, the veteran dramatic critic of the *Pittsburgh Post,* has been retained in that position on the newly merged *Post Gazette.*

E. M. Henderson, assistant managing editor of the *Birmingham News,* will direct the school of journalism of the Birmingham Southern College for the coming school year.

Earl Steele, reporter, *Enid News and Eagle,* has been made telegraph editor of the Enid Eagle, succeeding Guy P. Webb, who joins the faculty of the Enid high school in September. Harold Keith, Oklahoma Sigma Delta Chi, is reporting and doing desk work on the News and Eagle while staff members are vacationing.

Richard Adelbert Van Namee, local editor of the *Lowville* (N. Y.) *Journal and Republican* has just celebrated his fifty-fifth anniversary on that publication. He went to work on the Republican on Aug. 19, 1872, as a printer's apprentice. Mr. Van Namee has been local editor since 1886.

Charles E. Hewitt, managing editor of the *North Tonawanda* (N. Y.) *Evening News,* has been reelected a member of the board of education of that city for a five-year term.

Matthew Sweeney has been made librarian of the *Albany* (N. Y.) *Times-Union.* He formerly covered the federal beat.

Wayne Jordan has left the copy desk of the *Toledo* (O.) *Times* to join the copy desk of the *Detroit Free Press.*

M. C. Desmond of the staff, *Toledo* (O.) *Times,* has been placed on the copy desk.

Ray Warren, assistant sports editor of the *Staten Island Advance,* has resigned.

Frank C. Harper for years a member of the editorial staff of the *Pittsburgh Press,* who left there to write a daily volumn on the *Chronicle-Telegraph,* is back with the Press, following the merger of the Chronicle-Telegraph and *Sun.* He is again conducting a daily column.

Wilson Sullivan, city editor of the *Albany* (N. Y.) *Times-Union,* is touring New England and the Adironracks on his vacation.

Torrey Stearns has resigned as reporter on the *Chicago Daily News* to become associate director of information for the National Council of Y. M. C. A., New York.

MARRIED

MORRIS E. SWARTZ, JR., of the editorial staff, *Harrisburg* (Pa.) *Evening News,* to Miss Dorothy E. Buch of the *Harrisburg Telegraph* staff, Aug. 20.

Frederick Gardiner Fassett, Jr., of West Medford, Mass., former night editor of the *Waterville* (Me.) *Sentinel,* to Grace Pattangall Abbott, of Augusta, Aug. 13.

Gordon W. Dressel of the photographic staff of the *Toledo* (O.) *Blade* to Miss Doris Snover Milbourn.

Dean Turley, national advertising manager for the *Decatur* (Ill.) *Review,* to Miss Alpha Vick of Decatur, Aug. 13.

PRESS ASSOCIATION NOTES

E. H. TIPTON has been transferred from the Cheyenne, Wyo., bureau of the Associated Press to become correspondent at Santa Fe, N. M., succeeding B. H. Miller, assigned to the Helena, Mont., bureau. H. J. Frawley of Denver is now at Cheyenne.

N. A. Huse of the executive office of the Associated Press will return to New York on Monday from a vacation spent fishing in Canada.

CHANGES OF OWNERSHIP

J. H. MAHER, publisher of the *Hull* (Ill.) *Enterprise,* has sold his interests to D. B. Gray, F. A. Farnsworth and Othedus Q. Campbell, who have taken possession of the paper. Mr. Campbell will be editor.

Estacada (Ore.) *Eastern Clackamas News,* a weekly, has been sold by W. B. Snyder to Frank Haines.

Eldorado (O.) *Bee* has been sold by Harry R. McPherson to Harry King of Youngstown, O. Mr. McPherson will move to Columbus to be associated with the Ohio State Archæogical and Historical Society.

W. G. Phippin, and his son, Donald Phippen of Red Creek, N. Y., owners of the *Red Creek Herald,* have purchased the *Fair Haven Register* from Charles M. Delling of Fair Haven, N. Y. The paper will be published under the name of The Register Publishing Company.

Earl E. Helfresh, owner and operator of the Helfresh Press, a job printing plant at Columbus, Ind., has leased the *Columbus Weekly Star,* owned and operated by M. A. Locke for many years, with an option to buy the paper later.

Walter C. Knapp has purchased a half interest in the *Dansville* (N. Y.) *Breeze* and will become an associate editor with his brother, B. H. Knapp, formerly sole publisher.

North Wilkesboro (N. C.) *Wilkes Patriot* has been sold to A. M. Critcher.

Greensboro (N. C.) *Patriot has been* sold by Thomas J. Murphy to William Gant, Jr.

HOLDING NEW POSTS

JOSEPH C. LAPPEUS, from church editor and librarian, *Albany* (N. Y.) *Times-Union,* to staff, *Albany Sunday Telegram.*

NEW PLANTS AND EQUIPMENT

EDGAR McDANIEL, publisher of the *Coos Bay Harbor,* a weekly newspaper of North Bend, Ore., is building a new home for the paper.

NEW PUBLICATIONS

ELK (Wash.) SENTINEL, A. R. Bergman, editor, began publication August 12. It is a weekly.

E. Rhian, until recently of the *Little Rock* (Ia.) *Herald,* will begin publication of an English paper in the office of the *Niewsbald,* Sioux Center, Ia. It will be known as the *Sioux County Citizen.* The Niewsbald, a Dutch paper published by H. Brandes, will continue to be published. Sioux Center has not had an English paper in 20 years.

W. Wester and Harry Wilson of Pasadena, Cal., have established the *Manhattan Beach* (Cal.) *Progress,* a weekly. The publishers have been connected with the *Pasadena Morning Star.*

ASSOCIATIONS

NEWSPAPERMEN'S GOLF CLUB of Boston held a tournament at the Charles River Country Club last week. A. S. Brown, Jr., of *Brown's Letters* won the first award with a card of 79. G. E. Hustis of the *Post* won first award in class B.

Officers of the OHIO NEWSPAPER ASSOCIATION met in Columbus a few days ago to consider applications for the position of field secretary. The association was organized to handle the field work of the Buckeye Press Association and will include dailies as well as weeklies. Raymond B. Howard of London, O., is president.

FOLKS WORTH KNOWING

DONALD A. McGREGOR, chief editorial writer of the *Vancouver* (B. C.) *Daily Province,* who won the gold medal offered by the Canadian Daily Newspapers' Association for the best editorial in Canada on the celebration of 60 years of confederation, has been a member of the Province editorial staff for the past 17 years.



DONALD A. McGREGOR

Before joining the Province he was with the *Toronto Globe* for four years and before that with the *Montreal Herald* for two years. He was born in Kincardine, Ont., 47 years ago, and is unmarried.

The editorial "What Is This Canada?" was a masterly outline of Canada's birth, growth, present positions and aspirations, written with a deep understanding of the spirit of Canada. It appeared in the Province, June 30.

METROPOLITAN FEATURES

COMICS
ELLA CINDERS STRIP
and
ELLA CINDERS PAGE
By Bill Conselman and Charlie Plumb

GOOD TIME GUY
New Daily Strip
By Frank Smiley (Bill Conselman)
Drawn by Mel Cummin

GLADYS
and the Young Moderns
1-Col. or 2-Col. Daily
By Alan Dunn

DICKEY'S DOGS
Once a week
By Robert L. Dickey

SPORTS
FEG MURRAY
Cartoons, Comment, Wise-Cracks

DAILY SERIAL
MILDRED BARBOUR
With Illustrations

FASHIONS
ELEANOR GUNN
Authoritative Daily Service

JUVENILE
SECKATARY HAWKINS
With Club Page

WEEKLY STORIAL
LUCILLE VAN SLYKE
Illustrated

WEEKLY HUMOR
STEPHEN LEACOCK
A. A. MILNE
Illustrated

OTHER WEEKLY LEADERS
ZENITH FICTION
PINNACLE FICTION
SHORT SHORT STORIES
EXPLOIT *and* ADVENTURE
—*and*—
PRE-EMINENT ARTICLES

Metropolitan Newspaper Service

Maximilian Elser, Jr. General Manager, Earl J. Hadley, Associate
150 Nassau St., New York City

BUILDING NEWSPAPER CIRCULATION

Capturing Good Will in the Net of a Good Time — Some Summer "Stunts" Developed by Toledo News-Bee—When Carriers Work With the Milk Men

ONE theory has it that the average person is most approachable in leisure moments, and, for the purposes of building newspaper circulation, this theory is held by Howard Stephenson, associate editor of the *Toledo* (O.) *News-Bee,* who, writing in the current issue of the *Scripps-Howard News,* reasons that the good will of readers can be captured with little expense and effort by providing them with opportunity to play.

"In the mass," Mr. Stephenson wrote, "the effort is considerable. Each item in our recreation program, however, reaches so many individuals that we are more than repaid. Note that the stress is laid on 'recreation' rather than sport. We carry on an extensive sports program, but believe that recreation offered to those who don't shine as athletes also has an important place.

"The picnic kit was the first development. The idea was borrowed from the *Pittsburgh Press.* We have three kits, each contained in an ordinary steamer trunk which will fit in the back of a Ford and can be handled easily. The kit contains: Two indoor balls and bats, tug-of-war rope, volley ball and net, soccer ball (also used as basketball), horseshoes, kiddy balls and bats, china eggs and wooden spoons, rope for three-legged races, skipping ropes, jacks and balls, marbles, bladder pump, thong needle, book of picnic games and first-aid kit.

"We offer the kits to organizations, each outfit serving 200 persons. On request, we frame up schedules of picnic games. We offer 20 prizes for each picnic, 10 steamer tickets for the all-day Put-in Bay ride and 10 for evening moonlight excursions. Prize tickets carry News-Bee advertising and the trunks are painted 'News-Bee Picnic Kit' in bright yellow. From June 15 to Oct. 15 we have constant call for the kits. They enable us to reach Sunday-schools and lodges with which other contacts are infrequent.

"We have never had a theft in three years of operation. The organizations agree to replace damaged or lost equipment and never fail to do so. We do a certain amount of replacement from time to time, to keep the equipment in good shape. The total cost of each kit is about $20. One kit will serve about 12,000 persons during the season.

"We are arranging a series of special picnics for former residents of small towns in our territory. On Findlay day, for instance, all the Toledo folks who used to live in Findlay get together, bringing their lunches, and we work out a program for them. Many persons from the old home town also drive up for the day. A good hookup is to run some of the promotion copy on the state page."

Another summer stunt is street dances, which are carried on with co-operation of neighborhood civic clubs. A block is roped off, the club supplies music, the city supplies police and ropes, and the dance is on." Mr. Stephenson continued.

"For sport fans, we run a contest to select the best All-American Association team. Prizes are $100 in cash.

"We hold a jacks tournament for girls through the playgrounds, conduct swimming lessons at all park pools with Red Cross co-operation and for boys are stressing the national model airplane contest sponsored by the Playground and Recreation Association of America. Our trophy for the playground final festival in August is the big topping for summer playground and activities.

"All this emphasis on recreation is accompanied by continual editorial campaigning for better recreational facilities. We started a campaign in July to provide skating rinks in vacant lots all over town next winter! Our ultimate object is a year-round recreation program put on by the city under proper supervision. The fact that all our playtime efforts have a serious social end gives to this entire summer program a dignity and prestige that attract ordinary home folks, rather than highbrows and lowbrows."

J. A. Grant, circulation manager of the *Vancouver* (B. C.) *Star,* in the current issue of his carrier paper, *The Star Junior,* urges the boys on his staff to watch for returning vacationists. Mr. and Mrs. City Dweller are coming home from the country. Mr. Grant reminds his boys with the following notice:

"Here's your big chance to cash in and make big profits for yourself. Keep your eyes open while delivering your route. Watch for the milk bottle on the porch. Get in touch with the milkman and work with him. He is also on the lookout for the returning vacationist. Ask him to pass the word to you as his customers return. You can do the same for him. It works both ways."

One hundred business boys of the *Chicago Daily News* and twelve adult leaders left Aug. 20 for Hastings Lake camp, near Lake Villa, Ill., on the fifth and last camping trip of the year. More than 400 business boys this year have earned the trip. A. M. Weinrich, supervisor of boys' work for the Daily News, was again in charge of the party.

FLIGHT TO PUBLICIZE COLOGNE PRESS MEET

International Press Exhibition Underwrites Trans-Ocean Hop of Lt. Koennecke Set to Start Soon for Philadelphia

The flight from Cologne to America of Lieutenant Otto Koennecke is now assured as far as the financial question is concerned, according to a *New York Times* dispatch. The City of Cologne and the International Press Exhibition, known as Pressa, in which the United States will participate when it is held next year, have agreed to furnish the necessary funds.

The flight will serve as propaganda for Pressa. It has been arranged that Lieutenant Koennecke shall carry a number of letters from the Reich Exhibition Commissioner and from the President of the committee to prominent personages in America.

The flier will also personally transmit the greetings of Pressa to John Clyde Oswald, president of the American Preparatory Committee, and also letters from the Mayor of Cologne to the heads of the city administrations of New York and Philadelphia. The plane will carry the flags of the city of Cologne and of Pressa.

Lieutenant Koennecke is prepared to take off as soon as weather conditions permit.

ENLARGED SCHOOL TO OPEN

Illinois Journalism School Can Now Award A.B. and M.A. Degrees

Opening of the new University of Illinois school of journalism at Urbana, Sept. 15, has been announced by Prof. Lawrence W. Murphy, director of the school.

The last general assembly of Illinois appropriated $30,000 for the new school. As a result of the opening of the new school, the university from now on will be prepared to award Bachelor of Arts and Master of Arts degrees in journalism. Prof. Murphy, who directed the Medill School of Journalism at Northwestern this summer, in the absence in Europe of Director H. F. Harrington, announced that it was his intention to limit the school at the University of Illinois to an enrollment of 250, about the number of last year.

WITH THE GENERAL ADVERTISERS

Shredded Wheat Sues Kellogg—Gravure Campaign for Forhans—Transit Lines Advertising in Newspapers—American Safety Razor in Drive

A SUIT alleging unfair competition and unlawful appropriation of its trade-mark and goodwill was entered in the United States District court in New Haven Aug. 22 by the Shredded Wheat Company of Niagara Falls, N. Y., against the Kellogg Company of Battle Creek, Mich., and "certain grocers."

Forhans Tooth Paste has started an advertising campaign in newspaper gravure sections. To begin with, 18 papers are being used. Erwin & Wasey, New York agency, is directing the account.

Transit companies are using newspaper advertising and other publicity to an unequaled extent. This is more noticeable in the larger than in the smaller cities, but in almost every sizable community, railroads and street car lines are buying advertising space.

Recently the Boston Elevated Railway used full pages in newspapers of its city to describe services rendered. The United Railways and Electric Company of Baltimore have been consistent users of space. The Chicago Rapid Transit Company, the Chicago North Shore & Milwaukee Railroad and other large systems use the newspapers.

Sales campaigns in which all employes are enlisted have been undertaken by the Illinois Traction System, the Chicago, South Shore and South Bend Railroad, the North Shore & Milwaukee Railroad, and, in a lesser way, by many interurban lines.

Transit companies now regard themselves as merchandisers of transportation expecting to derive the same results from advertising as do merchants and bankers.

A general newspaper campaign is now being placed for the American Safety Razor Company by the Federal Advertising Agency, New York.

Alfred H. Bartsch, for 20 years sales manager of the American Bosch Magneto Company of Springfield, Mass., has resigned to become sales and advertising manager for the General Motors Company in Australia and New Zealand. Mr. Bartsch became the sales manager for the Bosch interests back in 1918 at the time the Government sold the property to private interests.

W. A. Scheaffer, president of the Scheaffer Pen Company, Ft. Madison, Iowa, last week opened the $100,000 club house which he donated for use of his employes. The building has been turned over to the workers, who will elect a board of governors to manage the club. Dormitories, gymnasium, lounges, billiard rooms, bowling alleys, lockers, roo garden, ballroom and dining room ar included in the structure.

FLASHES

Our position is that we shouldn't cance the French debt until the French give ou tourists free board and lodging.—*Dalla News.*

The Mississippi has caused almos every calamity except a special sessio of Congress.—*Louisville Times.*

It is perhaps appropriate that a ma with a foggy intellect should have a fog horn voice.—*Florence* (Ala.) *Herald.*

Wouldn't it be grand if some geniu could only cross the umbrella with th homing pigeon?—*Louisville Times.*

It may be if diplomats did their job a expertly as marines there would be fewe jobs for marines.—*Detroit News.*

We Americans are a great race, an seem able to maintain our independenc in Nicaragua under even the most tryin conditions.—*El Paso Times.*

If seeing is believing, men should hav implicit faith in women these days.—*Pas saic News.*

Nicaragua generals are ready to talk peace. The supply of privates must be giving out.—*Honolulu Star-Bulletin.*

In the old days the measure of hos pitality wasn't always liquid measure *Vancouver* (B. C.) *Sun.*

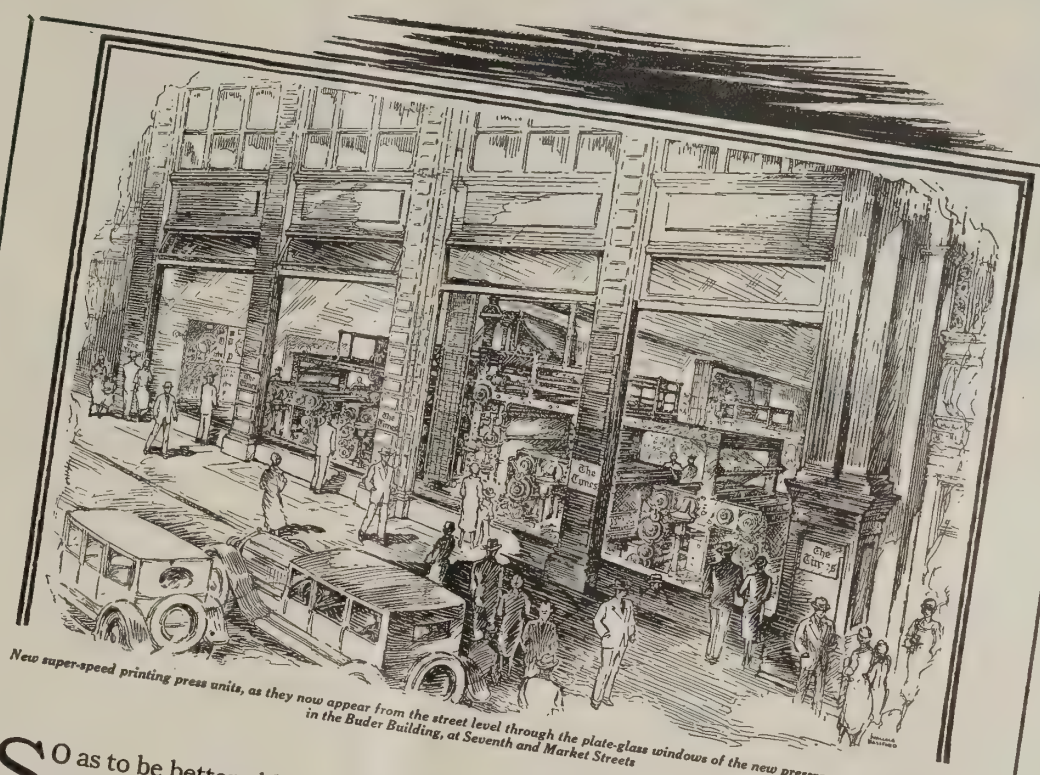
NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

One newspaper—the Pittsburgh PRESS—blankets the great Pittsburgh market, the fifth largest market in the United States. The PRESS has overwhelming leadership. At one cost, through a single newspaper, the advertiser quickly and thoroughly sells both dealer and consumer.
THE PITTSBURGH PRESS
A Scripps-Howard Newspaper
Represented by Allied Newspapers, Inc.
New York Chicago Detroit Atlanta San Francisco Los Angeles Seattle Portland

first! in OHIO
Dispatch Sets the Pace
During the first six months of 1927 The Columbus Dispatch carried more paid advertising than the second Columbus paper by 4,639,750 agate lines.
For years The Columbus Dispatch has enjoyed the distinction of being first in Ohio in paid advertising volume.
NET PAID CIRCULATION
City 60,216
Suburban 28,937
Country 24,525
Total Circulation 113,678
Columbus Dispatch
OHIO'S GREATEST HOME DAILY

HOE In St. Louis

Performance Is What Counts



New super-speed printing press units, as they now appear from the street level through the plate-glass windows of the new pressroom of The Times in the Buder Building, at Seventh and Market Streets

SO as to be better able to SERVE ST. LOUIS, The Times is now proceeding rapidly with plans for a newspaper home equipped with the latest devices known to the publishing business.

This large and costly installation includes a type of printing machinery hitherto unknown in St. Louis, new engraving and stereotyping equipment and one of the largest ground floor composing rooms without pillar supports to be found in the United States, furnished with newly devised systems providing for speed, efficiency and economic operation.

Feeling that there is popular interest in the installation of the latest devices employed in the publication of a daily newspaper, The Times invites the public to view the development now in progress in the Buder Building, at the northwest corner of Seventh and Market Streets, where R. Hoe & Company, the famous printing press engineers, have placed in the New Home of The Times the latest super-speed, unit type newspaper machines, the first of the kind in St. Louis.

The work of perfecting the new equipment will proceed rapidly and with the opening of the fall season the public will then have an opportunity to view the completed plant in all its interesting details.

A Telegram from Mr. Homer Bassford, Manager of The Times Tells The Story:

"On January twenty-ninth of this year in order to provide increased facilities we placed an order with you for eight Superspeed latest-type press units with the Hoe Patented Ink Pumps. On July eleventh these presses were operating most satisfactorily on editions at high speed. We are wondering whether this is not a record for press manufacture and installation of heavy-duty machines. It will interest you to know that these machines are placed on the street level behind plate glass windows and are daily attracting interested crowds. We thank you for your continued interest in this installation which has made good in everything you promised."

R. HOE & CO., INC. NEW YORK & LONDON

NEW YORK BOSTON CHICAGO SAN FRANCISCO NEW ORLEANS DUNELLEN LONDON

W. D. NESBIT, POET AND HUMORIST, DIES SUDDENLY IN CHICAGO

Gained Prominence as Newspaper Writer and Was One of Pioneers in Special Agency Writing—Was Famous as After Dinner Speaker

WILBUR D. NESBIT, 55, poet and humorist and one of the pioneer "special writers" in the field of advertising, died suddenly Saturday, Aug. 20, in Chicago, where for the past 18 years he had been connected with the local office of the William H. Rankin Company, advertising agency, and for more than a decade as vice-president.



WILBUR D. NESBIT

Mr. Nesbit had spent Saturday morning in the office apparently in the best of health. He had luncheon at the Chicago Athletic Club, and after leaving for home was seized with a heart attack and died in the Iroquois Hotel, where he had been carried.

In addition to his prominence as a writer of both verse and advertising copy, Mr. Nesbit was widely known as an after dinner speaker, and presided at many notable dinners.

Mr. Nesbit was born in Xenia, O., on Sept. 16, 1871. He started his writing career in a small Indiana town and later went to New York. From 1899 to 1912 he worked successively as a feature writer on the *Baltimore American, Chicago Tribune* and *Chicago Evening Post.*

He went to Chicago from Indiana about the same time that George Ade, John McCutcheon and others of the period were beginning their newspaper careers. He was a close friend of all the coterie of Chicago writers and artists.

While he was with the Chicago Tribune, he became interested in advertising and was one of the first of the writers of definite position to take up the writing of advertising as a profession.

During the world war Mr. Nesbit's name became known throughout the country as the author of the poem "Your Flag and My Flag," which ran in part as follows:

"Your flag and my flag,
And how it flies today,
In your land and my land
And half a world away;
Rose-red and blood-red
The stripes forever gleam;
Snow-white and soul-white
The good forefathers' dream."

Authorship of this poem was disputed in 1918 when Mrs. Olive B. Montgomery, widow of Dr. Liston Homer Montgomery, who died in 1916, filed suit against Nesbit charging him with plagiarism. Nesbit, however, proved beyond all doubt that he had originally written it while he was on the Baltimore American in 1902 and that it had been published in his book, "The Trail of Boyland," which was brought out in 1904.

During the war, Mr. Nesbit wrote such advertising copy for the drives of the Liberty Loans and the Red Cross. He was advertising and publicity director of the Second and Third Liberty Loan Drives in Chicago.

At one time, he was associate editor of *Advertising & Selling* and at this time he wrote a book on advertising copy, which is in use today. Among his writings the best known are: "The Gentleman Rag Man," "Trail to Boyland," "Land of Make-Believe," "A Friend or Two," and "My Shadow."

The most notable work of Mr. Nesbit in the field of advertising was done for the products of Thos. E. Wilson Company, meat packers, B. F. Goodrich Company, Eskimo Pie Company, Add-A-Pearl Necklace, and the Baltimore & Ohio. At one time he was the editor of the magazine issued by the Baltimore & Ohio.

Mr. Nesbit was originally associated in advertising with John Lee Mahin, whose company was succeeded by the Wm. H. Rankin Company.

Mr. Nesbit was a prominent figure in all advertising functions in Chicago. He was toastmaster at the dinner given to Wm. Boyd now advertising director of the Curtis Publishing Company and presided over the dinner given by the Chicago advertising men to Charles A. Stoddard, at which Frank E. Munsey and Albert D. Lasker were the principal speakers. He was toastmaster at the luncheon given by the Chicago Association of Commerce in connection with the election of Mr. O. C. Harn as president of the Audit Bureau of Circulations.

Not long ago Mr. Nesbit put his knowledge of banquet customs into book form and the volume, "After Dinner Speeches and How to Make Them," complete with anecdotes for all occasions, is just now coming from the publisher.

During the past five years Mr. Nesbit was president of the Forty Club, an organization of forty leading men in business, medicine, literature, music and the stage. It includes such members as John P. McCutcheon, Col. Robert E. McCormick, Dr. John S. Golden, John C. Shaffer, publisher of the Chicago Evening Post, Otis Skinner, the actor, and Thomas E. Wilson, president of the Wilson Company. He was also president of the Indiana Society of Chicago, and a member of the Cliff Dwellers, Arts and White Paper clubs of Chicago, the University club of Evanston and the Columbia club of Indianapolis.

Mr. Nesbit is survived by his wife of Evanston, Ill., and three sons, Richard, of Montana; Robert, of Chicago, and Wilbur D., of Evanston.

Active pall bearers at the funeral, which was held Tuesday, were: Harold Dyrenforth; Evan Evans; William Johnson; William H. Rankin; Joseph Rushton; Lloyd Worth.

Many tributes to Mr. Nesbit from men prominent in advertising and publishing were received by his family and business associates.

Mr. Rankin's tribute follows:

"For 18 years I have worked side by side with Wilbur Nesbit. Each year I have learned more and more of the friendly gentle nature that was his. Few men had as many friends. Few were so widely admired, respected and loved. Here in Chicago thousands are mourning his loss. Telegrams from all over the country are paying tribute to him as an advertising man, public speaker, writer, and friend. James Whitcomb Riley, one of Wilbur Nesbit's strongest admirers, once said, 'Most writers write head high but Nesbit writes straight to the heart—heart high.'

"It is worth having worked these 18 years to have had such a friend and associate as Wilbur Nesbit has been to all of us."

James O'Shaughnessy sent the following telegram on behalf of the American Association of Advertising Agencies:

"The entire profession of advertising agencies is cast into deep sorrow over the great loss it has sustained in the passing of Wilbur D. Nesbit whose great achievements have earned for him a foremost place in the high rank of the advertising agency profession. Please accept this brief message as an expression of the heartfelt bereavement of the members of the American Association of Advertising Agencies on the untimely passing of a brother who had contributed so much, so devotedly and unselfishly to the improvement of the modern promotion of merchandising and to the upbuilding of the general welfare."

PROF. LOUIS FUERTES

Prof. Louis Agassiz Fuertes, well-known naturalist and authority on birds, who served as ornithologist of the recent expedition into Abyssinia which was sponsored by the *Chicago Daily News* and the Field Museum, was instanly killed Aug. 22 at Porter's Crossing near Unadilla, N. Y., when the automobile in which he was riding was struck by a train. Prof. Fuertes, who was on the faculty of Cornell University, was the leading painter of birds in this country. During the expedition to Abyssinia, he alone collected 1,000 rare birds and made many color sketches of birds in their native haunts.

PLANNING NOVELTY EXHIBIT

The Osaka Municipal Office, department of industry and commerce, Japan, has informed EDITOR & PUBLISHER that it plans to hold an Exhibition of Advertising Novelties in the near future and wishes American firms to send articles for exhibit. All of the articles sent should carry advertising. They will be returned upon request, the announcement said.

DAILY PICKS CONTEST WINNER

Margaret M. Burke, 19-year-old Somerville, Mass., girl, was chosen recently as the winner of the *Boston* (Mass.) *Advertiser's* "Boston's Best Girl Contest." The prize was two weeks' vacation in Hollywood as the guest of Mary Pickford and Douglas Fairbanks, also a complete outfit from Boston shops.

DIRECT MAIL MEET OCT. 19

"Combating the rising cost of selling" will be the theme of the tenth annual convention of the International Direct Mail Advertising Association, which will be held Oct. 19-21 at the Hotel Stevens.

Eighteen Vera Cruz police officials have been held for trial on a murder charge. They're only a year behind Canton. *Worcester* (Mass.) *Post.*

now

195,000 Daily
425,000 Sunday

And The largest home-delivered circulation of any paper in its territory

Los Angeles Examiner

NEW HIGH RECORD

For the first seven months of 1927, the

BOSTON EVENING TRANSCRIPT

published a total of 544,273 lines of Financial Advertising, the largest amount in its history for a corresponding period, and 28,537 more than for the first seven months of 1926.

This reflects the increasing prestige of the Transcript in financial advertising

Boston Evening Transcript

Highest ratio of BUYERS to readers
National Advertising Representatives

CHARLES H. EDDY CO.
Boston New York Chicago

CLINE SYSTEM

CLINE ELECTRIC MFG. CO. CHICAGO

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Elkhart Truth
Elkhart, Ind.

Ask them about it

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

The demand for The New York Times Prospectus on Community Advertising has been so great that the first edition is exhausted. Another printing has been ordered. Copies will be sent to advertising agencies, chambers of commerce, or public officials upon request to the

Advertising Department

The New York Times



Over 260,000 Homes in Michigan served by Booth Newspapers

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN
50 East 42nd Street
New York City

J. E. LUTZ
6 N. Michigan Ave.
Chicago, Ill.

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

INTERTYPE IDEAL NEWS FACE

Spacing

Why Do So Many Newspapers Double-Lead Their Editorials?

The answer is . . . To make them more readable, more legible.

Extra-leading is usually the first thing that the news writer thinks of when he or she is writing a front page story. Extra-leading has always meant easier reading.

Solid matter is hard to read.

If setting lines apart increases legibility, the same is true with individual letters. You must give the letters in a word a chance to breathe. That's one reason why Intertype IDEAL News Face is the easiest news face for the eyes.

Being of the Modern Roman group of type faces, Intertype IDEAL News Face is in harmony with the make-up of a newspaper column and is a STEADY letter. There is no confusion from vibration.

Also, it is a balanced letter. The light strokes and the heavy strokes are in correct proportion. It is not the same "color" all over. In other words: it is not a monotone which is just as tiring on the eyes as too much vibration.

You don't have to change to Intertype IDEAL News Face unless your readers like it better. And it won't cost you a cent to find out whether your readers will like it better. We have the plan if you have the time to get in touch with the nearest Intertype office.

Intertype matrices will run in OTHER *slug-casting machines*

Standardized

INTERTYPE

TRADE MARK

INTERTYPE CORPORATION

1440 Broadway, NEW YORK

Chicago 130 North Franklin Street; *Memphis* McCall Building; *San Francisco* 560 Howard Street; *Los Angeles* 1240 South Main Street; *Boston* 80 Federal Street; *London; Berlin. . .* Distributors in principal cities throughout the world

Intertype Century Expanded with Century Bold

EDITOR & PUBLISHER ANNUAL DIRECTORY OF SYNDICATE FEATURES

(*Continued from page 8*)

FEATURE	AUTHOR	SYNDICATE
Fashions Eleanor Gunn (d) (serial) (½) (ill)	Eleanor Gunn	Metropolitan Newspaper Service
Fashions-Eleanor Gunn (s) (serial) (⅜-ill) (¾)	Eleanor Gunn	Metropolitan Newspaper Service
Fashions, Fads & Fancies (3w) (½)		International Feature Service
Fashion Features (d) (1)	Julia Bottomley	Western Newspaper Union
Fashion Layouts (3w)		International Feature Service
Fashions, Men's (3w)	A. T. Gallico	Chicago Tribune Newspaper Synd.
Fashion Notes (w) (¼)	"Louisa"	Editor's Copy
Fashion Page (w) (fp)	Mary Marshall	McClure Newspaper Syndicate
Fashions (Paris) (w) (hp)	Bettina Bedwell	Chicago Tribune Newspapers Synd.
Fashion Service (dw)		U. P. C. News Services, Inc.
Fashion Service (prints)		Editors Syndicate
Fashion Sketches (d)		Keystone Feature Service
Fashion Suggestions (d) (1)	Julia Blanchard	NEA Service, Inc.
Fashion, Today's (2w) (¼)	Vera Winston	Newspaper Feature Service
Fashions Vogue (d) (½)		United Feature Syndicate
Fashionable Folk (d) (2)	Julia Boyd	McNaught Syndicate
Fatty Lewis (w)	Arthur F. Killick	McNaught Syndicate
Favorite Dish, My (d) (¼)	Famous Women	Ledger Syndicate
Feature Letter (w)	Staff	Holmes Feature Service
Feature Page (w) (fp)		International Syndicate
Fiction (w) (f.p.)		World Color Printing Co.
Fiction English (d) (serial)	English Novelists	United Feature Syndicate
Fiction (Pinnacle (w) (fp) (ill)	Eminent Writers	Metropolitan Newspaper Service
Fiction Service (dw)		U. P. C. News Service, Inc.
Fiction (Zenith) (w) (fp) (ill)	Eminent Writers	Metropolitan Newspaper Service
A Fighter's Letters to His Manager (w) (1½) (ill)	Walter Davenport	Bell Syndicate
Fighting Under Five Flags (w) (4) (ill.)	Tracy Richardson, Douglas de Younge Silver	Bell Syndicate
Filler (Baby Mine) (d) (3¼)	Paul Pim	George Matthew Adams Service
Filler Cheerful Cherub (d) (2¾)	Rebecca McCann	George Matthew Adams Service
Filler Editorial (w) (1)		Ullman Feature Service
Film Folk (d) (½)		Famous Features Syndicate
Film News and Features (d)	Staff	Holmes Feature Service
Financial Articles (w) (1 and ½)	B. C. Forbes	Premier Syndicate
Financial (Stock a Day) (d) (⅛) (Ill.)		Bell Syndicate
Financial and Business News Service (d)	Staff	Chicago Journal of Commerce
Financial Letter (w) (1)		Chicago Journal of Commerce
Financial Page Charts (3 t.a.w.) (2)	Various	National Newspaper Service
Financial Service (d)	Staff correspondents	Post Syndicate
Find the Missing Person (Puzzle) (d) (2)		Associated Newspapers
First Reader, The (d) (1)	Harry Hansen	New York World Syndicate
First Run Fiction (serials) (2) (ill.)		Chicago Tribune Newspapers Synd.
First Run Fiction (w) (serials) (fp) (ill.)		Chicago Tribune Newspapers Synd.
First Run Fiction (w) (short stories) (fp) (ill.)		Chicago Tribune Newspapers Synd.
Fix Bayonets (w) (2) (ill.)	Capt. John W. Thomason	
Folly's Daughter (d) (1)	Ann Lisle	International Feature Service
Folly's Daughter (d) (1)	Ann Lisle	King Features Syndicate
Food and Health (d)	Winifred S. Gibbs	McClure Newspaper Syndicate
Food and Marketing Service (w) (½)	Winifred Worth	Allen Feature Service
Foreign Articles (w)	Frank H. Simmonds	McClure Newspaper Syndicate
Foreign News Service (w)	Staff	Holmes Feature Service
Foreign Service (d)	Staff correspondents	Post Syndicate
Fun in Black and White (w) (fp)		National News Service
Fundamentals of Retailing (w) (serial) (¼)	Charles W. Meyers	King Editors' Features

G

Gardening for the Amateur (w) (1½)	T. H. Rand-McNally	Star Newspaper Service
Gardens (Inside and Outdoor) (d) (½)	Jane Leslie Kift	Ledger Syndicate
General editorials (d) (1)	Staff	NEA Service, Inc.
General News Service (d)	Staff	Holmes Feature Service
Getting Ahead in Business (w) (½)	Woodclif Woods	King Features Syndicate
Gilbert's Dispatches (d)	Clinton W. Gilbert	Post Syndicate
God's Program of Events (⅓)	Rev. James McKendrick	Keystone Feature Service
Golf, How to Play (3w) (½)	Armour	King Features Syndicate
Golf Instructions, Sol Metzger (d) (1)	Sol Metzger	Publishers Syndicate
Golf—Johnny Farrell Tells How to Play (d) (½)	Farrell	King Features Syndicate
Golf Stories—Sol Metzger (w) (2)	Sol Metzger	Publishers Syndicate
Good Housekeeping & Fashion (w) (fp)		King Features Syndicate
Good Manners (d) (1)	Mrs. Beekman	International Feature Service
Good Night Stories (d) (½)	Blanche Silver	Newspaper Feature Service
Gossip From Washington (w)	Dorothy Shumate	Women's National News Bureau
Gotham Day by Day (d) (½)	Ross Duff Whytock	Ledger Syndicate

H

Handy Big Headed Fillers (d) (graduated)	Staff	Handy Filler Service
Handy Fillers (d) (graduated)	Staff	Handy Filler Service
Handy Headed Fillers (d) (graduated)	Staff	Handy Filler Service
Happiness Chats (d)	Edith Johnson	Republic Syndicate
Hart's Puzzles (10w) (1)	J. F. Hart	Bell Syndicate
Haskin Letter (d)	Frederic J. Haskin	Haskin Information Bureau
Health & Success, Secrets of (d) (¾)	C. A. L. Reed, M.D.	International Feature Service
Health Articles (d) (⅔)	Dr. Lulu Hunt Peters	Central Press Assn. Inc.
Health Articles (w) (1)	Dr. William Brady	National Newspaper Service
Health Articles (d) (⅓)	Sir Arbuthnot Lane	D. P. Syndicate
Health and Diet Advice (d) (½)	Dr. Frank McCoy	McCoy Health Service
Health Beauty Articles (d) (½)	Lady Beatrice Gray	Graphic Syndicate, Inc.
Health Is Happiness (w) (½)	Staff	Columbia Newspaper Service
The Health of The Workers (w) (serial) (½)	Dr. C. H. Barton	King Editors' Features
Health, Your (d) (1)	Royal S. Copeland	Newspaper Feature Service
Health Service (d) (½)	Dr. Morris Fishbein	NEA Service, Inc.
Heart Throbs	Joe Mitchell Chapelle	Cosmos Newspaper Syndicate
Helen and Warren (w) (2)	Mabel Herbert Urner	Bell Syndicate
Heroes of The Service (w) (4) (ill)	Theodore Roosevelt, Jr.	Bell Syndicate
Hints To Housewife (w) (½)	Staff	Columbia Newspaper Service
Hints for the Motorist (3w) (2)	A. L. Clough	International Syndicate
Hollywood Letter (w) (1)	Rosealind Shaefer	Chicago Tribune Newspapers Synd.
Hollywood Movie News (d) (½)	Dorothy Herzog	Payne Syndicate, Inc.
Home & Farm Building (w) (1½)	W. A. Radford	Western Newspaper Union
Home Economics (w)	Florence Brobeck	Herald Tribune Syndicate
Home Entertainment (w) (1)	Susan Gardner	Register & Tribune Syndicate
Home Harmonious (w) (qp)	Anita de Campi	Chicago Tribune Newspaper Synd.
Home Kitchen, The (3w) (½)	Jeannette Norton	Newspaper Feature Service
Home-Making Helps (3w) (½)	Wanda Barton	Newspaper Feature Service
Home Needlework (d)	Jennie Hirsch	Ledger Syndicate
Home Notes (a)	Jenny Wren	Ledger Syndicate
Home Owner and Builder (w) (2)		Audio Service
Home Plans (w) (¼)	Louise Bargelt	Chicago Tribune Newspapers Synd.
Home Sewing (3w) (⅓) (ill.)	Ruth Wyeth Spears	George Matthew Adams Service
Hotel News New York (d)	Staff	Holmes Feature Service
Hotel Stenographer (d)	Roe Fulkerson	McNaught Syndicate
Household, The (d) (1) (ill.)	Mrs. L. LeBaron Walker	Bell Syndicate
Household Hints (d)		Keystone Feature Service
Household Hints (d) (1)	Hortense Saunders	NEA Service, Inc.
Household Hints (d) (⅔)	Mrs. Mary Morton	Central Press Assn., Inc.
Household Page (w) (fp)	Mary Matsball	McClure Newspaper Syndicate
Housekeeping, Efficient (d) (½)	Laura A. Kirkman	George Matthew Adams Service
Housewife's Economy Calendar (d)		McClure Newspaper Syndicate
Housewife's Idea Box (d)	Rae Ribler	Ledger Syndicate
Housewifely Wisdom-Pattern Page (w) (f.p.)		World Color Printing Co.
Housewifely Wisdom (w) (fp.)		National News Service
House & Garden (d) (½)		United Features Syndicate
House Plans for Home Builders (w) (4) (ill)	Cora Wilson	King Features Syndicate
House Plans (w) (2)	Special	NEA Service, Inc.
House Plans (w) (3)	W. W. Purdy	International Syndicate
Horoscope (d)		McClure Newspaper Syndicate
Horoscope (Your Lucky Hour (d) (2)	Veiled Priestess	Premier Syndicate
Horoscope (d) (4)	Genevieve Kemble	Newspaper Feature Service
How I Keep My Figure (d) (¼)	Notable Women	Ledger Syndicate
How Bright is Your Baby? (d) (⅓) (ill.)	Dr. June E. Downey	Science Service, Inc.
How Do You Know You Know (d) (¼)	Wm. Nelson Taft	Post Syndicate
How's Business (w) (1½)	Staff	Cambridge Associates, Inc.
How It Started (d) (¼)	Jean Newton	Bell Syndicate
How to Achieve Beauty (d) (½)	Mme. Rubinstein	Central Press Assn., Inc.
How to Earn Money at Home (d) (⅓)	Sara Spence	Graphic Syndicate, Inc.
How-To-Make-Home-craft (d) (2)	LaSalle	Editors Syndicate
How to Keep Well (dw)	Dr. W. A. Evans	Chicago Tribune Newspaper Synd.
How to Play Golf (d) (½)	Armour	King Features Syndicate
Howe About Everything (w) (1)	Ed Howe	Bell Syndicate
Human Nature Clinics (d) (⅓)	Thomas A. Clarke	Western Newspaper Union
Humor (w) (2) (ill)	Stephen Leacock	Metropolitan Newspaper Service
Humorous Article (s) (1)	Frank Sullivan	New York World Syndicate
Humorous Article (s) (1)	Milt Gross	New York World Syndicate
Humorous Article (w)	Nina Wilcox Putnam	Republic Syndicate
Humorous Articles (d)	Will Rogers	McNaught Syndicate, Inc.

I

I and George (w)	Nina Wilcox Putnam	Republic Syndicate
I Have Said in My Heart (d) (⅔)	Idah McGlone Gibson	Central Press Assn., Inc.
Ideal Girl, My (d) (1)	Celebrated Personalities	Ledger Syndicate
If Youth But Knew	Business and Professional Leaders	Famous Features Syndicate
Illustrated Articles (3w) (1½)		Gilliams Service
Illustrated Articles (w)	Alma Whitaker	McClure Newspaper Syndicate
Indoor and Outdoor Gardens (d) (½)	Jane Leslie Kift	Ledger Syndicate
Industrial News and Features (d)	Staff	Holmes Feature Service
Information Bureau (dw) (½)	Staff	National Feature Service
Inspirational Articles (d)	Glenn Frank	McClure Newspaper Syndicate
Inspirational Talks (4w) (½)	Winifred Black	Newspaper Feature Service
Intelligence Test (d) (½)	Special	NEA Service, Inc.
Intelligence Tests (d) (⅓)	Dr. John Scott Calhoun	National Newspaper Service
Interesting Court Decisions (d) (⅛)	Leo Wolfsohn	National Newspaper Service
Interior Decoration (d)	Jenny Wren	Ledger Syndicate
Interview-Editorial (d) (½)	Willis J. Ballinger	U. P. C. News Services, Inc.
Interview Service (w) (2-2½)	Willis J. Ballinger	U. P. C. News Services, Inc.
Interviews	Zoe Beckley	Famous Features Syndicate
Interviews (d)	Staff	Holmes Feature Service
Interviews	Staff	New York Allied News Bureau
Interviews with Celebrities on Children (w)	Clare Ogden Davis	McNaught Syndicate
Inventions-automobile (w) (⅛)	E. Lecraw	National Feature Service
Isn't It Odd? (w) (2)	William Atherton DuPuy	Science Service, Inc.

J

Jewelry (Your) and Your Personality (d) (½)	Dorothy Stote	Ledger Syndicate
Johnny Farrell Tells How to Play Golf (d) (½)	Farrell	King Features Syndicate
Johnson Serials (d) (½)	Gladys E. Johnson	George Matthew Adams Service
John Smith and His Car (w) (¾)	Frederick C. Russell	Ullman Feature Service
John Smith and His Radio (w) (¾)	Frederick C. Russell	Ullman Feature Service
Jots From Geography (d) (¼)	Ernest Henderson	Register & Tribune Syndicate
Joy	Barbara Webb	Famous Features Syndicate
Jubilee's Partner (d) (½) (ill)	Judd Mortimer Lewis	George Matthew Adams Service
Justajingle (d)	Hal Cochran	NEA Service, Inc.
Just a Moment with Irvin Cobb (d)	Irvin Cobb	Bell Syndicate
Just Folks (d)	Edgar A. Guest	George Matthew Adams Service
Justifiers (w) (fp)	Staff	NEA Service, Inc.

K

Kathleen Norris' Article (w) (2) (ill)	Kathleen Norris	Bell Syndicate
Keep This in Mind (d)	Oliver Keep	McClure Newspaper Syndicate
Kellygrams (d) (½)	Fred C. Kelly	Central Press Assn., Inc.
Kit Carson (w) (3) (ill)	Arthur Chapman	Bell Syndicate
Kitchen Cabinet (d) (½)	Nellie Maxwell	Western Newspaper Union

L

Laddergrams (Puzzle) (d) (1)	Conant & Surrick	Ledger Syndicate
Laila (d) (serial)	John Newport	Eugene MacLean Features
Lardner Letter, Ring (w) (1) (ill)	Ring Lardner	Bell Syndicate
Laughing Around the World With Irvin S. Cobb (d)	Irvin S. Cobb	McNaught Syndicate
Laughs From Life (d) (1) (ill)		Bell Syndicate
Law Feature (d)	"Counsellor"	McClure Newspaper Syndicate
Lawn Tennis Lessons (d) (⅛)	R. Innes-Taylor	Star Newspaper Service
Leacock, Stephen		Metropolitan Newspaper Service
Leased Wire Service (d)	Staff correspondents	Post Syndicate
Life and Letters of Woodrow Wilson (d) (½)	Ray Stannard Baker	D. P. Syndicate
Lights of New York (dw) (¾)	Grant Dixon	Bell Syndicate
Line O'Type or Two (d) (1) R. H. L.		Chicago Tribune Newspaper Synd.

(*Continued on page 42*)

Statement of Policy

of

The Central Press Association

Incorporated

Our 560 client newspapers and the press generally are entitled to know of the plans and policies we have decided upon, following the consolidation of Johnson Features, Editors' Feature Service and The Central Press Co.

The daily product of Editors' Feature Service was very large and it was sold at a heavy loss, which could not be reduced if the quality and scope of the service were to be maintained.

The Central Press Association issued a somewhat smaller service, which it had maintained through seventeen years on a self-supporting basis.

Consolidation of the organizations still leaves us with a financial problem. We have decided to make a service larger and better in every way than either of the old services, and since we have chosen to improve the service, rather than remove the deficit by drastic economies, our solution is to be reached through the sales department.

We believe that the newspapers are willing and glad to support a fine service, and when we say support, we mean financial as well as moral support. No one really expects us as a matter of duty to operate permanently at a loss, which is what would happen if we did not sell our service at prices based on cost.

We are preparing a standard rate card which will provide a scale of prices based upon the present volume of the service, and upon circulations. Our prices will always be fair, and no higher than other organizations charge for similar or comparable service.

No reasonable editor could expect us to retain ALL the features of the old organizations. We have kept the BEST, and we have already begun adding new ones. The result will be a much stronger line of features than either could offer before.

What is of special and great importance is the fact that we plan to go further in increasing the speed and energy used in covering news events with special stories and pictures. The Central Press Association beat the world last March with the first story of Lindbergh's proposed flight to Paris. Three months ago it produced the first story of the plan of Mildred Doran to fly to Hawaii. We expect to continue keeping up the high standard of news excellence in the consolidated service.

Our attention will be given chiefly to quality and speed. It goes without saying that we shall avoid waste and extravagance, but this does not mean carrying economy to the point where the service would be affected even in a trifling degree.

We invite inquiries from progressive editors and publishers.

THE CENTRAL PRESS ASSOCIATION

INCORPORATED

1435 East Twelfth Street,
Cleveland

Times Building
New York

EDITOR & PUBLISHER ANNUAL DIRECTORY OF SYNDICATE FEATURES

(*Continued from page* 40)

FEATURE	AUTHOR	SYNDICATE
Listening in one Eve (d) R. H. L.		Associated Newspapers
"Listen, World" (d) (1)	Elsie Robinson	King Features Syndicate
Literary Articles (w) (2)	H. L. Mencken	Chicago Tribune Newspapers Synd.
Little Benny (d) (⅓)	Lee Pape	George Matthew Adams Service
Little Jack Rabbit (d) (⅓) (ill)	David Cory	George Matthew Adams Service
Little Red Ridinghood (w) (ill) Puzzle (1)		National News Service
Living and Loving (d) (⅓)	Mrs. Virginia Lee	Central Press Assn., Inc.
Lloyd-George, David, Fortnightly (2)	Lloyd George	United Feature Syndicate
Local Stories (w) (¾)	C. C. Berry	Editor's Copy
Louisa's Letter to Girls (w) (½)	"Louisa"	Editor's Copy
Love For Million (d) (serial)	Sally Jones	Eugene MacLean Features
Love Gossip (d) (⅓)	Laurel Gray	National Newspaper Service
Lovelorn Column (d) (½)	Priscilla Wayne	Register & Tribune Syndicate
Love Problems (d) (1) (serial)	Hazel Deyo Batchelor	Ledger Syndicate
Love's Embers (d) (½)	Adele Garrison	Newspaper Feature Service
Lucky Hour, Your (d) (2)	Veiled Priestess	Premier Syndicate

M

McDuffer Golf Comic (d) (1)	Barrie Payne	Publishers Syndicate
Magazine Features (d) (1)	Staff	New York World Syndicate
Magazine Page (fp) (w)		National News Service
Magazine Page (w) (2p) (ill)		World Color Printing Co.
Magazine Pages (w) (12p)	Various	Ledger Syndicate
Magazine Section (w) (2)		Ullman Feature Service
Maiden Meditations (w) (hp)	Sara Moore	Chicago Tribune Newspapers Synd.
Make It Yourself (d)	Jennie Hirsch	Ledger Syndicate
Making The Most Of Your Looks (d) (½)	Dorothy Stote	Ledger Syndicate
Man to Man (d) (⅛-¼)	"Top Hat"	Graphic Syndicate, Inc.
Man Nobody Knows, The (dw)	Bruce Barton	Bell Syndicate
Manhattan Days & Nights (d) (600)	Herbert Corey	Associated Newspapers
Market Quotation Service (dw)		Chicago Journal of Commerce
This Marriage Business (w) (1½)	Connie and Bert	Bell Syndicate
Marriage Game (d) (⅓)	Mr. & Mrs. Arnold Hatton	National Newspaper Service
Marriage Problem, The (d) (1)	Celebrated Authors	Ledger Syndicate
Married Life Serials (d) (1)	Idah McGlone Gibson	National Newspaper Service
Matrimonially Speaking (d) (¼)	Mr. & Mrs. Hugh McKay	Ledger Syndicate
Medbury's Daily Humor (d) (1)	John Medbury	King Features Syndicate
Meditations of a Married Woman (4w) (½)	Helen Rowland	King Features Syndicate
Memory Teasers (d) (2)	R. H. Tingley	International Syndicate
Men & Markets (d) (1) (ill)		Publishers Financial Bureau
Men's Fashions (3w)	A. T. Gallico	Chicago Tribune Newspapers Synd.
Menu (d)		McClure Newspapers Syndicate
Menu (dw) (200)		Associated Newspapers
Menu (d)		Keystone Feature Syndicate
Midget Stories (d) (½)	Philip Horne	United Feature Syndicate
Minute Movies (d) (7-8) (ill)		National News Service
Milady Beautiful (d) (¼)	Lois Leeds	Ledger Syndicate
Mind Meter, The (w) (½)	Dr. J. Lowell Henderson	Bell Syndicate
Mirror of Hollywood (d) (⅛) (ill)	Alice Warder	National Newspaper Service
Mirror of New York (d)	Joseph Van Raalte	McClure Newspaper Syndicate
Mirror of the Week's Trade (w) (1½)	Staff	Chicago Journal of Commerce
Miscellaneous Cartoons and Singles (w) (fp)		World Color Printing Co.
Miscellaneous News and Features (d)	Staff	Holmes Feature Service
Money At Work (d) (¼)	Miscellaneous	Associated Editors, Inc.
Montague Sunday (w) (1) (ill)	James J. Montague	Bell Syndicate
More Miles Per Car	Ray McNamara	Christy Walsh Syndicate
More Truth Than Poetry (d) (1½) (ill)	James J. Montague	Bell Syndicate
Mothers and Their Children (d)	Helen J. Millar	Associated Editors, Inc.
Motor Page (Canadian) (w) (fp)		Star Newspaper Service
Motorist, Hints for the (3w) (2)	A. L. Clough	International Syndicate
Movie (w) (fp)		World Color Printing Co.
Movie Page (w) (fp)	Link	National News Service
Movie Reviews (d)	Staff	Holmes Feature Service
Movie Service (d) (½)	Dan Thomas	NEA Service, Inc.
Moving Picture Album (w) (1)	Robert Sherwood	Bell Syndicate
Murders, Unsolved (d) (1)	Vance Wynn	Ledger Syndicate
Mutter & Mumble (w) (1)	John Medbury	King Features Syndicate
My Neighbor Says (d) (150)		Associated Newspapers

N

Nancy Page (d) (1)	Florence La Ganke	Publishers Syndicate
National Club News (d) (500)	Jane Randolph	Capital News Service
National Santa Claus Campaigns		Eastern Newspaper Service
National Sunshine Club (w)		Bell Syndicate
Nature Stories (w)	Thornton Burgess	Herald Tribune Syndicate
Nature's Notebook (d) (¼) (ill)	Dr. Frank Thone	Science Service
Natural History Stories (Children) (dw) (⅛)		Eastern Newspaper Service
Navy News (d) (½)	Vivian Lee Tillman	Army-Navy News Service
Needlework, Home (d)	Jennie Hirsch	Ledger Syndicate
New Automobile Inventions (w)	E. Lecraw	National Feature Service
New in New York (d&s) (½)	Gilbert Swan	NEA Service, Inc.
New York Day By Day (d)	O. O. McIntyre	McNaught Syndicate, Inc.
New York Letter (d) (½)	Burton Rascoe	Central Press Assn., Inc.
New York Letter (d) (600)	Herbert Corey	Associated Newspapers
New York Letter (d) (1)	Walter Winchell	Graphic Syndicate
New York News Service (d)	Staff	Holmes Feature Service
N. Y. Society Letter (w) (2)	Grace Robinson	Chicago Tribune Newspaper Synd.
New York Society Letter (w)	Howard White	NEA Service, Inc.
New York Stage (w) (2)	Gene Cohn	NEA Service, Inc.
N. Y. Theatre Letter (w) (2)	Burns Mantle	Chicago Tribune Newspapers Synd.
New York Theatre News and Reviews (d)	Staff	Holmes Feature Service
News of the Broadcasters (d) (⅔)		Audio Service
News Features (d)		North American Newspaper Alliance
News Features (d)	Staff	Associated Press Feature Service
News	Staff	New York Allied News Bureau
News Features (d)	Staff	Holmes Feature Service
News Features (dw)		World Wide News Service
News Features (d)	Staff and special	NEA Service, Inc.
News Features	Various	Current News Features
News Items (w) (2)		Editor's Copy
News Mat Service (Canadian) (w)		Star Newspaper Service
News Service, Evening Post (d)	Staff correspondents	Post Syndicate
News Wire Service (Canadian) (d)		Star Newspaper Service
News of Women in Congress (d)	Maxine Davis	Capital News Service
News of Women in Politics (d)	Jessie Tappan	Capital News Service
Noozie (d) (½&1)		International Syndicate
Novels, Popular	Various	King Features Syndicate
Norris Serials (d) (¼)	Margaret Norris	George Matthew Adams Service

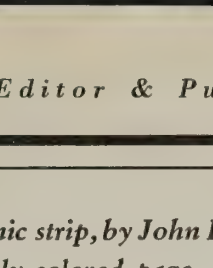
(*Continued on page* 44)

See page 35 for directory of features of Metropolitan Newspaper Service



Merely Margie, a daily comic strip, by John Held, Jr.
Sentimental Sally, a weekly colored page, by John Held, Jr.
Felix, a new daily comic strip, by Pat Sullivan
Ritzy Rosey, daily fashion drawings, by Faith Burrowes
The Life of Edison, in 78 illustrated daily strips
Who's Brainy Now?, a daily question and answer strip
Golf articles by Tommy Armour, National Open Champion
Congressional Club Cookbook Recipes, 314 daily recipes
Fight articles by Gene Tunney, World's Heavyweight Champion
Fight articles by Jack Dempsey, Former World's Champion

the year's best new circulation-winning comics and features . . .



New Stars in the World's Greatest Galaxy of Circulation Makers

JOHN HELD, JR., one of the most popular artists of modern times has joined KING FEATURES SYNDICATE. His daily strip, "MERELY MARGY—AN AWFULLY SWEET GIRL", and his Sunday page in colors, "SENTIMENTAL SALLY," are the comic hits of the year.

A new daily comic which is attracting tremendous attention is "FELIX THE CAT" now drawn in daily strip form by PAT SULLIVAN, whose Sunday comic page in colors is already world famous. More than FIFTY newspapers booked it the first week.

All the Stars All the Time They're Stars

Among the biographies in illustrated strip form which in the past four months have proved so popular with the HEARST newspapers and numerous others is "THE LIFE OF THOMAS A. EDISON", approved by the great inventor himself.





GENE TUNNEY, world's heavyweight champion, and JACK DEMPSEY are writing daily signed articles of their training for the forthcoming championship battle in Chicago. Their stories are widely exploited by newspapers throughout the country.

* * *

MRS. CALVIN COOLIDGE and the wives of the famous men of Washington have written their favorite recipes for the CONGRESSIONAL CLUB COOK BOOK which is now ready for publication in newspapers.

* * *



WIRE or write NOW for the catalog which lists all the stars that are responsible for building and holding circulation in large papers and small alike in all parts of the world.

KING FEATURES SYNDICATE, Inc.

M. KOENIGSBERG—PRESIDENT

241 WEST 58TH STREET *NEW YORK CITY*

EDITOR & PUBLISHER ANNUAL DIRECTORY OF SYNDICATE FEATURES

(*Continued from page 42*)

FEATURE	AUTHOR	SYNDICATE
Novelette (d) (⅛)		Keystone Feature Service
Novelette Service	Various	King Features Syndicate
Now I'll Ask One (d)		Famous Features Syndicate
Nunally Johnson's Column (d) (1)	Nunally Johnson	Post Syndicate

O

Obituary (w) (1½)	Wilbur G. Warner	Central Press Assn., Inc.
Odd Facts (varies)		Newspaper Feature Service
Of Interest to Women (d) (½)		Keystone Feature Service
O' Trusty (w) (2)	Don Wooton	NEA Service, Inc.
Old Doc Hawley (w) (2)	Don Marquis	King Features Syndicate
Old Gardener Says (d)		Associated Newspapers
Old Masters (d) (⅛)	Miscellaneous	NEA Service, Inc.
Once-Overs (d) (¼)	J. J. Mundy	International Feature Service
On Convention (series) (2)	Will Durant	United Feature Syndicate
One Hundred and One Wonders (d)	Edison Watt	Associated Newspapers
Otto Watt (d) (¼)		Associated Editors, Inc.
Our Children (d) (⅛)	Angelo Patri	Bell Syndicate
Our Family Food (w)	Winifred S. Gibbs	McClure Newspaper Syndicate
Our Government (d) (½)		Audio Service
Our Jobs and What We See In Them (w) (serial) (¼)	L. A. Hartley	King Editors' Features
Outwitting Your Nerves (d) (½)	Dr. Josephine A. Jackson	George Matthew Adams Service
Over Life's Hurdles (d) (½)	Louis E. Bisch	Premier Syndicate

P

Page About People (Canadian) (w) (fp)		Star Newspaper Service
Paragraphs (Dog Hill Paragraphs) (d) (ill)	George Bingham	George Matthew Adams Service
Paris Fashions (w) (hp)	Bettina Bedwell	Chicago Tribune Newspapers Syndicate
Paris Fashion Board	Various	Cosmos Newspaper Syndicate
Paris Fashion Letter (w) (2)	Special writers	NEA Service, Inc.
Paris Fashion Service (d) (1)	Eve Tingey	Ledger Syndicate
Parental Problems (w) (1)	Dr. Arthur Dean	National Newspaper Service
Pattern Service	Lucille Lorraine	Cosmos Newspaper Syndicate
Personal Health Service (d) (¾)	Dr. William Brady	National Newspaper Service
Personality of Success (w) (serial) (¼)	Harry Collins Spillman	King Editors' Features
Pertinent Portraits (d) (1&2)		International Syndicate
Peter's Adventures (d) (⅓)	Mrs. F. S. Vincent	Central Press Assn., Inc.
Phelps, William Lyon (w) (1)	William Lyons Phelps	U. P. C. News Service, Inc.
Phillips, H. I. (humorous article)	H. I. Phillips	Associated Newspapers
Picture Page (Canadian) (d) (fp)		Star Newspaper Service
Picture Puzzles (d) (1)	Various	Associated Newspapers
Pinnacle Fiction (w) (fp) (ill)	Eminent Writers	Metropolitan Newspaper Service
Pirates Ahoy! (w)	Charles B. Driscoll	McNaught Syndicate
Plans, House (w) (3)	W. W. Purdy	International Syndicate
Poems, Everyday (d) (125)	George Elliston	Associated Newspapers
Pointed Paragraphs (d)		Associated Newspapers
Political Articles (w) (1)	Josephus Daniels	National Newspaper Service
Political Reviews (d&s) (1&2)	Mark Sullivan	Herald Tribune Syndicate
Politics (New Jersey) (2w)	Irving A. Brody, Leo J. Hershdorfer	Jersey Feature Service
Pome Peddler (w) (½)	Ray Hoppman	Columbia Newspaper Service
Poor Pa (d) (1)	Claude Callan	Publishers Syndicate
Popular Science (d)	Edison Watt	Associated Newspapers
Popular Science (d)	Staff	Holmes Feature Service
Popular Science (d) (⅛) (ill)	Dr. John Scott Calhoun	National Newspaper Service
Popular Science (d) (1)	Garrett P. Service	International Feature Service
Potash & Perlmutter (w) (1) (ill)	Montague Glass	Bell Syndicate
Pre-Eminent Articles (w) (1½) (ill)	Eminent Writers	Metropolitan Newspaper Service
Pre-School Age Children (d) (⅛) (ill)	Dr. Ethel Kawin	National Newspaper Service
Pure Food Articles (2w) (¾)	Royal S. Copeland	Newspaper Feature Service
Puzzle Page (w) (fp)		Premier Syndicate
Puzzle, Laddergrams (d) (1)	Conant & Surrick	Ledger Syndicate
Puzzles (Find the Missing Person) (d) (2)		Associated Newspapers
Puzzles, Hart's (10w) (1)	J. F. Hart	Bell Syndicate
Puzzles—Little Dot (d) (1)		Keystone Feature Service
Puzzle—Little Red Ridinghood (w) (1) (ill)		National News Service
Puzzles, Cross Word (dw)		Bell Syndicate
Puzzles, Cross Word (d) (2)		International Syndicate
Puzzles, Cross Word (d)		King Features Syndicate
Puzzles, Cross Words (d) (2)	Walter B. Gibson	Ledger Syndicate
Puzzles, Cross Word (d) (2)		Payne Syndicate, Inc.
Puzzles, Cross Word (w) (3)		Premier Syndicate
Puzzles—Big Dot (d) (2)		Keystone Feature Service
Puzzles, Dot (d) (1)	Elsa Kaji	International Syndicate
Puzzles, Teaser (d)	Walter B. Gibson	Ledger Syndicate
Puzzlette (d)	Alan S. Foster	Ledger Syndicate

Q

Question & Answer Features (d)	Wm. Nelson Taft	Ledger Syndicate
Question Box (d) (¾)	H. Addington Bruce	Ledger Syndicate
Questions and Answers (d)	Oliver Keep	McClure Newspaper Syndicate
Question and Answer Dept. (d) (¼)	Wm. Nelson Taft	Post Syndicate
Quiz (Canadian) (d) (⅛)		Star Newspaper Service

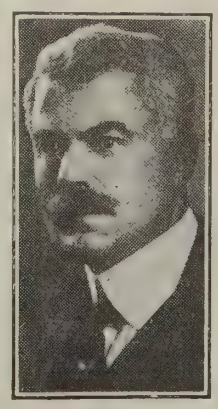
R

Radio (d)	Staff	Holmes Feature Service
Radio-by-the-Clock Programs (d) (1)		Audio Service
Radio-by-Station Programs (d) (⅔)		Audio Service
Radio (coming events) (w) (1½)	B. W. Hughes	Editor's Copy
Radio, Current (d) (2)	A. C. Lescarboura	International Syndicate
Radio Doings (d) (1)		Audio Service
Radio Features (w) (2p)	Various	Herald Tribune Syndicate
Radio Fun (d) (ill) (¼)	Dorothy Pownall	Register & Tribune Syndicate
Radio—"Listening In on the United States" (2w)	Robert D. Heinl	Heinl Radio News Syndicate
Radio News (w) (1)	Carl H. Butman	Radio News Service (Washington)
Radio News Features (w) (2)	Carl H. Butman	Radio News Service (Washington)
Radio News Notes (d) (¾)		Audio Service
Radio News Service (d)	Staff	Holmes Feature Service
Radio News	Carl H. Butman	Washington Radio News Service
Radio Page (w) (fp)	Israel Klein	NEA Service, Inc.
Radio Pilot, The (w) (1)	Edgar Felix	D. P. Syndicate
Radio Programs (d)		Audio Service
Radio Programs (d) (1)	Staff	NEA Service, Inc.
Recipes from new Congressional Cookbook (d) (¼)	Famous Women	King Features Syndicate
Recipes of Famous Women (d) (¼)	Famous Women	Ledger Syndicate
Red Pants	Capt. John W. Thomason	Bell Syndicate
Retailing (Fundamentals) (w) (serial) (¼)	Charles W. Meyers	King Editors' Features
Retail Selling Spark Plugs (w) (serial) (¼)	Llew S. Soule	King Editors' Features
Right Word (Correct English) (d)	W. C. Nicholson	Associated Newspapers
Right Angles (d) (½&¾)	Dr. Alexander Cairns	King Features Syndicate
Rippling Rhymes (d)	Walt Mason	George Matthew Adams Service
Robinson Grew-So (w) (2) (juv)	E. W. Kemble	Chicago Tribune Newspapers Synd
Rogers' Humor (d)	Will Rogers	McNaught Syndicate, Inc.
Romantic Serials (d) (1)	Claire Pomeroy	National Newspaper Service
Round Table of Business (d) (1)	Glenn Griswold	Chicago Journal of Commerce
Ruby Robert—Alias Bob Fitzsimmons (d) (1)	Robert H. Davis	Bell Syndicate
Rubaiyat of a College Man (w)	H. C. Witwer	King Features Syndicate
Rupert Hughes' Article (w) (2) (ill)	Rupert Hughes	Bell Syndicate
Ruth Cameron (d) (½)	Ruth Cameron	George Matthew Adams Service
Rhymes of the Road (w) (1)	Dudley Glass	Premier Syndicate
Rhyming Optimist, The (d) (box)	Aline Michaelis	International Feature Service

S

Saint and Sinner (d) (⅛)	Anne Austin	NEA Service, Inc.
Sam N'Henry (w) (hp) (ill)	Correll & Cosden	Chicago Tribune Newspapers Synd
Santa Claus Campaigns		Eastern Newspaper Service
Sayings of Mrs. Solomon (2w) (½)	Helen Rowland	King Features Syndicate
Sayso of Holleran Yell (w) (qp) (ill)	Pegler	Chicago Tribune Newspapers Synd
Science Condensed Service (w) (1½) (ill)	Staff	Science Service
Science Features (d)	Staff	Holmes Feature Service
Science Illustrated Feature (w) (⅔) (ill)	Various authorities	Science Service
Science News Bulletin (d) (1½)	Staff and authoritative correspondents	Science Service
Science Shorts (w) (1)	Emily C. Davis	Science Service
Scrambled Zoo Contest (d) (1)	C. V. Fry	Register & Tribune Syndicate
Second Love (d) (serial)	Malcolm Duart	Eugene MacLean Features
Seckatary Hawkins (w) (hp) (ill)	Robert F. Schulkers	Metropolitan Newspaper Service
Secrets of Health & Success (d) (¾)	C. A. L. Reed, M.D.	International Feature Service
Secrets of Good Health (d) (⅓)	Sir Arbuthnot Lane	D. P. Syndicate
Seen on Fifth Avenue		Newspaper Feature Service
Seibold's Dispatches (d)	Louis Seibold	Post Syndicate
Sentence Sermons (d)	Roy L. Smith	Chicago Tribune Newspapers Syndicate
Serial Fiction (d&w)		Western Newspaper Union
Serial	Marion Talley	Famous Features Syndicate
Serials (Norris) (d) (½)	Margaret Norris	George Matthew Adams Service
Serial Fiction (d) (2)	Staff and special	NEA Service, Inc.
Serial	Barbara Webb	Famous Features Syndicate
Serials (d&w)		Graphic Syndicate, Inc.
Serials (d or s)		Payne Syndicate, Inc.
Serials (Johnson) (d) (½)	Gladys E. Johnson	George Matthew Adams Service
Serial	Madame Lupescu	Famous Features Syndicate
Serial	Mildred Harris (Formerly Mrs. Charles Chaplin)	Famous Features Syndicate
Serial Fiction (d) (1½)	Various	King Features Syndicate
Serial Fiction and Short Stories		Service for Authors, Inc.
Serials	Mildred Barbour	Metropolitan Newspaper Service
Serial Novels (d)	Star Authors	Ledger Syndicate
Sermon (w) (½)	Ralph Walles Keel	Graphic Syndicate, Inc.
Sermons (w) (1)	Rev. Thos. Gregory	Newspaper Feature Service
Sewing, Home (3w) (⅓) (ill)	Ruth Wyeth Spears	George Matthew Adams Service
Sherry	Barbara Webb	Famous Features Syndicate
Sherry (serial)	Barbara Webb	Famous Features Syndicate
Ship News, New York	Staff	New York Allied News Bureau
Ship News, New York (d)	Staff	Holmes Feature Service
Shopping Economy (d) (⅓)	Mrs. Harland H. Allen	Allen Feature Service
Short Stories (d)	Various	McClure Newspaper Syndicate
Short Story Service (d) (1)		King Features Syndicate
Short Stories (d)		Graphic Syndicate, Inc.
Short Stories (w) (1)	Eminent Writers	Metropolitan Newspaper Service
Short Fictions (d) (1)		Western Newspaper Union
Short Stories	V. Blasco Ibanez	United Features Syndicate
Sidewalk Sermons (w) (ill) (humor) (¾)	Zipp	Columbia Newspaper Service
Sister Mary's Kitchen (d) (½)	Mary Dague	NEA Service, Inc.
Slanguage in a Bookshop (w)	H. C. Witwer	King Features Syndicate
Smiles (d) (1)		International Syndicate
Smile A Second, A (d) (⅛)		Graphic Syndicate, Inc.
Snared (d) (serial)	Malcolm Duart	Eugene MacLean Features
Snowshoe Al (w) (qp) (ill)	Al Bromley	Chicago Tribune Newspapers Syndicate
Society News of Washington (d) (500)	Maxine Davis	Capital News Service
Society's Fashions (w) (2)	Betsy Schuyler	NEA Service, Inc.
Something to Think About (3w) (½)	Bruno Lessing	King Features Syndicate
Sometimes I Think So—Sometimes I Think Not (d) (¾)	Velva Darling	King Features Syndicate
Songs of Housewife (d) (¼)	Marjorie K. Rawlings	Central Press Assn., Inc.
Sonia (serial) (ill)	Vida Hurst	United Feature Syndicate
Sonia and Don (serial) (ill)	Vida Hurst	United Feature Syndicate
Speaking of Prohibition (Interviews)	Zoe Beckley	Famous Features Syndicate
Speaking of Divorce (Interviews)	Zoe Beckley	Famous Features Syndicate
Special Features (d)	Staff	Holmes Feature Service
Special Interviews	Zoe Beckley	Famous Features Syndicate
Spot News (d)	Staff	Holmes Feature Service

(*Continued on page 46*)



MEN'S QUESTIONS ANSWERED

By H. Addington Bruce

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Wire for Samples and Terms

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INDEPENDENCE SQUARE PHILADELPHIA, PA.

CHICAGO TRIBUNE FEATURES

COMICS
Winnie Winkle .....D & S
Smitty .....D & S
Gasoline Alley .....D & S
Gumps .....D & S
Moon Mullins .....D & S
Orphan Annie .....D & S
Harold Teen .....D & S
Texas Slim .....Sunday
Squire of Smithville .....Daily
Ching Chow .....Daily

CARTOONS
W. E. Hill .....Sunday
McCutcheon .....D & S
Carey Orr .....D & S
Gaar Williams .....D & S

FICTION
Blue Ribbon Daily Serial
Blue Ribbon Sunday Serial
Blue Ribbon Short Stories
Daily True Life Stories

MISC. DAILY FEATURES
Margaret Orr's "Stories of Girls"
Sentence Sermons by Roy L. Smith

WEEKLY HUMOROUS ARTICLES
Westbrook Pegler
"Sam 'N' Henry"
Duke Bakrak
Snowshoe Al

WEEKLY
E. M. Kemble's Children's Stories
H. L. Mencken Literary Articles
Burns Mantle Theatre Letter
Weekly Hollywood Letter
New York Society Letter
Builders Page
"About Broadway" by Hellinger
Book Reviews
Cartoon Fillers
Confessions of Authors
Club Ethics
Etiquette
Fashions (Paris)
Justice Series
Maiden Meditations
Sport Page
Women's Pages

DAILY & SUNDAY
Doris Blake
Cook Book
Antoinette Donnelley
Dr. Evans' Health Articles
Farm & Garden
Line O' Type
Men's Fashions
What's Wrong Here
Women's Fashions
You and Your Children

Two thrilling new serials to build up your Fall circulation

A Weekly Serial
MY LADY FAR AWAY
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for release
Sept. 11th

and a

Daily Serial
THE PORTRAIT INVISIBLE
by Joseph Gollomb
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is a romance-mystery laid in the heart of New Guinea, a corner of the world known to few white men or women. A young Englishman journeys there seeking evidence of his uncle's death with which he may claim title and fortune. Lured by the title and the adventures in store, a scheming, though fascinating young adventuress accompanies him. . . . The thrilling experiences, wild remoteness of the territory and unusual customs of the natives are vividly described by this Irish author whose home for many years has been in Patua, New Guinea. "Guinea Gold," "The Coral Queen" and "The Terrible Island" created a large following for Beatrice Grimshaw. MY LADY FAR AWAY can increase your circulation tremendously. Wire for price and proofs.

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TRIBUNE SQUARE . . . . . Chicago

EDITOR & PUBLISHER ANNUAL DIRECTORY OF SYNDICATE FEATURES

(*Continued from page* 44)

FEATURE	AUTHOR	SYNDICATE
James Stokley	Star Map (m) (2 ill)	Science Service
Starr Sterling Baseball Stories (w) (hp)		Star Newspaper Service
Starry Skies (m) (1)	Prof. S. G. Barton	Keystone Feature Service
Short Romance of Every-day Life (d) (fp)		National News Service
Steve Says (w) (⅓) (ill)	T. A. Webb	Columbia Newspaper Service
Stock A Day (d) (⅓) (ill)		Bell Syndicate
Stories (d) (1700 wds)		Associated Newspapers
Stories (short) (w) (1)	Eminent Writers	Metropolitan Newspaper Service
Stories (w) (ill.)	Fannie Hurst	McClure Newspaper Syndicate
Stories	Will Durant	United Features Syndicate
Stories of Civilization	Will Durant	Cosmos Newspaper Syndicate
Stories	Famous Authors	Cosmos Newspaper Syndicate
Stories of Girls (d) (1)	Margaret Orr	Chicago Tribune Newspapers Syndicate
Stories (w)	Various	McClure Newspaper Syndicate
Straight Talks to Women About Money (d)	Mary Elizabeth Allen	Allen Feature Service
Sub Rosa (d) (½)	Mimi	Bell Syndicate
Success Hints (d) (¼)	Various Celebrities	Ledger Syndicate
Success Recipes, My (d) (¼)	Various Celebrities	Ledger Syndicate
Sue to Lou (w) (6) (ill)	C. W. Gettier	Bell Syndicate
Sunday Motorist, The (w) (1)	William Ullman	Ullman Feature Service
Sunday School Lessons (w)	William Southern, Jr.	Republic Syndicate
Sunday School Lesson (w) (1)	H. Radcliffe	Editor's Copy
Sunday School Lesson (w)	Dr. W. T. Ellis	Ellis Service
Sunday School Lesson (w) (1)	Dr. W. E. Gilroy	NEA Service, Inc.
Sunday School Lesson (w) (6 col)	Harlowe Hoyt, Walt Scott	Publishers Syndicate
Sunday Magazine (w) (11p)		International Feature Service
Sunday Morning Breakfast (w)	Roe Fulkerson	McNaught Syndicate
Sunday Magazine Pages (Canadian) (w) (fp)		Star Newspaper Service
Sunshine Pellets (d) (½)	Dr. W. M. Thomson	Audio Service

T

Tabloid Magazine (w) (24p) (some in colors)		Herald Tribune Syndicate
Tabloid Tale (d) (⅙)		Keystone Feature Service
Tales of Real Dogs (w)	Albert Payson Terhune	McNaught Syndicate, Inc.
Talks to Women ("Trousers and Skirts")	Alma Whitaker	McClure Newspaper Syndicate
Tammany (d) (1)	M. R. Werner	D. P. Syndicate
Teaser, Puzzles (d)	Walter B. Gibson	Ledger Syndicate
Technical News and Features (d)	Staff	Holmes Feature Service
Telegraphic Science Specials (d) (½)	Watson Davis and others	Science Service
Telling the World (d) (1)	Neal O'Hara	New York World Syndicate
Tell It to Elsie (d) (½) (w) (1)	Elsie Marlowe	Premier Syndicate
Test Yourself (d) (¼ ill)	Watson Davis	Science Service
That Radio of Yours (w) (¾)		Ullman Feature Service
That Body of Yours (d) (½)	Dr. James W. Barton	Bell Syndicate
That Gay Young Set (w) (2) (ill)	Lucille Van Slyke	Metropolitan Newspaper Service
That Little Game (cartoon) (3)	Bert Link	National News Service
That Motor Car of Yours (w) (¾)	William Ullman	Ullman Feature Service
Theatrical Column	George Halasz	Continental Features
Theatrical Column (w) (1)	John Anderson	Post Syndicate
Theatrical Letter (w)	Percy Hammond	Herald Tribune Syndicate
Theatrical Letter (s) (1)	A. Woollcott	New York World Syndicate
Theatrical Reviews and News (d)	Staff	Holmes Feature Service
Then and Now Fashions (d) (¼)	Judy Bushnell	United Feature Syndicate
The Wife & Co. (d) (serial)	Lyle Hamilton	Eugene MacLean Features
The World and All (d) (½)	Charles Driscoll	Central Press Assn., Inc.
This Dumb World (w) (½)	Bruno Lessing	King Features Syndicate
Those Lucky Pullens (d) (serial)	Malcolm Duart	Eugene MacLean Features
Thoughts (d)	Miscellaneous	NEA Service, Inc.
Three-Minute Journeys (2w) (¼)	Temple Manning	Newspaper Feature Service
Through a Woman's Eyes (3w) (⅓)	Jean Newton	Bell Syndicate
Tim Thrift Text (m) serial) (¼)	Tim Thrift	King Editors' Features
Tinymites (d) (2)	Hal Cochran	NEA Service, Inc.
Tiny Tot Tales (d) (ill) (¼)	Martha Hart	Register & Tribune Syndicate
Toby Tinkle (w) (ill) (½)	Martha Hart	Register & Tribune Syndicate
Today's Active Stock (d) (⅛) (ill)	E. A. Berg	National Newspaper Service
Today's Fashion (2w) (½) (¼)	Vera Winston	Newspaper Feature Service
Today in Astrology (d) (⅓)	Belle Barte	Ledger Syndicate
Today's Talk (d) (¼)	George Matthew Adams	George Matthew Adams Service
Tomorrow's Menu (d)		McClure Newspaper Syndicate
Trade News and Features (d)	Staff	Holmes Feature Service
Tree Top Stories (d) (¼)	Florenz Clark	Associated Editors, Inc.
Trend of Business (w) (¾)	Herbert S. Hollander	Ullman Feature Service
True Life Stories (dw) (fp tab)		Chicago Tribune Newspapers Syndicate
True Stories (d) (ill)		Payne Syndicate, Inc.
True Story (d) (1 to 2½)		Premier Syndicate
Truth About Love and Marriage (2w) (½)	Elinor Glyn	King Features Syndicate
Two-Way Pulpit (w)	Dr. John Roach Straton and Rev. Hubert C. Herring	McNaught Syndicate, Inc.

U

Uncle Ray's Corner (d) (⅓)	Ramon Coffman	Publishers Syndicate
Uncle Sam Says (d) (⅛)	E. Lecraw	National Feature Service
Uncommon Sense	John Blake	Bell Syndicate
Up and Down Broadway (d) (1)	K. K. Kitchen	New York World Syndicate

V

Vanity Fair (3w) (⅓)		United Feature Syndicate
Verse (A. A. Milne) (hp) (ill)	A. A. Milne	Metropolitan Newspaper Service
Verse & Prose (hp) (ill)	A. A. Milne	Metropolitan Newspaper Service
Vogue Fashions (d) (⅓)		United Feature Syndicate
Vigorous Health (d) (⅛)	Paul J. Veatch	Graphic Syndicate, Inc.

W

Wake of News (dw) (1)	Harvey Woodruff	Chicago Tribune Newspapers Syndicate
War Birds (d) (1½) (ill)		Bell Syndicate
Washington Dispatch (d)	Staff correspondents	Post Syndicate
Washington Letter (d) (½)	Rodney Dutcher	NEA Service, Inc.
Washington Notes (w) (1½)	Henry Sims	Editor's Copy
Way of the World (d) (½)	Grove Patterson	Central Press Assn.
Weekly House Plan Service (w) (2)	Various	Audio Service
Weekly News Review (w) (3)	E. W. Pickard	Western Newspaper Union
Weekly Sermons (w) (1)	Rev. Thos. Gregory	Newspaper Feature Service
Week's Wash (w) (humor)	Don Herold	Herald Tribune Syndicate
We Women (d) (½)	Betty Brainerd	Associated Newspapers
What the Good Book Says (d) (⅛)	R. W. Keeler, D.D.	Graphic Syndicate, Inc.
What Do You Know? (d) (½)	Sabina Connolly	King Features Syndicate
What Today Means to You (d) (½)	Mary Blake	Bell Syndicate
What Your Face Tells (d) (⅛)	Betty Morrison, Psy. D.	Graphic Syndicate, Inc.
What's the Answer? (d) (½)		King Features Syndicate
What's Behind Your Stock (d) (⅛)	Staff	Cambridge Associates, Inc.
What's What (d) (¼)	Helen Decie	Ledger Syndicate
What's What in Washington (d) (⅜)	Charles P. Stewart	Central Press Assn., Inc.
What's Wrong Here? (d) (1) (ill)		Chicago Tribune Newspapers Syndicate
When Murder Would Not Out (d) (1)	Vance Wynn	Ledger Syndicate
Who's Who & Timely Views (d) (⅓)	Albert Ritchie	Central Press Assn., Inc.
Who-Why-What-When-Where (d)	Wm. Nelson Taft	Ledger Syndicate
Why I Am Not Married (d) (1)	Celebrated Personalities	Ledger Syndicate
Why the Weather (d) (⅛)	Charles Fitzhugh Talman	Science Service
Wife's Transformation, A (d) (2) (ill)	Mary Culbertson Miller	Bell Syndicate
Wild Animal Interviews (w)	Wm. T. Hornaday	McNaught Syndicate
Willie Willis (d) (1)	Robert Quillen	Publishers Syndicate
Wire Comments on the News (d)	Will Rogers	McNaught Syndicate, Inc.
With Women of Today (d) (½)	Mrs. Liliam Campbell	Central Press Assn., Inc.
Woman's Day (d) (½)	Allene Sumner	NEA Service, Inc.
Woman's Editorial (d) (½)	Olive Roberts Barton	NEA Service, Inc.
Woman's Feature (d) (1)	Florence LaGanke	Publishers Syndicate
Women's Features (w) (fp)	Various	Chicago Tribune Newspapers Syndicate
Women in the News (d) (½)	Special writers	NEA Service, Inc.
Woman's Page Art (d) (2)	Mary Tuttle	Register & Tribune Syndicate
Women's Page Articles		McClure Newspapers Syndicate
Woman's Page Articles	Dorothy Shumate	Women's National News Bureau
Women's Page Articles (d)	Mary Elizabeth Allen	Allen Feature Service
Woman's Page Copy (w) (2½)	Mrs. Florence Riddick Boys	Woman's Page
Woman's Page Features (d)		Keystone Feature Service
Women's Page Matter (d)	Helen M. Emery	Associated Newspapers
Women's Serials (d) (¾)	Carolyn Beecher	Associated Newspapers
Woman to Woman (d) (½)	Joan London	National Newspaper Service
Word Change Puzzles (d) (⅛)	John Knox	National Newspaper Service
World's Greatest Extremes (54 articles) (½)	John Johns	Herald Tribune Syndicate
Worst Story I've Heard Today	Will Rogers	McNaught Syndicate, Inc.
Wynn's Question Box, Ed, (w)	Ed Wynn	Bell Syndicate

Y

Yale Historical-Commemorative Series (m) (serial) (1)	37 Historians	King Editors' Features
You and Your Children (dw)	Mrs. Gladys Bevans	Chicago Tribune Newspapers Syndicate
Your Automobile (w)	Brokaw	NEA Service, Inc.
Your Baby And Mine (d) (½) (w) (ill) (1)	Myrtle Meyer Eldred	Register & Tribune Syndicate
Your Beauty (3w) (¾)	Mme. Jeritza	Premier Syndicate
Your Boy and Your Girl (d) (¾)	Dr. Arthur Dean	National Newspaper Service
Your Broadway & Mine (d) (1)	Walter Winchell	Graphic Syndicate, Inc.
Your Car and Mine (w) (1)	William Ullman	Ullman Feature Service
Your Child in School (w) (¾)	Dr. Frank W. Ballou	Standard Editorial Service
Your Health (d) (1)	Royal S. Copeland	Newspaper Feature Service
Your Home and You (d)	Mary Marshall	McClure Newspaper Syndicate
Your Job and the Other Fellow's	Mary E. Allen, Harlan H. Allen	Allen Feature Service
Your Marriage Problems (d) (½)	Patricia Lee	Graphic Syndicate, Inc.
Your Radio and Mine (w) (1)	Frederick C. Russell	Ullman Feature Service
You Said It, Marceline (d) (⅓)	Marceline D'Alroy	Premier Syndicate

Z

Zenith Fiction (w) (fp) (ill)	Eminent Writers	Metropolitan Newspaper Service

NEWSPAPER ART

(Cartoons, Comic Strips, Magazine Covers and Sketches)

A

A Fool There Was (w) (3)	Pete Keenan	International Syndicate
Abie (w) (fp)	Hershfield	International Feature Service
Abie the Agent (d) (6)	Hershfield	International Feature Service
Amateur Etiquette (d) (1)	R. W. Calkins	National Newspaper Service
Antics of Arabella (d) (5)		Graphic Syndicate, Inc.
Around the Dial (d) (1)	Various	Audio Service
Asparagus Tipps (d) (1)		Graphic Syndicate, Inc.
Assorted Nuts (d) (1)	Hopp	Columbia Newspaper Service
Aunt Het (d) (1)	Robert Quillen	Publishers Syndicate

B

Barney Google (w) (7 or 8)	Billy De Beck	King Features Syndicate
Batchelor's Cartoons (d) (3)	C. D. Batchelor	Post Syndicate
Ben Webster's Career (d) (3)	Edwin Alger	Bell Syndicate
Betty (w) (fp) (comic)	Charles Voight	Herald Tribune
"Bible Says—" (d) (2)		World Color Printing Co.
Big World of Little Things (w) (1)	Alfred O. Shedd	Science Service

(*Continued on page* 48)

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- Nature's Notebook
- Why The Weather?
- Building and Flying Model Airplanes

Telegraphic Science Special
- Test Yourself
- Ask Yourself
- Science Shorts
- Star Map
- Big World of Little Things
- Science Condensed Service (weekly)
- Earthquake Wires (occasional)

SCIENCE SERVICE WASHINGTON, D. C.

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DR. FRANK McCOY



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The Los Angeles Times, a great national institution in itself, is published a few doors away from Dr. McCoy's practice. No organization in America is in a better position to judge of Dr. McCoy's work and the man himself. It is one of the greatest compliments that has been paid this service since its inception. The Los Angeles Times have watched Dr. McCoy—they have known him during his fifteen years of continuous practice in Los Angeles—they see him here enjoying the largest private practice on the North American Continent—they know his standing.

In other words, the analysis is that this paper was NOT "SOLD" by mere sales talk or by the visit of a salesman, but knowing what Dr. McCoy is giving his readers through the McCoy Health Service, and knowing the years of experience, of practice, and research that is behind the whole of his service, they proudly announce that his daily talks have been added to their editorial columns. The Times have judged not only Dr. McCoy's great health work, but they have judged his work with respect to its relation to the newspapers of North America for which papers the Doctor writes Daily Health Articles. Such indorsation under such circumstances simply defies question or repudiation.

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City and State .....

Your Name and Title .....

EDITOR & PUBLISHER ANNUAL DIRECTORY OF SYNDICATE FEATURES

(*Continued from page 46*)

FEATURE	AUTHOR	SYNDICATE
Bill Boster (w) (1)	Sughroe	Western Newspaper Union
Birdseye Centre (w) (8c,½p.)	James Frise	Star Newspaper Service
Bobby Thatcher (d) (6)	George Storms	McClure Newspaper Syndicate
Boots and Her Buddies (d&s) (6)	Edgar Martin	NEA Service, Inc.
Bound to Win (d) (6)	Edwin Alger	Bell Syndicate
Bringing Up Bill (d) (6)	Jack Farr	Columbia Newspaper Service
Bringing Up Father (dw) (6 & fp)	McManus	International Feature Service
Broadway (d) (5) (tab)	Mark Hellinger	Chicago Tribune Newspapers Syndicate
Bughouse Fables (d) (2)		King Features Syndicate
Bungle Family (dw) (6 fp.colors)	H. J. Tuthill	McNaught Syndicate
Buttons & Fatty (w) (tab colors)		Thompson Feature Service

C

Can You Beat It? (d) (3)	Maurice Ketten	New York World Syndicate
Cap Stubbs (d) (6)	Edwina	George Matthew Adams Service
Capt. and the Kids (s) (fp)	R. Dirks	New York World Syndicate
Cartoon (sport) (d) (3)	Quill	King Features Syndicate
Cartoons ("Chapin")	A. B. Chapin	Ledger Syndicate
Cartoons (Editorial) (dw) (3)	Carey Orr	Chicago Tribune Newspapers Syndicate
Cartoon Follies of 1927	R. L. Goldberg	McNaught Syndicate, Inc.
Cartoons (Fontaine Fox) (d) (3)	Fontaine Fox	Bell Syndicate
Cartoons (Front Page) (dw) (3)	John T. McCutcheon	Chicago Tribune Newspapers Syndicate
Cartoons (General) (3w) (2)	Douglas	Associated Newspapers
Cartoons (General) (3w) (3)	Shoemaker	Associated Newspapers
Cartoons (Human Interest) (dw) (3)	Gaar Williams	Chicago Tribune Newspapers Syndicate
Cartoons (Humorous) (d) (3)	H. T. Webster	New York World Syndicate
Cartoons (Kessler) (d) (2 & 3)	C. Kessler	Payne Syndicate, Inc.
Cartoons (Kettner) (d) (3&2)	M. G. Kettner	Western Newspaper Union
Cartoons (Morris) (d) (3)	Wm. C. Morris	George Matthew Adams Service
Cartoons (News)	Jess Cargill	Central Press Assn.
Cartoons (News) (d) (3)	W. B. Johnstone	New York World Syndicate
Cartoons (News) (d) (2)	Clifford McBride	Central Press Assn., Inc.
Cartoons (News) (d) (3)	Ding and Brown	Herald Tribune Syndicate
Cartoons (News) (d) (3)	L. E. Thiele	Central Press Assn., Inc.
Cartoons (Political) (d) (3)	Rollin Kirby	New York World Syndicate
Cartoons (Political) (d) (4)	Clive Weed	New York World Syndicate
Cartoons, (Romantic) (3w)	Nell Brinkley, Alexander Popin Dorothy Flack	International Feature Service
Cartoons, (Sport) (d) (3)	Quill	King Features Syndicate
Cartoons, (Sykes') (d)	Charles Henry Sykes	Ledger Syndicate
Cartoon (That Little Game) (3)	Bert Link	National News Service
Cash and Carrie (d) (6)	Lou Skuce	Bell Syndicate
Chance Brother (d) (5)		Graphic Syndicate, Inc.
Cartoons, (Chapin's) (d) (3)	A. B. Chapin	Ledger Syndicate
Checker Column (w) (½)	P. H. Ketchum	Register & Tribune Syndicate
Chic Cherie (Fashion Strip) (d) (6)		King Features Syndicate
Ching Chow (d) (1)	Sidney Smith	Chicago Tribune Newspapers Syndicate
Cicero Sap (dw) (6fp)	Fred Locher	New York World
Clarence (w) (fp comic)	Crawford Young	Herald Tribune
Column Comics (d) (½ and 1)		Associated Newspapers
Conquest of the Air (d) (6)	Nicholas Afonsky	McClure Newspaper Syndicate

D

Daily Pictorial Editorial (d) (2)		Payne Syndicate, Inc.
Diary of a Fashion Model (3w) (½)	Grace Thorncliff	Newspaper Feature Service
Danny Dingle (d) (5 or 6)	Dib	King Features Syndicate
Deb Days (d) (6)	Little Mabie, E. K. Bergey	Ledger Syndicate
Dickens' Classic Novels (educational) (d) (6)		King Features Syndicate
Dicky Dippy's Diary (d) (6)	Arthur Sinnott	Associated Newspapers
Dickey's Dogs (w) (3-2)	Robert L. Dickey	Metropolitan Newspaper Service
Diversfied (d) (3 & 4)	Clare Briggs	Herald Tribune
Dizzy Drama (d) (2)	Joe Bowers	Ledger Syndicate
Doings of the Duffs (d) (6)	Ben Batsford	United Feature Syndicate
Down the Road (w) (203)	Frank Beck	Bell Syndicate
Dramatic Events in Bible History (w) (6)	Harlowe Hoyt, Walt Scott	Publishers Syndicate
Dumb Bells (d) (1)	Gar	Ledger Syndicate
Dumb Dora (d) (5, 6) (w) (7,8)	Chic Young	Premier Syndicate

E

Eddie's Friends (d) (3)	Knott	International Feature Service
Educational Strip (d) (6)	Phil Bessey & W. M. Braucher	NEA Service, Inc.
Educational Strip (Dickens' Novels) (d) (6)		King Features Syndicate
Educational serial strip (George Washington) (5, 6)	Woodward	King Features Syndicate
Educational Strip (The History of Marriage) (series) (d) (5, 6)	Westermarck	King Features Syndicate
Educational Strip (Life of Napoleon Bonaparte) (series) (5, 6)	Ida M. Tarbell	King Features Syndicate
Educational (Make-A-Book Series) (d) (6)	M. Genevieve Silvester	U. P. C. News Services, Inc.
Educational Strip (Masterpieces of Great Literature) (series) (d) (6)		King Features Syndicate
Educational Strip (Shakespeare's Immortal Dramas (series) (d) (5, 6)		King Features Syndicate
Elducational Strip (Story of Philosophy) (series) (5, 6)	Will Durant	King Features Syndicate
Educational Strip (Story of Superstitions) (series) (5, 6)	Sir J. Frazer	King Features Syndicate
Educational Strip (Story of Thomas Edison) (series) (5, 6)	Arthur J. Palmer	King Features Syndicate
Educational Strip (Story of Thomas Jefferson) (series) (5, 6)	W. E. Curtis	King Features Syndicate
Ella Cinders (d-w) (6)	Bill Conselman Charlie Plumb	Metropolitan Newspaper Service
Elmer (w) (7, 8)		Newspaper Feature Service
Embarrassing Moments (d) (2)		King Features Syndicate
Ethel (d) (2 or 3)	Ethel Hays	NEA Service, Inc.
Etta Kett (d) (6)	Paul Robinson	Central Press Assn., Inc.
Eve's Epigram (d) (1)	Agnes Hucke	Ledger Syndicate
Everyday Movies (d) (3)	Denys Wortman	New York World Syndicate
Everything's Up to Ma (d) (6)	P. A. Schall	National News Service

F

Famous Fans (d) (3)	Ray Hoppman	Columbia Newspaper Service
Famous Monuments (w) (4)	Hendrick Van Loon	Christy Walsh Syndicate
Fashions (w) (2¼)	Annette Bradshaw	Newspaper Feature Service
Fashions, Paris Page (w) (fp)		International Feature Service
Fashion, Paris Sketches (d) (1)	Eve Tingey	Ledger Syndicate
Fashion Strip (Chic Cherie) (d) (6)		King Features Syndicate
Fashions, Today's (2w) (¼)	Vera Winston	Newspaper Feature Service
Fay King's Fancies (d) (5)	Fay King	Payne Syndicate, Inc.
Featherhead Strip (d) (6)	Osborne	Western Newspaper Union
Felix (d) (6) (w) (7 & 8)	Pat Sullivan	King Features Syndicate
Feminine Foibles (w) (3)	Annette Bradshaw	Newspaper Feature Service
Figgers Family (d) (6)	Victor Pazimino	Central Press Assn., Inc.
Fillum Fables (d) (6)	Chester Gould	King Features Syndicate
Finney of the Force (d) (6)	Alexander	Western Newspaper Union
Flapper Fanny (d) (1)	Ethel Hays	NEA Service, Inc.
Fontaine Fox Cartoons (d) (3)	Fontaine Fox	Bell Syndicate
Freckles and His Friends (d & S) (6)	Merrill Blosser	NEA Service, Inc.
Freddie the Shiek (d-w) (6) (7&8)	Jack Callahan	King Features Syndicate
Fritzi Ritz (d) (6)	Ernie Bushmiller	New York World
Front Page (w) (fp)	John Held	International Feature Service
Front Page Cartoons (d-w) (3)	John T. McCutcheon	Chicago Tribune Newspapers Syndicate
Front Page (w) (fp)	Dan Smith	Newspaper Feature Service

G

Gas Buggies (d) (6)	Frank Beck	Bell Syndicate
Gasoline Alley (d) (6) (w) (fp)	Frank King	Chicago Tribune Newspapers Syndicate
George Washington (educational series) (5, 6)	Woodward	King Features Syndicate
Girligags (d) (2)	C. W. Gettier	Bell Syndicate
Gladys (d) (1-2)	Alan Dunn	Metropolitan Newspaper Service
Gluyas Williams (d) (3)	Gluyas Williams	Bell Syndicate
Golf Comics (d) (1)	Sughroe	Western Newspaper Union
Golden Text (w) (2)	Carl Maier	Central Press Assn., Inc.
Good Time Guy (d) (6)	Frank Smiley	Metropolitan Newspaper Service
Greatest Story in the World (d & w) (6) (ill)	Kor	U. P. C. News Service, Inc.
Grouches (d) (3)	Hendrix	Columbia Newspaper Service
Gumps, The (d) (6) (w) (fp)	Sidney Smith	Chicago Tribune Newspapers Syndicate
Gus and Gussie (d) (5 or 6)	Jack Lait	King Features Syndicate

H

Haenigsen Cartoons (d) (3)	Haenigsen	New York World
Hairbreadth Harry (d) (6)	C. W. Kahles	Ledger Syndicate
Hambone's Meditations (d) (1)	J. P. Alley	J. P. Alley
Hank and Pete (d) (6)	Ray Hoppman	Columbia Newspaper Service
Hard Hearted Hickey (d) (5, 6)	Darrell McClure	Premier Syndicate
Harold Teen (d) (5) (w) (fp)	Carl Ed	Chicago Tribune Newspapers Syndicate
Heart Throbs (d) (6)	Gladys Ripley	Editors Syndicate
Hello Hattie (d) (6)	Sals Bostwick	King Features Syndicate
High Lights of History (w) (fp, tab) (c)	J. Carroll Mansfield	McClure Newspaper Syndicate
High Pressure Pete (d) (6)	George Swanson	Central Press Assn., Inc.
Hill's Drawings (w) (fp)	W. E. Hill	Chicago Tribune Newspapers Syndicate
History of Marriage, The (educational strip) (series) (5, 6)	Westermarck	King Features Syndicate
Home Decoration, Problems of (w) (3)	Annette Bradshaw	Newspaper Feature Service
Human Interest Cartoons (d-w) (3)	Gaar Williams	Chicago Tribune Newspapers Syndicate

I

In Animal Land (d) (6)	Edward McCandle	Bell Syndicate
Indoor Sports (d-w) (4)	T. A. Dorgan (Tad)	International Feature Service

J

Jack and Lil (d) (6)	H. I. Vorhees	National Newspaper Service
Jack Lockwill's Adventures (d) (6)	Gilbert Patten	NEA Service, Inc.
Jasper Jones in the Movies (d) (3) (cartoon)	Barney	National News Service
Jazzbo Jones (d) (6)	G. W. Walker	Columbia Newspaper Service
Jerry on the Job (d) (6)	Hoban	International Feature Service
Joe's Car (d) (6)	"Vic"	New York World
Jr-Wise Quacks (d) (6)	Williams Holman	Herald Tribune Syndicate
Just Among Girls (d) (2)	Paul Robinson	Central Press Assn., Inc.
Just Humans (d) (2 and 3)	Gene Carr	McClure Newspaper Syndicate
Just Kids (d) (w) (2, 5, 6) (7 or 8)	Ad Carter	King Features Syndicate
Just Like a Man (d) (2 or 6)	Knott	International Feature Service

K

Kabibble Kabaret (d) (2)	Hershfield	International Feature Service
Katzenjammer Kids (w) (7 & 8)	Knerr	International Feature Service
Keeping Up With the Joneses (strip) (d) (5-6)	Pop Momand	Associated Newspapers
Kelly Kids, The (w) (7)	Ring	National News Service
Kelly Kids (w) (fp and ½ p)	Rohling	World Color Printing Co.
Kessler Cartoons (d) (2 & 3)	C. Kessler	Payne Syndicate, Inc.
Kid Dugan (d) (6)	Dick Dorgan	Bell Syndicate
Kids in Our Block (d) (5)		Graphic Syndicate, Inc.
Kid Sister, The (d) (6)	Lyman Young	King Features Syndicate
Kiddies Can Do It (d) (1)		World Color Printing Co.
Kiddie Kapers (d) (2)	Bill Bailey	Columbia Newspaper Service
Kitty Kay (d) (1)	Nina Wilcox Putnam	Republic Syndicate
Krazy Kat (d-w) (6 & 1, 2, 3, or 6)	Herriman	International Feature Service

(*Continued on page 50*)

THE DUFFS

are spending their vacation at Lazy Lake.

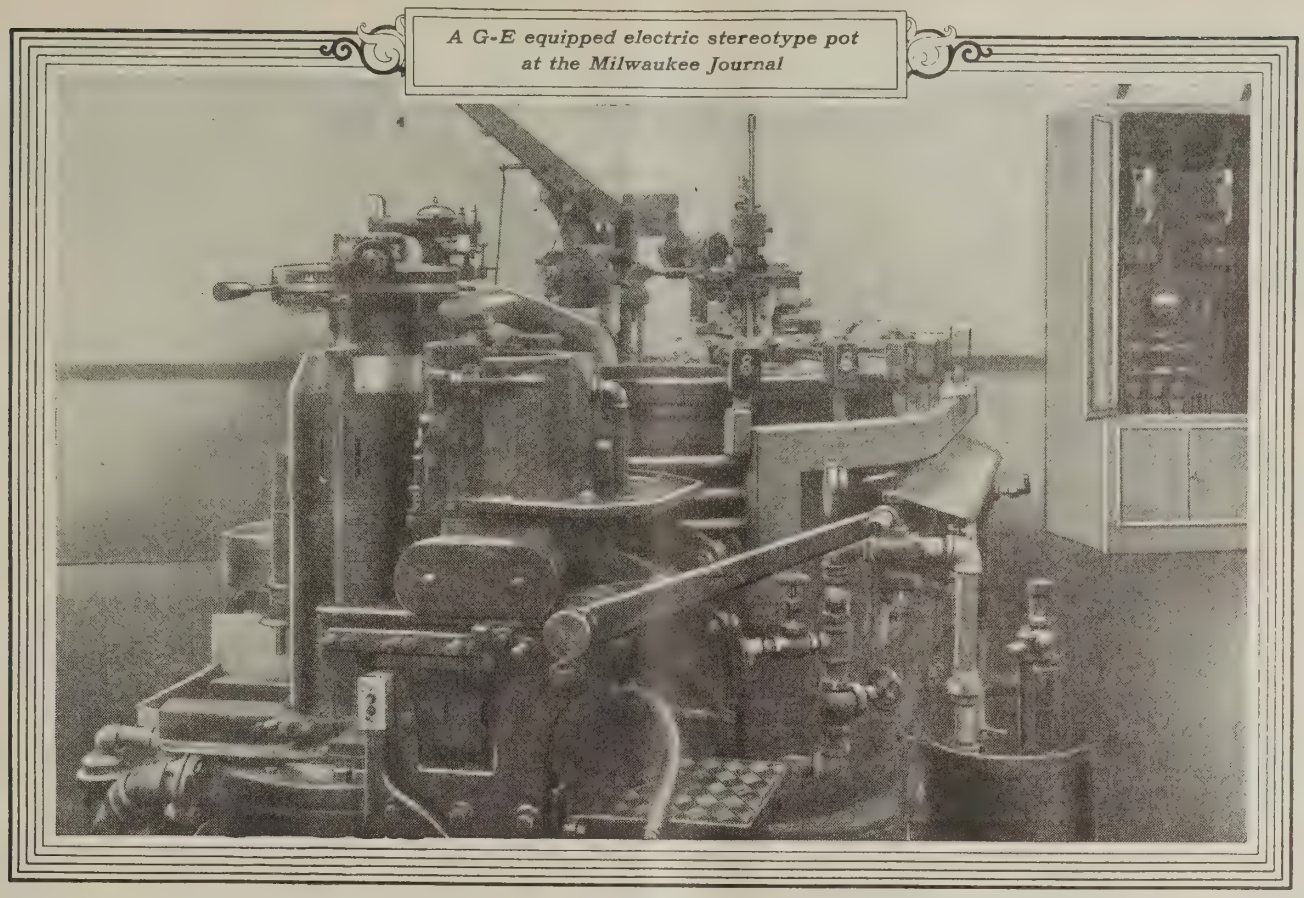
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EDITOR & PUBLISHER ANNUAL DIRECTORY OF SYNDICATE FEATURES

(*Continued from page 48*)

L

FEATURE	AUTHOR	SYNDICATE
Lady Bountiful (w) (fp) (c)	Gene Carr	McClure Newspaper Syndicate
Laffs in the Day's News Dispatches (d) (5)		Graphic Syndicate, Inc.
Let the Wedding Bells Ring Out (d) (1, 2, 4)		King Features Syndicate
Let's Go Town (w) (2)	Sparr	Western Newspaper Union
Little Annie Rooney (d) (6)	"Verd"	King Features Syndicate
Little Benny's Notebook (w) (3) (Sunday)	Lee Pape	George Matthew Adams Service
Little Jimmy (d-w) (3 or 6 & or 8)	Swinnerton	International Feature Service
Little Joe (d) (1)	I. Knickerbocker	NEA Service, Inc.
Little Mary Mixup (d) (6)	R. L. Brinkerhoff	New York World Syndicate
Little Napoleon (d) (6)	Bud Counihan	New York World Syndicate
Life of Napoleon Bonaparte (educational strip) (series) (5, 6)	Ida M. Tarbell	King Features Syndicate
Little Pal (d) (6)	"Les"	Associated Newspapers
Little Tommy Tucker (d) (5 & 6)	Herman Thomas	Payne Syndicate, Inc
Little Red Riding Hood (d) (1)		World Color Printing Co.
Looy Dot Dope	Milt Gross	New York World Syndicate

Mc

McBride's Cartoons (d-w) (2, hp, tab)	Clifford McBride	McNaught Syndicate, Inc.
McDuffer (d) (1)	Barrie Payne	Publishers Syndicate

M

Mack & Marx (d) (5)		Graphic Syndicate, Inc.
Magazine section cover (w) (fp)	Various	Ledger Syndicate
Make-a-Book Series (educational) (d) (6)	Genevieve Silvester	U. P. C. News Service, Inc.
Man in the Brown Derby (S) (fp)	H. T. Webster	New York World Syndicate
Masterpieces of Great Literature (educational strip) (d) (6)		King Features Syndicate
May and June (d) (5 & 6)	H. A. MacGill	Payne Syndicate, Inc.
May and Junie (d) (5)		Graphic Syndicate, Inc.
Maze o' Magic (w) (tabloid)		World Color Printing Co.
Mazie the Model (d) (5 or 6)	Larry Whittington	King Features Syndicate
Meet the Misses (w) (fp, hp, tab)	Jack Wilhelm Campbell	McClure Newspaper Syndicate
Men Who Made the World (d) (6)	Dr. Eliot Shoring	National Newspaper Service
Merely Margy, an Awfully Sweet Girl (d) (6)	John Held, Jr.	King Features Syndicate
Mickie (w) (1)	Sughroe	Western Newspaper Union
Mickey Mutt (d) (5 & 6)	H. G. Weagant	Payne Syndicate, Inc.
Minute Movies (d) (6)	Ed Wheelan	George Matthew Adams Service
Miss Imformation (d) (1)	Hy Gage	Ledger Syndicate
Modish Mitzi (fashion) (d) (6)	Jay V. Jay	George Matthew Adams Service
Mom'n Pop (d) (6)	Loren Taylor	NEA Service, Inc.
Moon Mullins (d) (6) (w) (fp)	Frank Willard	Chicago Tribune Newspapers Syndicate
More Sports (w) (3)	H. F. Voorhees	National Newspaper Service
Morris (news) (d) (3)	Wm. C. Morris, George	George Matthew Adams Service
Mother Goose (w) (4)		Columbia Newspaper Service
Mother Goose Dot Puzzle (d) (1)		World Color Printing Co.
Movie strip (d) (fp)	Link	World Color Printing Co.
Moving Picture Funnies (d) (1)	F. W. Clarke	National Newspaper Service
Mr. Dough & Mr. Dubb (w) (7&8)	Opper	International Feature Service
Mr. & Mrs. (w) (fp comics)	Clare Briggs	Herald Tribune Syndicate
Mutt & Jeff (w) (fp)	Bud Fisher	Bell Syndicate

N

Nameless Cartoon Contest (w) (2 & 3)	Ed LeCocq	Register & Tribune Syndicate
Nebs, The (d-w) (6)	Sol Hess	Bell Syndicate
Nize Baby (S) (fp)	Milt Gross	New York World Syndicate
Noah Numbskull (d) (1)	Lee W. Stanley	Central Press Assn., Inc.
Nonsense (d) (1)	Lee W. Stanley	Central Press Assn., Inc.

O

Oliver's Adventures (d) (6)	Gus Mager	McNaught Syndicate
Omar Jr. (d) (1)	Thornton Fisher	Ledger Syndicate
Once Overs (d) (3)	C. D. Batchelor	Post Syndicate
Orphan Annie (d) (5) (w) (fp)	Harold Gray	Chicago Tribune Newspapers Syndicate
Otto's Auto (d) (1)	"Otto"	Ledger Syndicate
Our Boarding House (d & S) (3)	Gene Ahern	NEA Service, Inc.
Outline of Science (d) (6)	Max Hahn	McClure Newspaper Syndicate
Over Here—Over There (d) (6)	Ernest Henderson	Register & Tribune Syndicate
Out Our Way (d & S) (3)	J. R. Williams	NEA Service, Inc.

P

Paris Fashions (w) (fp)		International Feature Service
Paris Fashion Sketches (d) (1)	Eve Tingey	Ledger Syndicate
Pa's Son-in-Law (d-w) (6) (fp)	C. H. Wellington	Herald Tribune Syndicate
Peter Rabbit (w) (fp comic)	Harrison Cady	Herald Tribune Syndicate
Petey (d) (5 & 6)	Charles Voight	Herald Tribune Syndicate
Polly and Her Pals (d-w) (6) (7 or 8)	Sterrett	Newspaper Feature Service
Poor Pa (d) (1)	Claude Callan	Publishers Syndicate
Potash & Perlmutter (d) (6)	Montague Glass	Bell Syndicate
Problems of Conduct (d) (1)	R. W. Calkins	National Newspaper Service
Problems of Home Decoration (w) (3)	Annette Bradshaw	Newspaper Feature Service
Puzzle Strip (Who's Brainy Now?) (d) (6)		King Features Syndicate
Puzzlers (d) (6)	A. W. Nugent	New York World Syndicate

R

RadiObituaries (d) (1)	Harry Lawrence	Audio Service
Red Magic section (S)	Staff	New York World Syndicate
Reglar Fellers (d) (6)	Gene Byrnes	Herald Tribune Syndicate
Roger Bean (d) (6)	Chic Jackson	George Matthew Adams Service
Rolls Rosie (d) (1)	Irama Benjamin	Ledger Syndicate
Romantic Cartoons (3w) (3 or 4)		Newspaper Feature Service

S

Salesman Sam (d & S) (6)	C. D. Small	NEA Service, Inc.
Sally's Sallies (d) (1)	R. J. Scott	Central Press Assn., Inc.
Satterfield Weather (d) (½)	R. W. Satterfield	Central Press Assn., Inc.
School Days (d) (3)	Clare V. Dwiggins	McClure Newspaper Syndicate
School Days (w) (fp) (c)	Clare V. Dwiggins	McClure Newspaper Syndicate
Seezem & Squeezem (w) (7)	Oscar Hit	National News Service
Shakespeare's Immortal Dramas (educational strip) (d) (5, 6)		King Features Syndicate

(*Continued on page 52*)

Save Money on Useful Equipment

Newspaper Presses

8-page Duplex flat-bed Perfecting Press, Angle Bar Type
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Hoe Type High Power Plate Shaver
Hoe and Goss Mat Rollers
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Linotypes

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Model 5 Mergenthaler Linotype
Model 8 Mergenthaler Linotype
Model 14 Mergenthaler Linotype
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Linotype Motors
Full Size Magazines for model 5, 8, 9, 14 or 22 Linotypes
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Large Selection of Both Composition and Display Mats—Some new Space Bands
Magazine Racks

Miscellaneous Machinery

23 x 35 R. Hoe Washington Proof Press
26 x 40 R. Hoe Washington Proof Press
17 x 36 Challenge Roller Proof Press
10 x 24 Wesel Self-inking Newspaper Proof Press
Midwest Saw Trimmers, both pedestal and bench type
Wesel Cabinet Saw

Monotype Equipment

Lanston Monotype Sort Casters with and without lead and rule attachments
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Monotype Air Compressors
Monotype Composition & Display Mats

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EDITOR & PUBLISHER ANNUAL DIRECTORY OF SYNDICATE FEATURES

(*Continued from page* 50)

SYNDICATE	AUTHOR	FEATURE
"Sketches from Life" (d) (3)	Temple	World Color Printing Co.
Sketches, Paris Fashions (d) (1)	Eve Tingey	Ledger Syndicate
Skippy (w) (7 & 8)	Percy L. Crosby	King Features Syndicate
Slim Jim (w) (6-7)	Armstrong	National News Service
Slim Jim and the Force (w) (fp)	Armstrong	World Color Printing Co.
Small House Plan (w) (4)	Various	Audio Service
S'Matter Pop (d-w) (6, fp)	C. M. Payne	Bell Syndicate
Smitty (d) (5) (w) (fp)	Walter Berndt	Chicago Tribune Newspapers Syndicate
Somebody's Stenog (d-w) (1 fp)	A. E. Hayward	Ledger Syndicate
Snoodles (d) (6)	Cy Hungerford	George Matthew Adams Service
Sonnysayings (d) (1)	Fanny V. Corry	Ledger Syndicate
Sords Points (d) (2)	John Sords	Central Press Assn.
Splinters (d) (1)	Farr	Columbia Newspaper Service
Spark Plug (d) (6)	Billy De Beck	King Features Syndicate
Squire Edgegate (d) (6)	P. A. Schall	National News Service
Squire of Smithville (d) (1)	Nissley	Chicago Tribune Newspapers Syndicate
Star Adcraft Service (m) (mat service)	Harry S. Bressler	Star Adcraft Service
Story of Aviation (d) (6)	Doris E. Drawbridge, Ralph W. Maxwell	Superior Feature Service
Story of Thomas Edison (educational strip) (series) (5, 6)	Arthur J. Palmer	King Features Syndicate
Story of Thomas Jefferson (educational strip) (series) (5, 6)	W. E. Curtis	King Features Syndicate
Story of Philosophy (educational strip) (series) (5, 6)	Will Durant	King Features Syndicate
Story of Superstitions (educational strip) (series) (5, 6)	Sir J. Frazer	King Features Syndicate
Striebel Weekly (w) (5 and 3)	John H. Striebel	Associated Editors, Inc.
Sunday Guest (w) (2)	Edgar A. Guest	George Matthew Adams Service
Sunday tabloid Magazine (8)	Staff	New York World Syndicate
Susie Sunshine (d) (6)	Earl Hurd	King Features Syndicate
Sykes' Cartoons (d) (3)	Charles Henry Sykes	Ledger Syndicate
Sympathetic Sue (d) (5)		Graphic Syndicate, Inc.

T

Tabloid Comics (d) (1)	Various	Keystone Feature Service
Telling Tommy (d) (6)	Paul Pim	King Features Syndicate
Tepee Tales (d)	El Comancho	Republic Syndicate
Texas Slim (w) (fp)	Ferd Johnson	Chicago Tribune Newspapers Syndicate
Then the Fun Began (d) (2)	Faber	International Feature Service
Thimble Theatre (d) (2) (w) (6)	Segar	King Features Syndicate
Those Folks (w) (7)	Ken Kling	National News Service
Tillie the Toiler (d) (6) (w) (7&8)	Russ Westover	King Features Syndicate
Tiny (d) (6)	Charles McManus	King Features Syndicate
"Three Little Pigs" (d) (2)		World Color Printing Co.
Today's Fashions (2w) (¼)	Vera Winston	Newspaper Feature Service
Today in History (d) (1)	Ralph W. Maxwell	Superior Feature Service
Today in Storyland (w) (fp)		National News Service
Toonerville Folks (fp)	Fontaine Fox	Bell Syndicate
Toots & Casper (d) (6) (w) (7&8)	J. E. Murphy	King Features Syndicate
Topical Cartoon (d) (3)	Don Wotton	NEA Service, Inc.
Two Orphans, The (d) (6)	Zere	King Features Syndicate

U

Uncle Wiggily's Adventures (w) (fp, tab) (c)	Howard Garis-Lang	McClure Newspaper Service
Us Boys (d) (6)	McNamara	King Features Syndicate

V

Vignettes of Life (w) (hf or fp)	Frank Godwin	Ledger Syndicate

W

The War Ten Years Ago (d) (6)	Yardley & Bennett	Ledger Syndicate
Washington Tubbs II (d&S) (6)	Roy Crane	NEA Service, Inc.
Webster Cartoons (d) (3)	H. T. Webster	New York World Syndicate
Who's Brainy Now? (puzzle strip) (d) (6)		King Features Syndicate
Willie Willis (d) (1)	Robert Quillen	Publishers Syndicate
Winnie Winkle (d) (5) (w) (fp)	M. M. Branner	Chicago Tribune Newspapers Syndicate
Why They Never Married (d) (2)	Billy Hayes	Bell Syndicate

Y

You Said It, Marceline (d) (6)	Marceline D'Alroy	Premier Syndicate
Yelps and Wags (d) (1)	Hank Swartz	Bell Syndicate

SPORTS PAGE FEATURES

(Including Sports Page Cartoons and Art)

A

NAME OF FEATURE	AUTHOR	SYNDICATE
All-Year Sports (d) (½)	Frank Leonard	George Matthew Adams Service
Amateur Sports and Physical Training (w)	Lawson Robertson	King Features Syndicate
Around the Memoir Table (d) (½)	Joseph Kaye	King Features Syndicate
As Edgren Sees It (3,w) (1-2) (ill)	Robert Edgren	Bell Syndicate

B

Baseball (d-w) (1)	Irving Vaughn	Chicago Tribune Newspapers Syndicate
Baseball (2w)	Babe Ruth	Christy Walsh Syndicate
Baseball News and Dope (w)	Frederick J. Lieb	Christy Walsh Syndicate
Basketball (series) (2)		International Syndicate
Big World of Little Things (w) (1)	Alfred O. Ehedd	Science Service
Believe it or Not (d) (3)	R. L. Ripley	Associated Newspapers
Bunker's Golf (w) (1) (ill)	J. P. Glass	Republic Syndicate

C

Campus Comments (w)	Knute Rockne	Christy Walsh Syndicate
Cartoons (Sport) (d) (5)	Walter Hoban	Payne Syndicate, Inc.
Cartoons (Sport & Article)	Burris Jenkins	New York World Syndicate
Cartoon (Sport & Article) (w) (3)	Hype Igoe	New York World Syndicate
Cartoon (Sport) (w) (4)	I. Knickerbocker	NEA Service, Inc.
Cartoon & Text (d) (3 or 2) (ill) (¼)	Feg Murray	Metropolitan Newspaper Service
Cartoons (Sport) (d) (3)	Joe Archibald	McClure Newspaper Syndicate

(*Continued on page* 53)



The Electrical Appliance field in ILLINOIS——

Illinois is one of the greatest markets for electrical appliances in the country. 1,000,000 homes use electricity. Since Illinois has 1,205,000 families, the figures show that nearly every home is electrically equipped and that practically every family is a potential buyer of electrical equipment.

There are over 1243 retail stores in Illinois who specialize in the sale of electrical appliances. An advertising campaign in the local newspapers will not only interest these 1,205,000 families in your product, but will at the same time enlist the aid of these 1243 electrical dealers who favor the advertised brand.

What other more efficient and more economical sales effort can you apply to reach the great buying power of Illinois than thru these local newspapers listed below if you are a manufacturer of electrical equipment. And, what state offers you a better market than Illinois for electrical goods.

If you want more facts on Illinois' buying power, write to these newspapers.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Alton Telegraph	(E)	11,035	.05	.05
†Aurora Beacon-News	(E)	19,440	.07	.07
**Belleville Advocate	(E)	6,840	.03	.03
†Chicago Daily Journal	(E)	125,007	.26	.24
**Freeport Journal-Standard	(E)	9,791	.05	.05
†Joliet Herald News	(E)	20,107	.07	.07
†Matton Journal Gazette	(E)	5,857	.04	.04
**Moline Dispatch	(E)	12,292	.05	.05
**Monmouth Daily Review Atlas	(E)	5,574	.035	.035
**Peoria Star (S) 23,872	(E)	31,103	.085	.07
**Waukegan Daily Sun	(E)	5,666	.035	.035

**A. B. C. Statement, March 31, 1927.
†Government Statement, March 31, 1927.

EDITOR & PUBLISHER ANNUAL DIRECTORY OF SYNDICATE FEATURES

(*Continued from page* 52)

NAME OF FEATURE	AUTHOR	SYNDICATE
Cartoons (Sport)	R. L. Ripley	Associated Newspapers
College Sports (w) (¾)	Bob Matherns	NEA Service, Inc.
Cross Word Puzzles	Various	Republic Syndicate
D		
Down the Line (d) (1)	W. O. McGeehan	Herald Tribune
E		
Edson's Sport Cartoons (d) (⅜)		Graphic Syndicate, Inc.
Evans Says (d) (1)	Billy Evans	NEA Service, Inc.
F		
Fiction	Various	Thompson Feature Service
Following the Babe (serial)	Lou Gehrig	Christy Walsh Syndicate
Football (3w)	Tad Jones	Christy Walsh Syndicate
Football (3w)	Knute Rockne	Christy Walsh Syndicate
Football (3w)	Glenn S. Warner	Christy Walsh Syndicate
Football Benefits (d) (½)	Football Captains	Devil Dog Syndicate
Football Series (3w) (½)	Various	National Newspaper Service
Football Training Talks (series)	B. A. Hoban	International Syndicate
Foxy Phann (d) (1) (Comic)	W. Laufer	NEA Service, Inc.
Funny Reviews of the Baseball News (w)	Nick Altrock	Christy Walsh Syndicate
G		
Golf Articles (w) (1) (ill)	J. P. Glass	Republic Syndicate
Golf (2w)	Bobby Jones	Bell Syndicate
Golf (2w)	Francis Ouimet	Bell Syndicate
Golf (d-w) (1)	Harland Rohm	Chicago Tribune Newspapers Syndicate
Golf (w)	Gene Sarazen	Bell Syndicate
Golf Cartoon (w) (4)	"Vic"	New York World Syndicate
Golf as Champions Play it (d)	Leading Players	Associated Editors, Inc.
Golf Column (humorous) (w) (1)	Walter Trumbull	Post Syndicate
Golf Comics (d)	Sughroe	Western Newspaper Union
H		
Horsemanship (w)	Capt. F. S. Jacobs	Chicago Tribune Newspapers Syndicate
Horse Race Service (d) (varying)	J. B. Snodgrass	Post Syndicate
Hughes' Sport Column (3-w) (1)		Bell Syndicate
I		
Igoe's Articles	Hype Igoe	New York World Syndicate
In the Rough (d) (6)		Cosmos Newspaper Syndicate
Inside Golf (d) (⅕) (illus)	Chester Horton	National Newspaper Service
Indoor Sports (d) (4)	T. D. Dorgan (Tad)	International Feature Service
J		
Jones Articles (2-w) (1)	Bobby Jones	Bell Syndicate
L		
Life of Jno. L. Sullivan (d-w)	Joe Dorney	Chicago Tribune Newspapers Syndicate
Listening Post (d) (1)	Walter Trumbull	Post Syndicate
Live Sport News Features (d)		Graphic Syndicate, Inc.
M		
Motion Pictures Stories	Various	Thompson Feature Service
N		
Nut Cracker (d) (⅛)	Jimmy Powers	NEA Service, Inc.
O		
Off the Field with Big League Pilots (3w) (2)	Henry P. Edwards	United Features Syndicate
Ouimet's Articles (2-w) (¾)	Francis Ouimet	Bell Syndicate
P		
Par Chart (w) (⅛) (ill.)	Chester Horton	National Newspaper Service
Pennant Races (w)	John J. McGraw	Christy Walsh Syndicate
Pictorial Golf (2-w) (2)	H. B. Martin	Bell Syndicate
R		
Referee, The (d) (⅛)	Billy Evans	NEA Service, Inc.
S		
Sarazen's Article (w) (¾)	Gene Sarazen	Bell Syndicate
Say So of Holleran Yell (w) (2)	Westbrook Pegler	Chicago Tribune Newspapers Syndicate
Serials (d)	Various	Thompson Feature Service
Soccer Science (series) (2)		International Syndicate
Sport Heroes (d) (2-col. drawing)	W. Laufer	NEA Service, Inc.
Sporting Articles (d) (¾)	Frank G. Menke	King Features Syndicate
Sporting Page Variety (d) (⅛)		Western Newspaper Union
Sportfolio (d) (⅛)	Wm. Nelson Taft	Ledger Syndicate
Sportlight (d) (¾)	Grantland Rice	Herald Tribune
Sports (w) (fp)	Various	Chicago Tribune Newspapers Syndicate
Sports Comment (w) (½)	"Sheridan"	Editor's Copy
Sport Ritticisms (d) (¼)	Bill Ritt	Central Press Assn., Inc.
Sport Done Brown (d) (¾)	Norman E. Brown	Central Press Assn., Inc.
Sharkey Articles	Jack Sharkey	Famous Features Syndicate
Sports (d-w) (1)	Walter Eckersall	Chicago Tribune Newspapers Syndicate
Sports Letter (w) (¾)	James J. Corbett	Newspaper Feature Service
Sullivan's Sport Whirl (d) (1)	Ed Sullivan	Graphic Syndicate, Inc.
T		
Tee, Fairway and Green (3 t.a.w.) (½) illus.)	"Chick" Evans	National Newspaper Service
Tennis (w) (½) (ill)	Helen Wills	United Feature Syndicate
Tennis (2w)	Wm. T. Tilden, 2nd	Christy Walsh Syndicate
That Little Game (d) (3)	Link	World Color Printing Co.
Them Were The Days (d) (6)	Wood Cowan	U. P. C. News Services, Inc.
Trumbull's Sports Letter (d) (1)	Walter Trumbull	Post Syndicate
Turf (dw) (½)	French Lane	Chicago Tribune Newspapers Syndicate
Tunney, Signed Stories by (3w)	Gene Tunney	King Features Syndicate
Today in Sport (d) (⅓)	Jack Kofoed	Post Syndicate
Today in Sport History (d) (1)	R. W. Maxwell	Superior Feature Service
Trap Gun and Rod (w) (1)	Sandy Griswold	National Newspaper Service
W		
Wayside Tee (w) (½)	Grantland Rice	Herald Tribune Syndicate
Wearin' Out the Green (w) (1)	Walter Trumbull	Post Syndicate
Women's Athletics (d) (⅛) (ill)	Mary Caldwell	National Newspaper Service

the fellow
who used to
buy the city hall
from engaging
strangers is now
purchasing one
paper buys to "cover"
metropolitan markets
and though
it does keep
money in circulation
it puts circulation
in a false light—
The Detroit Times
delivers only to
part of the population.

DIRECTORY OF SYNDICATE WRITERS AND ARTISTS

A

Adams, Franklin P., New York World Syndicate.
Adams, George Matthew, George Matthew Adams Service.
Ade, George, Bell Syndicate.
Ahearn, Gene, NEA Service.
Alexander, Western Newspaper Union.
Alger, Edwin, Bell Syndicate.
Allen, Mrs. Harland H., Allen Feature Service.
Alley, J. P., Bell Syndicate.
Altrock, Nick, Christy Walsh Syndicate.
Anderson, John, Post Syndicate.
Archibald, Joe, McClure Newspaper Syndicate.
Armour, King Features Syndicate.
Armstrong, World Color Printing Company.
Austin, Anne, NEA Service, Inc.

B

Babson, Roger W., Publishers Financial Bureau.
Bargeit, Louise, Chicago Tribune Newspapers Syndicate.
Baker, Ray Stannard, D. P. Syndicate.
Bakrak, Chicago Tribune Newspaper Syndicate.
Bailey, Bill, Columbia Newspaper Service.
Ball, W. S., International Syndicate.
Ballinger, William J., U. P. C. News Service, Inc.
Ballou, Dr. Frank W., Standard Editorial Service.
Barnes, Julius H., King Editors' Features.
Barbour, Mildred, Metropolitan Newspaper Service.
Bart Belle, Ledger Syndicate.
Barney, National News Service.
Barton, Bruce, Bell Syndicate.
Barton, Bruce, McClure Newspaper Syndicate.
Barton, C. H., King Editors' Features.
Barton, Dr. James W., Bell Syndicate.
Barton, Olive Roberts, NEA Service, Inc.
Barton, Prof. S. G., Keystone Feature Service.
Barton, Wanda, Newspaper Feature Service.
Batchelor, C. D., Post Syndicate.
Batchelor, Hazel Deyo, Ledger Syndicate.
Batford, Ben, United Features Syndicate.
Beck, Frank, Bell Syndicate.
Beckley, Zoe, Famous Features Syndicate.
Bedwell, Bettina, Chicago Tribune Newspapers Syndicate.
Beecher, Carolyn, Associated Newspapers.
Beekman, Mrs. Cornelius, Premier Syndicate.
Beekman, Mrs., International Feature Service.
Bell, Dr. Alvin E., Central Press Assn.
Belmont, Marie, International Feature Service.
Bennett, Ledger Syndicate.
Berg, E. A., National Newspaper Service.
Bergey, E. K., Ledger Syndicate.
Benjamin, Irma, Ledger Syndicate.
Berndt, Walter, Chicago Tribune Newspapers Syndicate.
Berry, C. C., Editors Copy.
Bessey, Phil. NEA Service.
Bevans, Mrs. Gladys, Chicago Tribune Newspapers Syndicate.
Bingham, George, George Matthew Adams Services.
Bisch, Louis E., Premier Syndicate.
Black, Winifred, Newspaper Feature Service.
Blake, Doris, Chicago Tribune Newspapers Syndicate.
Blake, John, Bell Syndicate.
Blake, Mary, Bell Syndicate.
Blanchard, Julia, NEA Service, Inc.
Blosser, Merrill, NEA Service, Inc.
Bonner, Mary Graham, Western Newspaper Union.
Bostwick, Sals, King Features Syndicate.
Bottomley, Julia, Western Newspaper Union.
Bowers, Joe, Ledger Syndicate.
Boyd, Julia, McNaught Syndicate.
Boys, (Mrs.) Florence R., Woman's Page.
Brady, Dr. William, National Newspaper Service.
Bradshaw, Annette, Newspaper Feature Service.
Brainerd, Betty, Associated Newspapers.
Branner, M. M., Chicago Tribune Newspapers Syndicate.
Braucher, W. M., NEA Service, Inc.
Bressler, Harry S., Graphic Syndicate.
Briggs, Clare, Herald Tribune Syndicate.
Brinkerhoff, R. L., New York World.
Brinkley, Nell, International Feature Service.
Brobeck, Florence, Herald Tribune Syndicate.
Brokaw, NEA Service, Inc.
Bromley, Al., Chicago Tribune Newspapers Syndicate.
Bronner, Milton. NEA Service, Inc.
Brookman, Laura Lou, Register & Tribune Syndicate.
Brown, Norman E., Central Press Assn., Inc.
Bruce, H. Addington, Ledger Syndicate.
Burgess, Thornton, Herald Tribune Syndicate and Associated Newspapers.
Bushmiller, Ernie, New York World Syndicate.
Bushnell, Judy, United Feature Syndicate.
Butcher, Fanny, Chicago Tribune Newspapers Syndicate.
Butman, Carl H., Washington Radio News Service.
Byrnes, Gene, Herald Tribune Syndicate.

C

Cadman, Dr. S. Parkes, Herald Tribune Syndicate.
Cady, Harrison, Herald Tribune Syndicate.
Cairns, Dr. Alexander, King Features Syndicate.
Caldwell, Mary, National Newspaper Service.
Calhoun, Dr. John Scott, National Newspaper Service.
Calkins, R. W., National Newspaper Service.
Callahan, Jack, King Features Syndicate.
Callan, Claude, Publishers Syndicate.
Cameron, Ruth, George Matthew Adams Service.
Campbell, Mrs. Lilian, Central Press Assn., Inc.
Campbell, Murry, Register and Tribune Syndicate.
Cargill, Jess, Central Press Assn., Inc.
Carlyle, John, Associated Newspapers.
Carmody, F. J., Ullman Feature Service.
Carr, Gene, McClure Newspaper Syndicate.
Carroll, Raymond G., Post Syndicate.
Carter, Ad, King Features Syndicate.
Chapin, A. B., Ledger Syndicate.
Chapman, Arthur, Bell Syndicate.
Charters, Dr. W. W., King Editors' Features.
Clark, Florenz, Associated Editors, Inc.
Clarke, F. W., National Newspaper Service.
Clarke, Thomas A., Western Newspaper Union.
Clift, Betty, Payne Syndicate, Inc.
Clough, Albert L., International Syndicate.
Cobb, Irvin, Bell Syndicate, and McNaught Syndicate.
Cochran, Hal, NEA Service, Inc.
Coffman, Ramon, Publishers Syndicate.
Cohn, Gene, NEA Service, Inc.
Collins, Harry, King Editors' Features.
Connolly, Sabina, King Features Syndicate.
Conselman, Bill, Metropolitan Newspaper Service.
Cook, Ted, King Features Syndicate.
Copeland, Royal S., Newspaper Feature Syndicate.
Corbett, James J., Newspaper Feature Service.
Corey, Herbert, Associated Newspapers.
Correll, Chicago Tribune Newspapers Syndicate.
Cory, David, George Matthew Adams Services.
Cory, Fanny V., Ledger Syndicate.
Cosden, Chicago Tribune Newspapers Syndicate.
Couch, Ralph F., Couch Publishing Company.
Counihan, Bud, New York World Syndicate.
Cousins, Wilfred, King Features Syndicate.
Cowan, Wood, U. P. C. News Services, Inc.
Crane, Dr. Frank, McClure Newspaper Syndicate.
Crane, Roy, NEA Service, Inc.
Crosby, Percy L., King Features Syndicate.
Curtis, W. E., King Features Syndicate.

D

Dague, Mary, NEA Service, Inc.
D'Alroy, Marceline, Premier Syndicate.
Daniels, Josephus, National Newspaper Service.
Dare, Frances Associated Newspapers.
Darling, J. N., Herald Tribune Syndicate.
Darling, Velva, King Features Syndicate.
Davenport, Walter, Bell Syndicate.
Davis, Clare Ogden, McNaught Syndicate.
Davis, Emily C., Science Service.
Davis, Maxine, Capital News Service.
Davis, Robert H., Bell Syndicate.
Davis, Watson, Science Service.
Dean, Dr. Arthur, National Newspaper Service.
Deane, Mme. Hall, Graphic Syndicate, Inc.
De Beck, Billy, King Features Syndicate.
de Campi, Anita. Chicago Tribune Newspapers Syndicate.
Demaree, Al, Publishers Syndicate.
Dempsey, Jack, King Features Syndicate.
De Pyster, Katherine, Premier Syndicate.
Decie, Helen, Ledger Syndicate.
Dib, King Features Syndicate.
Diamond, Bushnell, Newspaper Feature Service.
Dickey, Robert L., Metropolitan Newspaper Service.
Dickson, Bob, Register & Tribune Syndicate.
Dirks, R., New York World Syndicate.
Dix, Dorothy, Ledger Syndicate.
Dixon, Grant, Bell Syndicate.
Donnelly, Antoinette, Chicago Tribune Newspapers Syndicate.
Dorgan, Dick, Bell Syndicate.
Dorgan, T. A., ("Tad"), International Feature Service.
Dorney, Joe, Chicago Tribune Newspapers Syndicate.
Douglas, Associated Newspapers.
Douglas, Cozette, Newspaper Feature Service.
Drawbridge, Doris E., Graphic Syndicate.
Duart, Malcolm, Eugene MacLean Features.
Dunn, Alan, Metropolitan Newspaper Service.
Durant, Will, King Features Syndicate and United Feature Syndicate.
Dutcher, Rodney, NEA Service, Inc.
Dwiggins, C. V., McClure Newspaper Syndicate.

E

Eckersall, Walter, Chicago Tribune Newspapers Syndicate.
Ed, Carl, Chicago Tribune Newspapers Syndicate.
Eddington, Jane, Chicago Tribune Newspapers Syndicate.
Edgren, Robert, Bell Syndicate.
Edwards, Henry P., United Feature Syndicate.
Edwina, George Matthew Adams Services.
Eldred, Myrtle Meyer, Register & Tribune Syndicate.
Ellis, Frank, Register & Tribune Syndicate.
Elliston, George, Associated Newspapers.
Emery, Helen M., Associated Newspapers.
Esty, Lucien, Bell Syndicate.
Evans, Billy, NEA Service.
Evans, "Chick," National Newspaper Syndicate.
Evans, Dr. W. A., Chicago Tribune Newspapers Syndicate.

F

Faber, International Feature Service.
Farr, Jack, Columbia Newspaper Service.
Farrell, Johnny, King Features Syndicate.
Felix, Edgar, D. P. Syndicate.
Ferguson, Wynne, Bell Syndicate.
Fishbein, Dr. Morris, NEA Service, Inc.
Fisher, Bud, Bell Syndicate.
Fisher, Thornton, Ledger Syndicate.
Fister, Alan S., Ledger Syndicate.
Flynn, John T., U. P. C. News Services, Inc.
Forbes, B. C., Premier Syndicate.
Forbes, Edna Kent, George Matthew Adams Services.
Foster, Alan S., Ledger Syndicate.
Frank, Glenn, McClure Newspaper Syndicate.
Frazer, Sir J., King Features Syndicate.
Frise, James, Graphic Syndicate.
Fry, C. V., Register & Tribune Syndicate.
Fox, Fontaine, Bell Syndicate.
Fulkerson, Roe, McNaught Syndicate and Central Press Assn.

G

Gage, Hy, Ledger Syndicate.
Gallico, A. T., Chicago Tribune Newspapers Syndicate.
Gar, Ledger Syndicate.
Gardner, Susan, Register & Tribune Syndicate.
Garrison, Adele, Newspaper Feature Service.
Gehrig, Lou, Christy Walsh Syndicate.
George, Lloyd, United Feature Syndicate.
Gettier, C. W., Bell Syndicate.
Gibbs, Winifred S., McClure Newspaper Syndicate.
Gibson, Idah McGlone, National Newspaper Service and Central Press Assn., Inc.
Gibson, Walter B., Ledger Syndicate.
Gilbert, Clinton W., Post Syndicate.
Gilroy, Dr. W. E., NEA Service, Inc.
Glass, Dudley, Premier Syndicate.
Glass, Montague, Bell Syndicate.
Glyn, Elinor, King Features Syndicate.
Godwin, Frank, Ledger Syndicate.
Goldberg, R. L., McNaught Syndicate, Inc.
Gould, Chester, King Features Syndicate.
Gray, Lady Beatrice, Graphic Syndicate, Inc.
Gray, Harold, Chicago Tribune Newspapers Syndicate.
Gray, Laurel, National Newspaper Service.
Gregory, Rev. Thomas. Newspaper Feature Service.
Grey, Nita, International Syndicate.
Griswold, Sandy, National Newspaper Service.
Gross, Milt, New York World Syndicate.
Guest, Edgar A., George Matthew Adams Services.
Gunn, Eleanor, Metropolitan Newspaper Service.

H

Haenigsen, New York World Syndicate.
Halasz, George, Continental Features.
Hall, Quin, King Features Syndicate.
Hammond, Percy, Herald Tribune Syndicate.
Hamilton, Lyle, Eugene MacLean Features.
Hanny, W., International Syndicate.
Hansen, Harry, New York World Syndicate.
Hapgood, Norman, United Feature Syndicate.
Hart, J. F., Bell Syndicate.

(*Continued on page* 55)

Largest Circulation and Largest Volume of Advertising of any Daily west of the Missouri river.

LOS ANGELES
EVENING HERALD
REPRESENTATIVES
Chicago, JOHN H. LEDERER, 910 Hearst Bldg.
San Francisco, A. J. NORRIS HILL, 610 Hearst Bldg.
New York, HERBERT W. MOLONEY, 604 Times Bldg.

ADVERTISERS who understand the Iowa situation know from experience that the consumers' market there cannot be properly sold without the use of newspapers in these twenty-one key cities.

IOWA DAILY PRESS ASS'N
DAVENPORT, IOWA.

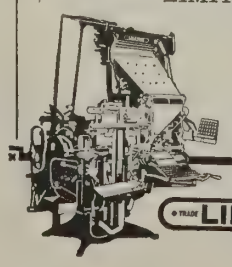
Ames Tribune	Iowa City Press Citizen
Boone News-Republican	Keokuk Gate City
Burlington Gazette	Marshalltown Times-Republican
Burlington Hawk-Eye	Mason City Globe-Gazette & Times
Cedar Rapids Gazette	Muscatine Journal & News-Tribune
Centerville Iowegian & Citizen	Oelwein Register
Council Bluffs Nonpareil	Oskaloosa Herald
Davenport Democrat & Leader	Ottumwa Courier
Davenport Times	Sioux City Journal
Dubuque Telegraph-Herald	Sioux City Tribune
Fort Dodge Messenger & Chronicle	Washington Journal
Fort Madison Democrat	Waterloo Courier
	Waterloo Tribune

From the Linotype Mailbag

"The Satisfaction of Using Linotypes"

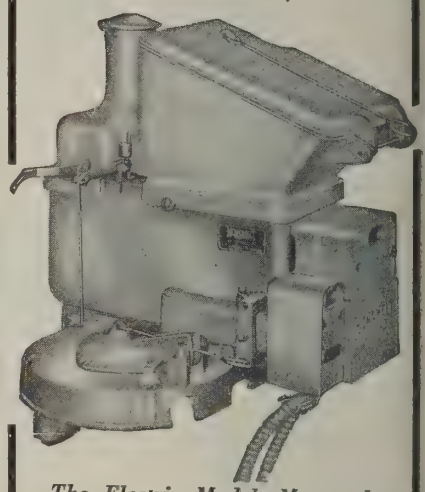
"We wish to express to you our appreciation of the service we received in connection with the erection and installation of our new Model 14. Your Mr. Poole gave us quick and efficient service and we were also given valuable assistance by your Mr. Weir. Service of this nature contributes not a little to the satisfaction of using Linotypes."

TRIBUNE AND TELEGRAPH LIMITED
Welland, Ont.



LINOTYPE

Double Melting is OBSOLETE



The Electric Model—Monomelt System

The MONOMELT SYSTEM *is the modern idea—one melting only*

Why tolerate the heavy loss of type metal in the unnecessary melting and pigging of metal? The Monomelt System does away with the metal furnace and all its costly waste of time, labor and type metal. Monomelt does all the work in preparing perfect metal for the slug. It melts, cleans, feeds and guards the temperature of the metal *automatically*. Plants that use the Monomelt System *never go back to the metal furnace.*

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept. 5-17, 1927*

The Monomelt Co.
4541 Ravenswood Ave.
Chicago, Ill.

Let us send you full particulars. Mail the coupon below.

Please Explain How the Mono-Melting System, if installed in our Plant, would

☐ Increase production 10%.
☐ Eliminate hot and cold metal.
☐ Cut metal drossage 75%.
☐ Save time, labor and floor space.
☐ Clean and purify our type metal.
☐ Prevent sunken and defective letters.
☐ Insure clearer and sharper type faces.
☐ Eliminate our re-melting furnace.
☐ Produce solid slugs.

We have the following machines:

No. of Machines	Make	No. With Gas Pots	No. With Electric Pots
	LINOTYPE		
	INTERTYPE		
	INOGRAPH		

Ludlows Elrods Monotypes

Firm Name .....
Street No. .....
City and State .....
Signed by .....
Title .....

(*Continued from page* 54)

Hart, Martha, Register & Tribune Syndicate.
Harris, Mildred, Famous Features Syndicate.
Haskin, Frederic J., Haskin Information Bureau.
Hatton, Mr. and Mrs. Arnold, National Newspaper Service.
Hayes, Billy, Bell Syndicate.
Hays, Ethel, NEA Service, Inc.
Hayward, A. E., Ledger Syndicate.
Heinl, Robert D., Heinl Radio News Syndicate.
Held, John, International Feature Service.
Hellinger, Mark, Chicago Tribune Newspapers Syndicate.
Henderson, Ernest, Register & Tribune Syndicate.
Henderson, Dr. J. Lowell, Bell Syndicate.
Hendrix, Columbia Newspaper Service.
Herold, Don, Herald Tribune Syndicate.
Herring, Rev. Hubert C., McNaught Syndicate.
Hershfield, Harry, International Feature Service.
Herzog, Dorothy, Payne Syndicate, Inc.
Hess, Sol, Bell Syndicate.
Hirsch, Jennie, Ledger Syndicate.
Hitt, Oscar, National News Service.
Hoban, International Feature Service.
Hoban, B. A., International Syndicate.
Hoban, Walter, Payne Syndicate, Inc.
Hollander, Herbert S., Ullman Feature Service.
Holman, Williams, Herald Tribune Syndicate.
Hoppman, Ray, Columbia Newspaper Service.
Hornaday, Wm. T., McNaught Syndicate.
Horton, Chester, National Newspaper Syndicate.
Horne, Philip, United Feature Syndicate.
Howe, Ed, Bell Syndicate.
Hoyt, Harlowe, Publishers Syndicate.
Hubbard, Kin. National Newspaper Service.
Hucke, Agnes, Ledger Syndicate.
Hughes, Ed, Bell Syndicate.
Hughes, Rupert, Bell Syndicate.
Hughes, B. W., Editors Copy.
Hungerford, Cy, George Matthews Adams Services.
Hurd, Earl, King Features Syndicate.
Hurst, Fannie, McClure Newspaper Syndicate.
Hurst, Vida, United Feature Syndicate.
Hill, W. E., Chicago Tribune Newspapers Syndicate.

I

Ibanez, V. Blasco, United Feature Syndicate.
Igoe, Hype, New York World Syndicate.
Innes-Taylor, R., Star Newspaper Service.

J

Jackson, "Chick," George Matthew Adams Services.
Jackson, Dr. Josephine A., George Matthew Adams Services.
Jacobs, Capt. F. S., Chicago Tribune Newspapers Syndicate.
Jay, Jay V., George Matthew Adams Services.
Jenkins, Burris, New York World.
Jeritza, Mme., Premier Syndicate.
Johns, John, Herald Tribune Syndicate.
Johnson, Ferd, Chicago Tribune Newspapers Syndicate.
Johnson, Gladys E., George Matthew Adams Services.
Johnson, Nunally, Post Syndicate.
Johnstone, W. B., New York World Syndicate.
Jones, Bobby, Bell Syndicate.
Jones, Sally, Eugene MacLean Features.
Jones, Tad, Christy Walsh Syndicate.
Jordan, Anne. Newspapers Feature Service.
Jordan, Mrs. C. B., Ledger Syndicate.

K

Kahles, C. W., Ledger Syndicate.
Kaji, Elsa, International Syndicate.
Kawin, Dr. Ethel, National Newspaper Service.
Kaye, Joseph, King Features Syndicate.
Keel, Ralph Walles, Graphic Syndicate, Inc.
Keeler, R. W., D. D., Graphic Syndicate, Inc.
Keenan, Pete, International Syndicate.
Keep, Oliver, McClure Newspaper Syndicate.
Kelly, Fred. C., Central Press Assn.
Kemble, E. W., Chicago Tribune Newspapers Syndicate.
Kemble, Genevieve, Newspaper Feature Service.
Kessler, C., Payne Syndicate, Inc.
Ketchum, P. H., Register & Tribune Syndicate.
Ketten, Maurice, New York World Syndicate.
Kettner, M. G., Western Newspaper Union.
Keys, J. L., Keyes Religious News Service.
Kift, Jane Leslie, Ledger Syndicate.
Killick, William, McNaught Syndicate.
King, Fay, Payne Syndicate, Inc.
King, Frank, Chicago Tribune Newspapers Syndicate.
Kirby, Rollin, New York World Syndicate.
Kirkman, Laura A., George Matthew Adams Services.
Kitchen, K. K., New York World Syndicate.
Klein, Israel, NEA Service, Inc.
Kling, Ken, National News Service.
Knerr, International Feature Service.
Knickerbocker, I., NEA Service.
Knott, International Feature Service.
Kofoed, Jack, Post Syndicate.
Kor, U. P. C. News Services, Inc.
Korman, Murray, Universal Feature Service.
Knox, John. National Newspaper Service.

L

La Ganke, Florence, Publishers Syndicate.
Lait, Jack, King Features Syndicate.
Lane, Sir Arbuthnot, D. P. Syndicate.
Lane, French, Chicago Tribune Newspapers Syndicate.
Lardner, Ring, Bell Syndicate.
LaSalle, Editors Syndicate.
Laufer, W., NEA Service.
Laurie, Annie, Newspaper Feature Service.
Lawrence, Harry. Audio Service.
Leacock, Stephen, Metropolitan Newspaper Service.
LeCocq, Ed., Register & Tribune Syndicate.
Lecraw, E., National Feature Service.
Lee, Patricia, Graphic Syndicate, Inc.
Lee, Mrs. Virginia, Central Press Assn.
Leeds, Lois, Ledger Syndicate.
Leo, Associated Newspapers.
Leonard, Frank, George Matthew Adams Services.
Lescarboura. Austin C., International Syndicate.
Lessing, Bruno, King Features Syndicate.
Lieb, Frederick J., Christy Walsh Syndicate.
Link, World Color Printing Company.
Link, Bert, National News Service.
Lisle, Ann, International Feature Service and King Features Syndicate.
Little, R. H., Chicago Tribune Newspapers Syndicate.
Locher, Fred, New York World Syndicate.
London, Joan, National Newspaper Service.
"Louisa," Editors Copy.
Lowe, Corinne. Chicago Tribune Newspapers Syndicate.
Lowell, Lucy, International Feature Service.
Lupescu, Madame, Famous Features Syndicate.

M

MacDonald, Harrison C., Publishers Syndicate.
MacGill, H. A., Payne Syndicate, Inc.
McBride, Clifford, Central Press Assn., Inc.
McBride, Clifford, McNaught Syndicate, Inc.
McCandlish, Edward. Bell Syndicate.
McCann, Rebecca, George Matthew Adams Services.
McCoy, Dr. Frank, McCoy Health Service.
McClure, Darrell, Premier Syndicate.
McCutcheon, Jno. T., Chicago Tribune Newspapers Syndicate.
McGeehan, W. O., Herald Tribune Syndicate.
McGraw, John J., Christy Walsh Syndicate.
McIntyre, O. O., McNaught Syndicate, Inc.
McKendrick, Rev. James, Keystone Feature Service.
McManus, Charles, King Features Syndicate.
McManus, George, King Features Syndicate.
McNamara, King Features Syndicate.
McNamara, Ray, Christy Walsh Syndicate.
Mabie, Litta, Ledger Syndicate.
Maier, Carl, Central Press Assn., Inc.
Mager, Gus, McNaught Syndicate.
Manning, Temple, Newspaper Feature Service.
Mansfield, J. Carroll, McClure Newspaper Syndicate.
Mantle, Burns, Chicago Tribune Newspapers Syndicate.
Marshall, Mary, McClure Newspaper Syndicate.
Marlowe, Elsie, Newspaper Feature Service and King Features Syndicate.
Marquis, Don, King Features Syndicate.
Martin, Edgar, NEA Service.

(*Continued on page* 56)

Our Customers Write Our Ads

Jackson, Miss., Daily News Says—

"We have never had a serious delay or accident of any kind in five years' operation of our 24-page DUPLEX TUBULAR press."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

The largest evening paper circulation in Baltimore

151,059
May, *net paid*

May, 1927, sets a new circulation record for daily papers in Baltimore.

The NEWS, with its May net paid circulation of 151,059, enjoys a margin of 24,141 copies over that of the Evening Sun, its nearest competitor.

You reach more of Baltimore through the

BALTIMORE NEWS

Largest circulation of any daily paper in the South

CIRCULATION, PLUS READER CONFIDENCE, PLUS DEALER CONFIDENCE

There's an ideal combination for an evening newspaper.

The Binghamton, N. Y., Press has all of the above qualities and many more.

"An Institution Devoted To The Service Of Its Community." That's the slogan which appears on all local promotional advertising, and that's the ideal which has been faithfully followed during the past 22 years.

It is upon this rock that The Binghamton Press has built a carrier-delivered coverage of better than 97% in its home market, and it is upon this rock that the average retailer is willing to accept and recommend goods advertised in their favorite home newspaper.

The Binghamton Press has a modern, well-organized Promotion Department equipped to give practical cooperation to all reputable manufacturers and their advertising agents in studying the local situation and in planning and executing merchandising and advertising campaigns.

Because the Binghamton Market is strictly segregated from any other contiguous territory—because its buying power can be reached through one newspaper—because it combines almost every type and condition of working class, professional class and upper strata, it is the ideal market for try-out campaigns.

There are many more interesting facts available if you are interested.

May we present them?

THE JOHN BUDD COMPANY

National Advertising Representatives

NEW YORK 9 East 37th Street. CHICAGO Tribune Tower. ST. LOUIS Chemical Building. ATLANTA Healey Building.

SAN FRANCISCO Sharon Building. LOS ANGELES Chamber of Commerce Bldg. PORTLAND Security Bldg.

(*Continued from page* 55)

Martin, H. B., Bell Syndicate.
Mason, Walt, George Matthew Adams Services.
Matherns, Bob, NEA Service.
Matthews, Dr. Shailer, National Newspaper Service.
Matthews. Lamar, International Feature Service.
Maxwell, Nellie, Western Newspaper Union.
Maxwell, Ralph W., Graphic Syndicate.
Maxwell, R. W., Superior Feature Service.
May, Edna, Payne Syndicate, Inc.
Medbury, John, King Features Syndicate.
Menke, Frank, King Features Syndicate.
Meyers, Charles W., King Editors' Features.
Michaelis, Aline, International Feature Service.
Millar, Helen J., Associated Editors, Inc.
Miller, Mary Culbertson, Bell Syndicate.
Milne, A. A., Metropolitan Newspaper Service.
Mimi, Bell Syndicate.
Mitchell, Dr. Winston, National Newspaper Service.
Momand, Pop, Associated Newspapers.
Montague, J. J., Bell Syndicate.
Moore, Sara, Chicago Tribune Newspapers Syndicate.
Morris, William C., George Matthew Adams Services.
Morrison, Betty, Psy. D., Graphic Syndicate, Inc.
Morton, Mrs. Mary, Central Press Assn., Inc.
Mundy, J. J., International Feature Service.
Murphy, J. E., King Features Syndicate.
Murray, Feg, Metropolitan Newspaper Service.

N

Nason, Leonard, Bell Syndicate.
Newport, John, Eugene MacLean Features.
Newton, Jean, Bell Syndicate.
Nichols, Ann, United Feature Syndicate.
Nicholson, W. C., Associated Newspapers.
Nissley, Chicago Tribune Newspapers Syndicate.
Norton, Henry Kittredge, NEA Service, Inc.
Norton, Jeannette, Newspaper Feature Service.
Norris, Kathleen, Bell Syndicate.
Norris, Margaret, George Matthew Adams Services.
Nugent, A. W., New York World Syndicate.

O

O'Hara, Neal, New York World Syndicate.
Opper, International Feature Service.
Orr, Carey, Chicago Tribune Newspapers Syndicate.
Orr, Margaret, Chicago Tribune Newspapers Syndicate.
Osborne, Western Newspaper Union.
Otto, Ledger Syndicate.
Ouimet, Francis, Bell Syndicate.

P

Palmer, Arthur J., King Features Syndicate.
Pape, Lee, George Matthew Adams Services.
Paris, Viola, United Features Syndicate.
Patterson, Grove, Central Press Assn., Inc.
Patri, Angelo, Bell Syndicate.
Patten, Gilbert, NEA Service.
Payne, Barrie, Publishers Syndicate.
Payne, C. M., Bell Syndicate.
Pazimino, Victor, Central Press Assn., Inc.
Pegler, Westbrook, Chicago Tribune Newspapers Syndicate.
Pente, Will, National Newspaper Service.
Peters, Dr. Lulu Hunt, Central Press Assn., Inc.
Phelps, William Lyons, U. P. C. News Services, Inc.
Phillips, H. I., Associated Newspapers.
Pickard, E. W., Western Newspaper Union.
Pim, Paul, George Matthew Adams Services and King Features Syndicate
Plumb, Charles, Metropolitan Newspaper Service.
Pomeroy, Claire, National Newspaper Service.
Popin, Alexander, International Feature Service.
Powers, Jimmy, NEA Service.
Pownall, Dorothy, Register & Tribune Syndicate.
Purdy, W. W., International Syndicate.

Q

"Quill," King Features Syndicate.
Quillen, Robert, Publishers Syndicate.

R

Radcliffe, Henry, Editors Copy.
Radford, W. A., Western Newspaper Union.
Randolph, Jane, Capital News Service.
Rand-McNally, T. H., Star Newspaper Service.
Rascoe, Burton, Central Press Assn., Inc.
Rawlings, Marjorie K., Central Press Assn., Inc.
Reed, C. A. L., M. D., International Feature Service.
Reeder, Earl, National Newspaper Service.
Ribler, Rae, Ledger Syndicate.
Rice, Grantland, Herald Tribune Syndicate.
Richards, Mable S., National Newspaper Service.
Richardson, Tracy, Bell Syndicate.
Ridgway, Frank, Chicago Tribune Newspapers Syndicate.
Ring, National News Service.
Ripley, Gladys, Editors Syndicate.
Ripley, R. L., Associated Newspapers.
Ritchie, Albert, Central Press Assn.
Ritt, Bill, Central Press Assn.
Robbins, L. B., Houghton Mifflin Company Syndicate Bureau.
Robertson, Lawrence, King Features Syndicate.
Robinson, Elsie, King Features Syndicate.
Robinson, Grace, Chicago Tribune Newspapers Syndicate.
Robinson, Paul, Central Press Assn., Inc.
Rockne, Knute, Christy Walsh Syndicate.
Rogers, Will, McNaught Syndicate.
Rohlfing, World Color Printing Company.
Rohm, Harland, Chicago Tribune Newspapers Syndicate.
Roosevelt, Jr., Theodore, Bell Syndicate.
Rowland, Helen, King Features Syndicate.
Rubinstein, Mme. Helena, Central Press Assn., Inc.
Russell, Frederick C., Ullman Feature Service.
Ruth, Babe, Christy Walsh Syndicate.

S

Sarazen, Gene, Bell Syndicate.
Satterfield, R. W., Central Press Assn., Inc.
Saunders, Hortense, NEA Service, Inc.
Schall, P. A., National News Service.
Schulkers, Robert F., Metropolitan Newspaper Service.
Schuyler, Betsy, NEA Service, Inc.
Scott, R. J., Central Press Assn., Inc.
Scott, Walt, Publishers Syndicate.
Segar, King Features Syndicate.
Seibold, Louis, Post Syndicate.
Service, Garrett P., International Feature Service.
Shaefer, Rosalind, Chicago Tribune Newspapers Syndicate.
Shedd, Alfred O., Science Service.
Sherwood, Robert, Bell Syndicate.
Shipman, J. E., International Feature Service.
Shoemaker, Associated Newspapers.
Shoring, Dr. Eliot, National Newspaper Service.
Silver, Blanche, Newspaper Feature Service.
Silver, Douglas de Younge, Bell Syndicate.
Silvester, Genevieve, U. P. C. News Service, Inc.
Simmonds, Frank H., McClure Newspaper Syndicate.
Sims, H. S., Editors Copy.
Singleton, Anne, United Feature Syndicate.
Sinnott, Arthur, Associated Newspapers.
Skuce, Lou, Bell Syndicate.
Small, C. D., NEA Service.
Smiley, Frank, Metropolitan Newspaper Service.
Smith, Dan, Newspaper Feature Service.
Smith, Roy L., Chicago Tribune Newspapers Syndicate.
Smith, Sidney, Chicago Tribune Newspapers Syndicate.
Snodgrass, J. B., Post Syndicate.
Soule, Llew S., King Editors' Features.
Sords, John, Central Press Assn., Inc.
Spafford, Justin, Bell Syndicate.
Spayth, George W., Ledger Syndicate.
Spears, Ruth Wyeth, George Matthew Adams Services.
Spence, Sara, Graphic Syndicate, Inc.
Spillman, Harry Collins, King Editors' Features.
Standish, Persis, Chicago Tribune Newspapers Syndicate.
Stanley, Lee W., Central Press Assn., Inc.
Sterrett, Newspaper Feature Service.
Stewart, Charles P., Central Press Assn., Inc.
Stokley, James, Science Service.
Stote, Dorothy, Ledger Syndicate.
Straton, Dr. John Roach, McNaught Syndicate, Inc.
Striebel, John H., Associated Editors, Inc.
Stuyvesant, Ruth, Herald Tribune Syndicate.
Sughroe, Western Newspaper Union.
Sullivan, Frank, New York World Syndicate.
Sullivan, Mark, Herald Tribune Syndicate.
Sullivan, Pat, King Features Syndicate.
Sumner, Allene, NEA Service, Inc.
Swan, Gilbert, NEA Service, Inc.
Swanson, George, Central Press Assn., Inc.
Swartz, Hank, Bell Syndicate.
Swinnerton, International Feature Service.
Sykes, Charles Henry, Ledger Syndicate.

T

Taft, William Nelson, Ledger Syndicate.
Taft, Wm. Nelson, Post Syndicate.
Talley, Marion, Famous Features Syndicate.
Talman, Charles Fitzhugh, Science Service.
Tappan, Jessie, Capital News Service.
Tarbell, Ida M., King Features Syndicate.
Taylor, Loren, NEA Service.
Temple, World Color Printing Company.
Terhune, Albert Payson, McNaught Syndicate.
Thiele, L. E., Central Press Assn.
Thomas, Dan, NEA Service, Inc.
Thomas, Herman, Payne Syndicate, Inc.
Thomason, Capt. John W., Bell Syndicate.
Thompson, Clinton R., International Syndicate.
Thompson, R. W., Register & Tribune Syndicate.
Thomson, Dr. W. M., Audio Service.
Thone, Dr. Frank, Science Service.
Thorncliff, Grace, Newspaper Feature Service.
Thrift, Tim, King Editors' Features.
Tilden, 2nd, William T., Christy Walsh Syndicate.
Tillman, Vivian Lee, Army-Navy News Service.
Tingey, Eva A., Ledger Syndicate.
Tingley, Richard H., International Syndicate.
Trumbull, Walter, Post Syndicate.
Tunney, Gene, King Features Syndicate.
Tuthill, H. J., McNaught Syndicate.
Tuttle, Mary, Register & Tribune Syndicate.

U

Ullman, William, Ullman Feature Service.
Urner, Mabel Herbert, Bell Syndicate.

V

Van Loon, Hendrick, Christy Walsh Syndicate.
Van Raalte, Joseph, McClure Newspaper Syndicate.
Van Slyke, Lucille, Metropolitan Newspaper Service.
Vaughn, Irving, Chicago Tribune Newspapers Syndicate.
Veatch, Paul J., Graphic Syndicate, Inc.
Verd, King Features Syndicate.
"Vic," New York World Syndicate.
Vincent, Mrs. F. S., Central Press Assn., Inc.
Vive, Mme. Qui, King Features Syndicate.
Voight, Charles, Herald Tribune Syndicate.
Vorhess, H. F., National Newspaper Service.

W

Walker, G. W., Columbia Newspaper Service.
Walker, Mrs. L. LeBaron, Bell Syndicate.
Warder, Alice, National Newspaper Service.
Warner, Glenn S., Christy Walsh Syndicate.
Warner, Wilbur G., Central Press Assn., Inc.
Warren, F. B., Graphic Syndicate, Inc.
Watson, Dr. John B., King Editors' Features.
Watt, Edison, Associated Newspapers.
Wayne, Priscilla, Register & Tribune Syndicate.
Weagant, H. G., Payne Syndicate, Inc.
Webb, Barbara, Famous Features Syndicate.
Webb, T. A., Columbia Newspaper Service.
Webster, H. T., New York World Syndicate.
Weed, Clive, New York World Syndicate.
Wellington, C. H., Herald Tribune Syndicate.
Werner, M. R., D. P. Syndicate.
Westermarck, King Features Syndicate.
Westover, Russ, King Features Syndicate.
Wheelan, Ed, George Matthew Adams Services.
Whitaker, Alma, McClure Newspaper Syndicate.
White, Howard, NEA Service, Inc.
White, G. W., Graphic Syndicate, Inc.
Whittington, Larry, King Features Syndicate.
Whytock, Ross Duff, Ledger Syndicate.
Willard, Frank, Chicago Tribune Newspapers Syndicate.
Williams, Fred, Star Newspapers Service.
Williams, Gaar, Chicago Tribune Newspapers Syndicate.
Williams, Gluyas, Bell Syndicate.
Williams, J. R., NEA Service.
Wills, Helen, United Feature Syndicate.
Wilson, Cora, King Features Syndicate.
Wing, Hannah, International Feature Service.
Winchell, Walter, Graphic Syndicate, Inc.
Winston, Vera, Newspaper Feature Service.
Witwer, H. C., King Features Syndicate.
Wolfe, Dr. L. S., Editors Copy.
Wolfsohn, Leo, National Newspaper Service.
Woodruff, Harvey, Chicago Tribune Newspapers Syndicate.
Woods, Woodclif, King Features Syndicate.
Woodward, King Features Syndicate.
Woollcott, Alexander, New York World Syndicate.
Work, Milton C., National Newspaper Service.
Worth, Winifred, Allen Feature Service.
Wotton, Don, NEA Service.
Wren, Jenny, Ledger Syndicate.
Wynn, Ed, Bell Syndicate.
Wynn, Vance, Ledger Syndicate.

Y

Yardley, Ledger Syndicate.
Young, "Chic," Premier Syndicate.
Young, Crawford, Herald Tribune Syndicate.
Young, Lyman, King Features Syndicate.

Z

Zere, King Features Syndicate.
Zipp, Columbia Newspaper Service.

EXECUTION REPORTER DIDN'T WRITE A WORD

THE newspaper man who watched the electrocution of Sacco and Vanzetti didn't write a line about what he saw.

W. E. Playfair, of the Boston office of the Associated Press, acted as observer for all the newspapermen covering the story. They waited in another part of the prison until the execution was finished. Another A.P. man was waiting with the others and wrote the lead which went to the association's members.

Playfair got the assignment to cover the execution six years ago when the two radicals were first convicted. The law of Massachusetts stipulates that only one representative of the press shall witness an electrocution.

Have you a friend in Kansas City

Ask him if he doesn't read The Kansas City Star

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
RESULTS COUNT
OCCIDENTAL BLDG. INDIANAPOLIS, IND.

if you have something to SELL —

—and it's good.
—and you want other folk to know it's good.
—thrifty folk who have money and the habit of spending.
—people who live in the prosperous Cleveland market.

then—
you must tell them about it through
The *Ohio's Greatest Newspaper*
Cleveland News
DAILY AND SUNDAY
Represented by Geo. A. McDevitt Co.
250 Park Ave., New York
914 People's Gas Bldg., Chicago

NEW OFFICES GRAYBAR BUILDING

On and after August 1st the new offices of this organization will be 1823 Graybar Building, 420 Lexington Avenue, New York City.

S. P. WESTON, INC.
Newspaper Buildings, Production, Operation Surveys, Valuations.
420 Lexington Avenue, New York

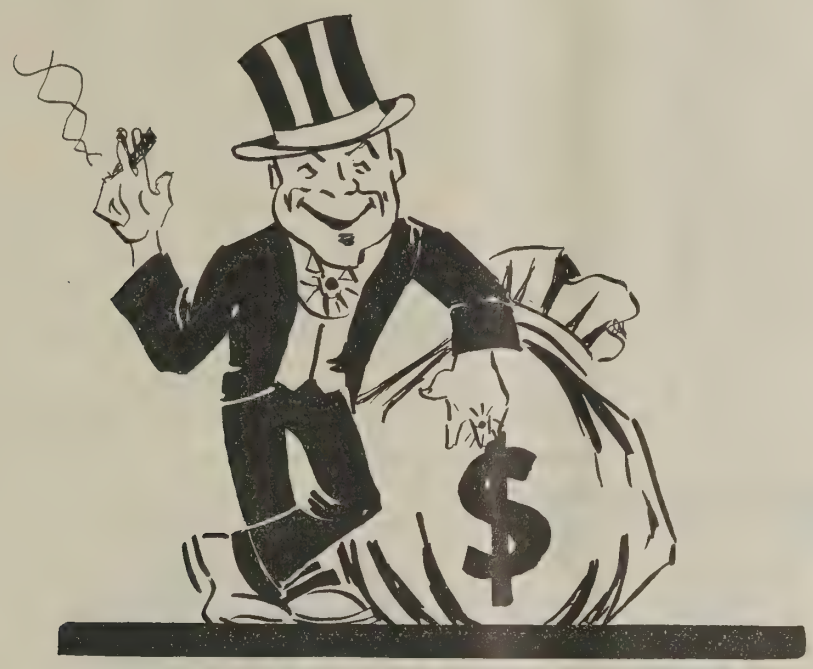
Buffalo, The Wonder City of America
Buffalo—a profitable Market for Advertisers

Sales in Buffalo are splendid for advertising goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes
EDWARD H. BUTLER
Editor and Publisher
KELLY-SMITH COMPANY
Representatives
Graybar Bldg. New York, N. Y.
Tribune Tower Chicago, Ill.
Atlantic Bldg. Philadelphia
Waterman Bldg. Boston

After All
It's not so much how many read your story as how many put credence in it.
THE PHILADELPHIA RECORD
Goes not only into the homes but also into the hearts of 150,000 substantial families daily.
Second Largest Morning Daily in Philadelphia
Always Reliable

New Wealth—New Purchasing Power—



The South's Offer-------

Yes, they have plenty of money to spend in the South—for business is extremely good. The great and permanent prosperity, founded on the purchasing power which has more than trebled in the past 10 years, is today reaching greater heights than ever before.

With the incomes of the people increasing to unprecedented proportions, it is only natural that they are spending more for the better things of life. They have become educated to the value of the advertised product. Such products as automobiles, radio, building products, tires, steel, typewriting machines, washing machines, iceless refrigerators, phonographs, electric appliances, farming implements, etc., are enjoying increased sales.

Your opportunity for bigger business lies only in your ability to bring the merits of your product before these people. Advertising your product in these papers listed below will bring it to their attention with such force that you will realize the value of the South's new wealth and new purchasing power.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
*Mobile News-Item .....(E)	13,141	.05	.05
*Mobile Register .....(M)	23,326	.08	.08
*Mobile Register .....(S)	34,630	.10	.10
FLORIDA			
†Daytona Beach News-Journal.....(ES)	9,083	.065	.065
*Lakeland Register .....(E)	7,055	.04	.04
†Miami Herald .....(M)	44,668	.11	.11
†Miami Herald .....(S)	48,751	.12	.12
*Orlando Sentinel .....(M&S)	10,105	.06	.06
*Pensacola News and Journal.....(E&M)	9,389	.07	.07
†St. Augustine Record.....(E&S)	3,972	.04	.04
*St. Petersburg Independent.....(E)	12,874	.065	.065
*Tampa Times .....(E)	27,813	.08	.08
*Tampa Tribune (M) 41,400.....(S)	53,248	.10(.14S)	.10(.14S)
*West Palm Beach Post.....(M)	12,081	.07	.07
GEORGIA			
*Augusta Herald .....(E)	14,190	.05	.05
*Augusta Herald .....(S)	14,797	.05	.05
†Macon Telegraph .....(M)	25,011	.08	.08
†Macon Telegraph .....(S)	25,011	.08	.08
*Savannah Morning News (M), 21,766.(S)	22,691	.06(.07S)	.06(.07S)
KENTUCKY			
*The Lexington Leader.....(E)	19,739	.07	.07
*The Lexington Leader.....(S)	19,772	.07	.07
†Paducah Sun .....(E)	9,695	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
*Greensboro Daily News.....(M)	30,066	.08	.07
*Greensboro Daily News.....(S)	33,311	.09	.08
*Salisbury Post .....(E)	7,718	.04	.04
SOUTH CAROLINA			
*Columbia State .....(M)	23,096	.08	.08
*Columbia State .....(S)	25,242	.08	.08
*Greenville News & Piedmont.....(M&E)	36,285	.11	.11
*Greenville News .....(S)	25,199	.08	.08
*Spartanburg Journal .....(E)	4,471 }	.05	.05
*Spartanburg Herald (M) 6,943.....(S)	9,048 }		
TENNESSEE			
*Chattanooga Times .....(M)	31,623	.10	.10
*Chattanooga Times .....(S)	31,078	.10	.10
†Memphis Commercial Appeal.....(M)	103,168	.18	.18
†Memphis Commercial Appeal.....(S)	136,115	.25	.25
*Nashville Banner .....(E)	59,574	.11	.11
*Nashville Banner .....(S)	59,843	.12	.12
VIRGINIA			
*Danville Register and Bee.....(M&E)	15,660	.06	.06
*Danville Bee and Register.....(E&S)	20,919	.07	.07
*Newport News Times-Herald.....(E)	8,394 }	.05	.05
*Newport News Daily Press.....(S&M)	5,777 }		
*Roanoke Times & World News...(M&E)	27,321	.08	.08
*Roanoke Times .....(S)	16,912	.07	.07
*Staunton News-Leader (M), Leader..(E)	7,064	.035	.035

* A. B. C. Statement, March 31, 1927.
† Government Statement, March 31, 1927.

ROTOGRAVURE PRESS FIRM IS SOLD

J. F. Webendorfer Company Plant at Mt. Vernon, N. J., Acquired by Harris-Seybold-Potter Company of Cleveland

R. V. Mitchell, president of the Harris-Seybold-Potter Company, Cleveland, this week announced that the corporation which was formed the first of this year by a merger of the Harris Automatic Press Company, of Cleveland, the Seybold Machine Company, of Dayton, O., and the Premier and Potter Printing Press Company, Inc., of New York City, has purchased the J. F. Webendorfer Company's plant at Mt. Vernon, N. J. This concern manufactures rotogravure printing presses and is said to have produced about 70 per cent of those now in actual use in the United States.

A. F. Harris, vice-president and general manager of the Harris concern, said:

"The J. F. Webendorfer Company has an enviable reputation in the printing press manufacturing line and we consider it a valuable asset. The owner started the business in a small way and has good success. He will remain in charge of the plant."

Mr. Harris said that no financing will follow the deal, as the plant was purchased out of the earnings of the Harris-Seybold-Potter concern.

The Harris plant is one of the largest makers of offset presses in this country.

Mitchell is also the head of a large Cleveland concern engaged in the investment banking business.

JULY NEWSPRINT PRODUCTION

United States and Canadian Output Totaled 281,493 Tons

Newsprint production in Canada during July, 1927, amounted to 162,564 tons and shipments to 159,843 tons, according to figures just issued by the News Print Service Bureau, New York. Production in the United States was 118,929 tons and shipments 119,840 tons, making a total United States and Canadian newsprint production of 281,493 tons and shipments of 279,683 tons. During July, 16,876 tons of news print were made in Newfoundland and 736 tons in Mexico, so that the total North American production for the month amounted to 299,105 tons.

The Canadian mills produced 103,443 tons more in the first seven months of 1927 than in 1926, which was an increase of 10 per cent. The United States output was 90,387 tons, or 11 per cent less than for the first seven months of 1926, that in Newfoundland 34,145 tons or 34 per cent more, and in Mexico 1,207 tons, or 17 per cent more, making a total North American increase of 48,408 tons, or 2 per cent.

During July the Canadian mills operated at 80.5 per cent of rated capacity and the United States mills at 81.5 per cent. Stocks of newsprint paper at Canadian mills totaled 32,282 tons at the end of July and at United States mills 27,764 tons, making a combined total of 60,046 tons, which was equivalent to 4.4 days' average production.

PLANNING SIBERIAN TRIP

Adam Breede, editor and publisher of the *Hastings* (Neb.) *Tribune*, who has adventured in many of the world's farthest corners, is planning a trip to northwestern Siberia to hunt the white Russian bear and the rare black fox. He has followed the big game hobby for years and has more than 100 specimens of his hunts in his home and newspaper plant.

600 AT STAFF PICNIC

The 600 employes of the *Portland Oregonian*, with their families, held their annual picnic on Sunday, Aug. 14, at Chautauqua Park, near Oregon City. Addresses were made by O. L. Price, manager, and Edgar B. Piper, editor. A program of general entertainment followed.

"SPEECHES FOR ALL OCCASIONS"

I. A. A. Is Reorganizing Speaker's Bureau, Getting Out New Book

Reorganization of the Speakers' Bureau of the International Advertising Association is underway, and when work is completed it is expected the bureau will be capable of providing speakers and speeches for all advertising occasions.

A booklet is being prepared which will deal in part with the advantages offered to executives, who, when they travel, will devote a part of their time attending lunches at advertising clubs in various cities and delivering lectures on the subject of how to make more money by advertising. The same book will instruct advertising clubs in the etiquette of receiving visiting speakers, and presenting them after luncheon to the assembled guests.

The chairman of the speakers' bureau is Charles W. Meyers, director of public relations of the Armour Company, Chicago, who recently returned to this country from a European trip. Each year Mr. Armour visits every state of the union on a speaking tour for his company, and has addressed 250 different advertising clubs on various occasions.

COSGROVE SUCCEEDS HUSTON

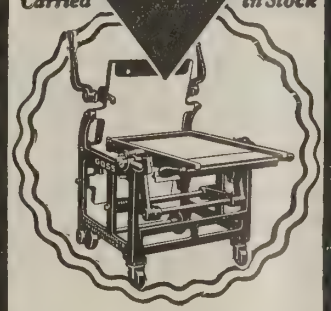
Gerald E. Cosgrove, of Dubuque, Ia., has gone to the *South Bend Tribune* as an editorial writer following the retirement early in July of McCready Huston who had been with the Tribune for the last six years. Mr. Huston retired to devote himself to literary work in which he has been engaged for some time. Mr. Cosgrove spent six years in the traffic department of the Associated Press and five years ago joined the *Dubuque Telegraph-Herald* as a feature writer. Subsequently he served as state editor, telegraph editor, city editor, news editor, editorial writer and assistant managing editor.

JOINS BIRMINGHAM DAILY

George T. Maxwell, a native of Delaware and for some years employed on Delaware papers, has become cartoonist for the *Birmingham* (Ala.) *Age-Herald*. Before going to Birmingham he was with the *Harrisburg* (Pa.) *Patriot*.

Supplies and Equipment

GOSS
STEREOTYPING MACHINERY
Carried in Stock

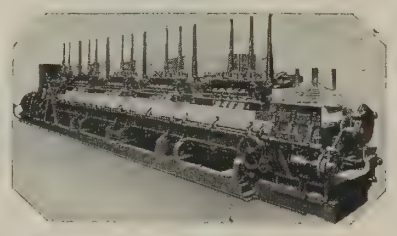


Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

Keep your message before your clients and prospects. The EDITOR & PUBLISHER is your ever-present salesman.



Halvorsen Newspaper Stuffing Machines

are now being used by many of the leading newspapers from coast to coast and border border. In one plant the machine has saved one-fifth of its cost in six months. Papers can be delivered in better condition to distributors and to the readers.

After a thorough investigation you will want to invest
Write for full particulars

NONPAREIL MACHINE COMPANY
36 S. Throop Street, Chicago

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

INVISIBLE EXPENSE

When your blankets are old and worn out, they cause poor printing and many delays, due to the sheets breaking.

Complaints from readers on late delivery and loss of sales.

Rebates to advertisers for poor printing.

Excessive waste paper and extra expense for power and light.

The saving in these items of Invisible Expense for one week will buy a new set of blankets.

You cannot afford to lower your efficiency by false economy.

New England Newspaper Supply Co.
Worcester, Mass., U. S. A.
Cable Address NENSCO, Worcester.

Success

A well equipped plant is one of the essentials to the publisher fighting for success.

The man who has attained success recognizes the fact that up-to-the-minute equipment is necessary to maintain and hold what he has won.

If you have outgrown equipment to sell, or need additional machinery, the market place for both services is the Classified Columns of

EDITOR & PUBLISHER

Employment—Equipment—Services

EDITOR & PUBLISHER Classified Advertising Information RATES

SITUATIONS (Cash with Order)
1 Time — .50 per line
3 Times — .40 per line
ALL OTHER CLASSIFICATIONS (Cash with Order)
1 Time — .75 per line
4 Times — .60 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Minimum Contract space, three lines. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

ADVERTISING

General Promotion

If You Want More Local Advertising put us to work for you selling our "Worthwhile" features. Write F. G. Hogan Syndicate, Lemcke Bldg., Indianapolis, Ind., or Kane, Pa.

Supplies

Shading Sheets for Art work and Benday effects. Bourges Service, Inc., 144 West 32nd Street, New York.

BUSINESS OPPORTUNITIES

Brokers

Class Paper in South for $15,000, or two-thirds interest for $10,000. Established high-grade publication with fine opportunity. Chance for advertising man. Harris-Dibble Co., 345 Madison Ave., New York.

High Grade Properties in Kansas, Missouri, Iowa, Nebraska, Oklahoma and Arkansas, both daily and weekly; exclusive listings; no damaging publicity; personal service in every deal; special attention to financing. All matters absolutely confidential. High grade newspaper bonds for sale. Clyde H. Knox, 851 Board of Trade Bldg., Kansas City, Mo.

Southern California—Evening paper, exclusive field; good equipment; earning handsome dividends on price asked. Initial payment 100,000. Also half interest in morning paper, initial payment $25,000. J. B. Shale, Times Bldg., New York.

Newspapers for Sale

Evening Daily—$51,000 buys controlling interest in Evening Daily. Highly prosperous Texas community. 50,000 population. Only one other newspaper. Large field. Six Linotypes. Thirty-Two page Goss. Wire Corr & Company, Denver, Colorado.

CIRCULATION

Promotion

Circulation—When quick, additional circulation overage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire. Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Ask the Man Who's Had One! In over 20 years of nation-wide experience, we have proved ourselves always able to produce greater results per dollar expended. Our circulation building campaigns, large or small, have all expert management and attention. Address us now, care of The World-Herald, Omaha, Nebr., or at any time at Box 288, Waterloo, Iowa. Myers' Circulation Organization.

Baby Alice Dolls, $36.00 dozen. Quick water shipment to California. Freight $0.10 each. B. Dinkney, 307-6th Ave., New York, N. Y.

Circulation Builders—A Clean-cut, self-financing, personally conducted campaign that will make you more money now and for years to come; 20 years' experience. The Alward Syndicate, 453 W. 9th street, Erie, Pa.

Superior Circulation Builders—The W. S. Kendall Company, 104 North Bailey Ave., Louisville, Kentucky. The circulation-building organization that has set the standard for aggressive, successful circulation campaigns for nearly twenty years.

The World's Largest Circulation Building Organization—The only circulation-building service in Newspaperdom furnishing publishers' affidavits of the exact results of its every campaign. The Charles Partlowe Company, Occidental Building, Indianapolis.

EMPLOYMENT

Help Wanted

Advertising Manager—Experienced, enthusiastic, aggressive, with fund of good ideas. Only daily in small New York State city. Tell your full story in first letter, which will be held in confidence. Times, Geneva, N. Y.

Advertising Men and Reporters wanted who can sell space on commission in State-wide number embracing historical features, photographs and commercial surveys. 8 weeks work. Room 207, Jersey Journal, Jersey City.

EMPLOYMENT

Help Wanted

Advertising Manager for established drug trade journal. Real opportunity for high grade man with successful record as salesman and executive; salary and commission. Write details, experience and references. C-914, Editor & Publisher.

Circulation—We want best canvassing crew in United States; six to ten men, hard house-to-house plugging. No contests, but premiums or other inducements permitted. C-921, Editor & Publisher.

Circulation Manager, small town morning and evening dailies. Circulation 7,000; town 20,000. High pressure not wanted. Salary reasonable. Must know detail and be able to assume responsibility. Experience essential. News Messenger Co., Marshall, Texas.

District Manager wanted for house-to-house solicitation. Prefer one who has had newspaper experience. Write Circulation Manager, Lima Ohio, Lima Star, giving full particulars and references.

Editor & Manager—Unusual opportunity for a man of particular qualifications is offered by a weekly newspaper about to be started in Brooklyn. The enterprise needs an editor and manager who is familiar through actual experience with the field of the neighborhood journals in the metropolitan area, who can manage campaign for classified advertising and edit and select news and feature copy. He will have ample assistance, will be paid a good salary and will be expected to take charge of organization from its start. Write full details to C-933, Editor & Publisher.

Situations Wanted

Accountant—Circulation Manager—Young man, 28, eight years' experience as circulation manager and assistant. Practical experience in auditing and accounting. Knowledge of newspaper accounting and cost finding. Desires position as accountant or circulation manager. Willing to combine both on small daily. Excellent references. C-930, Editor & Publisher.

Advertising Manager—Capable, aggressive newspaper advertising man, twenty years' experience in all branches, desires permanent location in city of 100,000 or over. Letters of reference speak in highest terms of past work, ability and character. Located with such papers as Public Ledger, North American, Bulletin, Philadelphia; Washington Post. Married, 42. Morning or evening proposition. C-898, Editor & Publisher.

Advertising Executive—Long experience in promotion of local, national and classified on metropolitan and suburban papers. Enviable record for constructive building, aggressive salesman and thorough organizer. Am seeking connection with publisher who needs a man of proven ability, initiative and a will to meet and overcome keen competition. Write for interview and record. C-905, Editor & Publisher.

Advertising—Producer, good copy and layout man, now available; A-1 reference. C-931, Editor & Publisher.

Advertising Manager—Now employed in city of 75,000. Increased national 250,000 lines last year and gaining 50,000 lines in 1927. Experienced in all branches. Desires position where opportunity for real work and advancement exists. Now getting $125. Present employer knows of this advertisement. Address C-917, Editor & Publisher.

Ad Writer—Missouri Journalism graduate with varied practical experience. Good layouts, copy, sketches. Available September 1. C-915, Editor & Publisher.

Agency Executive, now owner of small advertising agency seeking suitable connection; 8 years advertising and selling experience. Clean record, progressive and responsible. Age 32, married. C-924, Editor & Publisher.

Advertising—Young man, married; several years' agency experience, desires connection with reputable paper. C-918, Editor & Publisher.

Business Manager or Assistant to Publisher—Two and a half years' business and general manager of New York daily, where I made astonishing good record under trying conditions. Property I manage now on profit basis for first time in five years. Thoroughly understand all departments, including engraving. Successful record gained by hard work and perseverance. Savings in overhead and purchasing were enormous. Ownership conditions warrants seeking new connections. American, married, age 36, highest references. Will be available September 15th. Box C-896, Editor & Publisher.

Business Manager—Thoroughly trained in every branch; now employed as advertising director in city of 75,000, but desires larger position. Excellent references from present employer. Interview can be arranged. Address C-916, Editor & Publisher.

Business Manager or assistant to General Manager; 7 years on Eastern and Mid-West daily as office manager, circulation manager and treasurer. Qualified newspaper accountant. Knows credits and collections. Originated classified collection system that increased collections 75% first month. Prefer Eastern location. At liberty October 1st. Salary $75. Married, family. Age 33. Best of recommendations. Address C-983, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation—Road man with long experience. References. South preferred. C-923, Editor & Publisher.

Circulation Promotion Manager connected with combination paper, 100,000 circulation, forced to seek change. Married, family. Salary $60. References, personal interview. Wire R. C. Shelton, Telegram-Gazette, Worcester, Mass.

Circulation Manager, 20 years' experience, familiar with all methods promotion and A. B. C. records, etc. Can produce under adverse conditions. Reasonable salary. References. C-920, Editor & Publisher.

Desk and Re-write Man—Newspaperman with 15 years' experience seeks position on Eastern daily. Accurate, speedy, efficient. Unusually good at producing humorous features. C-929, Editor & Publisher.

Desk, Re-write or Street—Newspaper man, experienced, seeks opening. Available at once. C-932, Editor & Publisher.

Editor, now employed, seeks position with established trade paper whose management wants man of ability, integrity and industry. Write C-922, Editor & Publisher.

Editor and Editorial Writer of wide newspaper and business magazine experience, desires connection with solid, sane daily. Will not boast here, but can furnish references and samples enabling you to form your own opinion as to my size. Am interested only in established, well organized, stronger papers. Now in Chicago, but will move. Can prepare humorous column and paragraphs you might like. Address C-928, Editor & Publisher.

Editor—Some small daily publisher sadly needs my experience as editor and manager to build up his paper. C-899, Editor & Publisher.

Editorial—Experienced man of Eastern, Western and Metropolitan service, wide reading, extensively informed and able to write fluently, who has held desk and managerial positions, desires to make change from place now filled for temporary personal reasons to one with the advantage of utilizing his varied training and equipment. Especially strong on heads, news, make-up and purposeful editorial handling. Just the man for news editorship or managing editor in cities up to 100,000, either farming or industrial community. C-903; Editor & Publisher.

Managing Editor, with uninterrupted record of success, now employed, seeks worthwhile and permanent connection in city under 100,000. Good organizer, strong executive, college man, 40. Knows news and men and how to handle both. Experience covers 16 years in metropolitan and smaller fields. Sound editorial writer. Record and references gladly submitted. C-919, Editor & Publisher.

Reporter—
Who?—Reporter, a cub, but trained.
What?—Wants a job.
When?—Starting September.
Where?—Anywhere.
Why?—He is ambitious, aims his guns at reporting. Now ready to pull the trigger and fire away at his chosen field. References. C-926, Editor & Publisher.

Sports Writer, young, nearly five years' experience, seeks job preferably as sports editor of paper of about 25,000. Will consider anything. References. C-927, Editor & Publisher.

Washington Correspondent, thoroughly experienced, with unusual news sources; who does not depend on departmental carbon copies, but looks for news, desires new connection. Metropolitan experience; Christian; independent politically. C-912, Editor & Publisher.

MECHANICAL

Equipment for Sale

Addressograph for sale. Hand Model, also Foot Model . . . 50,000 "B" Frames, latest design. Will sell all or part. Prices very attractive. A. H. Hoffman, Inc., Landisville, Penna.

Publishers!
Secure your Executives through the Classified Department of
Editor & Publisher

MECHANICAL

Equipment for Sale

Equipment for Sale—Two sixty H.P. web press drives, direct current, 220 volts, with Cutler-Hammer control boards; push button control, eight station boxes. These controls have been used about one year and every part is in first class condition. Reason for selling is consolidation of two papers. Was used on an octuple press. Will make an attractive price if taken at once. Delivery near Boston. Address C-884, Editor & Publisher.

Duplex—16-page tubular plate press, Goss Comet and several other good bargains in new presses. Griffiths Publishers Exchange, 154 Nassau St., New York.

For Sale—One complete photo-engraving plant. Miles Machinery Co., 64 West 23d St., New York.

Goss Comet eight page press for sale; in good condition, with full chase equipment. Reason for selling, buying larger press. Chief Printing Company, Perry, Iowa.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffman Type & Engraving Co., 114 E. 13th St., N. Y. City.

Linotypes—A number one and number five for sale. Both in running order. Reasonably priced. Chief Printing Company, Perry, Iowa.

Twenty Fonts of 6½ point latest newspaper text type for sale. Excellent condition, used only a few months. Box C-925, Editor & Publisher.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 153 So. Paulina St., Chicago, Ill.

SUPPLIES

Metal

Standard Linotype, Stereotype and Monotype metal at substantial discounts when purchased in ton lots or over. Let us quote you. American Alloys Company, 1939 East Sergeant St., Philadelphia.

Newspaper Properties Bought, Sold and Appraised
All negotiations confidential
PALMER, DEWITT & PALMER
Business Established in 1899
350 Madison Ave. New York
Pacific Coast Representative:
M. C. Moore, 515 N. Canon Drive, Beverly Hills, Calif.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

WANTED — Editorial writer with newspaper experience for position with New York State small city daily. Cover age, education, political affiliations, positions held, present salary; and send clippings representing recent work. Mention our No. 900.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

DOLLAR $ $ $ $ PULLERS

One Dollar will be paid for each idea published. Send clipping for payment.

MOST cities now operate school savings accounts in their schools. See your banks in July or August and prepare for a splash a week or so before the reopening of school in the fall, showing the advantages of these accounts and urging the parents to co-operate in teaching the children to save. In a great many cities, the school savings accounts have become highly profitable for the banks.—B. A. T., Springfield, O.

Run a heading, "Coupon Day," over a page or spread of ads of local concerns offering special discounts or premiums to folks who cut out their ads and bring them to the store on a certain day.—Frank H. Williams.

Each year the *Davenport* (Ia.) *Times* runs directories of the county fairs in and about Davenport. The county fair season is here. With good roads people can be attracted for many miles to a fair. Fair secretaries know this and will advertise if properly approached.—D. A., Davenport, Iowa.

Put on an "Out Size Week," during which local stores advertise special prices on all extra small or extra large sizes. Offer prizes for the smallest and largest people buying goods during the week—getting the reports on the purchasers from the stores. Get the stores to come in with advertisements on a special spread in your paper.—F. H. W.

Sixteen or seventeen articles comprise more than 75 per cent of the nation's food bill of $20,000,000, according to statistics compiled by Chandler & Co., a New York brokerage firm. Why not use their statistics as the basis of an interesting article centered in a page, or double page, of special ads? Around the article run advertisements from sixteen firms featuring these articles. The articles include pork, fish, chickens, other meats, milk, wheat, flour, sugar, butter, eggs, wheat bread, white potatoes, ice cream, coffee, canned vegetables, apples and canned fruits.—U. S. V.

Schools start in September. Now is the time to start working up special page advertising, this to suggest wants for those going "Back to School." In the middle column of the page can be carried a story about the improvements made on school buildings, changes in texts and the like. Advertising space on the page will be valuabble.—Yandell C. Cline.

One Boston newspaper recently ran an "anonymous" advertisement paid for by the coal dealers and urging the people to get in their winter's supply. The ad depicted a young fellow at the telephone with the following message in Writing, printed cross corners of the ad: "They will deliver the Winter's Coal tomorrow—It is cheaper now—and insures safe, economical heat for a year."—D. P.

An Indiana newspaper interested a hardware store in offering three prizes for the best letters from readers on the value of tool sets around the home, and for unique uses to which tools were put in the home. The value to the store came from showing others the desirability of having such sets of tools in the home. The contest was announced and conducted, of course, in paid space.—Bert A. Teeters.

DAILY HOST TO CHILDREN

Reading (Pa.) Times and Charles J. Esterley Bring 3,500 to New York

More than 3,500 children of Reading, Pa., visited New York and nearby resorts on Monday this week on an excursion sponsored by the *Reading* (Pa.) *Times* and Charles J. Esterley, former representative from Berks-Lehigh county, Pa. Special trains brought the big group.

When the party took boats for a sail down the bay, a photographic dark room was installed on one of the steamers where lay-outs for Tuesday morning's Times were made. In charge of the arrangements were J. J. Hornstein, publisher, and Russ Symontone, managing editor of the Times, and Harry Sterrett, composing room foreman.

Funds for the party were raised by popular subscription in Reading, where the excursions have become a yearly event.

HUNCHES

One Dollar will be paid for each idea published. Send clipping for payment.

A "SAVES STEPS" column has been inaugurated by the *Portland Oregonian*. Each day there are many suggestions printed on how to save time and money within the home. The leading contribution wins a daily prize of $1, which is all it costs the paper for this "live" department and the many other ideas which are printed, but not awarded prizes.—C. M. L.

A friendly contest designed to reduce errors is bearing fruit for an Ohio newspaper. Every editorial error that can be found is clipped up daily and one point charged against the reporter and desk man who handled the copy. The points are totaled each month and an award made to the staff member with the lowest number of points.—B. A. T.

It would be a good stunt, from two angles, for the paper to each week run a little story headed "Greetings to Newcomers" or something like that. In this story would be given the names of new residents in the city with their former residences—these names being obtained from the gas company, city water department, etc. The newcomers would feel pleased at seeing their names in the paper in this way and this weekly list would also give the local merchants a good list of prospects to circularize for business.—Frank H. Williams.

What is the most romantic age? An analysis of the records at the city clerk's office will give you some interesting data on which to base a human interest story. One paper finds that 26 is the invulnerable age and 21 the most romantic and that "child" brides of 15 and 16, frequent 10 years ago, are rare and sensational now.—D. P.

The *Provo* (Utah) *Herald* runs a column called the "Nosey Reporter," in which criticism of the city and surrounding country is published as it is gleaned from tourists as they pass through that part of the country. Negative criticisms as well as positive criticisms are often published. This column has popularized in unique fashion the local editorial matter.—Jesse T. Simmons.

So much has been written about the evils of divorce of late, but so far little if any effort has been made by the newspapers to get the views of the average man or woman on this subject. Why not send the star reporter to interview a leading religious authority or two, a social worker, a judge who has had much to do with the divorce court, a prominent educator, a labor leader, and one or two others; then, after printing their views, throw your columns open to the public. The result will be entertaining, if not profitable, reading. Give a small prize for the best letter, if you like.—Fred. L. W. Bennett.

ADVERTISER REWARDS EMPLOYES

One hundred employes of Remington Rand, Inc., national advertisers, and their wives are on their way back from Europe after a vacation at the expense of the concern as a reward for faithful service during the past year. More than 2,000 representatives in the organization throughout the country competed.

If Quality

of circulation is your first consideration.

The Evening Star

With Sunday Morning Editions

Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll

Chicago Office—Tower Building
J. E. Lutz

Why I Am the Modern Don Juan

by

LORD BEAVERBROOK, the admitted lover of a thousand beautiful women, now in a New York prison and sought all over the world by the authorities for hogswoggling maids, widows, debutantes and even grandmothers of several millions of dollars.

A story from the pen and over the signature of this great wooer in which he tells the reasons for his success as an international lover.

Thirty daily installments, illustrated by photographs furnished by Lord Beaverbrook.

Wire your order

Graphic Syndicate, Inc.
350 Hudson St., New York, N. Y.

NEA Service newspictures are always on top of the news—*or ahead of it.*

NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

INTERNATIONAL NEWS SERVICE

leads in
Original Exclusive
Features
on
World Spot News

63 Park Row New York City

Space is space—but the BEST Classified Advertising publicity justifies its daily appearance in your newspaper

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write John G. Earhart, Director, Personnel Bureau of Sigma Delta Chi, 836 Exchange Ave., Chicago, Ill.

NO CHARGE TO EMPLOYERS

ROTO-GRAVURE Sections for Newspapers & Magazines

STANDARD Gravure Corporation
LOUISVILLE, KENTUCKY



Direct Your Plans On This Rich Area

The fact that the Empire State is first in population—in commerce—in export, means that it is also first in consuming power—earning power and buying power. Therefore, New York State should be first on your advertising list.

No state begins to attempt to offer the national advertiser as rich a market as is found here. The New York State families are known not only to be large producers but great spenders. So great is its wealth, and so huge its buying power that hardly a product manufactured today hasn't some outlet in some part of the State.

When planning your advertising campaign, think of New York State first.

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News.....(E)	44,444	.13	.13
**Albany Knickerbocker Press.....(M)	35,073	.12	.12
**Albany Knickerbocker Press.....(S)	57,820	.17	.17
**Amsterdam Recorder-Democrat .....(E)	7,845	.04	.04
††Auburn Citizen-Advertiser Journal...(E)	10,295	.065	.055
**Brooklyn Daily Eagle .....(E)	77,991	.24	.24
**Brooklyn Daily Eagle .....(S)	90,532	.24	.24
**Buffalo Courier Express.....(M)	110,686	.22	.22
**Buffalo Courier Express.....(S)	161,164	.30	.30
**Buffalo Evening News .....(E)	149,773	.25	.25
**Buffalo Evening Times.....(E)	109,285	.21	.21
**Buffalo Sunday Times.....(S)	128,158	.21	.21
**Corning Evening Leader .....(E)	9,029	.05	.05
**Elmira Star-Gazette Advertiser....(E&M)	34,213	.11	.11
**Geneva Daily Times.....(E)	5,627	.04	.04
**Gloversville Leader Republican.....(E)	7,177	.035	.035
††Ithaca Journal-News .....(E)	7,711	.05	.05
**Jamestown Morning Post.....(M)	11,705	.04	.035
**Mount Vernon Daily Argus.....(E)	9,866	.05	.05
**Newburgh Daily News.....(E)	12,506	.06	.06
**New Rochelle Standard-Star.....(E)	8,458	.04	.04
**The Sun, New York .....(E)	265,440	.65	.60
**New York Times .....(M)	375,249	.80	.784
**New York Times .....(S)	653,427	1.05	1.029
**New York Herald-Tribune .....(M)	289,674	.6435	.624
**New York Herald-Tribune .....(S)	366,220	.693	.672
**New York World.....(M)	302,199	.595	.58
**New York World.....(S)	593,383	.72	.58
**New York Evening World.....(E)	305,746	.505	.69
**Niagara Falls Gazette .....(E)	21,817	.07	.07
**Port Chester Item .....(E)	5,065	.045	.035
**Poughkeepsie Star and Enterprise....(E)	13,411	.06	.06
**Rochester Times-Union .....(E)	73,856	.21	.20
**Troy Record .....(M&E)	22,426	.07	.07
††Watertown Standard .....(E)	17,825	.07	.07

** A. B. C. Statement, March 31, 1927.
†† Government Statement, March 31, 1927.

Lemuel F. Parton
Charles F. Speare
John B. Foster
O. L. Scott
David Lawrence
Rowland Wood
Ben G. Kline
Bertram G. Zilmer
Lawrence Perry
J. C. Royle
Edward Price Bell
Paul Scott Mowrer
George T. Hughes
William F. Heffernan
George DeWitt Moulson
Robert Mack
Fair Play
Harry Nichols
Negley Farson
James L. Butts
John Gunther
Edgar Ansel Mowrer
Hiram K. Moderwell
A. R. Decker
Paul Wright
Reginald Sweetland
Constantine Brown
J. Russell Kennedy
William H. Brayden
Junius B. Wood

Whenever you see these names, you see a distinctive newspaper

WHENEVER you see these names in a newspaper, you know that paper has the exclusive city-of-publication rights for the service of the Consolidated Press Association.

These names mean stories by the foremost American writers of telegraphic and cable dispatches.

Whenever you see these names in a newspaper, you know that newspaper speaks to a discriminating audience, an audience that demands something more than a routine record of events, an audience that wants to know the *"why"* and *"how"* as well as the *"what."*

The writers of the Consolidated Press Association and the Chicago Daily News Foreign Service make up the only staff in the world whose dispatches are transmitted on a schedule unbroken by bulletins and uninterrupted by spot news.

Write for details.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Third Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Bulletin Building	19 Rue d'Antin

THIS ISSUE: RETAIL CENSUS PROVIDES NEW BUSINESS SIGNPOSTS

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1927

MEMBER A.B.C.

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1888; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, January 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 60. No. 15 — NEW YORK, SEPTEMBER 3, 1927 — By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign. — 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

Circulation in Chicago's Better Homes Gives The Daily News Educational Advertising Leadership

THE family that believes in higher education, that can afford to send the boy to college, the sub-deb to boarding school, is representative of that solid, financially responsible citizenry to which the most effective advertising is directed.

This class is predominant in the more than 400,000 Chicago families reached by the circulation of The Daily News. Educational advertisers, accordingly, choose The Chicago Daily News above every other Chicago week-day newspaper. During the first six months of 1927, The Daily News carried 24,143 agate lines of educational advertising . . . 2,775 lines more than the highest week-day morning newspaper . . . 18,266 lines more than the next evening newspaper.

Leadership in educational advertising is indicative of "character," that important factor of circulation which, linked with concentration, produces the effectiveness in advertising for which The Daily News is notable.



September's here, bringing oysters, radio, the early frost, grid practice and

College Days

Thousands of young members of The Daily News family are leaving this month for college, boarding and prep schools and the first great adventure of youth.

In this, as in many other activities of the Chicago home, The Daily News is glad to serve as an adviser and a friend. Its educational advertising pages offer each week-day the most comprehensive index to educational opportunities published by any Chicago newspaper. Its Personal Service Bureau furnishes literature and advice on educational subjects. In addition it issues "What School and Why," a yearly guide to the leading schools and colleges of the United States.

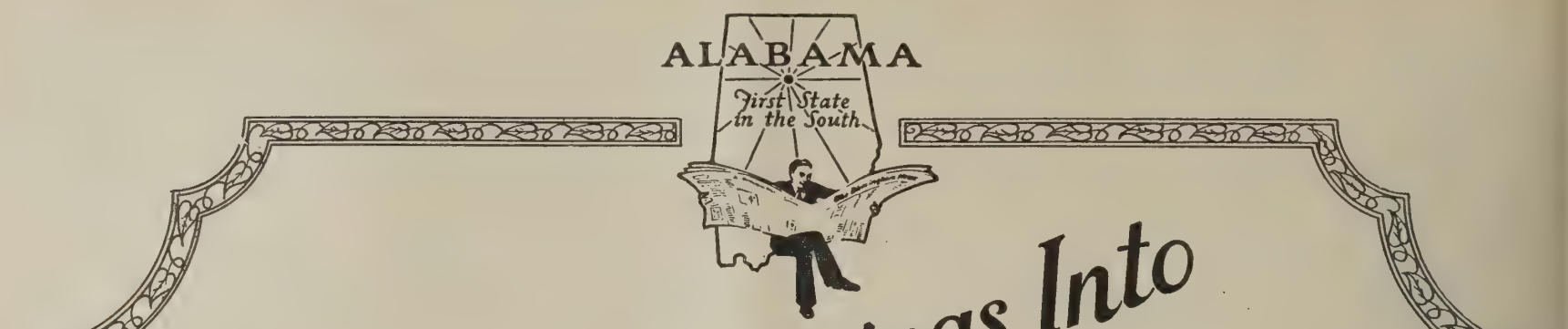
The Daily News performs these services because it believes in the value of college training—because it is eager to maintain as a predominant factor in its circulation the alert, progressive young men and women that higher education develops.

THE CHICAGO DAILY NEWS

Advertising Representatives:	NEW YORK J. B. Woodward 110 E. 42d St.	CHICAGO Woodward & Kelly 360 N. Michigan Ave.	DETROIT Woodward & Kelly 408 Fine Arts Building	SAN FRANCISCO C. Geo. Krogness 253 First National Bank Bldg.

Member of the 100,000 Group of American Cities

The Average Daily Net Paid Circulation of the Daily Nev [illegible]x Months Ending June 30, 1927—441,414



Alabama Swings Into A Snappy Fall Stride!

Fall Business in Alabama will be good—just mark that down for a fact.

Crop conditions throughout the state were never better at this time of the year. Advancing cotton prices, new highway construction and other public improvements announced for the near future are giving impetus to business in every line.

In Birmingham the iron and steel industries show increasing activity. Tennessee Coal, Iron and Railroad Company (U. S. Steel) plants, after several weeks of idleness for repairs and replacements are again in full operation, and the tonnage of unfilled orders of the U. S. Steel Corporation shows a good increase.

Coal production is increasing—coke demand is showing renewed life—there is improvement in the demand for cast iron pipe. Retail merchants are making their plans for an active selling season. Everybody is "getting set" for a good Fall business.

ALABAMA-BIRMINGHAM—FORM A RICH AND RESPONSIVE MARKET. THE "SURVEY," A THOROUGH ANALYSIS OF THE NEWSPAPER SITUATION IN BIRMINGHAM, WITH MUCH VALUABLE INFORMATION CONCERNING THE WEALTH AND SIZE OF THE CITY, SUBURBAN AND STATE-WIDE MARKETS, TELLS HOW YOU MAY COVER THIS FERTILE FIELD MOST PROFITABLY AND ECONOMICALLY. SEND FOR IT AND LEARN THE FACTS.

The Birmingham News

Morning **Evening** **Sunday**

The South's Greatest Newspaper

NATIONAL REPRESENTATIVES

KELLY SMITH CO., New York, Chicago, Boston, Philadelphia—J. C. HARRIS, Jr., Atlanta

Retail Sales---$362,168,000

¶ The Domestic Distribution Department of the Chamber of Commerce of the United States selected Baltimore as the first city in which to make a Distribution Census.

¶ The figures now available show that 11,455 retail establishments sold merchandise amounting to $362,168,000 in 1926. The average sales per capita were $454.82.

¶ Sales by 1,588 wholesale establishments in 1926 totalled $468,924,400 during the same period.

¶ The complete report based on figures collected by the United States Bureau of the Census lists figures of vital importance to any firm interested in the possibilities of the Baltimore market.

¶ The analysis is remarkably complete—although one all important fact was not included.

¶ And that fact is that the way to reach this Baltimore market is through the columns of the Sunpapers! But a fact as well known as that was probably regarded as self-evident!

Average Net Paid Circulation for Month of July, 1927

Daily (M. & E.) . . . 248,765

Sunday 195,542

Gain of 5,454 Daily and 7,809 Sunday Over July, 1926

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York
GUY S. OSBORN
360 N. Michigan Ave., Chicago
C. GEORGE KROGNESS
First National Bank Bldg.,
San Francisco

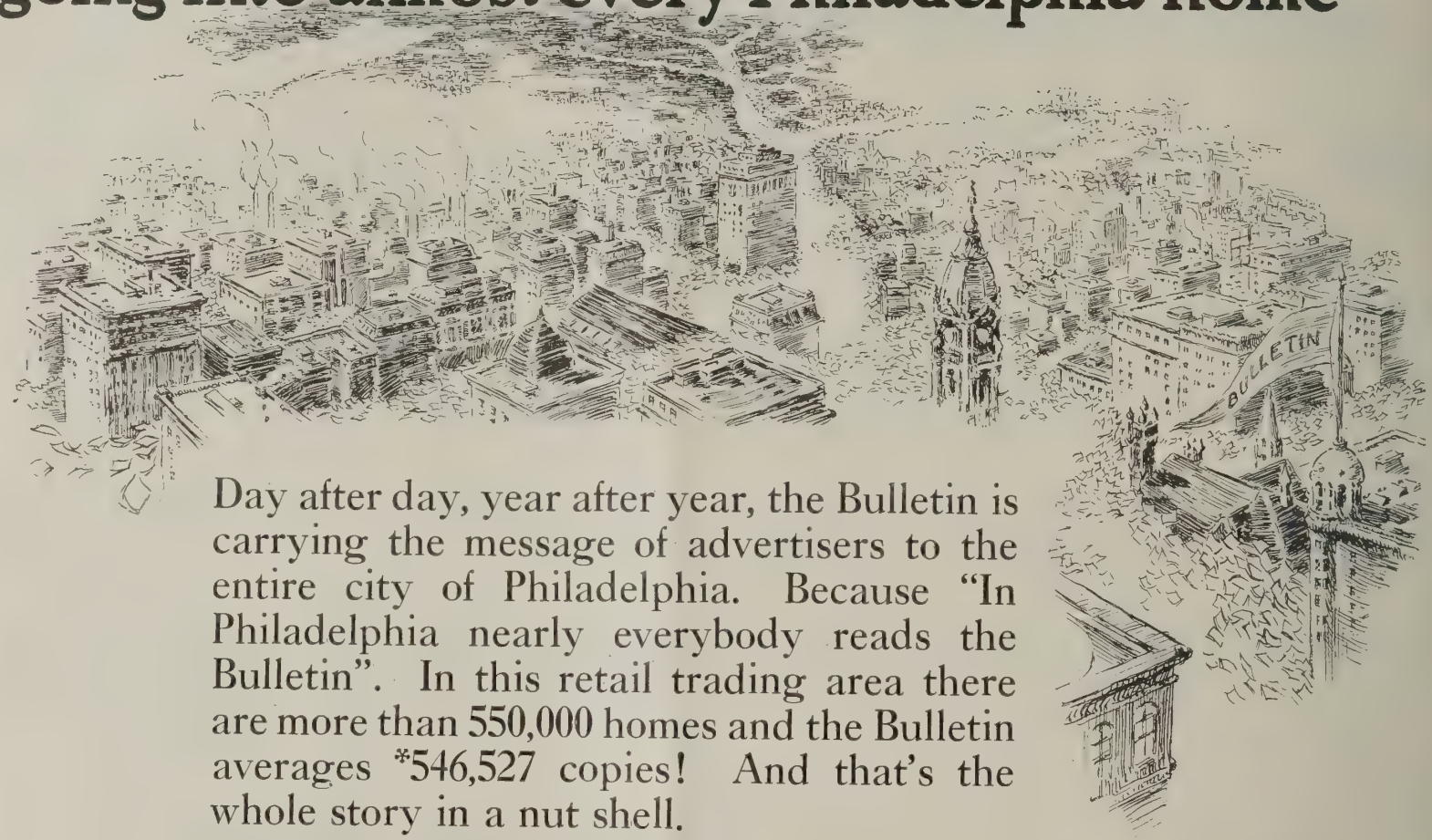
Everything in Baltimore Revolves Around

THE SUN

MORNING **EVENING** **SUNDAY**

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

Every evening a stream of Bulletins flows out, going into almost every Philadelphia home



Day after day, year after year, the Bulletin is carrying the message of advertisers to the entire city of Philadelphia. Because "In Philadelphia nearly everybody reads the Bulletin". In this retail trading area there are more than 550,000 homes and the Bulletin averages *546,527 copies! And that's the whole story in a nut shell.

DOMINATE PHILADELPHIA — Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

"In Philadelphia nearly everybody reads The Bulletin"

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"The Evening Bulletin is sold on its merits as a newspaper; no prize, premium, coupon, guessing contests, or other methods of artificially stimulating circulation have been used."

New York	247 Park Avenue (Park-Lexington Building)
Chicago	Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit	C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco	Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

*Audit Bureau of Circulation's report of net paid daily average circulation for the six months ending March 31, 1927. April, 1927, **557,090**, May, **565,147**, June, **552,608** copies daily.

(Copyright 1927, Bulletin Company)

Member of Associated Press

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication, by The Editor & Publisher Co.
J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway,
New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau
of Circulations. Member Associated Business Papers Inc.

Vol. 60 NEW YORK, SEPTEMBER 3, 1927 No. 15

Advertising Cost of Baltimore Retailers Averaged About 3 Percent of Sales

Detailed Census of City's Distribution, First of Series to Be Published for Typical U. S. Markets, Reveals Remarkable Wealth of Trade Information

By ARTHUR ROBB

NEW signposts are being erected upon the Main Street of business—retail distribution. Copies of the new 1926 Census of Distribution of Baltimore, laid this week upon the desks of newspaper editors, advertising agencies, and business men reveal facts hitherto regarded as unobtainable regarding the channels by which the stream of manufactured and cultivated materials reach the consumer. They tell in the language of dollars and cents how $369,000,000 passed from the pockets of the 200,000 families of a great metropolitan market into the cash registers of 11,127 merchants operating stores classified under 44 heads.

They delineate many ramifications of retail trade and reveal outlets for goods the consumer needs which must astound all who have not a minute and detailed knowledge of the retail broadways and back alleys. The figures, presented in gratifyingly clear fashion tell a story almost in paragraph form, revealing their import to any business man of average intelligence rather than concealing it for the benefit of the wizards who can combine cryptic figures to prove anything. They lend themselves easily to comparison with the already established fund of knowledge and the auspices under which they were compiled make safe the prediction that they will stand unshaken under any such trial.

For instance, EDITOR & PUBLISHER this week assembled the table which appears below, comparing the retail sales in a number of important trades with the newspaper advertising they carried last year in the Baltimore press. In many lines, the table indicates, the proportion of its retail sales to the total parallels amazingly closely the proportion of its advertising linage to the total linage carried by all the city's newspapers. In other lines, such as radio, which are marked by intense public interest and keen price competition, the proportion of advertising considerably exceeds the proportion of retail sales.

Rough calculation of the money represented in the linage accredited to the listed retail lines gives it a value of about $11,300,000, or about 3 per cent of the total listed retail sales. The newspaper rate used in the calculation was an average of the national and local cards of all the newspapers, weighted according to the total volume of business carried by each of the several Baltimore newspapers. The figure was a small fraction below 30 cents per agate line, but the round 30 cents was used for convenience in calculation.

The percentages of linage were calculated for each class against the total volume of all the papers, including a considerable volume which is not primarily retail, but much of which has some influence in attracting and guiding the consumer in retail purchases.

The classifications of the census and of the linage records kept by the Baltimore newspapers cannot be aligned throughout the scale of retail trade and there is no doubt that some of the blanks in the linage column could be filled from the miscellaneous line, or from some other lines which have a more general definition in the newspaper offices than in the minds of the census enumerators.

Building materials, paint and similar products, plumbing and heating supplies are listed under separate headings in the census to quite an impressive proportion of the total sales, but the newspapers' records show no entry on any of these lines. The oil burner linage alone in several Northern cities is now as large an element at certain seasons as several of the classifications listed.

Nevertheless, despite the occasional gaps in the comparison, the ratio of 3 per cent between total sales and total advertising is directly in line with the current theory of space-buyers and space-sellers.

Department stores, of course, had the largest volume of business for any single retail classification. Their 1926 turnover, covering 44 stores, totalled $54,651,200, or 14.8 per cent of the total sales. In the table below, this total is combined with that given by the Census for drygoods and notions, to produce a total of $59,254,900, or 16.06 per cent of the total. The department stores were likewise the largest users of newspaper space, taking 11,362,072 lines, or 21 per cent of the newspapers' advertising volume. Some portion of this advertising budget should, no doubt, if it could be subdivided, be applied to other lines.

Directly behind the department stores in volume come the 2,852 grocers and delicatessens with aggregate sales of $54,285,200, or 14.71 per cent of the total. In the table below their operations have been combined with all of the other sales of foods and drinks to produce the stupendous total of $101,387,400, which is no doubt well below the mark in that it does not include the food sold in department stores and chains whose principal sales are in other lines. The total listed as spent for food is 27.47 per cent of the consumer's retail dollar. Food advertising in the Baltimore newspapers, principally national in character, totalled 9.70 per cent of the total linage, or 2,775,615 agate lines. As most of the 6,225 outlets for the sale of food are negligible as important advertising prospects the discrepancy between retail sales and the amount spent for newspaper advertising is more apparent than actual. Discounting it thus heavily, it is still plain that advertising is not playing its full part in the distribution of foodstuffs.

Radically different conditions prevail in the automotive industry, which took the third largest share of the retail income—new automobiles representing a turnover of $16,810,200, or 4.56 per cent of the total, taken in through 60 stores.

Added to this total in the table below are the sales of accessory stores and of gasoline and oil, to produce the total of $34,283,600, or 9.29 per cent of the total sales. Automotive advertising, including the classified used car copy, also accessories and gasoline, totalled 5,249,445 agate lines, or 9.70 per cent of the total. The agate line is demonstrated to be an indispensable factor in keeping the motor channels flowing.

Furniture and housefurnishings, sold through 258 establishments, are checked with total sales of $16,607,600, or 4.50 per cent of the total. This does not include the great volume of this class of goods which reach the public through department stores, hardware stores and other establishments which carry them as a sideline. Another figure in the table which takes these factors into consideration, gives the total for furniture and house-furnishings at $30,683,300, or 8.32 per cent of the total. The linage for this merchandise totalled 3,803,946 agate lines, or 7.03 per cent of the total advertising volume.

With surveys like that just concluded in Baltimore extended to other cities and made annually or biennially over the more important markets of the country, advertisers would be armed with a definite knowledge of how great a quantity a given area could absorb of their product and therefore how much advertising and sales efforts should be put forth to attain their proportion of the total. Newspaper advertising forces would also have a definite key to the amount of business their media should receive from advertisers and commodity groups.

Table VIII of the census presents data on the relation of wages and salaries to total sales. The average for the entire city is 11.89 per cent. The highest ratio of wages to total net sales obtains in type-writer and calculating machine establishments—33.08 per cent; electrical supply and appliance stores show a ratio of 25.72 per cent; optical goods stores,

(*Continued on page* 44)

COMPARISON OF RETAIL SALES AND LINAGE IN BALTIMORE NEWSPAPERS

Kind of Business	No. of Establishments	Amount of Sales in $	Percent of Total Sales	Amount of Newspaper Linage in Year 1926	Percent of Total Newspaper Linage, 1926
Art and Antique	59	$841,000	.23	.....	....
Automotive, Accessory, Gas and Oil	437	34,283,600	9.29	5,249,445	9.70
Food*	6,225	101,387,400	27.47	2,775,615	5.13
Boot and Shoe	194	5,611,600	1.52	650,338	1.20
Building Materials	62	14,351,100	3.89	.....	....
Cigar and Tobacco	278	3,610,400	.98	926,466	1.71
Clothing, Women's†	250	9,784,200	2.65	3,156,803	5.83
Clothing Men's‡	545	14,557,200	3.94	1,981,210	3.66
Coal, Wood, and Ice	163	11,980,100	3.25	.....	....
Department Stores	465	59,254,900	16.06	11,362,072	21.00
Drugs and Medical	367	11,059,800	3.00	2,337,423	4.32
Electrical Goods	57	4,791,400	1.30	.....	....
5 & 10-Cents Stores	37	4,620,100	1.25	.....	....
Florists	107	1,792,400	.49	.....	....
Furniture and House-Furnishings	258	16,607,600	4.50	3,803,946	7.03
General	8	114,400	.03	.....	....
Hay, Grain & Feed	24	1,958,900	.53	.....	....
Hardware	261	8,504,800	2.30	.....	....
Jewelry	145	5,307,000	1.44	602,004	1.11
Leather Goods	31	707,800	.19	.....	....
Motorcycles & Bicycles	10	115,300	.03	.....	....
Musical Instruments	49	2,146,700	.58	383,917	.71
Optical Goods	22	946,000	.26	.....	....
Paint, Oil Varnish & Wallpaper	33	403,100	.11	.....	....
Plumbing & Heating Supplies	53	2,330,100	.63	.....	....
Radio	17	934,500	.25	625,899	1.15
Restaurants	706	12,659,800	3.43	.....	....
Sporting Goods	14	615,100	.17	.....	....
Stationery & Books	73	3,683,400	1.00	305,212	.56
Toys & Games	11	110,400	.03	.....	....
Typewriters, Etc.	16	763,400	.21	.....	....
Unclassified	150	33,192,900	8.99	3,509,278	6.49
Totals	11,127	$369,027,300	100.00	37,675,628	69.60

*Includes Grocery and Delicatessen, Dairy and Poultry Products, Fruit and Vegetables, Meat and Fish, Bakeries, Soft Drinks and Ice-cream.

‡Includes Men's Furnishings and Ready-to-wear, Custom Tailors, and Men's and Boys' Hats and Caps.

†Includes Women's Clothing and Millinery.

MODESTO NEWS-HERALD SOLD TO McCLATCHYS

Owners of Sacramento and Fresno Dailies New Owners of Morning and Evening Combination

Purchase of the *Modesto* (Cal.) *News-Herald* by the McClatchy family, owners of the Sacramento and Fresno *Bees,* has been announced.

Immediate control of the new publication was assumed by the new owners, who were stated as C. K. McClatchy, editor of the Sacramento Bee, his wife, Ella K. McClatchy, and his son, Carlos K. McClatchy, editor of the Fresno Bee.

The price paid was not revealed.

E. L. Sherman and several associates were the former publishers.

The Modesto paper is published both in the morning and evening. It is a consolidation of the *Evening News* and *Morning Herald,* the combination having been consummated about three years ago.

Upon taking over the paper, the McClatchys announced that Hugh Walls will continue as business manager, and that Frederick B. Moore, formerly of the *San Francisco Bulletin, Los Angeles Times* and Fresno Bee will be the managing editor.

PURITANISM IN NEWS HIT BY CITY EDITOR

James Barrett, New York World, Sees Growing Tendency to Judge News on a Moral Basis—Scorns "Menace" of Tabs

A "growing menace of puritanism in news" was decried recently by James W. Barrett, city editor of the *New York World,* addressing a dinner meeting of the Suburban Press Club at East Orange, N. J. Mr. Barrett's subject was announced as "The Effect of Tabloid Journalism on the American Press," and instead of pulling the long face, and giving a blue-law talk on the menace of the modern picture paper usually expected from a representative of a standard sized daily, he insisted that what was needed was less pussy-footing and more frankness and candor on the part of the American press.

"I am not disturbed about the tabloids," he declared. "I am alarmed by the spectacle of newspapers refusing to print crime on the ground that it might be bad for readers' morals, when the crime concerned may be of vital concern to the safety and well being of the community. I am more deeply concerned about the growing tendency to judge news on a moral basis—the tendency to ask is it good, instead of asking first of all, is it true? The tendency to ask 'would it be good for our people to read this' instead of asking 'what are the facts?'

"I am more deeply disturbed about the growing tendency of the so-called decent papers to create popular demi-gods, like Lindbergh, for example, instead of trying to put every news development in its proper historical and scientific background.

"Why did nobody publish the story of the history of the Lindbergh family? Because we think it would be bad for people to know that the domestic situation there was not as beautiful and harmonious as it ought to be to be the background for the immaculate young man whose high moral qualities rather than his engine enabled him to make the first non-stop flight from New York to Paris.

"Our business is to get the news first. Our business is to get the whole collection of facts, no matter how well or how badly they fit in with our moral concepts, and to do it first! If we do our own job and discharge our own responsibilities, we don't need to worry about the tabloids. But a puritanical pose will not serve as a protection against our own incompetency."

FLORIDA MERGER

Clearwater Sun Buys Morning Herald at Bankruptcy Sale

The *Clearwater* (Fla.) *Morning Herald* was absorbed last week by the *Clearwater Evening Sun* which immediately suspended its Saturday afternoon edition and inaugurated a Sunday morning edition.

The Herald was purchased after going through bankruptcy by Paul Poynter, majority owner of the Clearwater Sun, the *St. Petersburg Times* and other newspapers. Clearwater is now a one newspaper town. J. R. Brumby is publisher and editor of the Sun.

N. Y. TIMES SPENDING $500,000 ON CABLES

Tolls for Last 12 Months Reached That Figure Editorial Reveals—News from China Costs $350 Per Column Is Claim

Commenting on resolutions regarding cable rates and transmission considered at the International Press Conference held in Geneva last week upder the auspices of the League of Nations, the *New York Times* in an editorial published Aug. 26, revealed that cable tolls had cost it in excess of $500,000 during the last 12 months. The editorial read in part:

"The enormous volume of press cables and radios that has been sent across the Atlantic ever since the war has resulted in greatly increased facilities for transmission. It now costs five cents a word for press messages from London and five and a half cents from Paris. The German and Italian rates are several cents higher. This means that a column of news from London costs upward of $50 for cable tolls alone. The press rate from Tokio is 21 cents a word and from Shanghai 31 cents. This works out at more than $200 per column from Japan and between $300 and $350 per column from China. It is thus obvious that, a transpacific news service is an expensive luxury.

"As the number of ties which bind together the different continents continues to grow, the question of cable and radio communication becomes of world-wide interest. Frequent mention has been made in our columns of the advantages of easy press communication in furthering better relations between nations. One of the reasons why the Orient and the Occident are not in complete accord is because the high cost of intercommunication has prevented that easy dispatch of news which prevails between Europe and America. Incidentally, if the European press had availed itself of the trans-atlantic facilities to the same extent as have the American newspapers, there would be much better understanding of America in Europe than has been manifested in recent weeks."

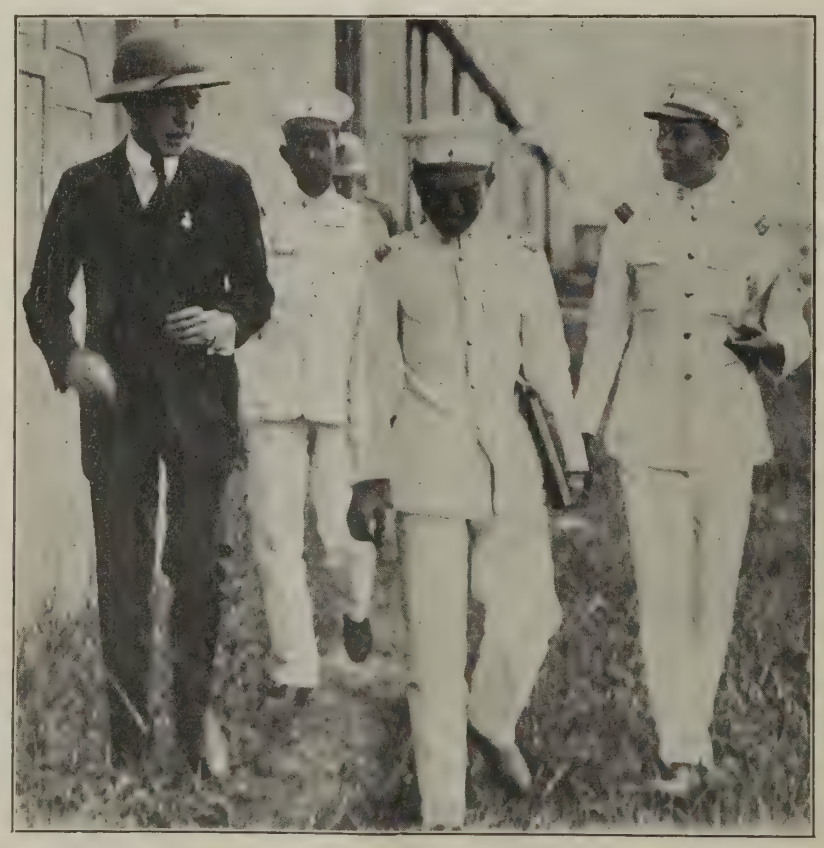
EDITOR & PUBLISHER CALENDAR

Sept. 5-17—Educational Graphic Arts Exposition, Grand Central Palace, New York.
Sept. 8-10—Montana Press Assn., annual convention, Great Falls, Mont.
Sept. 9-10—Northwest Texas Press Assn., annual convention, Wichita Falls, Tex.
Sept. 12-15—Financial Advertisers Assn., annual convention, West Baden, Ind.
Sept. 15-17—Washington Press Assn., meeting, Wenatchee, Wash.
Sept. 20-21—National Publishers Assn., 8th annual meeting, Shawnee-on-Delaware, Pa.
Sept. 21-23—Tri-State Editorial Assn., annual convention, Sioux City, Ia.
Sept. 21-23—Mississippi Press Assn., annual convention, Clarksdale, Miss.

WELLIVER A PITTSBURGH EDITOR

Judson C. Welliver former Washington correspondent later President Harding's publicity man, is now editor of the *Pittsburgh Post-Gazette,* six-day morning paper owned by Paul Block.

BLACK INSPECTS SIAMESE AIRPORT



Van Lear Black, chairman of the board of the A. S. Abell Company, publishers of the *Baltimore Sun and Evening Sun,* photographed in Bangkok, where he made an inspection of Siam's largest airport. Mr. Black recently flew from Holland to Java.

REPORTERS UNEARTH FLOGGING EVIDENCE

Two Texas Men Exposed Case, Resulting in First Trial Under New Anti-Mask Law

(*By telegraph to* EDITOR & PUBLISHER)

TYLER, Tex., Sept. 1.—As the first trial under Texas' new anti-mask law began here today, a young country editor and a cigar chewing reporter from the city settled down to cover the final chapters of the story of terror and hooded floggers they uncovered almost three months ago. They were Hal Winsborough, editor and part owner of the *Marshall* (Tex.) *News and Messenger* and Ed Rider, staff correspondent of the *Houston Chronicle.*

Early in June, four masked men broke into the homes of tenant farmers near Marshall and flogged an aged couple, their son and his wife. Hints of the outrage crept into Houston. Rider, who had just walked into the city room after covering an up-state murder trial, left for Marshall less than an hour later. The floggers' victims had disappeared. Ranchers warned Rider he'd "better not write nothing to hurt this county." Rider found the old couple at last fleeing down a lonely road in their rickety wagon. He obtained photographs and an exclusive interview, giving first details of the flogging. And took the victims back to Marshall with him. Telegrams to Federal Judge Estes, of Texarkana, and Governor Moody brought Texas Rangers and Department of Justice agents to investigate the peonage angle. Rider enlisted Winsborough's aid, and the editor traced the other two victims and brought them back.

The two newspapermen carried their evidence to the district attorney. A special session of the grand jury was called.

Rewards of $2,500 were offered. And Cain Anderson, wealthy planter and rancher, and three other men were indicted with speed that made a record in East Texas criminal history. All this time, both men were constantly shadowed and threatened. Winsborough is a Missouri University journalism graduate. Rider has worked on the *Seattle Star,* N. E. A. Service, Inc., and was managing editor on the *Houston Press.* Others covering the trial are H. C. Marshall, Associated Press; Tom Butler, *Tyler Courier-Times,* and Asa Bordages, *Houston Press.*

ALABAMA LIBEL BILL DIES ON CALENDAR

Measure Prohibiting Criticism of Public Officials Was Unacted Upon as Legislature Closed

An effort to silence press criticism in Alabama failed last week when a libel bill directed at newspapers and sponsored by Representative Frey died with the legislative session which ended Aug. 26.

The bill, should it have become a law, would have given any city, county or state official civil recourse against any newspaper publishing criticisms of his public actions.

James Esdale, grand dragon of the Ku Klux Klan of Alabama, and other Klan officials of the state are said to have attended yesterday's session and witnessed the death of the measure, which the *Birmingham Age-Herald* said "it was generally agreed was sponsored by the organization which Mr. Esdale heads in Alabama." Mr. Esdale is reported to have conferred more than once during the debate in the House with Representative Frey. Both the Age-Herald and the *Birmingham News* have vigorously attacked the Klan in connection with Alabama's recent siege of floggings.

GENEVA CONFERENCE DENOUNCES CENSORSHIP

Resolutions Also Passed Regarding Press Rates, Equality in Government News, and Property Rights in News—"Battles" Fail to Materialize

By ALBIN E. JOHNSON
Geneva Correspondent of EDITOR & PUBLISHER

(*Special Cable to* EDITOR & PUBLISHER)

GENEVA, Aug. 31.—Resolutions regarding press rates, news property rights, equality of official and non-official agencies in the handling of government news, censorship, transportation of news and protection against unauthorized lifting of news, passed by the League of Nations International Press Conference which concluded here Monday, will be presented to the League Council and Assembly. These bodies will recommend to all governments members of the League that they comply as far as possible with the desires of the world press.

A resolution against governmental censorship of press dispatches proposed by Robert P. Scripps at Monday's conference session was unanimously adopted. After reciting the advantages of uncensored communication of news, the resolution said:

"Therefore be it resolved by this conference that all governments which now impose censorship be asked to abandon and publicly to announce abandonment of such censorship at least as applied to dispatches of foreign correspondents and at least in times of peace."

The conference was successful beyond the most hopeful expectations. These meetings which arose from the resolution of M. Yanez, a member of the Chilean delegation to the League, have blazed the way for similar future conferences, including other branches of the journalistic profession and industry. They have also brought about international recognition of the press as the most powerful factor in the world's political, economic and social life.

Nearly a score of Americans participated and are being given credit as largely responsible for the great amount of business transacted and the good feeling which marked the settlement of contentious questions. American initiative was injected into the meeting by Karl A. Bickel, Kent Cooper, M. Koenigsberg and F. T. Birchall and while the representatives of the American press associations came to Geneva prepared to fight for their respective domestic policies, according to pre-session reports, the expected battle did not materialize and the American delegates mutually suggested compromise measures on property rights and news-gathering equality which steered the conference clear of dangerous rocks.

From the American point of view, the resolution on news protection stands out as the most important. It recommends as a fundamental principle that "Publication of a piece of news is legitimate in all cases where the news in question has reached the person who publishes it by a regular and unobjectionable manner and not by an act of unfair competition. No one may acquire the right to suppress news of public interest."

The conference decided that the fullest protection should be granted to unpublished news during the period of transmission for publication. It was provided that it shall be illegal for unauthorized persons to receive for publication or in any way distribute through the press or by radio broadcasting and in any other way information destined for publication in the press or through broadcasting.

What was heralded as a fight between the Associated Press and the United Press was settled by a resolution stating that "there shall be no preferential right in official news issued by governments or by government officials. Such news may be published without restriction in full or in part. Free and equal opportunity shall be granted to all newspapers, press services, press bureaus and correspondents for access to and transmission of such news."

Regarding property right in published news, the conference recommended protection which permits reproduction within a specified period, subject to full acknowledgement of the source of such news and suitable payment.

The principle was affirmed that newspapers and news associations, etc., are entitled to the reward of their labors after as well as before publication of exclusive features. It is provided that this recommendation should not be regarded as encouraging a news monopoly.

International agreement upon this matter is urged by the conference which asks the League of Nations to request its member governments to give it their immediate consideration.

Censorship in time of peace was denounced in a resolution declaring it to be one of the most fruitful causes of misunderstanding and conflicts.

A petition submitted by five of the most prominent suppressed Italian newspapers, including Aventi, Il Popolo, Matteotti's La Justicia and Voce Republicaine, signed by Signor Turati and others was not considered officially by the conference, but privately Lord Burnham, the chairman, and others, declared that conditions which now exist indicate that Fascism is doomed to perish eventually.

The resolution regarding peacetime censorship says:

"It is our unanimous conviction that peace-time censorship, whether carried on openly or disguised, is a fundamental obstacle to the normal exchange of international information, rendering difficult understandings between nations."

Impossibility of abolition of censorship in many countries for the time being is recognized, but it is recommended that censors be news specialists and that journalists be informed of deletions in the copy, that transmission charges on suppressed wordage be refunded and that complete equality of treatment shall be granted to all journalists.

Numerous other resolutions asked that international courtesies, such as passport simplification, telegraphic facilities, freedom from taxation, etc., be granted journalists. Regional press understandings were urged. Correspondents were asked to exercise care to avoid tendencious, inaccurate, exaggerated and deliberately distorted news.

A special resolution adopted appeals to the press of the world to contribute every means at its disposal to the establishment of world peace, combatting hatreds between nations and between classes, preparing the way for moral disarmament.

A series of resolutions concerning press rates asks for a 50 per cent reduction wherever possible in the present schedules; for priority of press telegrams over regular commercial traffic; for the establishment of an "urgent press" category at a 50 per cent increase over the regular press rates via telephone, radio, cables and telegraphs; asks that permission be granted for transmission of coded messages at press rates, especially by wireless.

It was urged that newspaper transportation facilities be improved and that circulation of newspapers internationally be facilitated and encouraged rather than prohibited, as is the case in several Balkan states.

Nearly 200 delegates and advisors participated, including 63 official delegates, 20 assessors, and 36 experts from 38 countries. Sir Eric Drummond, secretary of the League of Nations, entertained the delegates at dinner, and M. Avenol, Under-Secretary of the League, tendered a reception, as did Nicola Titulescu, Roumanian member of the League council, acting for the latter body.

Robert P. Scripps, president of the Scripps-Howard newspapers, who replied in behalf of the American Press to Sir Eric Drummond's welcoming speech at the official banquet of the conference, later gave a dinner in behalf of the United Press and the Scripps-Howard newspapers to the British delegation.

The guests included Lord Burnham; Sir Eric Drummond; Sir Campbell Stuart, of the *London Times;* Sir Roderick Jones, of Reuters; Hon. Frank Carrell, of the *Quebec Chronicle-Telegraph;* A. C. C. Holts, of the *Melbourne Argus;* Thomas Mackenzie, chief editor of the *Friend of Bloemfontein,* South Africa; Arthur Sweetser and H. R. Cummings, American and English members, respectively, of the League secretariat; James McDonald, chairman of the American Foreign Policy Association; Karl A. Bickel, president of the United Press; G. B. Parker, editor-in-chief of Scripps-Howard newspapers; Ed L. Keen, vice-president and general European manager of the United Press; Dr. E. J. Bing, European business manager of the United Press; and Henry Wood, manager of the United Press bureau at Geneva.

After the dinner, which was served in a special apartment of the Hotel des Bergues, the guests, at Mr. Scripps' suggestion, engaged in round table discussion of Anglo-American relations and the common interests in world peace.

GENEVA GROUP VIEWS PARIS SIGHTS



Photograph taken in the Tuileries Garden, Paris, following a meeting preparatory to the Geneva press conference of the League of Nations. In the group are (left to right) George B. Parker, editor in chief of the Scripps-Howard Newspapers; Robert P. Scripps, proprietor of the Scripps-Howard Newspapers; Karl A. Bickel, president, United Press Associations; Thomas Sidlo, counsel for the Scripps-Howard Newspapers; A. L. Bradford, chief correspondent in France for the United Press.

MORE PICTURE SPEED

Beam Radio Service Expected to Make for Rapid Transmission

Material increase in the rapidity of transmission of news pictures is promised when the first short-wave beam wireless station operating between the United States and England inaugurates its service within a few weeks, according to the Marconi Company.

The company has announced that it is developing a new system of facsimile transmission especially adapted to the beam system and hopes to be able soon to send written and printed matter, drawings and photographs by high speed wireless telegraphy.

The beam system differs from the present system of transmission, where energy is radiated in all directions, by employing a reflector which concentrates the whole energy of the transmitter in a very narrow angle. Provided the distant receiving point lies within the arc of that angle it is obvious it will receive about 36 times more energy that it would if the same power radiated uniformly throughout 360 degrees. The employment of a similar reflector on the receiving end, still further increases energy received.

BROUN IN NATION NEXT WEEK

Heywood Broun's first contribution for the *Nation* will appear next week, he told EDITOR & PUBLISHER on Wednesday evening. His copy, he said, had to be in on Thursday and he hadn't decided what he was going to write about. Reports of threatened injunction proceedings by the *New York World,* Broun's former employer, if the writer contributed to a magazine, were denied. Mr. Broun was confident there would be no court action resulting from his contract with the Nation. His column in the Nation will be headed "It Seems to Heywood Broun."

DAILY BROADCASTING NEWS

The *New Bedford* (Mass.) *Evening Standard* is broadcasting news dispatches nightly through the radio station WMAF, North Dartmouth, Mass., operated by Col. Edward H. R. Green, son of the late Hetty Green.

SAFETY-FIRST DRIVES BY NEWSPAPERS URGED TO CUT INSURANCE RATES

Publishers Are Paying High Premiums Now on Liability for Delivery Trucks Because of Accident Frequency—Charge Is Double That of Other Industries

NEWSPAPER publishers, seeking to cut expenses, may find a way by considering the drivers of their trucks. Death often rides with a load of newspapers on a wild dash to catch a train; and costly injuries follow a truck in its haste to meet an outpouring baseball crowd.

Insurance rates are high; but, as explained to EDITOR & PUBLISHER this week by an insurance agent, these rates can be cut by carefulness and by the creation of what is referred to in insurance circles as "low accident frequency."

Public liability insurance rates are made by a rate making body created by law and filed with the insurance commission of the state. In New York the body is known as the National Casualty and Bureau Conference. The rates are based on experience records of the industry concerned. Credit is given for good experience and a debit is charged when the experience is bad.

At the present time the newspaper rate for public liability is high as compared with some other industries. In New York the average rate for a truck under one ton operated by a newspaper is $538 a year. This insures for all public liability. For the same insurance coverage contractors pay $342 a year for the same sized truck, while retail stores pay $198.

The newspaper rate can be cut 50 per cent by use of the good experience allowance, and this allowance is based on individual records.

Thus, if a newspaper's drivers have been found to be reckless and the rate is high, a safety-first campaign among the drivers may very well change the experience record and bring about a lower charge to the publisher.

"There is only one way to reduce accidents of a newspaper's automobile fleet, and that is by constant education among the drivers," the insurance agent advised. "Monthly meetings with addresses on the necessity of careful driving is one way of accomplishing this end.

"It is found effective for such speakers to try and make the drivers picture themselves in the position of the parent whose child was injured or killed by some reckless newspaper driver."

There are, of course, many ways to keep the drivers constantly on the alert to avoid accidents. A common practice is to award prizes to the best drivers, the men who have the fewest number of accidents over a given period of time; or to the men, or groups of men, who keep their machines in the best condition.

The *Chicago American* is operating very successfully a safety council, with officials of the paper acting as judges. Every driver is compelled to report his accidents to this council at its regular meetings. Model trucks, street cars, and other "properties" are provided, and the drivers are made to picture for the benefit of the judges how the accident happens. The judges decide whether or not the driver was at fault, questioning him carefully. Three times before the safety council amounts to a discharge.

A newspaper man's view of the subject was furnished EDITOR & PUBLISHER by Thomas Dowling, circulation director of the Scripps-Howard Newspapers, with headquarters on the *New York Telegram*.

"The newspapers themselves," he said, "may be held largely responsible for the high insurance rates. Newspaper drivers have a habit of playing fire department and making race tracks out of crowded city streets. Only the other day I rode with one of my own drivers from the Telegram plant three and a half miles through traffic to the Grand Central Station. We left at 5:30 to catch a 5:50 train. We made it, with plenty of time to spare; but I don't care to make the ride again.

"It is hard to impress upon these drivers the delicate line between the need of rushing to get copies on stands to get readers and the need of going slow to keep readers. Newspapers make more enemies than friends, I believe, by the way trucks are handled.

"A newspaper truck is rushing to be first at a given point in order to get more readers and injures some one. The crowd which gathers, as well as the victim, become angry at the newspaper whose name is on the truck that did the damage.

"An increase of $3 a week in wages may mean the difference between a good and a bad driver. For $45 a week, let us say, unintelligent and reckless service is obtained, while for $48 steadier men are available. It costs the newspaper $150 a year more for the driver of that truck, but at the same time the insurance rate may be cut.

"A newspaper that pays its drivers good money is engaging a salesman and a mechanic combined. Such a driver takes better care of his car and helps keep the circulation figures up.

"To prevent accidents one important point is to keep the automobiles of a fleet in good condition. It is not rare for a newspaper truck to make as many as 500 stops a day. Our trucks are checked every day and we tear down a car and overhaul each truck every 15 months."

OPENS WIRE AT 5 A. M.

I. N. S. Advances Starting Time to Expedite Filing

International News Service started last week opening its main trunk wire at 5 o'clock in the morning.

Marc A. Rose, the executive editor of the service, who is responsible for the change, said that it enabled the staff to move a considerable amount of copy, which formerly clogged the wires when spot news was breaking. He said he had received word from a number of client editors approving the innovation. Five in the morning in this country is 10 o'clock in London and there are many cables that can be moved in the early hours. The main wire closes at 6 o'clock in the evening.

I. N. S. has also printerized its racing wires, which now serve 15 points. Form charts are still being sent by Morse, however.

DAILIES' NAMES PRUNED

Olympia (Wash.) Olympian and Recorder Now Daily Olympian

S. A. Perkins, publisher of the *Olmpia* (Wash.) *Morning Olmpian, Evening Recorder* and *Sunday Olmpian-Recorder* on Sept. 1 changed the names of these papers to the *Daily Olympian*. Three editions will be published daily under the new name, as well as a Sunday paper.

Mark Shields, former secretary to Gov. Roland H. Hartley, and previously connected with Spokane and Seattle papers, has joined the Olympian as news editor. I. F. Rebmen, former circulation manager of Boise, Idaho, Eugene and Salem, Ore. papers, has been appointed circulation manager and John E. H. Markle has been promoted from advertising to business manager.

J. L. Burton Lewis editor, will continue in charge of news and editorial rooms, and Earl McCallum as general manager.

Plans call for the publication of an eight page minimum. Full 24-hour Associated Press leased wire service has been started.

Mr. Perkins is also owner of the *Bellingham* (Wash.) *Herald*.

CRITIC CHASES VOTES

Langdon Post, N. Y., Evening World, to Run for State Assembly

Langdon Post, moving picture critic of the *New York Evening World*, has turned politician as a side-line. He intends to run for the state assembly as representative of the 10th District on the Democratic ticket, and has been officially designated as a candidate of Tammany Hall. The primaries are to be held Sept. 20.



LANGDON POST

The 10th District comprises New York's theatrical center, lower Park avenue, and part of Greenwich Village. Opposing him on the Republican ticket will be Phelps Phelps, who has represented the district for the last three years.

Mr. Post has been on the staff of the World for the last two and a half years. He began as a district reporter and became moving picture critic last January, succeeding Palmer Smith who resigned to accept a government job in Washington. Mr. Post fought with the first division in France and returning to this country continued his interrupted college course at Harvard.

After he was graduated in 1923, he spent a short time working in the oil fields of Oklahoma, before he came to New York to work for the World. He lives at 129 Park avenue.

FLORIDA CIRCULATORS ORGANIZE GROUP

Frank Stanford, Orlando Morning Sentinel, Elected President at First Meeting Held Aug. 25 with 22 Attending

Organization of the Florida Circulators' Association was completed at a meeting held in Orlando, Aug. 25, and attended by 22 circulation men from leading newspapers of the state.

Frank Stanford, of the *Orlando Morning Sentinel*, was elected president; Don R. Davis, *Tampa Morning Tribune*, vice-president, and V. A. Bridges, *Miami Daily News*, secretary-treasurer. A membership committee was also appointed with John Watkins, *Daytona News-Journal*, chairman, assisted by Oliver Richmond, *St. Petersburg Independent*, and R. B. Staats, *Lake Worth Leader*.

Mr. Davis led a discussion at the meeting on how to increase circulation revenue. It was generally agreed that it was necessary to demand some form of security, either cash or personal bonds from carriers and agents, and to set a dead-line date on which all accounts must be paid. A raise in retail and wholesale rates where possible was urged, and department heads were advised to use greater care in the purchase of supplies.

THREE WORLD MEN RESIGN

Pringle and Taylor to Free Lance—Barnes Doing Movie Work

Resignations of Henry Pringle, Howard C. Barnes and Ralph Taylor from the news staff of the *New York World* were announced this week. At the same time, Oliver H. P. Garrett left the paper on a leave of absence to engage in moving picture work, writing scenarios on the Pacific Coast.

Pringle and Taylor are planning to free-lance for the magazines. Both have had considerable success lately in this medium, Pringle writing for the *American Mercury* and Taylor for Munsey publications, the *Argosy* and *Flynn's*. Barnes has obtained employment with a moving picture company.

"NET" SALES MEAN NET, SAY BRITISH PAPERS

Certified Figures Do Not Include Promotion Copies, They Reply to Advertising Man's Question

LONDON, Aug. 22.—Writing in the "Readers in Council" feature of *The Newspaper World*, an advertising man, concealing his identity under the pseudonym "Interested," asked if the firms of accountants who give certificates of circulations to the large newspapers take into account as free copies the undoubtedly large quantities of papers distributed through newsagents in connection with the newspapers' schemes of canvassing for readers (with the free insurance schemes as an added inducement to the public to subscribe to that paper). These copies are supplied to the wholesale newsagents, who pay the newspaper the wholesale rates, and in turn charge the retail newsagent who distributes the copies. The newspaper then pays the newsagent the regular price for every copy he distributes in that manner. Is this regarded as a genuine sale, the Newspaper World correspondent asked, and is it included in the net sales returns which have shown such large increases during this year in London.

The *London Daily Mail* on Wednesday, Aug. 17, replied with a definite statement from its accountants that the net sale figures of the *Daily Mail* (1,823,292 copies daily during June) were not inflated by the means suggested in The Newspaper World inquiry, or by any other means. On the following day the *London Daily Express* (with its certified net sale for July of 1,124,664 copies daily) and the *London Daily Chronicle* (June figures 986,540 copies daily) replied in similar terms, and the *London Daily News* (selling 663,014 copies daily in June) published a like statement from its accountants on Aug. 18.

In an article dealing with the question in its Aug. 20 issue The Newspaper World pertinently says: "Net sales certificates are prepared primarily for the use and guidance of advertisers, and it is now some years since the significance of these certificates began to be realized and their publication demanded by advertisers and their agents.

"In the meantime, however, the primary object of net sales certificates has, in some cases, become obscured, with the tendency for net sales to acquire bulk without vitality, so that the advertiser finds his business stimulant 'under proof' though adequate in quantity.

"When net sales, cost of space, and the results cease to move together in a satisfactory ratio, and the first two factors continue to rise while the third remains constant, the advertiser loses his interest in the newspaper auditor's figures, and may even come to dread it."

Point is lent to these thought-provoking sentences by the recently published report of the advertising committee of an English sea-coast holiday resort, which shows that one London daily paper, with a comparatively small net sale, pulled 50 per cent better results with a smaller expenditure on space, than another daily of similar class but with a net sales figure 75 per cent in advance. Advertising rates of British national newspapers usually are increased pro rata with the increase in the circulations, and advertisers are beginning to ask at what point the circulations of the papers in which they buy space cease to be profitable to them.

SPAIN INVITES I. A. A.

Headquarters office of the International Advertising Association this week received an invitation to hold its 1929 convention in Barcelona, Spain. Recently a similar invitation was received from Berlin, Germany. The Spanish invitation was signed by Raphael Bori, general secretary of the Publi-Club of Barcelona. The 1928 convention is scheduled to be held in Detroit.

BAR TAKES PART BLAME FOR TRIAL SENSATIONS

Vain Judges and Publicity Seeking Lawyers Contributing to Court Spectacles—Press Handling Improving, Says Committee—"Trained Seal" Reporting Scored

(By Telegraph to EDITOR & PUBLISHER*)*

BUFFALO, N. Y., Aug. 31.—Co-operation between the bar, the bench and the press to curb unwholesome tendencies in realistic news reporting of criminal and divorce proceedings has produced gratifying results and paved the way for an early return to rationalism in both pictures and print, a special committee of the American Bar Association reported to-day to the Association's fiftieth annual convention.

The report outlined three years' activity of the committee in its effort to bring about between the legal and journalistic professions "a better understanding of the functions of the two groups and of the ethical concepts which should govern the conduct of their members."

Proceeding since its organization in July, 1924, under a formula stressing co-operation and mutual helpfulness rather than the threat of punishment for offending editors, the committee has found its faith in the press more than justified by the cordial reception of its suggestions and endeavors.

"It would not help the cause to review instances wherein certain members of the press have shown coolness or resentment toward the approaches of the committee," the report says. "But, on the other hand, some of the leading journals have given emphatic approval and assurances of support to the movement."

The *New York Times, New York Herald Tribune, Evening World, Evening Post, Chicago Tribune, Baltimore News, Chicago Daily News, Boston Herald* and the *Christian Science Monitor* were commended. Henry L. Mencken's widely quoted article on "Justice and the Press" was cited as evidence of a healthy attitude of self-criticism within the journalistic profession, and Charles Merz' "Bigger and Better Murders" in the August *Harper's* was characterized as "a hopeful sign."

"A hopeful sign of the day is that the extravagance of the press, the vanities of individuals engaged in the administration of justice, the fevered curiosity of the hordes of thrill addicts, all have at last become the target of poignant public ridicule," the report said in citing Merz and Mencken.

Equally responsible with the press for sensationalism, however, the report concedes, are the activities of many lawyers and not a few members of the bench who have not been loath to capitalize the personal publicity offered by their connection with celebrated proceedings.

"Sensational stories about trials of shocking crimes, scandalous divorces and other morbid cases too often have the ear marks of having been instigated by the lawyers. And it is not unknown even that judges have some times facilitated similar activities.

"It is taken for granted that all thoughtful judges, lawyers and journalists now recognize the destructive effect of sensational publicity concerning courts and trials. At first impression the readers would naturally ascribe the motive and the blame to the newspapers alone. And there, of course, it properly belongs, but not entirely. For our intensive pursuit of the subject and searching of trials often lead back toward our own ranks and even to the doorsteps of the courts themselves."

The case is cited of a notorious thug, who, during a trial in a midwestern city, was interviewed in jail to the extent of a full column with pictures, establishing clearly, once freed from the harassing rules of evidence, that he was quite innocent. Pointing an accusing finger at the bar, the report asks: "Could anyone doubt that this was done with the participation, or at least the connivance, of the prisoner's counsel?"

By LAWRENCE SULLIVAN
(Staff Correspondent of International News Service)

The committee denies the contention of the press, as voiced in a recent editorial in the New York Times, that "absolute publicity of all that is done in the name of justice is vital in a republic."

"There is no universal right in the public to attend upon or to be informed of all trials and other proceedings in the courts," the committee answers, "and the rights of the press are no other than those of the public at large."

It is pointed out that many of the state constitutions provide public trials only as a safeguard to the accused, who may, if he elects, demand a private trial from which all save jury, counsel, and judge would be excluded.

"For that reason there is no absolute right in the publishers of newspapers, for themselves or for the information, amusement or agitation of the public, to attend or report trials; and the privilege of attending and reporting usually accorded has no basis in the constitutional guarantees concerning the freedom of speech and the press.

"Newspaper men, like members of the public at large, may under some circumstances and for special reasons be excluded from trials, even though they be publicly held; and their conduct in attendance and in relation to the trial is subject to the reasonable regulation and control of the court, for the protection of the rights and persons of the litigants, their counsel, the witnesses, jurymen and all persons involved in the trial, and for the protection of the processes of the court for the ends of justice between the parties, which is the dominant consideration.

"On the other hand, assuming the usual privilege of attendance and reporting to be extended and availed of, the responsibility rests upon each newspaper representative to decide for himself whether he will use it decently and properly, or abuse it."

Without attempting to dictate to the press how it should conduct its own affairs, the committee offers the following formula as a possible beginning for a code of clear and proper rules embodying the ethics of the relations of press and court:

"Just how far the newspaper man may go to describe the proceedings for his journal and its readers is a delicate question. We may, however, venture the statement of an elementary rule—

"The newspaper reporter may, truthfully, fairly, accurately, objectively, write down and describe in words for publication every emphatic fact which he legitimately sees or hears in or about the proceedings!"

In advocacy of such a rule, the committee suggests that it eliminates at the outset "the play of imagination, exaggeration, effusion, distortion, deduction, conjecture, prediction and all the secondary mental processes often exercised upon primary physical facts by ingenious reporters."

These mental processes, if any, it is further suggested, "do havoc to litigants, courts, the processes of public justice, and inevitably tend to undermine public confidence in our judicial institutions through deliberate misrepresentations."

With most editors, the committee has come to the conviction that the quality and character of a news report on any event is primarily a function of the individuality of the writer.

"There is no more justification for having these trials reported by a layman reporter, or by dramatists, actors, preachers, scenario writers and 'sob-stuff artists' than there is for having a financial, economic or scientific analysis made by a reporter knowing nothing of finance, economics or science.

"Trials should be reported by persons educated and trained in the technic of the proceedings, as well as being gifted with a popular and truthful literary style."

Recommending that the committee be continued for another year, as undoubtedly it will be, according to influential members of the convention, the report closed with the observation:

"There can be no more opportune time than the present for the press to cease making vulgar amusement of our law enforcing institutions, and to do its part to build them up in the knowledge, the wholesome respect and confidence of the people."

Andrew R. Sherriff, of Chicago, signed the report as chairman of the committee. Others who signed were:

Wendall H. Cloud, Kansas City, Mo.; Julius Henry Cohen, New York; Andrew A. Bruce, Chicago; Arthur W. Cupler, Fargo, N. D.; Vernon H. Loucks, Chicago; R. Allen Stephens, Springfield, Ill.; Charles A. Boston, New York; Thomas H. Franklin, San Antonio, Tex.

BELFAST DAILY'S NEW LONDON OFFICE



The *Belfast Telegraph* and its London staff before the new office just opened on Fleet street, in the heart of London's newspaper row.

BRITISH CHIEF JUSTICE ATTACKS NEWSPAPERS

Says Any Rich Man Without Scruples or Experience Can Buy a Paper and Wreck Reputations —Is Noted Wit

Lord Hewart of Bury, the Lord Chief Justice of England, doesn't like newspapers or newspaper men. He stated his dislike last Thursday in Toronto, addressing the joint luncheon of the Canadian and Empire clubs in that city. He spoke with what Canadian reporters described as such "exquisite irony" that when he concluded there was some doubt as to whether the noted jurist was joking or serious.

Few direct quotations were obtainable in New York this week from His Lordship's address. He himself was in Buffalo, attending the convention of the American Bar Association.

According to one account published by the *Toronto Globe* Aug. 26, His Lordship "pictured the printing machine as a monster working mischief not only in the realm of domestic relations, but also in international affairs." Most of the address, the Globe said, was directed against "the alleged deficiencies of the press—its tendency to standardize thought and eliminate human individuality."

The *Toronto Star* telegraphed its New York correspondent asking for comments from New York newspaper editors. The Star in the telegram described the whole speech as "an unprovoked attack on the press."

The jurist, the Star said, quoted from Leslie Stephen's collection of remarks about the press, among others Morley's remark about "the hirelings of the press who daily pawned their souls for the price of a bottle of wine or a cigar," and also Morley's phrase describing the press as "that huge engine for keeping discussion at a low level."

"The press never fails to stick up for public opinion when it is with them," the Lord Chief Justice was quoted as saying.

He also pictured white rolls of paper going into the printing press and coming out "like snow flakes soiled with fog" and declared that "anyone with money, no matter what his natural capabilities, could acquire a newspaper and shatter reputations of individuals and make mischief in international affairs with frightful consequences."

Commenting on the Toronto speech, the *New York Sun* stated this week that the "reputation of the present head of King George's permanent judiciary had preceded him across the Atlantic.

"He has been accepted in London law courts," the Sun explained, "as the successor of Lord Darling as a wit who could enliven and give comic relief even to the drab details of a sordid murder trial. It is said that when he presides in a criminal case the King's Bench Division of the High Court of Justice loses half of its oppressiveness by losing all its sadness. In fact, Lord Hewart is a shining example of the 'judicial humorist' to whom W. S. Gilbert gave a place up near the top of the little list kept by his Lord High Executioner."

F. T. CARROLL JOINING PITTSBURGH PRESS

Advertising Director, Indianapolis News, Named Assistant General Manager—Succeeded by Don Bridge

(*By Telegraph to* EDITOR & PUBLISHER)

INDIANAPOLIS, Ind., Aug. 31.—Frank T. Carroll, advertising director of the *Indianapolis News,* has resigned to become assistant general manager of the *Pittsburgh Press,* it was announced to-



F. T. CARROLL



DON BRIDGE

day. He will take up his new duties Sept. 20. Don U. Bridge, manager of the national advertising and merchandising departments of the News, will be the new advertising manager of the News. Earl Shea, manager of local display advertising will become assistant advertising manager and will continue actively in charge of the local advertising department.

Mr. Carroll, on the Pittsburgh Press, will work in the advertising department of the Press. Mr. Carroll started his newspaper career in Detroit as a salesman of classified advertising on the *Detroit News.* Later he became advertising manager of the *Bay City* (Mich.) *Times,* and from 1911 to 1913 was associated with his brother, Dan A. Carroll, Eastern representative of the Indianapolis News, in New York City.

In May, 1914, Mr. Carroll was brought to Indianapolis as assistant to O. R. Johnson, then business manager of the News. On Mr. Johnson's death he was made advertising director.

Mr. Carroll has taken an active interwill work in the advertising department. practice, and for four years was president of the Association of Newspaper Advertising Executives. He is at present a director of the Association. He is a director and vice-president of the 100,000 Group of American Cities, Inc., and is a member of the National Advertising Commission representing the A. N. A. E. in the International Advertising Association.

Mr. Bridge has been with the News more than ten years and prior to that in his youth he was a carrier boy at Newcastle and at Peru. He began work on the News as a local display salesman and his progress has been rapid, serving successfully as merchandising representative, merchandising manager, national advertising sales representative and manager of national advertising and merchandising. He formerly was circulation district manager and classified advertising salesman on the *Cincinnati Post.* Mr. Bridge is a graduate of De Pauw University. He belongs to several local clubs and is secretary-treasurer of the International Association of Newspaper Advertising Executives.

Mr. Shea began work for the News as a newsboy in 1899. He was a charter member of the News' Newsboys Band in 1900 and was a member of the organization when it won the international medal as the best juvenile band at the World's Fair in 1904. Mr. Shea then served as office boy and positions of growing importance on the News for ten years.

He became manager of local advertising on the News three years ago.

NEW A. N. P. A. MEMBERS

The *Denver* (Col.) *Post* and the *Salem* (Ore.) *Capital-Journal* have been elected to membership in the American Newspaper Publishers' Association.

AD BUDGET RAISED

A fund of $450,000, instead of $100,000 as originally planned, will be raised over a period of three years by the New York Development Association, Inc., to be used largely for newspaper space, it is announced by George A. Lawyer, of Watertown, managing director. A campaign will be inaugurated soon covering all the units in the new association. The natural resources of northern New York state will be widely advertised by the association.

30,000 WATCH SWIM MARATHON

Thirty thousand Chicagoans saw Isabelle Smith, a 16-year old girl win the *Chicago Herald and Examiner's* second annual lake marathon, with Emma Shemaitis, last year's champion, 27 seconds behind her. The marathon was held in Lake Michigan, Aug. 28. The first three to finish were given diamond medals. Of the 242 swimmers who started, 205 crossed the finish line, and all who finished received gold medals.

ADVERTISING "DADDY" ADVISES HIS BOYS

R. T. Stanton, 78, Plays Golf with Youngsters Telling Them to Work in Classified Departments to Learn Ad Business

"If I have any hobby," said R. T. Stanton the other day, "I would say it was helping boys."

Which may be the reason why Mr. Stanton, who is nearing 79, is called "Dad" by a number of prominent advertising men, some young, and others already gray. Mr. Stanton retired three years ago, after 40 years spent in advertising. For thirty years of that time he was western manager for *Century Magazine.*

Mr. Stanton plays golf with these "boys" of his, and has been known to outplay a number of younger men. If anyone asks him how to get started in advertising work, he advises them, he said this week, somewhat as follows:

"Get on a daily paper and work on the classified advertising department. If you stick it out one year then at least you've cut your eye teeth in the advertising business.

"I know of no finer discipline for the young man than soliciting classified space. The work develops wit and keeps the neophyte continually on his toes.

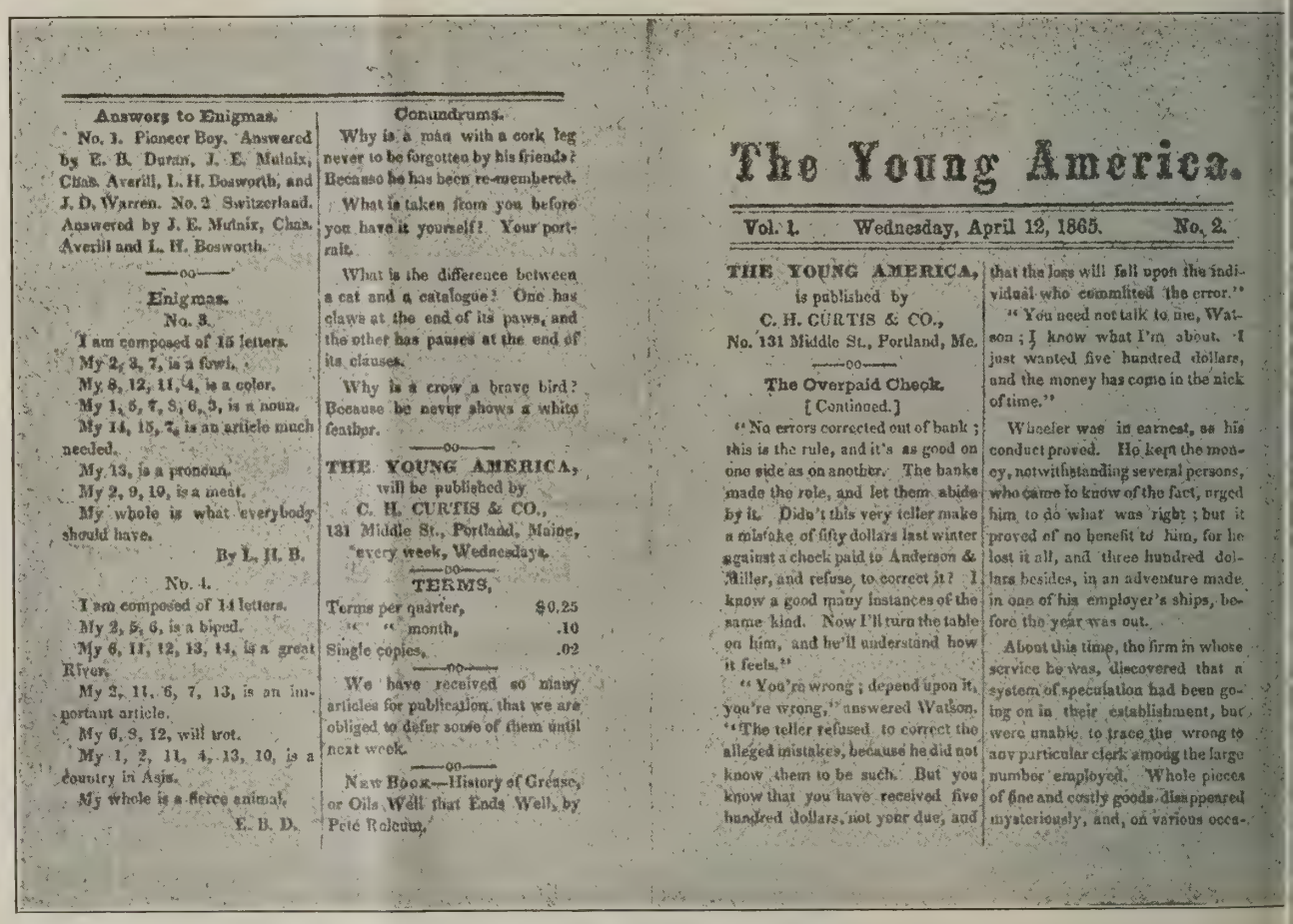
"I don't care what line of advertising the young man has in mind. Even a copy writer would profit considerably from a year's work in the classified department of a daily paper.

"It gratifies me particularly to see college men start in the business this way. There's nothing like it to take the swelling out of a fellow's head. In classified, a man is in the selling trenches and is made to know it."

Not long ago, it was learned for the first time this week, some of Mr. Stanton's "boys" presented him with a fine platinum watch. On the back of it was the inscription:

"TO DEAR DAD. WE LOVE YOU."

CYRUS CURTIS' FIRST PAPER DISTRIBUTED AT LUNCHEON



Answers to Enigmas.

No. 1. Pioneer Boy. Answered by E. B. Dunn, J. E. Mulnix, Chas. Averill, L. H. Bosworth, and J. D. Warren. No. 2 Switzerland. Answered by J. E. Mulnix, Chas. Averill and L. H. Bosworth.

Enigmas.

No. 3.

I am composed of 15 letters.
My 2, 3, 7, is a fowl.
My 8, 12, 11, 4, is a color.
My 1, 5, 7, 8, 6, 3, is a noun.
My 14, 15, 7, is an article much needed.
My 13, is a pronoun.
My 2, 9, 10, is a meat.
My whole is what everybody should have.

By L. H. B.

No. 4.

I am composed of 14 letters.
My 2, 5, 6, is a biped.
My 6, 11, 12, 13, 14, is a great River.
My 2, 11, 6, 7, 13, is an important article.
My 6, 8, 12, will not.
My 1, 2, 11, 4, 13, 10, is a country in Asia.
My whole is a fierce animal.

E. B. D.

Conundrums.

Why is a man with a cork leg never to be forgotten by his friends? Because he has been re-membered.

What is taken from you before you have it yourself? Your portrait.

What is the difference between a cat and a catalogue? One has claws at the end of its paws, and the other has pauses at the end of its clauses.

Why is a crow a brave bird? Because he never shows a white feather.

THE YOUNG AMERICA,
will be published by
C. H. CURTIS & CO.,
131 Middle St., Portland, Maine,
every week, Wednesdays.

TERMS,

Terms per quarter, $0.25
" " month, .10
Single copies, .02

We have received so many articles for publication, that we are obliged to defer some of them until next week.

New Book.—History of Grease, or Oils Well that Ends Well, by Petè Roleum.

The Young America.

Vol. 1. Wednesday, April 12, 1865. No. 2.

THE YOUNG AMERICA,
is published by
C. H. CURTIS & CO.,
No. 131 Middle St., Portland, Me.

The Overpaid Check.

[Continued.]

"No errors corrected out of bank; this is the rule, and it's as good on one side as on another. The banks made the rule, and let them abide by it. Didn't this very teller make a mistake of fifty dollars last winter against a check paid to Anderson & Miller, and refuse to correct it? I know a good many instances of the same kind. Now I'll turn the table on him, and he'll understand how it feels."

"You're wrong; depend upon it, you're wrong," answered Watson. "The teller refused to correct the alleged mistakes, because he did not know them to be such. But you know that you have received five hundred dollars, not your due, and that the loss will fall upon the individual who committed the error."

"You need not talk to me, Watson; I know what I'm about. I just wanted five hundred dollars, and the money has come in the nick of time."

Wheeler was in earnest, as his conduct proved. He kept the money, notwithstanding several persons, who came to know of the fact, urged him to do what was right; but it proved of no benefit to him, for he lost it all, and three hundred dollars besides, in an adventure made in one of his employer's ships, before the year was out.

About this time, the firm in whose service he was, discovered that a system of speculation had been going on in their establishment, but were unable to trace the wrong to any particular clerk among the large number employed. Whole pieces of fine and costly goods disappeared mysteriously, and, on various occa-

Facsimile of first paper published by Cyrus H. K. Curtis

FACSIMILES of the first paper ever published by Cyrus H. K. Curtis were handed out to guests attending a luncheon given in the publisher's honor on Aug. 22 in Portland, Me., by the Chamber of Commerce of that city. A copy of this facsimile, obtained from Julian S. Mason, editor of *New York Evening Post,* who attended the banquet, is reproduced above.

Mr. Curtis started his first paper, *The Young America,* in Portland on April 5, 1865, when he was 15. He had just resigned as carrier for the *Portland* (Me.) *Press,* where he had received a salary of $2 a week, and was working for the *Portland Argus.*

His association with newspapers had caused him to want to own one himself, an ambition which he confided to his chum, Walter Goold. They decided to start a boy's paper and the Young America was the outcome of their plans. It was to be a weekly and sell for two cents a copy and a printer had been found who agreed to print as many as 400 copies for $5.

While Mr. Curtis and his friend felt there was a crying need for a paper such as they were to publish, the public did not sense the fact. There was not the rush to obtain copies that the boys had anticipated.

This state of affairs came as a distinct shock to Walter, who was worried about getting the $5 with which to pay the printer. This point did not seem to trouble young Curtis. He made active plans to issue the second number. No publication, he reasoned, could be made successful in a single issue.

The $5 indebtedness was too much for Walter and the partnership was dissolved and young Cyrus was left as the sole mainstay of Young America, in other words its financial backer, its publisher, its editor, and as it finally turned out even its "printer's devil."

Young Curtis, however, had faith in his project and after paying the $5 debt on the first number out of his hard earned savings, he decided that the logical plan for continuing the paper was to set up his own printing plant.

With this idea in view, he went to Boston where he purchased a discarded hand press for $2.50 and he also invested in enough type to set up one page of his paper at a time. He had to set a page print it, and distribute the type four different times in order to get out one edition. The type he bought cost him $15, and, thus, when he returned to Portland he had invested $20.50 in equipment.

His determination to establish Young America was too strong to admit defeat and gradually he got it going, developed a small job printing business and made his enterprise a paying one. Its weekly income, however, was decidedly different from that of the present Curtis Publishing Company, for it netted him only $8 for each seven days.

The young magazine publisher continued to carry papers for the Argus and went to school every day during the time he published Young America. He got its circulation up to 400 copies a week and by 1866 had increased his investment in the publishing plant to $200. In that year a fire occurred in Portland on July 4, the home of Young America was burned to the ground, and the publisher was left "financially shattered."

I. R. KIRKWOOD, K. C. STAR EDITOR, DIES AT 48

Succumbs to Heart Attack at Saratoga Springs—His $625,000 Insurance Made Out in Behalf of Star Associates Insures Ownership of Paper Remaining With the Staff

IRWIN RUSSELL KIRKWOOD, 48 years old, editor of the *Kansas City Star* and majority stockholder in the Kansas City Star Company, died at 2:55 o'clock Monday morning at the United States Hotel at Saratoga Springs, N. Y.

His death was caused by a heart attack induced by hemorrhages of the stomach. He was unconscious 24 hours before his death.

Mr. Kirkwood had gone to Saratoga Springs to dispose of some fine Kentucky horses he owned.

Control and management of the star will remain in the hands of the staff. Ample provisions had been made for just such an occurrence as the death of Mr. Kirkwood with the attendant sudden marketing of 51 per cent of the company's stock.

Upon the death of Mrs. Kirkwood, Feb. 27, 1926, the provisions of the will of Mr. Nelson for the sale of the Star became effective, and Mr. Kirkwood for himself and his associates was the successful bidders for the property which was sold to him and his associates by the trustees for $11,000,000 on July 12, 1926. The Kansas City Star Company, of which Mr. Kirkwood was president, with stockholders numbering approximately 100 of the Star staff, has since been the owner and publisher of the paper.

No stock in the star is, or has been, held by anybody outside of the organization. None can be. Under the terms of the organization of the Kansas City Star Company, and by agreement with the Trustees, all stock held by members of the staff must be relinquished to the organization in the event they leave it, or upon their death. Mr. Kirkwood's stockholding will, as in the case of any other member of the company removed by death, revert to the organization for resale among the stockholders.

Realizing that the floatation of his stock might create a threat against continued staff control, Mr. Kirkwood insured his life for $625,000, making the minority stockholders the beneficiary of the policy with the stipulation that the insurance payment should be used for the purchase of the stock made purchaseable by his death.

By that foresighted provision, the stockholders of the company will find themselves the recipients of approximately $50 for each share they already own, thus with ready cash to finance the proportinate purchase of the stock he held.

Mr. Kirkwood's will also provides a period of one year for his stock in the star to be purchased by surviving members of the staff.

Irwin Russell Kirkwood came of an old Maryland family settled since the eighteenth century in Harford county in that state, where he was born Dec. 30, 1878, the son of Robert J. and Caroline Kirkwood. He was educated in private and public schools and passed his young manhood in Baltimore. He took an early interest in sports and was a member of the New York and Aiken, S. C., Racquet and Tennis clubs.

Mr. Kirkwood came to Kansas City in 1905 as a salesman for the B. T. Whipple Real Estate Company, and later was associated with Fred Hornbeck in the sale of Orient railroad lands in Texas. He afterwards formed a connection with the Maryland Land Company,

On Nov. 15, 1910, he married Laura Nelson, daughter of William Rockhill Nelson, founder of the Star.

Following the death of Mr. Nelson in April, 1915, Mr. Kirkwood became associated in the direction of the Star as representative of the trustees of the estate.

Mrs. Kirkwood left her husband a life interest in her $2,000,000 estate, which included White Pine Camp in the Adirondack Mountains, the summer home where President Coolidge passed his vacation in 1926.



The late Irwin R. Kirkwood

The $2,000,000 interest is released to the people of Kansas City by the death of Mr. Kirkwood. It is to be used to construct an art gallery under the terms of Mr. Nelson's will.

From April 5, 1924, when Mr. Kirkwood became editor of the Star, he devoted all his time to the conduct of the paper, of whose policies and purposes he had gained a deep and sympathetic insight through his association with William Rockhill Nelson, for whose great newspaper abilities and personal leadership he had the profoundest admiration and respect. His own newspaper abilities were quickly recognized and attested in April of this year when he was elected a director of the Associated Press.

Industrial and Missouri river development went hand in hand for Kansas City, in Mr. Kirkwood's belief, and he enlisted in both the project for inland waterway development for the southwest and for the industrial expansion of this city for which purpose the recent organization of the Chamber of Commerce was perfected. Mr. Kirkwood was elected a director of that organization. He conducted a wide correspondence in the interest of Missouri river development, traveled extensively in its interest and attended the gatherings of the Rivers and Harbors Congress. In these activities he was a close associate with Herbert Hoover

Mr. Kirkwood had a broad interest in the arts. He was a director of and generous contributor to the Kansas City Orchestra Association. The Kansas City Art Institute, the Horner Institute and the Kansas City Conservatory. He firmly believed Kansas City had a responsibility and an opportunity to become a cultural centre as well as a commercial capital for the surrounding territory

In 1912 Mr. Kirkwood followed Col. Theodore Roosevelt into the Progressive movement and became national committeeman of that party in Missouri. He had the genuine crusading spirit that was the birthmark of that shortlived party, and never wavered in his alliance to its ideals or in his personal admiration and devotion to his leader. He attached Col. Roosevelt to the Star as contributing editor and their association continued closely until the end of Roosevelt's life.

He was a member of the executive committee of the Roosevelt Memorial Association.

At the outbreak of the World War Mr. Kirkwood at once sought to enter the service, but was barred on account of physical disabilities. He was not satisfied with the ruling and persisted in his efforts so successfully that he finally was accepted and entered the army as a private at Camp Joseph E. Johnston at Jacksonville, Fla. Since the war he had shown an active interest in the welfare of veterans' organizations and was a member of the American Legion and the reserve officers' association. He was a major in the Officers' Reserve Corps.

The interest Mr. Kirkwood took in pure bred stock was not confined to horses, though he has been a polo player and a breeder. Pure bred stock he held to be of a fundamental value to agriculture, and the development of the stock farms at Sni-a-Bar, near Kansas City, provided under the will of Mr. Nelson, enlisted his constant interest.

The Kirkwood family came originally from Scotland and the Kirkwood farm in Harford county, Maryland, acquired by the first comers in 1735, still remains a family possession. The churchyard of the old Bethel Presbyterian Church in that county, which still stands, is marked by the memorials of these Scottish progenitors.

The surviving members of Mr. Kirkwood's family are his father Robert J. Kirkwood; a brother, Thone S. Kirkwood; a sister, Margaret E. Kirkwood, all of Baltimore, and a brother, John R. Kirkwood, of Washington.

The funeral party left Saratoga Springs, Monday night and arrived in Kansas City at 7.40 o'clock Wednesday morning. The body of Mr. Kirkwood was accompanied home by Frank C. Baker of Kansas City, who was in Saratoga Springs; Bayard Tuckerman, another close friend; members of Mr. Kirkwood's family; Roy A. Roberts, Washington correspondent of the Star, and Mr. A. F. Seested, general manager of the Star.

Funeral services were conducted at 2:30 o'clock Thursday afternoon at Oak Hall, Mr. Kirkwood's home, and, previous to his occupancy, the home of William Rockhill Nelson.

The services were conducted by the Rev. Robert Nelson Spencer, rector of the Grace and Holy Trinity Episcopal Church, in which Mr. Kirkwood was a vestryman. The church was the church of the Nelson and the Kirkwood families.

The Boys' Memorial Choir of the church, endowed by Mrs. Laura Nelson Kirkwood as a memorial to her mother, sang.

The body was borne to the William Rockhill Nelson Memorial Chapel at Mount Washington Cemetery, where lie Mr. Nelson, Mrs. Nelson and Mrs. Kirkwood.

The pall bearers were from the same group of Mr. Kirkwood' associates on the Star who were pallbearers at the funeral of Mr. Nelson in 1915, Mrs. Nelson in 1921, and Mrs. Kirkwood in 1926:

A. F. Seested, George B. Longan, H. J. Haskell, Roy A. Roberts, F. C. Trigg, E. G. Pinkham, D. Austin Latchaw. H. L. Nicolet, Earl McCollum, John T. Barrons.

At 2:30 o'clock, when the services began, a hush fell in the downtown streets. Street cars and busses of the Kansas City Railways Company stopped for a minute. Traffic patrolmen were instructed to halt other traffic for one minute. This was the city's tribute.

The presses of the Star were silent and all other activities at the Star were ceased during Mr. Kirkwood's funeral.

GEORGE HERBERT SMITH

London Reporter Who Once Lent King Edward a Pound, Dies

(*Special to* Editor & Publisher)

LONDON.—Reminiscences of the time when the late King Edward acted as rewrite man for the benefit of a reporter, who, on another occasion lent the king a pound, are recalled by the death in a nursing home near London on August 18 of George Herbert Smith, for 33 years reporter at Their Majesty's Court on behalf of the Press Association.

Soon after King Edward came to the throne he presented new Colors to a regiment. The newspapermen covering the ceremony were unable to hear a word of the King's speech, and so Mr. Smith wrote out a suitable speech and submitted it to His Majesty, who later returned it to him, in time for publication, with alterations made in green pencil. At another function the King wished to purchase a button-hole bouquet but discovered that he had attended without money, and Mr. Smith lent him a golden sovereign.

SPACE BUYER SEES IMPROVEMENT IN NEWSPAPER SOLICITATIONS

More Intelligence Being Applied in Getting Advertising Contracts—Genuine Merchandising Co-operation Landing Many Accounts

By A. J. SLOMANSON

THE majority of newspaper representatives have heretofore arranged their solicitations so that their calls to the agency space buyers would be made just prior to the advertising campaigns. Usually representatives make at least five calls on the space buyers before definitely ascertaining when the schedule is to start. It is obvious that this method of solicitation has involved a great waste of time, effort and expense on the part of the representatives. The question arises, how can more business be obtained without having to wait until the campaign is started. Of course, large advertisers arrange their campaigns at certain periods, and it is necessary that they do this in a systematic manner in order to stimulate a greater demand for their products, and thus keep up the distribution in the different cities throughout the country.

Generally there are hundreds of small advertisers who have practically no distribution, and although they have a meritorious product, are rather handicapped in obtaining distribution because of lack of capital required for selling expenses. Though it may be necessary for the small manufacturer to advertise seasonally because of the nature of the product, it is known that a definite time is not set for commencing such a campaign due to the uncertainty of the small advertiser's finances for advertising purposes. The average small advertiser's campaign is spasmodic and most space salesmen know that it requires constant solicitations throughout the year to obtain the business.

One space salesman, who represents a mid-western newspaper, approached the writer with the usual question of when the advertising of a small manufacturer would start again. Knowing that the advertiser did not have any distribution in the city in question, my reply was rather evasive as I knew the client would not begin a campaign in any city where there was no distribution, and neither would the agency recommend it. The space salesman, however, realized that he would have to report the matter to his superior, as generally space salesmen are required to keep a record of all calls made. He also knew that he would have to make periodic calls at the agency to keep in further touch with the account, and so he put on his thinking cap to determine how he could obtain the business before waiting until the client decided to get distribution in the city in which the newspaper was published. The writer was asked if a wholesaler in that city could be interested in stocking a small supply of the product, would the advertiser appropriate a sum for advertising in order to help the wholesaler procure dealer distribution. The client was consulted and the newspaper solicitor was told to go ahead and obtain a wholesaler to stock a dozen cans of the product. Naturally the local office of the newspaper got in touch with a drug jobber and submitted the proposition. The product was found to be satisfactory, likewise the discounts to jobbers and dealers, therefore a small supply was ordered by the jobber. Of course, the manufacturer supported the jobber with advertising and at the present time the article is on sale in 550 stores in the city in question. This is an example of how one space salesman did not wait to get the business.

Another salesman called to ascertain when the advertising of another product would be started, and he too was given an indefinite answer. Rather than return to the office without the business, he cogitated for a moment, then inquired whether the advertiser needed a distributor in the city the salesman represented. It happened that the client had some distribution in that city but was anxious to obtain several sales agents to keep in touch with the advertiser's customers, also to procure new business.

The writer inquired whether the salesman knew of any agents in his city who would be interested in handling the product. If this same question were asked a number of other salesmen, the statement would have been noted on the information card that evening and no further effort made to help the advertiser since there was no advertising promised. This particular salesman, however, did not just jot down some notes on his card, but wrote his home office to get the names of several sales agents who would take on the product and to report within two weeks so that the advertising agency could be notified accordingly.

The salesman did this without being promised the business and within two weeks presented a letter from his home office together with three letters from sales agents who were interested in the matter. The advertising manager of the local newspaper did not know of any sales agents who would be interested, but rather than discourage the salesman's further efforts in trying to get the business by sending an unsatisfactory report, he inserted a small display ad in the newspaper on his own initiative and thereby obtained the names of three reliable agents who were anxious to take on the product. Obviously with this kind of co-operation the newspaper was given the business.

Still another salesman calling on the writer was told it was not known when a certain campaign would commence. The salesman asked whether there was any available appropriation and was answered in the affirmative, although the client would not advertise because of lack of distribution. Then the salesman asked that if the distribution could be obtained would the manufacturer be interested. After the writer consulted the advertiser the salesman was asked to get eight leading dealers in any city to carry the product and the advertiser would run a three months' campaign, and also would send an amount of goods to the dealers on consignment. This did not obligate the local newspaper office to secure orders for the advertiser since the dealers were to have the goods on consignment. Just a little constructive persistence on the part of the salesman resulted in his obtaining the advertising schedules for eight newspapers in different cities he represented.

Just the other week another salesman called on the writer and inquired about advertising a certain commodity. In this instance the client was advertising in about 75 other cities but not in this particular city because of the high rates, also because there was very little distribution and demand for the article in the congested centers of the larger cities. The salesman, however, had expected a negative reply and came all prepared with magazine sections from recent issues of the Sunday newspaper which carried articles pertinent to the product in question. Naturally the agency space buyers cannot keep in touch with the editorial content of all the newspapers, and the fact that these articles were appearing, offered the advertiser a splendid opportunity to tie up the special editorial content with his article. Another case where the salesman did not wait until the agency or advertiser decided to start advertising in his city.

The above are merely a few examples of how aggressive newspaper salesmen are becoming and it seems inevitable that within the next decade that vigorous selling ideas on the part of space salesmen will create more advertising. The time is coming when publishers will not depend entirely on having their salesmen call on agencies and advertisers to get information concerning certain campaigns and then keep a record of them, but instead will discover ways and means to procure more business and prevent such a loss in advertising linage as is being recorded at the present time.

Newspaper publishers are known to be the agents of progress, yet there are no business men so reckless in their direct mail and present selling policies as are the publishers. Fortunately there is a new school of space salesmen developing who are determined to get more business through constructive selling methods and without wasting so much time as has been done in the past.

IVY LEE CRITICIZED FOR SOVIET REPORT

Press Agent Sarcastically Treated by Easley of Civic Federation Who Marvels at Wonders Performed After 10-Day Study

Propaganda being put out by Ivy Lee in connection with his recent visit to Russia and his efforts to obtain recognition of the Soviet government were attacked this week in sarcastic vein by Ralph M. Easley, chairman of the executive committee of the National Civic Federation.

Lee, according to Easley, spent 10 days in Moscow, obtaining so much information that he must have undergone a period of "riotous conferring." In a letter to Lee written by Easley and made public by him, the latter said:

"I am told by one who checked it up that to keep all the engagements and attend all the functions, social and otherwise, mentioned in your report, you must have abandoned for that ten-day period all ideas of eating and sleeping and spent the entire 240 hours in one continuous round of 'riotous' conferring. I think my informant was wrong. What you doubtless did was to start the Skvirsky bureau in Washington at work on your report as soon as you made up your mind to go to Russia so that upon your return Colonel Skvirsky would have it ready for you to add a few touches of local color.

"Much is permitted a professional publicity man, especially when he affects also the rôle of statesman, because of the recognized commercial motive which must dominate his every act and every word, however beautiful the rhetoric with which he may envelop the latter. But there are limits. We are told that you made a tearful appeal to the Secretary of State—and doubtless you have addressed President Coolidge and Chief Justice Taft also. Why not? They are helpless to stop the delivery of mail to themselves."

BALDERSTON BACK

N. Y. World's London Correspondent Here for Production of Play

John Balderston, London correspondent of the *New York World*, has returned to this country for the American production of his play, "Berkley Square."

The play was presented in London with considerable success. It was staged in St. Martins Theater, where it ran for five months. The Broadway opening is expected shortly. Mr. Balderston plans to remain in this country about 10 weeks.

DINNER TO ZIMMERMAN

A testimonial dinner will be tendered Alfred Zimmerman, advertising manager of the *World Almanac*, by his associates of the *New York World* at Turn Verein Hall, on Thursday evening, Sept. 8, at 7 p. m. Mr. Zimmerman leaves the World Sept. 10, to become assistant business manager of the *Plainfield* (N. J.) *Courier-News*.

REUTERS INCREASES ITS U. S.-LONDON FILE

News Service Between America and England Vastly Expanded, Says Douglas Williams — Sacco-Vanzetti Took Big Space

Douglas Williams, American manager for Reuter's Ltd., British news agency, has returned to his New York post after a 10 weeks' combined business and vacation trip in England.

While in London, Mr. Williams, at the request of Sir Roderick Jones, chairman of Reuters, instituted certain changes with a view to increasing and improving Reuter's international news service, and also held conferences with a number of British newspaper editors.

"Reuter's service from America has steadily increased since the war and today the New York office has a largely augmented editorial staff necessary to keep up the steady 24-hour flow of news now demanded by foreign newspapers," Mr. Williams told EDITOR & PUBLISHER. "Apart from general and political news, a detailed sports service is now filed while human interest and special stories, although in less demand in England than in America, are not neglected. Recently, for instance, the story of John Coolidge keeping his mother up late while he danced in a Yellowstone Park hotel with two college girl waitresses was given a big play in England, especially by the evening papers.

"The British press showed unusual interest in the Sacco-Vanzetti case, and on the night of the execution we filed several thousand words over a specially connected Western Union wire running direct into the London office. Average transmission was less than a minute. Every London morning paper, which, on the advice of Reuter's New York bureau had kept open until 5.30 a. m. (12.30 a. m., New York time), printed flashes under Reuter's credit. Subsequent dispatches detailing the execution monopolized the London evening papers."

EDITORS VISITS POWER SITES

Northern New York Group Makes Tour of Water Developments

To acquaint themselves at first-hand with the program of water-power development in the Adirondack mountain region—a matter which is becoming of a paramount interest to voters of New York state—a group of northern New York state newspaper men, mostly editors, made a tour last week of the Moose and Black River sections, visiting power plants and paper mills.

Included in the party were: Dr. R. S. Baker of the *Syracuse Post-Standard;* LeRoy E. Snyder, assistant manager of the Gannett newspapers; Roy C. Katts, assistant editor of the Gannett papers; J. Harold Slater, city editor of the *Syracuse Journal;* E. H. Cullings, editor, *Gloversville Herald;* Gardner Kline, editor, *Amsterdam Recorder;* H. W. Lee, editor, *Oneonta Star;* Paul B. Williams, editor, *Utica Press;* F. R. Champion, *Schenectady Union-Star;* A. R. Kessinger, editor, *Rome Sentinel;* V. T. Atwood, *Utica Observer-Dispatch;* Lee N. Fuller, *Watertown Times*, and F. W. Spaulding and A. B. Parker of the *Watertown Standard*.

CRITICA OPENS NEW PLANT

With the inauguration of a new seven-story building for the evening newspaper *Critica*, Buenos Aires now has four newspapers which boast of publishing equipment on a par with the leading newspapers of the northern hemisphere.

PLANNING RADIO SHOW

The first radio show in Albany, N. Y., is being arranged for the first week in November by the *Knickerbocker Press* and *Albany Evening News*. Special radio sections are being prepared in conjunction with the exhibit.

FEELING THE PULSE OF A DYING DAILY

Symptoms of Its Decline Analyzed by Prospective Purchaser—Interesting Study in the Retrogression of Once Prosperous Newspaper—Slip-Shod Methods in All Departments Uncovered

The writer of the following article is a newspaper executive of wide experience and his story is a recital of actual facts.

MY opportunity to make a two months' intensive study of this newspaper property came quite unexpectedly. It was the result of a casual visit to a city, and also the invitation of my friend, the publisher, to join him in saving his paper, already tottering on its last legs.

It was a paper that once paid an annual dividend from $75,000 to $100,000. It had been built up by the uncle of the present publisher. On the death of the uncle the paper went to the nephews, two of them. The first wound up his career as publisher with a debt of $300,000. The second nephew had just been able to keep the institution going.

The $300,000, I soon discovered, represented a new press, the cost of which with the installation ran to $100,000. An additional $50,000 represented a new home, now enjoyed under a rental of 7,000 annually, most of the money having been spent in alterations, structural improvements, etc. The remaining $150,000 was charged off to bad management in the overhead, covering a period of ten years.

The second nephew had finally managed to keep going by transferring his current indebtedness to a bonded indebtedness, and long time bank loans, but his income was still far too short to provide for his ultimate escape.

There were two other evening papers in the field, one of which was eminently prosperous. What could be done to save the situation? First of all, I made a canvass of the leading merchants and advertisers, and from them I obtained the opinion that nothing could be done. Many of them had subscribed to the bond issue, not as an investment, but as an evidence of personal friendship for the publisher. His personal standing in the community was of the highest, but his credit otherwise, made it impossible to obtain even weekly payrolls from any of the banks.

The paper itself, editorially, had been allowed to run down. It was poorly printed. It was the smallest in size. It published only a fragment of the news of the day.

Then it was that I took up my inventory of the various departments, one by one—the editorial, the advertising, the circulation, the business office, the composing room, and the press room.

The publisher was also the editor, and general manager. His staff, the smallest in town, included many oldtimers. The various salaries were those he had inherited from his brother's administration. No attempt had ever been made to weed out the deadwood, or to hire young reporters just starting in the business. The reporters were all his friends. Someone else would have to discharge the incompetent ones, he said, and I saw that here, as elsewhere, things had been allowed to drift.

The repeated intoxication of one old timer gave us a chance to hire two new young reporters for $15 each, which meant a saving of $10 a week. The old timer was discharged. The men were then told to report at 8 a. m. instead of 8.30 and 8.45, and also to write inside stories for the next day. Their output was double that of the former staff man.

The same trouble, namely, that of familiarity between the publisher and his managing editor, existed between the managing editor and his reporters. It was remedied by putting a new man on the desk, who made certain that the machines had early morning copy.

New type, that is to say new type found in old cases, was used for display heads, and all hand-set heads eliminated. Only those we could set on machines were used—that is for single column heads.

The hour for going to press was set ahead an hour, so that we were on the street first instead of last. Economy in space was obtained by reducing the depth of our display department headings; altogether, a saving of one and one-half columns. The second banks of single column inside heads were also eliminated, thus making a still greater saving in space for additional news.

Daily reports were then submitted by the managing editor showing how many columns of news, how many scoops, etc., we printed in comparison with the other evening papers.

I got something of a shock when I took my inventory of the features—comic strips, woman's page stuff, daily editorials from New York, etc. We were paying for $150 worth every week, and using about $40 worth. The good features were retained, the others summarily dropped, effecting a saving in overhead of $110 weekly. Everybody from business manager to editor had been in the habit of signing these contracts. This was stopped. Then we started three new local features by staff men.

The limited circulation was due in part, I saw, to the fact that people could buy the paper on only half the news stands. It was hidden out of sight on those stands which sold it. Newsboys in the center of the city made a practice of keeping it on the inside of their armful, never displaying it. There had been a time when there was a home delivery system, but it had been dropped.

We re-established our circulation department, home delivery, and offered tempting prizes for new subscribers in the way of dolls, dishes, books, etc.

We also started the publishing of a serial story, and these ideas, together with our new local feature columns, gave us a circulation boost of 1,000 inside the first week.

Our advertising department, laboring with other troubles, had forgotten about the need of rate cards. We had none. What little advertising we carried was for single insertion. The contract line idea had been forgotten.

Our stock market news was the worst in town, and we had no bank advertising, although probably the banks did more business with this paper, through loans, than with any other paper in the city. We had no financial news department, no real estate or automobile page.

The advertising staff had been allowed to go its own way, without any program for prospects, renewals, etc. This was remedied by 5 p. m. meetings of the staff when a comparison was made with the other papers, and a schedule prepared for the next day.

We were a union shop, but the lack of support here was noticeable. Frequently the men were rushing about for copy, or idly sitting by while the boy went to the editorial room. We at once established a reserve copy hook, so that they would be busy at all times. All that was needed was a little system.

One useless machine was sold outright for $1,000, which met the composing room pay roll for one week. New type was discovered tucked away in old cases. There was a saving in composition through the use of page mats. The men saw we meant business, and they gave us a willing hand.

We bought none of our supplies on a cash basis with the result that we paid much higher prices—from those to whom we were indebted. This was especially true of the paper situation. By buying in the open market we affected a saving annually of $8,000 on paper alone.

Economies in our salary list reduced our expense in this list $250 a week. Electric bulbs were no longer left to burn all night. Steam heat was turned off at 6 p. m.

There had been no budget of expense and income. We established one for each department—that is, the advertising, circulation, classified, etc.

Reporters, who wrote our new automobile, financial, real estate and building news were instructed to do missionary work for the advertising men.

Of all the losses in previous years, none had been bigger than that of white paper. Our paper had been sold for a cent when it was costing one and one-third cents for paper alone. Our price was now two cents, but we cut down 600 copies each night by eliminating useless returns, and a "free list."

The crux of the whole situation as I saw it was that of little or no management. This was especially true in the editorial department. Noon day meetings of business men, such as the Advertising, Rotary, Kiwannis and Automobile clubs, as well as many meetings of women's organizations were never reported by the paper.

The paper took the United Press service, but no attempt was made to use the Red Letter Advance sheets for time copy. National stories were not localized. Citizens were seldom interviewed. No attempt was ever made to build up stories of local news interest.

Incidentally, another feature established was The Open Forum, which was a success from the start. Cuts and mats were unearthed in a dust pile, and used to enliven the pages.

The previous management, or mismanagement, to put it mildly, had concentrated on the bigger department stores, so that when they cut down their space, things were in bad shape. We set about at once to build up with the smaller stores.

It was a pathetic sight altogether, including the loss of a family fortune, and it might have been prevented with a little wise foresight.

I took an option on the paper, but when I presented the complete picture to my financial backers, they said it would take too much money, with only a second place in sight in the evening field. Since then, I have wondered how many other papers in the country are facing the same plight through a lack of real knowledge, or—a lack of courage on the part of the publishers to face the truth.

IN BLACK HILLS WITH COOLIDGE



Correspondents photographed in Black Hills with President Coolidge. Front row (left to right): Philip Kinsley, *Chicago Tribune;* John T. Lambert, Universal Service; President Coolidge; James L. Wright, *Buffalo Evening News;* Carlisle Bergeron, *Washington Post;* Charles R. Michael, *New York Times.* Top row (left to right): Francis M. Stephenson, Associated Press; Paul Mallon, United Press; George Durno, International News Service; John Russell Young, *Washington Star.*

COMMITTEE CHAIRMEN NAMED BY S. N. P. A.

President Robert Ewing Appoints Leaders of Six Important Groups Within Southern Organization

Col. Robert Ewing, publisher of the *New Orleans States* and president of the Southern Newspaper Publishers Association, this week named the chairmen of the various S. N. P. A. committees. They follow:

ADVERTISING—Col. Luke Lea, *Nashville* (Tenn.) *Tennessean.*

BUSINESS AFFAIRS—John A. Park, *Raleigh* (N. C.) *Times.*

EDITORIAL AFFAIRS—Marcellus E. Foster, *Houston* (Tex.) *Press.*

LABOR—H. C. Adler, *Chattanooga* (Tenn.) *Times.*

POSTAL RATES—Urey Woodson, *Owensboro* (Ky.) *Messenger.*

LEE SCHOOL OF JOURNALISM, Washington & Lee University—Major John S. Cohen, *Atlanta* (Ga.) *Journal.*

Members of these committees who will work with these chairmen on problems of the Association will be named by President Ewing in the near future.

"BOB" DAVIS ELECTED

Robert H. Davis, writer of the column "Bob Davis Recalls" in the *New York Sun* was re-elected honorary president of the Stevenson Society of America at a meeting held at Saranac Lake last Saturday afternoon in the cottage which the celebrated writer occupied during the winter of 1887-1888.

KEY TO CONSUMER BUYING ABILITY

Statistical Rating of Mississippi Counties and Cities for Products of General Appeal, in Six Major Classes of Quality and Cost—An Original Simplified and Tested Formula from Basic Data

By NELSON H. SEUBERT

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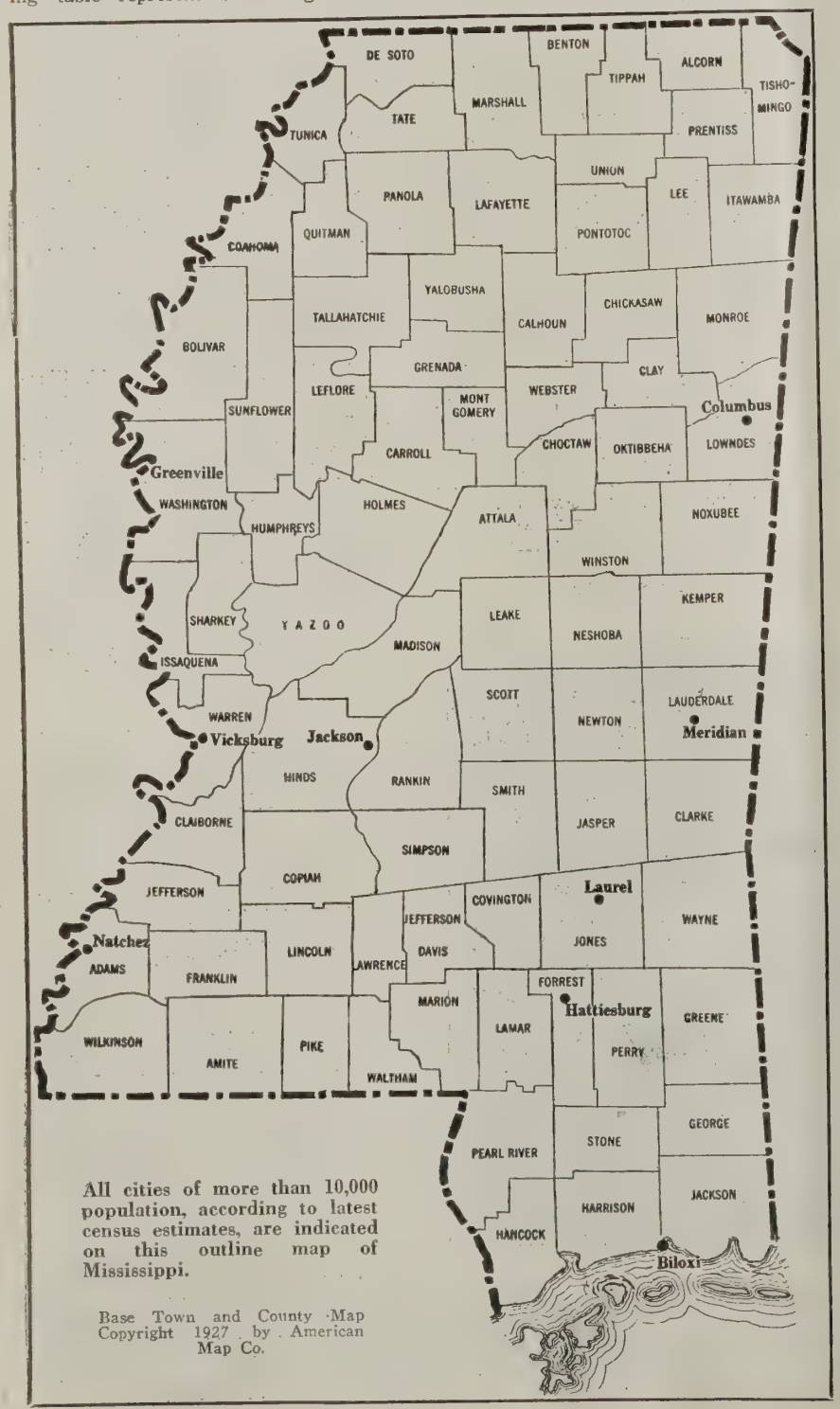
MISSISSIPPI, the 18th state to be covered in EDITOR & PUBLISHER'S current series on consumer-buying-ability, presents the fairly common picture of a large commonwealth, thinly populated in the rural districts and with no large cities to concentrate population and wealth. Its small cities, however, as shown by the chart on Page 49, are above the average for the whole country in purchasing power, according to the present formula.

Its rural districts are considerably below the U. S. average, and the state, as a whole, can be considered as possessing from 1.45 per cent of the nation's purchasing power for necessities, to fourtenths of 1 per cent of the nation's capacity to absorb luxuries.

The six columns shown in the adjoining table represent various gradations in price and quality of goods ranging from staples and necessities to luxuries purchasable principally by people whose incomes are sufficient to meet all ordinary needs and leave a surplus for extraordinary comforts and luxuries.

This survey is based upon the assumption that population and income, considered from available statistics in their proper inter-relations, will give an index to the ability of a community's members to purchase various grades of advertised goods. Obviously the one index cannot be applied indiscriminately to ability to buy a loaf of bread, a six-cylinder car, and masterpieces of period furniture. Population statistics alone might indicate the number of loaves of bread to be consumed in a certain period by a given number of people. Income, however,

(*Continued on page 49*)



All cities of more than 10,000 population, according to latest census estimates, are indicated on this outline map of Mississippi.

Base Town and County Map Copyright 1927 by American Map Co.

BUYING POWER ANALYZED BY PRODUCT CLASSES FOR MISSISSIPPI

Note: Figures below represent percentages of U. S. total carried out to four places: To use, mark off four places and insert decimal point.

Counties in bold face capitals—Cities in capitals and lower case

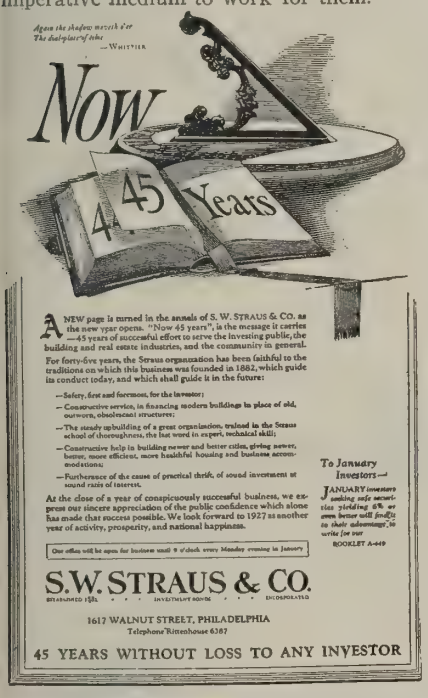
	CL No. 1	CL No. 2	CL No. 3	CL No. 4	CL No. 5	CL No. 6
MISSISSIPPI	14548	12143	9738	7333	4928	4000
ADAMS	174	158	141	126	110	92
Natchez	114	111	108	105	102	85
ALCORN	188	156	124	93	61	48
AMITE	142	114	86	57	29	19
ATTALA	186	149	111	75	38	42
BENTON	73	57	42	26	10	12
BOLIVAR	507	420	333	246	159	94
CALHOUN	125	98	71	44	17	13
CARROLL	151	119	87	55	23	28
CHICKASAW	167	136	103	72	41	26
CHOCTAW	93	74	54	34	15	10
CLAIBORNE	97	77	57	37	17	14
CLARKE	135	110	85	60	35	22
CLAY	132	107	83	59	34	25
COAHOMA	374	320	265	211	157	97
COPIAH	216	175	134	95	54	48
COVINGTON	111	88	66	44	21	16
DE SOTO	200	159	117	77	36	36
FORREST	184	174	163	154	144	146
Hattiesburg	125	128	131	134	137	139
FRANKLIN	105	84	63	42	21	15
GEORGE	42	33	25	16	07	12
GREENE	104	83	63	42	21	29
GRENADA	104	89	74	59	44	22
HANCOCK	79	67	55	42	30	33
HARRISON	294	263	232	202	171	91
Biloxi	105	94	83	72	61	33
HINDS	461	448	435	422	409	348
Jackson	225	259	293	326	360	303
HOLMES	298	247	196	147	96	110
HUMPHREYS	165	134	103	74	43	32
ISSAQUENA	57	46	35	23	12	17
ITAWAMPA	129	100	72	44	15	14
JACKSON	173	144	114	85	56	40
JASPER	147	116	85	54	23	16
JEFFERSON	119	96	72	48	25	17
JEFFERSON DAVIS	95	74	54	34	13	14
JONES	288	255	221	188	155	161
Laurel	136	132	128	124	120	124
KEMPER	146	116	87	57	27	20
LAFAYETTE	143	114	85	56	27	16
LAMAR	110	91	72	53	34	19
LAUDERDALE	367	345	324	303	282	253
Meridian	219	228	237	246	255	226
LAWRENCE	94	75	56	36	17	10
LEAKE	126	99	72	44	17	21
LEE	243	200	156	114	71	54
LEFLORE	315	279	242	206	170	171
LINCOLN	187	156	124	93	62	48
LOWNDES	213	184	154	126	97	93
Columbus	97	92	87	82	77	74
MADISON	222	185	147	110	73	42
MARION	147	122	96	70	45	30
MARSHALL	196	157	118	80	41	25
MONROE	246	203	158	115	72	69
MONTGOMERY	104	85	67	49	30	11
NESHOBA	160	127	94	61	28	42
NEWTON	155	124	94	64	33	31
NOXUBEE	178	145	111	77	44	44
OKTIBBEHA	127	103	79	55	31	18
PANOLA	210	172	134	95	57	46
PEARL RIVER	148	123	98	73	48	55
PERRY	78	63	48	32	17	23
PIKE	259	241	224	205	187	84
PONTOTOC	160	126	93	59	25	18
PRENTISS	144	115	86	57	28	19
QUITMAN	196	157	117	77	38	40
RANKIN	151	120	89	57	26	17
SCOTT	123	100	76	52	29	28
SHARKEY	122	99	77	54	31	35
SIMPSON	149	118	88	58	27	27
SMITH	120	94	69	43	17	13
STONE	56	45	35	24	13	6
SUNFLOWER	398	323	248	173	98	62
TALLAHATCHIE	320	261	202	142	83	70
TATE	146	116	87	57	27	16
TIPPAH	127	100	74	48	21	18
TISHOMINGO	129	102	75	47	20	14
TUNICA	172	139	107	75	42	43
UNION	166	133	101	68	35	36
WALTHAL	114	91	67	43	20	16
WARREN	271	266	261	254	249	193
Vicksburg	167	183	200	216	232	178
WASHINGTON	449	389	330	269	210	17
Greenville	132	130	128	126	124	98
WAYNE	127	101	75	48	22	14
WEBSTER	94	74	55	35	15	10
WILKINSON	114	91	68	44	21	16
WINSTON	150	119	89	59	28	20
YALOBUSHA	143	122	101	80	59	3.
YAZOO	320	263	206	149	92	81

FINANCIAL ADVERTISERS TELL THEIR STORY

How Banks Can Best Use Newspaper Space Explained by Ten Advertising Managers in Book Published by Bureau of Advertising, A.N.P.A.

ADVERTISING managers of 10 financial houses contribute to a book entitled "Finance and Advertising" issued last week by the Bureau of Advertising of the American Newspaper Publishers Association.

The symposium was gathered under the direction of Sam P. Judd, chairman of the Newspaper Division of the research committee of the Financial Advertisers' Association. Mr. Judd, in an introduction, answers the question of why should a bank use newspaper advertising, by the imperative assertion that "unless conditions are unusual, a bank must use newspaper advertising." Then the 10 contributors relate how they have put the imperative medium to work for them.



Typical institutional copy used in Pennsylvania newspapers by S. W. Straus & Co. This advertisement was in large size—4 columns by 180 lines in depth.

W. E. Brockman, advertising manager of the Minnesota Loan & Trust Company of Minneapolis, in the opening chapter, describes how his bank buys copy in local newspapers to sell its salesmen to prospective investors. Other contributors and the subjects covered are: Alice E. Davis, Mercantile Trust Company, St. Louis, "Putting Bank Service 'On the Shopping List'"; J. K. Waibel, advertising counsel, Continental and Commercial National Bank, Chicago, "Faith and Fashion"; I. I. Sperling, publicity manager, Cleveland Trust Company, "A Campaign for Atmosphere"; Julian M. Case, advertising manager, Dime Savings Bank, Detroit, Mich., "Reminder Ads"; F. R. Kerman; assistant vice-president, Bank of Italy, San Francisco, "Tying up with Community Copy"; F. M. Staker, manager, publicity department, Commerce Trust Company, Kansas City, "Promoting Life Insurance Trusts"; H. B. Matthews, vice-president and director of advertising S. W. Straus & Co., New York, "Selling Investments Through Newspapers"; Stewart C. Pratt, Farmers Loan and Trust Company, New York; and George Dock, Jr., advertising manager, William R. Compton Company.

Financial houses, always powerful, have it seems, discovered a new power in advertising placed in the newspapers. This medium has been found to be the "logical mainstay" of investment advertisers; a means of reaching women and teaching them the advantages of a banking connection; a medium for promoting public interest in saving; and for selling the many services which at one time were hidden within the cold marble walls of the conservative banking institution that hesitated to advertise except for the purpose of publishing complex financial statements.

By Mr. Matthews, vice-president of S. W. Straus & Co., newspaper advertising was described as "the artillery of any successful campaign to sell investments."

"It permits the dealer to put his selling appeal before the public with a clearness, a flexibility and a convincingness, which other media lack," he wrote in the Bureau's book. "Newspaper advertising lays down a barrage which not only creates good will and prestige but affords a preparation for the efforts of salesmen and direct mail which is possible in no other way.

"It may be safely said that to create confidence is the first, although far from the only, aim of effective investment advertising. Investment money is different from other kinds of money—different from that which is spent for pianos or food or clothing or toothbrushes or radio sets or any one of a thousand necessities or luxuries. It is the money which is laid by as a safeguard for oneself and one's loved ones against declining years or the rainy day which comes in most lives sooner or later. Being money which is invested, it is put out with more care, more forethought and more consideration than money which is merely spent. Therefore, the investment dealer who wishes to sell securities to the public must first imbue that public with confidence in his responsibility as a dealer and in the quality and attractiveness of his product.

"For these purposes the newspapers come naturally to hand. They permit the use of institutional campaigns designed to create prestige and acquire good will, while at the same time they are equally adapted to intensive selling efforts on individual issues of securities. Newspapers permit close co-ordination of advertising and actual sales effort. When a new bond issue is brought out, a house of national distribution times its advertising so that throughout the country its specific offering advertisement can appear on the same day in dozens or scores of newspapers all over the country in every city in which a local selling effort is being put forth.

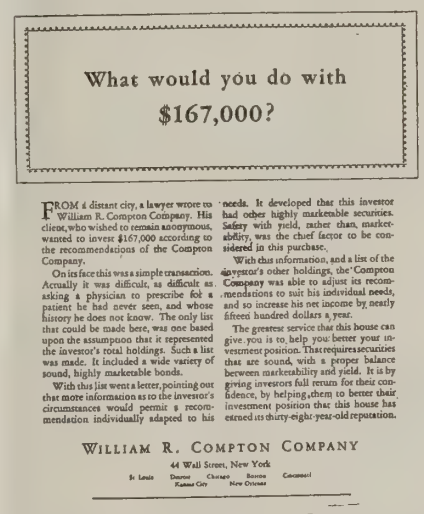
"Too, the newspaper permits continuity and frequent repetition. It allows the greatest possible flexibility in handling a sales argument, so as current market conditions change one's methods of attack and one's sales appeal may change accordingly. No delay is necessary. Newspapers are available day by day to carry the precise argument the advertiser believes to be most favorable to him in changing conditions and the precise arguments most effective in any particular locality.

"A well-known banker once said that the American people are economically illiterate, but since the war and the days of the Liberty Loan they are learning fast. Before the war the bond-buying class was estimated at some 300,000 to 400,000 people, but today practically everyone knows what a bond is and a coupon is, and the number of potential buyers which constitute the field to which the investment dealer appeals runs into many millions—numbers in fact so large as to be impossible to estimate with any degree of accuracy.

"In the work of economic education of the American people the newspapers naturally have contributed powerful aid. Particularly in their financial pages have they been of great help in raising the general standards of economic and financial knowledge of the American people.

"Here in the financial pages of the newspapers is the natural and principal market for investment securities. Here is the day's financial news. Here are the day's quotations. Here the investor naturally turns to learn what is going on in the securities market and the Stock Exchange and here indeed is created an atmosphere favorable to the investment advertiser.

"True, many newspapers—in fact, the majority—place the principal emphasis on the news columns and speculation rather than investment. The day's doings on the Stock Exchange are emphasized sometimes to too great an extent in comparison with what is printed about investment securities. The reason generally advanced is that stocks are more



This piece of copy extracted a merry laugh from a competitor and a good order from a new customer who had $167,000 invested in bonds.

colorful, more picturesque, more dramatic and more "newsy" than bonds or mortgages. This is true, and yet it is a fact that more people are interested in bonds and in mortgages—that is, presumably sound investments—than in stocks which represent speculation rather than investment.

"The history of the business of S. W. Straus & Co. in its newspaper advertising is a close parallel to that of many others. Our first advertisement, published some thirty-two years ago, was in a newspaper. In this same newspaper, one of the largest in the country, we used, for instance, space costing approximately $3,000 in 1912. This sum has increased steadily year by year until the same publication has carried space over our signature amounting to more than $50,000 a year.

"In the experience of our company as in the case of many others, the growth of our advertising appropriation has been linked closely with the development and growth of our organization until it is now an organization with offices in more than fifty principal cities. In developing each of these local territories we have relied on the local newspapers as powerful and effective media. We believe in continuity and in keeping everlastingly at it, and this continuity is carried out in all of our advertising.

"While newspapers must be the chief reliance of the investment advertiser, they should be used in combination with other media to achieve the best results. Magazines of national circulation, especially those with constructive and well-edited investment departments, are highly valuable for background, name-building and prestige-building—and in some instances valuable alike for direct sales. Direct mail, letters, and circulars form a portion of every investment-selling campaign that cannot be overlooked. Some advertisers have had good results from such media as subway, elevated, street car, or bus-card advertising, from window display and outdoor display.

By the nature of things, however, the newspaper is a medium which links up more closely with concentrated selling effort, which permits the greatest timeliness in presenting the sales appeal, and reaches the largest body of real prospects at the lowest comparative cost."

This note of the comparative cheapness of the newspaper advertising medium is also emphasized by Mr. Case, of the Dime Savings Bank of Detroit. It is his system to use small space persistently, and he has thus, he reports, achieved success. He wrote in part:

"I believe the small advertisement has a very definite place and function under certain conditions. For example, a situation where the advertiser is approaching a prolific season for sales and his appropriation does not permit the continued use of large or even medium-sized advertisements. It is important to him that he keep his name before the public as often as possible, as a constant reminder. Here seems the logical place for use of a series of small but frequent insertions.

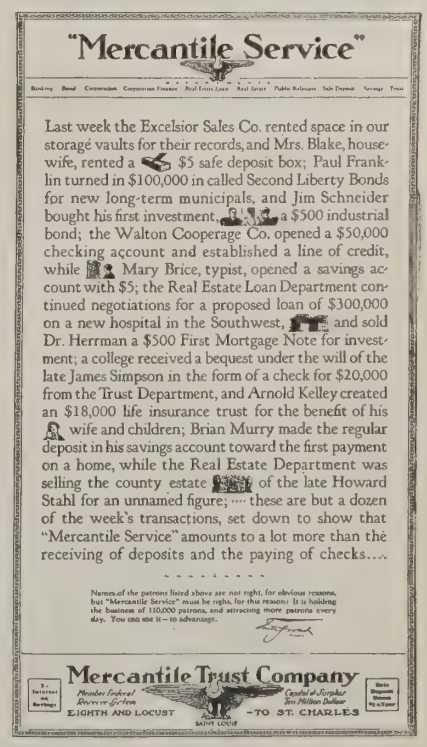
"To cite a specific case, we found ourselves in just this position a couple of years ago. It was late in December. The month had been very productive of new accounts and the approaching month offered an unusual opportunity for securing a larger number of new customers.

"Christmas Club and other holiday advertising had cut into the appropriation so that the space we could use during January was only normal. Considering the situation from all angles the logical procedure seemed to be keeping our name before the public as much as possible throughout the entire month.

"A little calculation showed that a series of three-inch single column advertisements, one each day in our three local papers, would accomplish what we desired and at no greater expense than the cost of two or three insertions of normal size.

"A series of thirty small pieces was prepared with a change of copy daily

(*Continued on page* 45)



"Our advertisements are about people because people are interested in people," writes Alice E. Davis of the Mercantile Trust Company, St. Louis.

SAYS BIG FIELD WAITS ADVERTISER WHO WILL "DEBUNK" HIS COPY

Writer Speculates on What Might Happen if Ads Told the Truth About Products They Promote—Urges "Confession" Advertising

By CLARENCE T. HUBBARD

AVIATION and advertising are not so far apart. As words, both begin with the initial letter A, the first letter of the alphabet—as actualities both have been in the process of experimentation for some time—and both are still undeveloped powers. Advertising, of course, is not quite as spectacular as aviation.

But——

In our own field we are also enjoying our little "hop offs"—some serious, some accidental, some startling, and others amusing.

Who now will pull the "Lindbergh" in the advertising world?

True Story magazine almost did it when it took an entire page in the *New York Times* and so went after the Campbell's Soup account. In advertising *to* the Campbell's Soup folks—a whole page in a newspaper soliciting their advertising for the magazine—they flew over unknown territory. It was startling, original, courageous.

The Dodge motor car with its slogan idea was another attempt. The New York banks with their "financial statements which anyone can read" as appearing in the New York theatre programs are on a brave and courageous flight. The open advertising of certain sanitary articles is an adventure in territory previously shunned.

But in advertising are we betting on the wrong horse?

Let's think about it a bit.

For years we have watched the biplane and the monoplane, but with much reservation. For cross-country and trans-Atlantic flights we "bet" on dirigible. In fact, it has been agreed for some time that we would be eventually going back and forth over the ocean, the English Channel, from New York to Florida, and other routes on airships, *but never by airplane.* The airplanes, we averred, would be all right for war scouting, or for short jumps, but never for any dependable passage. But we were betting on the wrong horse!

For years now we have been applauding the courageous originality of advertising—electrical flashes, color splashes, trellised billboards, startling copy, spectacular advertising, original advertising, courageous advertising. Maybe we've picked the wrong horse?

Some day an advertising "Lindbergh" is going to amaze us by riding the right filly—*advertising confession.*

No, I don't mean the "truth in advertising" business. That is a worthy movement all its own. I mean straight from the shoulder advertising which admits that the product advertised is, perhaps, the *second* best.

To take a paragraph from real life——

I recently listened to some field representatives of a nationally known concern discussing matters with their home office executives.

"How is Old Man Cochran doing?" inquired one of the home office men.

"Well, not so good," replied one of the field executives. "He lost his company, you know. And the other day we got a letter from him, announcing that he had taken on the Unionville Products Company."

"Why I never even heard of the company!" exclaimed the home office man whose memory served him that Old Man Cochran had once been their branch office manager but had gone into business for himself.

"Neither did I," replied the field stimulator, "but we got a letter *filled with the usual bunk* about his now having a company by which he could render real service and so forth and so on."

This average business man with his conversational reference to "the usual bunk" does not help advertising. And that reference is being made every day. Maybe I am spluttering in the wrong direction, but it seems to me that if Mr. Cochran had tried the unexplored course of sending out an announcement letter admitting that he wasn't doing so awfully good after all but that he had taken on a company which had facilities and service, and that he was trying his best to establish himself, that it would have gone over much better than "the usual bunk."

Certainly, to tiptoe a step further, if you opened your morning paper and read this—wouldn't you more than just glance?

"SECOND RATE FURNITURE—BUT WORTH THE PRICE

"Coming clean folks, that's what it really is. We sell furniture (it doesn't fall apart) for folks in medium circumstances.

"What's the good of our claiming it to be as good as the furniture bought by the four hundred. It can't be. It's good furniture for the price. That's our honest and dependable statement. It means that while it won't last a lifetime, it will give satisfaction for many years. It's worth the price—and no more."

Or this:

"NOW ABOUT OUR CLOTHES

"Our men's suits, folks, are not the best, they won't wear like Calvin Coolidge's tailor-made wearables, you can't hand them down to your grandchildren.

"But they will wear for a good solid year and look well. The material is not imported—it's made up in a New England town. They're not the world's best suits. However, for forty-five dollars, they're all for the money that you can honestly expect and that is what we are offering—$45 suits—and we are not going to say that they are $95 or $100 suits, for they are not. They're $45 suits, but there's forty-five big dollars' worth in them."

Some day this is going to happen. Some one will tell you by advertising that their house which is for sale is in need of some repair; that their oil burning furnaces do need a little attention now and then; that their cigars don't hold the ash well, but for a nickel they are a good smoke if you own an ash tray; that their heralded automobiles are good for a couple of years if you clean the spark plugs but for the money they are a fair exchange. When that day comes the dictionary dictators will be out of luck and products will be sold for what they are worth and not for what is advertised out of folks.

Advertising confession is the horse I am betting on.

GOVERNOR BARRED FROM NEWS

The name of Acting Governor Eugene Gilmore of the Philippines was barred from the news columns of Manila newspapers in a resolution passed Aug. 29 by 50 representatives of local newspapers attending a meeting of the Manila Press Association. The Governor's name is to be eliminated from the news until he has agreed to permit a daily interview, personally or through his cabinet. The Governor had refused to discuss his plans with newspaper men and had issued orders barring reporters from the offices in the Malacanan Palace.

FRANCE EXPELS WRITER

Jules Broune, Paris correspondent of Tass, the Soviet News Agency, was ordered expelled from France by the Minister of the Interior on Aug. 30. The order was based on the charge that Broune sent his headquarters exaggerated reports of recent Sacco-Vanzetti manifestations in Paris.

ANTHRACITE DISTRICT MEETING

Editors to Confer at Mt. Carmel, Pa., with Business Leaders

Editors of the various newspapers in the anthracite field have been asked to attend a meeting in Mt. Carmel, Pa., during November for the purpose of considering with merchants, bankers, and chambers of commerce the best way to win back the hard coal market and insure steady work at the anthracite mines in the future.

The meeting is largely the result of newspaper agitation in the interest of the coal industry. Editors in the coal field have also been credited with inducing the mine owners to employ newspaper advertising to help stir up the demand for hard coal again. Some of the copy has already appeared.

REAL "DETECTIVE-REPORTER"

Biscup of Tulsa World Made Special State Investigator

Having appeared as a state witness in half a dozen murder trials, and because of confessions and evidence he has obtained, Walter Biscup, reporter for the *Tulsa World,* was this week appointed as special investigator for the county attorney's office.

Byron Kirkpatrick, county attorney, said the reporter had been of great assistance to his office.

As the present county investigator is on his vacation, Biscup will make all investigations for Tulsa county.

Biscup has been the county building reporter for the Tulsa World for the past year.

KFI WANTS ADVICE ON RADIO PUBLICITY

Admits "Editor & Publisher" Criticism of Some Releases "Perhaps Justified" and Asks Radio Editors for Suggestions

Station KFI, in a note to radio editors, asks how its service may be improved, in the new publicity release which followed publication of an article "By a Radio Editor" in EDITOR & PUBLISHER recently. The note follows:

"EDITOR & PUBLISHER's recent wallop at the publicity releases of KFI and other stations was perhaps justified insofar as the two stories quoted were concerned.

"Sometimes news is slim and ideas weak and no office can turn out 100 per cent acceptable copy day after day. A captious critic can poke any front page full of holes, and applesauce has been known to flow from the most sacred of editorial pens. KFI and other stations try to furnish legitimate, fresh and interesting sidelights on the operation of a broadcasting station. Occasional failure does not and should not damn the entire system.

"Let the radio editors speak for themselves. A form card to us asking to be dropped from our mailing list will save your waste baskets. Another form card to offending stations, notifying broadcasters of material desired and material banned, would do a lot to clean up the situation.

"Can you suggest how our service can be bettered?"

"Ready Response *from* Substantial Readers" *says* Greenleaf & Crosby Co.

In These Words Florida's Oldest and Largest Jewelers Testify to the Pulling Power of Florida's Largest Newspaper



RETAIL jewelers who can build the 12-story building shown on the right must know something about advertising and advertising media. Here is what they say of the Florida Times-Union:

"We have noticed that advertising in this newspaper meets with a confidence from readers that is highly desirable for advertisers.

"A newspaper having such acceptance from its readers is sure to produce sales.

"Ready response from substantial readers contributes to the satisfactory results we have always attained through the Florida Times-Union."

The Florida Times-Union
JACKSONVILLE, FLA.

Now Ready



The Richmond News Leader
1927-28
HAND BOOK

This handbook of Richmond, Virginia is designed for Advertising Managers and Agencies, Sales Managers, Business Executives and all others who are interested in merchandising and selling in a profitable market.

In compiling this book it has been our aim and desire to gather for the busy executive in a brief yet comprehensive form those facts and statistics that will give at a glance the true condition and potentialities of this fertile market. The reader may safely accept its contents as true and authentic.

We have also endeavored to show in this handbook why The Richmond News Leader not only is given preference by national and local advertisers in Richmond, but also why it is recognized as the first medium in circulation and reader interest throughout the thirty counties (550,000 population) embodied in Richmond's trading area.

The Richmond News Leader reaches far more people and far more dollars, and has far greater coverage of Richmond and its trading area than any other newspaper in Virginia. The book also contains route lists of the various retail and wholesale outlets in Richmond . . . an invaluable aid to the sales representative when he has occasion to call on the trade in Richmond. This handbook is yours for the asking.

SEND FOR YOUR COPY NOW!

Write to Kelly-Smith Company at any of the addresses given below, or, to J. B. Keough, Atlanta, Ga., or to the Business Manager Richmond News Leader, Richmond, Virginia.

National Representatives:

KELLY-SMITH COMPANY

Graybar Bldg., New York City	Waterman Bldg., Boston, Mass.	Atlantic Bldg., Philadelphia, Pa.	Tribune Tower, Chicago, Ill.

J. B. KEOUGH, ATLANTA, GA.

Advertise to Richmond and Its Trading Area Through Virginia's Greatest Newspaper

The Richmond
NEWS LEADER

"On News Leader Square"

Covers Richmond Like a Roof

WRITERS KEEP FRUITLESS VIGILS AT LE BOURGET WAITING OCEAN HOPS

Life of a Paris Correspondent Isn't What It Was Before Lindbergh Took Off—Often Wait Till Dawn to Hear Flight Is Postponed

AVIATION, or more precisely cross-Atlantic flights, have brought a new care into the life of the special correspondent abroad. One meets a special on the streets of Paris looking pale; he comes away from a press conference at the Quai d'Orsay yawning: he has been having "a night out," but a night out at Le Bourget air field waiting for a rumor to materialize, and has spent long, trying nocturnal hours which have meant not a single line of copy.

Comes a message during the day, more generally late in the evening, that Givon, Costes, Drouhin, Tarascon or someone else is tuning up his plane and will "start tonight for sure." A straight tip, not the slightest doubt, just as it has been a straight tip without any "if" for weeks past.

A hasty meal, then an automobile out to Le Bourget aerodrome, four miles north of Paris, a long straight road from the Porte de la Villette, a whiff of a Chicago stock yard, with a turning search-light in the darkness as objective. Le Bourget field stretches away in the night. On its margin are three squat, square buildings, the official headquarters of the Commandant of the Airport, a private building belongs to an Eglish air company, and the Customs House, the upper part of which is M. Crette's restaurant.

The newspaper correspondents congregate in the restaurant. At first they are few, but soon their numbers grow, and all the important American newspapers and agencies are represented. Following them come the French reporters and the camera men. Ten o'clock, eleven o'clock, no sign of an aviator leaving. Costes is to fly from Villacoublay, near Versailles, to Le Bourget, fill up there, and be off. Givon may go on the Blue Bird, Drouhin may wheel out Miss Columbia and turn her head homeward, taking Levine. . . . Will the Columbia fly at all? Will anyone go off? Speculation is general and theories of air-currents, weather forecasts, and storm zones are discussed, air pilots, French, English and German, joining in.

As the night wears on the restaurant fills up, and mid-night brings out a crowd from Paris—sensation hunters, those who missed the arrival of Lindbergh as well as those who did not and have come for more. Soon the whole place is a babel. Here is a famous artiste from the halls, there a writer of a novel which has sold by thousands in the States. A famous violinist sits with his hat slouched over his eyes. A group of admirers surrounds a long-haired man who looks gloomily at everyone and everything out of owl-like eyes, seeking for one more thrill.

And in this crowd the specials wait and watch and work, listening vaguely to what is going on around them, but keen on the main job. Something is going to happen, someone is going to start on the big air-hike—perhaps! Here, cut off from the rest of the world by a belt of night, we have Paris in small, all sorts and conditions of humanity present themselves for study.

As the hands of the clock over the bar point farther into the night the prices of what the restaurant has to offer increase, and cups of coffee at democratic prices at nine o'clock move up to aristocratic heights by half past one. Suddenly someone calls "Hush." Conversation stops, the red haired girl in the corner breaks off half a giggle. Everyone runs to the windows and camera men look to the instruments. High up, somewhere, outside is the distant throb of an air engine. Everyone looks up, and soon a tiny light is described creeping along aloft. It comes nearer and nearer. Then there is a pop, and a spark falls from it and bursts into a green flare that floats gently downward. This is a signal, and at once the field that was a sea of darkness springs into the vision as the powerful ground lights are lit up. The moving point of light in the air draws nearer and now is four points of light floating through the air. They form a distinct square, one on each wing tip, one fore and one aft, but not a line of the plane can be seen though it is only a short distance off. Suddenly the square tilts and slides sideways down the sky to earth. It is only when the machine rides firmly along the ground that it can be recognized as a plane. The big flares are turned off, and once more it is just four lamps.

There is a run towards the machine, correspondents arriving first, press-camera men next, and cinematograph operators bringing up the rear, a weird obstacle race in the dark. The engine runs slow, then stops.

"Etes-vous Costes?"

A helmeted-head over the side of the plane shouts, "Comment?" The pilot deafened by the noise of his motor has not shaken off his deafness. Someone goes right up close and shouts in his ear;

"Are you Costes?"

"No, I'm not Costes. I'm just in from Lyons, thirty-first regiment of aviation."

"Did you fly over Villacoublay?"

"Yes."

"Notice anything?"

"All lit up, looks like something going on there."

There is a rush back to the restaurant and to telephones hidden away in nooks and corners. The best of the lot is the Associated Press private line right inside the restaurant to its office in Paris, and a man standing by the instrument can see what is going on all over the field before him. Others less fortunate can get a glimpse of the field only from the top of a ladder that is used for passengers alighting from planes.

The hubbub begins again. Newcomers now grow scarce, and as the aerodrome clock clangs out two some of the sensation-seekers give up and go home. But there is no going home for the newspapermen. Percy Phillip, of the *New York Times*, is telling a golf story with his inimitable Scotch accent, to James, who is nodding "Yes" but thinking about tomorrow's tasks. Dashiel, of the *Philadelphia Public Ledger*, walks up and down before a row of tables to keep awake. S. F. Wader, of the Associated Press, picks up the private telephone for the twentieth time, and Hal Walker, of the same organization, comes and goes with the latest from this source and that.

There is another whirr in the air, and again everyone is on the field. The small light circles overhead and then comes to earth. Once again a false alarm, just a military plane in from Nancy.

Drizzling rain begins to fall and hopes for a departure grow less, especially as the latest weather reports of conditions over the Atlantic are not promising. Dawn creeps through a wet sky, and the big aerodrome looking forlorn comes back to view. Officialdom in the main building is moved at the sight of the waiting men and condescends to give information —scarce since a plane did *not* land at Issy—"Costes will not fly."

The motor cars are cranked up, the doors bang, and the specials and the stragglers go home to Paris, while the sleepy-eyed waiter counts up tips that gladden his heart and bring his dreams of early retirement a step nearer.

"Hell, not a line of real copy," sighs the special as he tucks himself into a corner of his car. But the watch must be kept, the most tiring, uncertain watch the newspapermen abroad is called upon to keep, but there are reputations to be lost and won on Bourget field.

This is truly a mechanical age. Even public officials are frequently machine made.—*Florence* (Ala.) *Herald.*

A. E. BRAUN GIVES BONUS TO PITTSBURGH STAFFS

EMPLOYES of the *Pittsburgh Post* and the *Pittsburgh Sun*, the morning and afternoon papers acquired by the Hearst-Block interests, have been given a bonus of approximately $100,000 by Arthur E. Braun, former president of the Post and Sun Publishing Companies, in appreciation of their services.

The amount given each employe will depend on his salary at the time the papers were sold and his term of service. Office and copy boys, it is said, will receive $100. The bonus ranges from that sum up to $5,000, which will go to the head of one of the departments, who has worked on the Post for nearly four decades.

PAGE FELLOWSHIP AWARDED

Philip Hewitt-Myring, London Daily News, to Spend Year in U. S.

Philip Hewitt-Myring, editor of the "leader page" of the *London Daily News*, has been awarded the Page Journalistic Fellowship for 1927-28. He will arrive in this country shortly to spend a year here studying on various newspapers.

Mr. Hewitt-Myring has been a member of the Daily News staff since 1919. He is 27 years old. In addition to newspaper work he has written considerable literary criticism. He was educated at Eton and in 1919 became a second lieutenant in the Grenadier Guards, Special Reserve. His mother was an American, a Miss Schuyler of New York.

Thomas T. E. Cadett, the first Page Fellow to come to the United States, returned recently after working a year in this country on various newspapers, ending his tour on the *New York Times*.

INDIANAPOLIS EDITOR BEFORE GRAND JURY

Boyd Gurley Testifies in Continuation of Political Probe Started by Thomas Adams of Vincennes

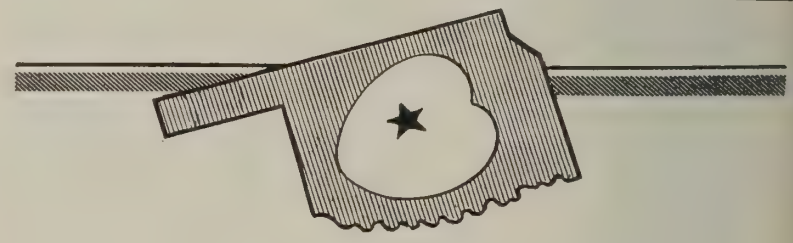
(*By Telegraph to* EDITOR & PUBLISHER)

INDIANAPOLIS, Ind., Aug. 31.—Boyd W. Gurley, editor of the *Indianapolis Times*, and James W. Noel, an attorney, Tuesday appeared before the Marion county grand jury which is investigating charges of political fraud and corruption in Indiana. It is thought the men were called to testify in connection with a story published in the Times several weeks ago which charged that Governor Ed Jackson, while secretary of state in 1923, offered Governor Warren T. McCray $10,000 and a guarantee of immunity from prosecution if he would name James E. McDonald prosecuting attorney of Marion county to succeed William P. Evans, McCray's son-in-law who resigned when the Governor faced trial for using the mails to defraud.

Ex-Governor McCray was paroled from the Federal penitentiary at Atlanta, Ga., today after having served three years and four months of his ten year sentence. Mr. Noel was McCray's attorney in the trial.

Both the Times and the *Indianapolis News*, after publication of the charges in the Times story demanded that Governor Jackson disprove them or resign. Up to the present Jackson has refused to comment.

Gurley has taken an active part in the political probe, which is now in its eleventh month. The present grand jury is the third one to investigate charges made by Thomas H. Adams, editor of the *Vincennes Commercial*, that D. C. Stephenson, former Indiana Klan leader now serving a life sentence in the state prison for murder, controlled the affairs of the state from 1922 to 1925. More than 200 witnesses have been questioned.



Twelve months ago the circulation of the Daily Oklahoman and Oklahoma City Times was 140,000—of the Sunday Oklahoman, 83,000.

Today, 151,000 prosperous Oklahoma homes receive a copy of the Oklahoman or the Times. The Sunday Oklahoman has climbed to 91,000.

This indicates a traditional habit of new residents in Oklahoma City to subscribe to the biggest two newspapers in the State.

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Represented by E. KATZ SPECIAL ADVERTISING AGENCY, New York, Chicago, Detroit, Kansas City, Atlanta, and San Francisco

Announcement

NEA Service is now issuing a twelve-page magazine section. Front cover is in four colors. Back cover is in two colors. First release will be for November Sixth.

If you are interested in magazine pages you'll want NEA quality. Write or wire for further details and reservations.

NEA Service, Inc., Cleveland, Ohio

The World's Greatest Newspaper Feature Service

CHAMPION SPARK PLUG WINS FIGHT AGAINST PIRATING IN JAPAN

Suit Brought Under International Trade Convention Clears Market of Fraudulent Goods—Apology Published by Infringers in All Dailies

PIRATING of American trade-marks and their application to goods of inferior quality has met a setback in Japan, according to reports which have just reached this country of a victory obtained by the Champion Spark Plug Company, of Toledo, Ohio, over a number of manufacturers and dealers in Tokio, Nagoya, and Osaka.

Last Spring the Shanghai agent of the Champion Company discovered a sample plug retailing in Shanghai for half the price of the Champion's plug, of which it was a good imitation. Container, guarantee and advertising matter differed from that accompanying the genuine plugs only in the misspelling of several words. Investigation by C. F. Cahusac, patent attorney at Tokio, and C. Stillwell of his staff, located the manufacturers in Nagoya and selling agencies in Tokio and Osaka. Suit was instituted May 5, the manufacturers being charged with misrepresenting the place of origin of the goods and fraud in the use of another party's trade name and place of manufacture, the action being taken under the International Convention regarding fair competition. The Japanese court at Nagoya announced that it would prosecute the accused under the fraud statutes of the national criminal code.

Two days after suit was instituted, the accused requested arbitration. The request was disregarded and the dealers, anxious to avoid publicity, organized a meeting at Nagoya and agreed after a 36-hour conference to surrender all their imitation goods to Mr. Cahusac.

Steps were also taken, pending trial, to impound the stocks of the Daiichi Jidesha Kumiai, Nagoya, the manufacturers, and the Iwayama Shoton, Osaka, a large wholesale house which had exported the illicit product. Seven principals of the factory when brought to court for preliminary hearing attempted to influence the court in their favor, but the public procurator, W. Ichihara, declared that he would prosecute to the extent of the law, saying that the defendants had given no thought to Japan's good name abroad.

The defendants then published in all of the Japanese dailies, and in two English-language papers as well, an apology over their own signatures and with the dealers deposited 10,000 yen in cash to be held for a year by the Champion Company as security for future good behavior. The terms upon which the dealers escaped prosecution were included in an agreement between Mr. Cahusac, representing the American firm, the Japanese manufacturers, and the retailers, the gist of which follows:

1. The Champion Company agreed to withdraw its criminal suits against the manufacturers and dealers.
2. It also agreed to waive all claims for damages, except as provided below.
3. The manufacturers and dealers agreed to deposit 10,000 yen to the credit of the Champion Spark Plug Company for one year, to be forfeited if the agreement was broken in any particular.
4. The manufacturers and dealers agreed to make a public apology at their own expense in five papers in Tokyo, two in Nagoya, two in Osaka, and one in Kobe.
5. The manufacturers and dealers also agreed to deposit 2,000 yen with Mr. Cahusac to defray preliminary expenses that might be incurred if the agreement was broken.
6. The manufacturers and dealers agreed to turn over to the Champion company's attorney within three weeks all spark plugs in stock in Nagoya, Osaka, Tokio, and Yokohama, and to make every effort to obtain all such plugs from other places.
7. The manufacturers and dealers agreed that 5,000 yen would immediately become forfeit if either of them defaulted on the agreement and that the entire surety would be forfeited if both defaulted.
8. The Champion Company agreed that the dealers would not be discriminated against in respect to handling genuine Champion plugs.
9. The manufacturers and dealers agreed that the Champion Company should immediately publish at the expense of the infringers any infringement of any article of the agreement.

The *Kobe Herald,* commenting editorially under the head "Trade Piracy," said:

"These efficient proceedings were necessarily costly, five attorneys being engaged in addition to the legal representatives of the complaining company, but the point gained is a valuable one. It is a victory for honest trade, a heavy blow to a class of unscrupulous industrialists and traders in Japan whose activities for many years past have brought the whole country into disrepute commercially. For years foreign manufacturers have been putting up with such abuses on the assumption that they could not be stopped, but a British patent attorney has at last put an effective stop to one glaring case of infringement, and there are others.

NEWSPAPER MAN CONVICTED

W. W. Edwards, southern newspaper man, was convicted Aug. 27 in Asheville, N. C., of attempted blackmail and given a suspended sentence by Judge R. A. Nunn. In a letter to Wallace B. Davis, local banker, purporting to come from an Italian radical, Edwards had demanded $500 on threat of dynamiting the banker's home.

PROPOSES PACIFIC CONFERENCE

Dean Walter Williams Suggests 1928 Meeting in Tokio Speech

Dean Walter Williams, of the School of Journalism of the University of Missouri, outlined plans for a Pan-Pacific Conference of newspaper men in an address on Aug. 5 before the International Journalists' Association of Japan, Tokio.

Though Pan-Pacific conferences are numerous for educators, economists and scientists, this will be the first conference of journalists on exclusively Pacific coast problems, Mr. Williams said. In explaining the purpose of his journey to Japan and China, Mr. Williams said that he was authorized by the Pan-Pacific Union, and by the Press Congress of the World, of which he is honorary president, to sound out the journalists of Asia on the proposal of a Pan-Pacific conference of newspaper men, and to make preparatory arrangements.

The conference would be held at Honolulu in July of next year under the auspices of the Pan-Pacific Union and would last either for a fortnight or a month. Representative journalists from each of the nations bordering on the Pacific would participate.

RALEIGH TIMES WINS $60,000 LIBEL SUIT

Editorial Calling Fundamentalist Pastor an "Immigrant Ignoramus" Was Not Libelous, Southern Jury Decides

North Carolina's first evolution trial, a consolidated libel action for $60,000, brought by Rev. Dr. James R. Pentuff, Baptist clergyman of Concord, against Publisher John A. Park of the *Raleigh Times,* and former editor Oscar J. Coffin, has been won by the defendants.

Twice this controversy, growing out of the Poole bill to prevent the teaching of evolution in state-supported schools, has been in the state courts. The Times, its publisher and its editor were sued in October last, but Judge A. M. Stack presiding at that trial non-suited the plaintiff, Dr. Pentuff, on the ground that the editorial animadversions upon him did not constitute a cause of action.

Dr. Pentuff speaking on the Poole bill before the 1925 general assembly, was characterized by Editor Coffin as an "immigrant ignoramus," as "unmannerly in debate" and "uncharitable in his conduct toward members of his denomination." The editorial assault on the cleric was twice made.

When the several anti-evolutionist organizations in the summer of 1926 undertook to elect a legislature which would outlaw evolution, Dr. Pentuff entered the fight and came to Wal county, 25 miles from Raleigh, where h lectured on the subject of evolution ar his meetings pledged war on the evo lutionists. It was here that Editor Coff twice attacked him and twice was sue with his associate Mr. Park.

The supreme court sitting on the fir litigation reversed the judgment of th October court and held actionable pe se the words of the Raleigh Time Nevertheless, the newspaper men wer to trial Aug. 25, and without offerin testimony, reiterated their allegation against the minister. The paper refuse to print a retraction and to avail itself o the libel laws mitigating damages. Witl out putting on its own witnesses, th paper went to the jury after having re peated its charges against the clergyma and in two hours it won a verdict hold ing that its words assaulting the ministe were true and that the damage to h character was exactly a cipher.

Newspapers of the state regard th victory as far-reaching. The supreme court opinion reversing the lower cou was based on the holding that the word used were of peculiar damage to th minister by virtue of his profession. Th Raleigh Times under this handica rested its case a second time and truste to an unknown jury 150 miles from th home of the paper, and neighbors to th preacher, to sift the evolution from th lawsuit.

The libel action for $60,000 was, o course, based on the editorial attack; bu the assault was predicated on the minis terial incursion into Wake county politic for the purpose of organizing the count and others against state institution teaching the regular course in biology The arguments before the Cabarrus jur were almost solely religious. The jur was asked to punish "the high priest o infidelity" and to set down with th weight of much gold, "the oligarchy a the University sending out the deadlie poison to young people."

It is a victory that very few people i North Carolina thought possible to wi The testimony began August 25, ende on the evening at 7:30 and the jur agreed at 9:30. Judge Thomas B. Fin ley presided.

MAGNETIC PLAYER BOARD
for
WORLD SERIES

Now Leasing—One Hundred to One Hundred and Fifty Dollars

Play the game in front of your building or in public park or square

Supply limited—Wire today

Standard Magnetic Baseball Player Board Corp.,
George H. Reynolds, Treas. New Bedford, Mass.

Distinctive Advertising

THE almost universal demand for more distinctive more attractive and more effective newspaper pages is being met with the Ludlow—the simplest and most practical system for setting ads and heads.

Besides saving time and money, the Ludlow assures bright, new type in slugs, delivered on the galley in unlimited quantities, as needed. With the Ludlow you can cast, without machine or mold changes, any size face up to full-width 72 point upper and lower-case, and even 84 point caps.

This explains why newspapers of every size the world over are setting their news headings, feature headings and advertising display with Ludlow faces.

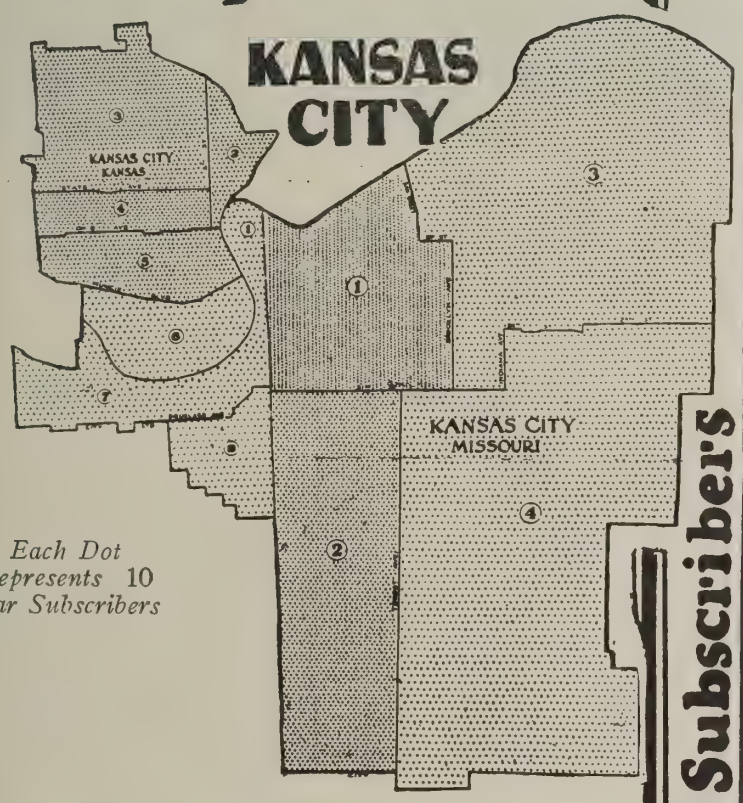
Complete facts about the Ludlow of today and what you can accomplish with it in your plant will be gladly sent on request.

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago, Ill.

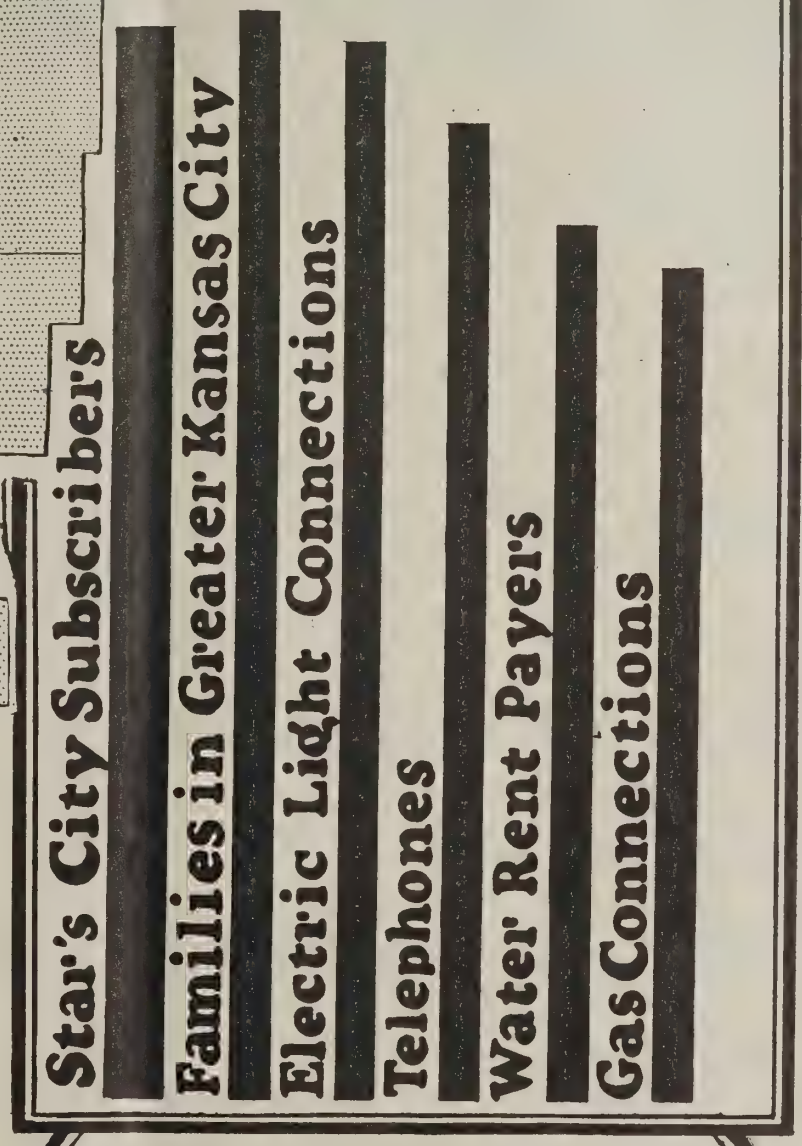
Boston: 470 Atlantic Avenue
New York: 63 Park Row
Atlanta: 41 Marietta Street
San Francisco: 5 Third Street

PRINCIPAL DISPLAY LINES SET IN LUDLOW CAMEO

complete coverage of Kansas City!



Each Dot Represents 10 *Star Subscribers*



THE chart and map on this page tell a story of circulation coverage which reflects an unusual condition.

The Kansas City Star possesses the quality of appealing to the masses as well as to the classes.

So broad is The Star's scope of service, so manifold are its uses to the business men of Kansas City and its territory that The Star is an integral part of the city's social and commercial life.

Star's City Subscribers (evening)	**144,496**
Star's City Subscribers (morning)	**139,153**
Star's City Subscribers (Sunday)	**139,788**
Families in Greater Kansas City	146,341
Electric Light Connections	143,542
Telephones	132,383
Water Rent Payers	120,122
Gas Connections	115,150

(Figures and Circulation as of July 1, 1927.)

TOTAL Net Paid Circulation (July Averages)

Evening 242,705 **Morning 238,441** **Sunday 279,162**

THE KANSAS CITY STAR

New York Office
15 East 40th St.
Lexington 10122.

Chicago Office
1418 Century Bldg.
Wabash 1067.

STATE PRESS FIELD SECRETARIES AT DETROIT CONVENTION



Delegates to the annual meeting of the Association of State Press Field Secretaries in Detroit last week included (left to right): Len W. Feighner, Nashville, Mich.; Henry Z. Mitchell, Bemidji, Minn.; C. M. Meredith, Quakertown, Pa., president of the National Editorial Association; Charles Spatz, Boyertown, Pa.; B. Arp Lowrance, Charlotte, N. C.; Wil V. Tufford, Clinton, Ia.; secretary of the Inland Daily Press Association; Jay W. Shaw, Elmira, N. Y.; J. S. Hubbard, Columbia, Mo.; Herbert C. Hotaling, St. Paul, Minn., secretary of the National Editorial Association; L. J. Ball, Toronto, Ont.; Herman Roe, Northfield, Minn.; Sam S. Haislet, Minneapolis; Harry Porte, Salt Lake City; Elmo Scott Watson, Chicago; O. W. Little, Alma, Kan.; Erwin Funk, Rogers, Ark.; Edwin A. Bemis, Littleton, Colo., president of the association; J. W. Weir, Elkins, W. Va.; John L. Meyer, Milwaukee; E. F. Tucker, Denison, Ia.

NOVELIST DENIES N. Y. STIFLES TALENT

Playwright Says Writers Get Bogged Down in Newspaper Work—Bromfield Wrote 5 Novels in Spare Time

The question of whether New York stifles or stimulates the ambitions of young people with writing talent was argued this week by two Pulitzer prize-winners. Paul Green who won the play prize with "In Abraham's Bosom" took the negative view in an interview appearing in *McClure's Magazine.*

"I have seen dozens of young men strike out for New York to express their souls," he was quoted as saying. "But before they can do any expressing they have to eat, so they get a job on a newspaper or in an advertising office, intending to do their writing on the side. Time goes on, the job looms larger and expression dwindles. Perhaps, in the first spasm of ambition, they publish one thin volume entitled, 'Song of My Soul,' and are never heard from again. Greenwich Village and Times Square have gobbled them up.

"If I had to stay in New York my pen would run dry within the year. And if I wrote to please the New York critics—God help my work!

"Stay at home, read books, ignore artifical standards and keep a steady job. Those are my precepts for the youngster who wants to write. Art pursued eight hours a day is likely to run thin. If you have a steady job you can write when you really have something to say and stop when you haven't."

In an interview in the *New York Evening Post,* Louis Bromfield who also won a Pulitzer prize with his novel "Early Autumn" answered Green's statements.

He declared that his jobs in New York had given him invaluable experience. Born in Ohio, Mr. Bromfield began work as a newspaper man in New York after the war, in which he saw foreign service.

"I began on the City News Association, then went to the Associated Press, then to *Musical America,* and after working with Brock Pemberton, the producer, I became advertising manager for a publishing company," Mr. Bromfield said.

"During the time I held these jobs I wrote five novels, submitted the fourth and fifth for publication and had them published. After the second was published I was well enough off to chuck the jobs and devote all my time to writing.

"It probably takes an iron constitution to work at a job in New York and write on the side, but it gives one invaluable experience. The more experience a writer has with life in general the better off he is. Life in New York is as much life as anywhere, and perhaps a little more so.

"This talk of New York ruining an author is the bunk. If it is in a fellow to write, he'll write whether he is in an Arizona desert or a small town boy in a big city.

"The worst part about New York is getting to know too many people, but of course that comes at the other end, when you are established, and then you can go to Europe to do your writing."

Robert Bridges, editor of *Scribner's Magazine,* declared that while it is true that living in New York is harmful for some writers, yet "a great many men have found it a most exhilarating adventure, with fine friendships and associations that could not be had in smaller towns."

NEWSPRINT SURVEYED BY CANADIAN BANK

Report of Institution Insists There Is No Serious Danger of Overproduction—U. S. Consumption Increased at 7 Per Cent Rate

A report of a survey made of the newsprint situation by the Canadian Bank of Commerce and made public in Toronto last week insists that there is no serious danger of over-production and discounts previous warnings in that direction.

Operation has been at about 85 per cent, of capacity, a decline of about 10 per cent in comparison with last year's record, it is pointed out, but, with the new mills brought into operation and the additions to existing plants, production during the first six months of this year has been 102,000 tons more than the corresponding period of last year. The shipments during the last half year were about 90,000 tons in excess of those in the first six months of 1926, mostly to the United States, which absorbs about 90 per cent of the Canadian production.

"Consumption in the United States during the past few months has increased, and," the survey goes on, "as previous experience has shown that a larger quantity of paper is used in the latter part of the year, the normal rate of increase, about 7 per cent, is likely to be maintained, although, of course, it probably will be much below the abnormal rate of 18 per cent recorded in 1926.

"The United States mills curtailed production by about 9 per cent, and further reduction is expected. In Newfoundland production was increased by 40 per cent, to 118,600 tons, and in Mexico by 23 per cent, to 7,600 tons, making a net increase for North America of 4 per cent, which is less than the average rate of increase in consumption in the United States. Imports of European paper into the United States usually form only about 5 per cent of the total consumption, but in recent months shipments by Scandinavian countries have doubled, and have been sold at prices below those of the Canadian product. The Scandinavian paper, however, is not of as good quality as that made here, and generally it does not meet the requirements of American publishers, who, in recent years, have become particular about the grade of paper they use."

Our Customers Write Our Ads

Jackson, Miss., Daily News Says—

"We have never had a serious delay or accident of any kind in five years' operation of our 24-page DUPLEX TUBULAR press."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

A. B. C.

Statement for year ending June 30, 1927,

29,049

Twice the circulation of any other newspaper in

ALTOONA

Many local merchants use the Mirror exclusively and practically all national advertisers.

The ALTOONA MIRROR
ALTOONA, PA.

Business Direct **Fred G. Pearce, Adv. Mgr.**

BUY ONCE---and you've bought *EVERYTHING!*

NEWSPICTURES---Always First. Daily from New York and Cleveland and spot coverage by radiophoto, telephoto, airplane and fast mail from auxiliary plants in every section of the country.

COMICS---"Boots and Her Buddies," "Freckles and His Friends," "Mom'n Pop," "Our Boarding House," "Out Our Way," "Salesman Sam," "Wash Tubbs," "Little Joe," "Flapper Fanny," "Book of Knowledge" strip, "Jack Lockwill's Adventures" for boys, bedtime story and color picture.

SPORTS---Complete page headed by Billy Evans, Werner Laufer, Bob Matherne, Jimmy Powers and special writers, covering the entire realm of sport. Splashy art every day.

FOR WOMEN---Complete page containing those famous "Ethel" drawings, Allene Sumner's "The Woman's Day," Olive Roberts Barton's family editorials, Hortense Saunders' interviews with feminine leaders, Betsy Schuyler's "400" fashion letter, Germaine's Paris letter, Julia Blanshard's helps to housewives, Sister Mary's recipes, Anne Austin's "Saint and Sinner," splashy style illustrations, house plans, beauty articles and stories about prominent women.

PAGE ONE---Every day from Cleveland and New York a feature spotlight on the current news, or T. N. T. matter anticipating the news (Tomorrow's News Today).

FICTION---Prepared especially for newspapers, with Ernest Lynn and Anne Austin showing the way.

EDITORIAL---Don Wootton's cartoons, Gilbert Swan's New York letter, Dr. Morris Fishbein's health article, Rodney Dutcher's Washington letter, editorials, paragraphs, The Book Survey, New York stage letter, Dan Thomas' news of Hollywood, travel articles, world of science and nature.

FOREIGN---The only blanket service with its own cameramen and correspondents throughout the world, headed by Milton Bronner in London and Minott Saunders in Paris.

GENERAL---Intelligence tests, cross-word puzzles, radio programs, weekly auto page, weekly farm page, weekly radio page, Sunday School lesson, weekly page of justifiers, fillers and humor, Bible quotations and "daily thoughts," justajingles.

SNAP!---Monthly magazine for and about newspaper folk.

PREPAREDNESS---Comprehensive annual morgue of those in the public eye, here and abroad. Special services before every championship athletic event. Preparedness for conventions, holidays, trials and every important event that can be anticipated.

FAR WEST---Regular service from San Francisco for Pacific Coast clients and protection for all clients on events of national importance.

All of the above goes regularly to full service clients of NEA Service, Inc., WITHOUT EXTRA ASSESSMENT, at a rate based on circulation. It furnishes an editor with EVERYTHING he needs beyond local news and wire report.

FULL PAGE COMICS available in four-page ready-prints, containing eight comics by eight different artists, in color mats and in black-and-white mats.

MAGAZINE PAGES now prepared on a regular schedule, in four colors and in black-and-white, containing America's best newspaper art and edited by magazine experts.

NEA Service, Inc., Cleveland, Ohio

The World's Greatest Newspaper Feature Service—Backed by 34 Years' Experience

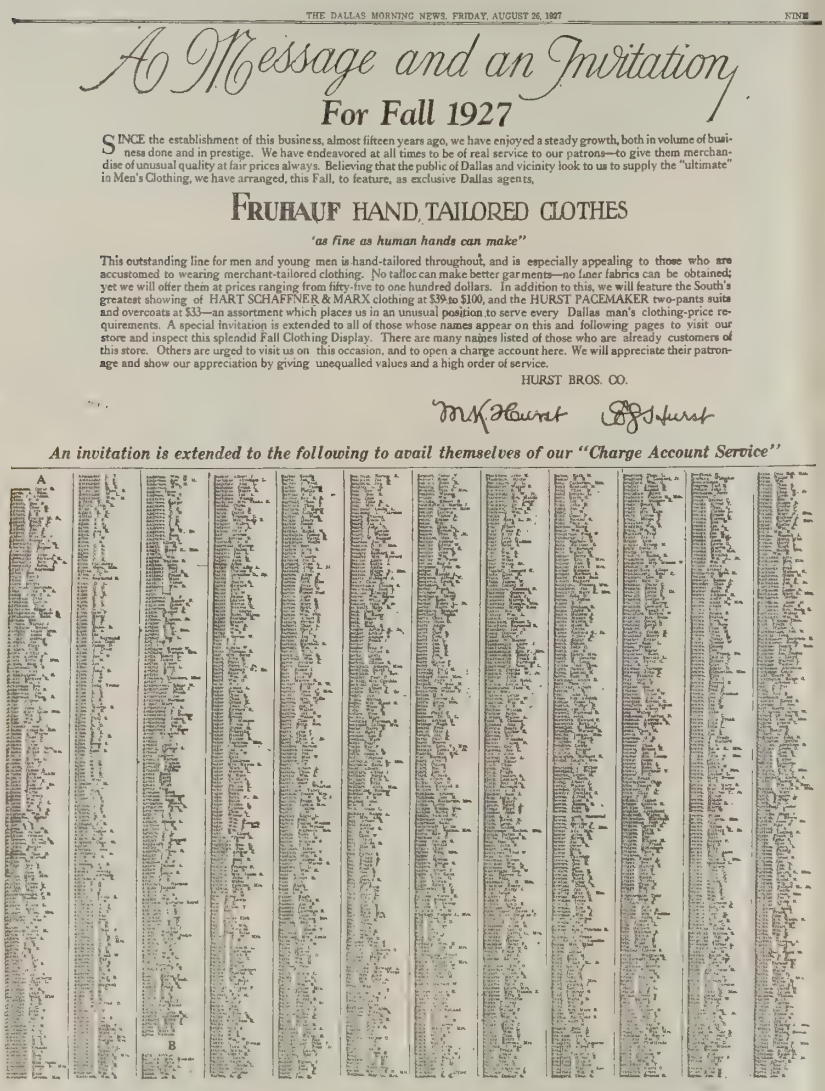
STORE INVITES NEW CHARGE ACCOUNTS IN SIX-PAGE NEWSPAPER AD

Copy in Dallas Newspapers Includes 18,000 Names, Set Directory Style, of Local People Clothier Wants on His Books—Reaction Favorable

(*By Telegraph to* EDITOR & PUBLISHER)

DALLAS, Tex., Aug. 31.—Announcing the opening of the fall season and the acquisition of several new lines of merchandise, Hurst Bros. Co., retail men's clothiers, of Dallas, last week published a unique advertisement, occupying six full pages.

The idea originated with W. S. Loring, a Dallas advertising man who represents a number of large local concerns in several lines of business, and who has charge of the Hurst Bros. advertising.



THE DALLAS MORNING NEWS, FRIDAY, AUGUST 26, 1927 NINE

A Message and an Invitation

For Fall 1927

SINCE the establishment of this business, almost fifteen years ago, we have enjoyed a steady growth, both in volume of business done and in prestige. We have endeavored at all times to be of real service to our patrons—to give them merchandise of unusual quality at fair prices always. Believing that the public of Dallas and vicinity look to us to supply the "ultimate" in Men's Clothing, we have arranged, this Fall, to feature, as exclusive Dallas agents,

FRUHAUF HAND TAILORED CLOTHES

"as fine as human hands can make"

This outstanding line for men and young men is hand-tailored throughout, and is especially appealing to those who are accustomed to wearing merchant-tailored clothing. No tailor can make better garments—no finer fabrics can be obtained; yet we will offer them at prices ranging from fifty-five to one hundred dollars. In addition to this, we will feature the South's greatest showing of HART SCHAFFNER & MARX clothing at $39 to $100, and the HURST PACEMAKER two-pants suits and overcoats at $33—an assortment which places us in an unusual position to serve every Dallas man's clothing-price requirements. A special invitation is extended to all of those whose names appear on this and following pages to visit our store and inspect this splendid Fall Clothing Display. There are many names listed of those who are already customers of this store. Others are urged to visit us on this occasion, and to open a charge account here. We will appreciate their patronage and show our appreciation by giving unequalled values and a high order of service.

HURST BROS. CO.

M K Hurst S J Hurst

An invitation is extended to the following to avail themselves of our "Charge Account Service"

A

B

Eighteen thousand citizens of Dallas saw themselves listed as desirable charge account prospects for a clothier, who aimed to capitalize the interest people exhibit in newspaper mention of their names and affairs.

This announcement was published in the *Dallas Morning News* and in the *Evening Times-Herald*. Approximately 18,000 Dallas people were invited by name to open a charge account at the Hurst store. These names were arranged in directory style, being set in agate type in seven columns, alphabetically, and with twelve columns to the page. On the first page about a third of the space was occupied by an explanatory announcement, the balance being devoted to names, and the balance of five pages were devoted entirely to names, with the exception of a small space, about four columns by nine inches, which was used to exploit merchandise.

No reference was made on these pages to the purpose for which the names were published, a line being carried at the top of each page stating that those whose names appeared thereon could obtain full information by referring to page nine, where an invitation was extended to inspect the fall displays and to open a charge account with the store.

The effect of the advertisement was most favorable. It secured instant attention, and was closely observed by all readers of the papers in which it was published.

In commenting upon this advertisement, he said:

"It has come to my attention so many times that people like individual mention, that I have often wondered how it would be possible to personalize a newspaper announcement. A few years ago I published a page advertisement for one of my clients, an automobile dealer, containing a list of the local owners of his make of car. Inadvertently a few names were omitted, and much to everyone's surprise, we received letters and telephone calls from these persons asking why they had been overlooked.

"Others whose names had been included, acknowledged the fact, and seemed much pleased that their names appeared on the list. Then, too, I have never known it to fail that newspaper reports containing names of those attending special meetings, banquets, etc., are closely scanned, and have been told by acquaintances frequently that they noticed I attended such-and-such an affair. So it is a natural conclusion that a list of printed names has an attraction for a large number of people. From these experiences, I conceived the idea that a retail store would attract a great deal of attention by inviting people known to be good credit risks, to open an account, and to publish their names. Naturally, accounts being carried by the store would be included.

"The unfavorable reaction, if any, would come from those whose names were omitted—but these would not be doing business with the store. The many thousands whose names were included, and who were not already customers, would unfailingly be complimented, and thus the good effects would so far outweigh the bad, that the results as far as the store was concerned, would be very satisfactory.

"This is the theory upon which the plan was based, and the results to date seem to warrant us in believing that it is the correct one. We have had a very large number of compliments—busy men of affairs have taken the time to write us, thanking us for having included their names. We have also had a number of inquiries as to the reason for some names being omitted, but we are always able to explain the cause of the omission, and receipt of such an inquiry gives us a splendid opening to solicit a new account, if it proves to be a desirable one.

"There is no bad reaction to the store, or to the newspaper, in publishing such a list of names, as nothing was said to the effect that this list embodied all of the people in the city who were worthy of credit—but it was merely published as a list of those whom Hurst Bros. especially desired to see in their store, and who were welcome to charge account service.

"Naturally, this is but one step in a campaign to increase our book-business, as we will follow up the list by mail, by personal solicitation, etc. Also, publication of this announcement had a tremendously good effect upon the sales force of the store, as it demonstrated a desire upon the part of the firm to assist them in opening new accounts, and gave to them a splendid list for personal solicitation. Human nature is a strange thing. Put a 'wet paint' sign on your building, and passers-by will almost invariably finger the surface—print a list of names, and readers will almost invariably look for their own."

The New York Times

Continuing Leadership

In eight months this year The New York Times published 18,823,590 agate lines of advertising, 6,792,392 lines more than any other New York newspaper. For the month of August alone The Times printed a total volume of 1,920,182 agate lines, 738,978 lines more than any other newspaper.

The Times leadership is steadily maintained despite the censorship which excludes thousands of lines of advertising monthly.

MERGER IN MARYSVILLE

Morning Appeal Bought and Suspended by Evening Democrat

After 67 years of continuous publication, the *Marysville* (Cal.) *Appeal,* one of the oldest daily newspapers in California passed out of individual existence on Sept. 1.

The *Marysville Democrat,* afternoon publication, absorbed the Appeal on that date and discontinued it as a morning daily. The afternoon paper henceforth will be known as the *Democrat-Appeal.* It will not publish a Sunday edition.

Such equipment in the Appeal plant as is needed by the Democrat will be retained, and the rest sold.

In the negotiations which resulted in the consoldation, V. M. Cassidy and Alvin Weis represented the Appeal, while Eugene McLain of San Mateo, principal owner of the Marysville Democrat and the *Oroville Mercury,* acted for the purchasers.

F. W. McKechnie is president and editor of the Democrat-Appeal.

Harry Butler is advertising manager of the merged papers.





Geo. T. Reed

Head Machinist

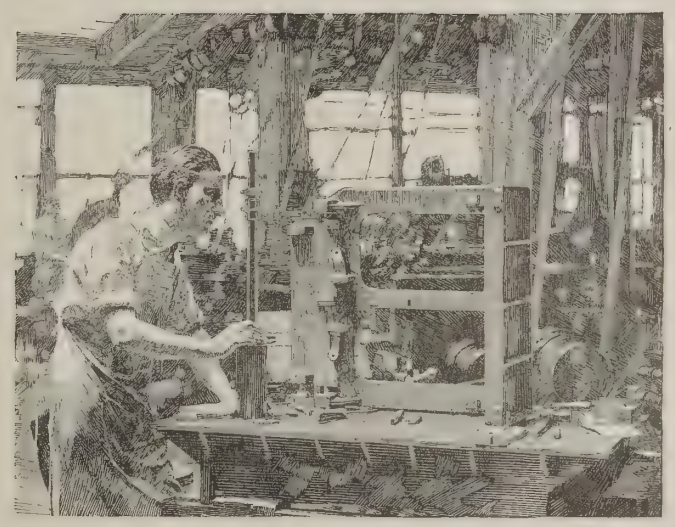
Los Angeles (Cal.) *Evening Herald*

....“Twenty-seven years of active machinist experience on various makes of typesetting machines confirms my belief that the Mergenthaler Linotype machine stands forth preeminent above all others. Quality and service is rightfully the slogan of the Mergenthaler Linotype.”

GOOD WORK
GOES INTO IT

TRADE LINOTYPE MARK

GOOD WORK
COMES OUT
OF IT



“A hair, perhaps, divides the false and true”
. . . *Sang* OMAR

But in the Linotype factory it is more likely to be only a fifth of a hair and there is no “perhaps” about it. Parts must be right; right to the half-thousandth of an inch or they don’t go into the Linotype. Such accuracy is unusual in manufacturing practice; but then too it is unusual for an intricate machine like the Linotype to give twenty-five, thirty, or even thirty-five years’ service . . . as Linotypes frequently do.

MERGENTHALER LINOTYPE COMPANY
BROOKLYN, NEW YORK

CHICAGO SAN FRANCISCO CANADIAN LINOTYPE LIMITED
NEW ORLEANS TORONTO, CAN.

Representatives in the Principal Cities of the World

LINOTYPED IN GARAMOND AND GARAMOND BOLD

HOW DAILY CARRIED 3,000 CHILDREN TO NEW YORK AND BACK

Four Special Trains and Three Boats Used on Reading Times Outing—Each Child Tagged and Every Group of 10 Had a Chaperon

WHEN the *Reading Times,* owned by John H. Perry, with I. J. Hornstein as publisher, carried 3,000 poor children to New York for a boat trip on the New York harbor and up the Hudson, Monday, Aug. 2, Times men did the work. Experience on two previous trips for kids, one a boat trip on the Delaware river in 1925, the other a visit to Philadelphia's Sesqui-centennial, showed that newspapermen could efficiently handle the strenuous work.

Originated by Abe Hurwitz, managing editor, the plan for the trip was carried out by three men: Rus Symontowne, acting managing editor, who handled the all-important work of raising the Annual Kiddies Outing Fund; Harry Y. Sterrett, foreman of the composing room; and Edward R. Hintz, assistant secretary of the Reading Chamber of Commerce, but proud of his former county-editorship on the Times.

Within a little more than 12 hours the 3,000 kids were placed on four special trains, carried 145 miles to Jersey City, placed aboard three Iron Steamboat Company boats, taken down the bay to view the Statue of Liberty, on down to Coney Island, back to the Battery and up the East river under the Brooklyn, Manhattan and Williamsburg bridges, and then around and up the Hudson almost to Grant's Tomb, then back to Reading again. They were fed on the trains going and coming, fed on the boats, given caps, toys, noise makers. There were no accidents, no lost children, no hungry kids.

Food? Twenty thousand ham and cheese sandwiches, 22,000 pretzels, 6,500 bricks of ice cream, 2,200 quarts of milk, 3,000 bottles of pop, 16,000 honey cakes, 11,660 lollypops, with 10,000 cups for the milk. Then there were thousands of bells, caps, clatter-bells and what not.

The children gathered at three widely separated playgrounds in Reading at 6.30 a. m. (None were late.) They marched to the two passenger stations of the Reading railway and boarded the four special trains, named the Red, White, Blue and Green specials. Several hundred children from two large orphanages in Berks county had been brought to Reading by trains a few minutes before.

Each child was given a tag reading: "I belong on the White train; Car No. 2 My name—Johnny Smith. My station (referring to the playground at which he reported at 6:30 a. m.)—Fifth and Spring." With the four trains named and each car numbered, the children had no trouble finding their cars. Each group of 10 children was in charge of a chaperon, who placed the names of the children, the name of their train and car number on their tags. Every person who went on the trip, including each reporter who covered, it was tagged. Doctors, visiting nurses, food distributors, everyone wore a red, or white, or blue, or green tag, the color corresponding to the color of the train he or she rode upon.

Officially, prominent business men had been picked as train leaders. Really, Times men did the work. Working from baggage cars placed in the centers of the trains, they first checked the number of children and adults in each car; appointed capable looking chaperons as car leaders, one to a car; and began the distribution of articles. The car leaders of each train were summoned to the baggage car, where they were given boxes containing as many read, white and blue caps as there were people in their cars. They then distributed these.

The same procedure was followed successively with bells, bananas, honey cakes, lollypops, pretzels, sandwiches and noisemakers. Careful routing by railway officials enabled the trains to reach Jersey City in 3 hours, 15 minutes, just after the last distribution was finished, as planned.

A special car had gone ahead earlier in the morning and ice cream was handed out to the youngsters as they stepped onto the gangplanks of the boats. Further distributions of food and toys were handled in similar fashion. In all cases, the actual work was done by Times men, as had been planned.

The news coverage was carried out efficiently. Herbert C. Kohler, city editor, with two reporters, established an "office" in a car on the return trip and stepped off the train at Reading with three complete stories on paper, ready for final editing and heads. Before the fourth, or Green, special train had reached Reading, the stories of the boat trip were in the composing room.

A photographer and engraver accompanied the party and fitted up a temporary dark room on the "flagship," in which they developed and printed pictures and "doped out" their layouts.

USING DISPLAY SPACE TO COLLECT TAXES

City of New Haven Abandons Small Legal Copy for Larger Space Warning Citizens Payments Are Due

Municipalities throughout the east are keeping their eyes on the efforts of the city of New Haven to collect a greater part of levied taxes by taking space in the local newspapers, and urging citizens to pay their taxes before a penalty clause is invoked. Although but two series of advertisements have been placed, Edward J. Stanford, tax collector, is of the opinion that increased collections will more than make up the cost of the advertising.

"The law requires," Mr. Stanford said, "that legal notice that taxes are due be printed in the newspapers. Up to the present time, a two-inch ad has been inserted in the classified advertising pages of the newspapers, fulfilling the legal requirement. But this has been a failure, for hundreds of tax-payers never read the classified columns, and, from year to year, forget the time limit, and then grumble over not having been given sufficient warning. We intend to continue to use a display advertisement which measures three columns in width and six inches in depth. By using large type, and stressing the fact that the penalty clause will be strictly invoked, we reach thousands of people who in previous years forgot about their taxes until it was too late."

Asked about the results of the advertising, Mr. Stanford expressed himself as of the opinion that it was a "great success."

"One thing," he said, "the flow of payers to city hall has become more even. No longer do some people suddenly remember that their taxes must be paid in a day or two and rush down to city hall along with several other thousands. We begin our advertising at least three weeks before the last day of grace expires, and have a more or less continuous stream. Our figures show a substantial increase, and I know of no better way of building up good will."

Mayor John B. Tower, who has been credited with originating the idea of advertising to the taxpayers, is of the opinion "that it is unfair to insert a notice in the back of the paper which is of interest and importance to thousands of people, and expect them all to see it.

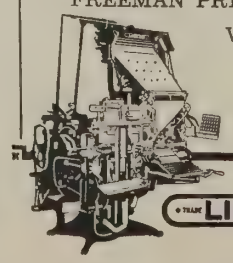
"I believe the city does its best when it takes a good amount of space in the local newspapers, and advertises just as other corporations do. We stress the fact that by paying taxes when they are due, not only is the penalty avoided, but the city is provided with the funds necessary to enable it to render its services to the taxpayer."

From the Linotype Mailbag

"More Overnight Service"

"I wish to thank you for your promptness in filling a rush order for a small part. I sent in late in the day—March 16—for a long transfer finger and found it awaiting me in the office when I went to work this morning—March 17."

FREEMAN PRINTING CO.
Waukesha, Wis



LINOTYPE

WEEKLIES INCORPORATED

The Sun Publishing Company, publisher of the *Hartford* (Conn.) *Sun,* has filed a certificate of incorporation with the state authorities, giving an authorized capital of $250,000 of which $100,000 is paid in. The Sun Publishing Company also publishes the *Wethersfield News* and the *Manchester Sun,* two other Connecticut papers.

NEW CLEVELAND "COLYUM"

A new "columist" made his bow in the *Cleveland Press,* August 24. He is Samuel P. Burrill, formerly of the editorial staff of the *Cleveland Times* which suspended publication several months ago. The column is headed "Yesterday, To-Day and To-Morrow," and he calls it a "hodge podge of comment and guesses" in his first article.

NEWS MEN DRAFTED A RADIO ANNOUNCERS

Cincinnati and Indianapolis Reporters Broadcast Races and Lindbergh Reception—Studio Directors Like Results

Managers of broadcasting stations ar turning to newspapers for "radio re porters."

Recent examples were the broadcastin of the Latonia Derby, when Edward Allen and John W. Larue, of th *Cincinnati Enquirer* news staff, gave a account of the thrilling race and a run ning account of events prior to the bi race.

These two men, well posted on tur events, gave the histories of othe Derbies, described the crowd, told of th notables there and even described th gowns of women visitors at the trac Their radio "story" amounted to a min iature of what would be elaborated o in the news columns of the Enquirer th following morning.

Later the *Cincinnati Times-Star* len three of its best reporters and editors fo the broadcasting of the reception to Co Charles A. Lindbergh.

In Indianapolis the broadcasting of th annual automobile race fell to John E Heiney, of the *Indianapolis News* Other stations have called on newspape men on occasions of a similar nature.

Studio directors say that newspape men are qualified to give more interest ing accounts of news events than men i their organizations who are traine chiefly to narrate the merits of a sym phony or to pronounce correctly th names of certain composers.

At any rate the use of trained news paper men would prevent such faux pa as occurred during the broadcasting o the reception at the International Peac Bridge when Premier Stanley Baldwi was referred to as Sir George Baldwin.

FOR SALE

In New England

EXCLUSIVE EVENING DAILY with Printing and Publishing Business. Price $50,000 on very attractive terms.

We have for immediate sale a prosperous evening daily exclusive in its field together with a printing plant doing high class booklet, book and job work, also the publisher of several weekly and monthly publications. These enterprises combined do a business of over $75,000 per year. Modern printing plant, 4 linotypes, Ludlow, Duplex Press, two job presses, all office and composing room equipment, total inventory value $31,800.

The property located in a beautiful city of 16,000 people.

Labor costs lower than any city in the United States.

Write or wire for details.

Palmer De Witt & Palmer
Newspaper properties.
350 Madison Ave., New York

Blanketing Your Retail Stores

The fourteen business papers carrying the rotogravure insert advertisements of the Kimberly-Clark Company circulate and duplicate the seven classifications which contribute over 70% of the local advertising to the newspapers of America—*your* newspaper.

The clothiers, jewelers, department stores, furniture stores and other larger local advertisers in *your* city are being told every month about how rotogravure can be used to effectively convey their sales messages in *your* rotogravure section.

If your advertising department needs suitable photographs to interest local advertisers, refer to our large service catalog of photographs available to you without cost, or write the Rotogravure Development Dept. of the Kimberly-Clark Company, 208 So. La Salle St., Chicago.

On the next three pages we show a few attractive layouts using some of the photographs, backgrounds, borders and panels which are yours for the asking.

Reg. U. S. Pat. Off.

Manufacturers of ROTOPLATE *The perfect paper for rotogravure printing*

NEW YORK: 51 Chambers St. . . . LOS ANGELES: 716 Sun Finance Bldg. . . . CHICAGO: 208 S. La Salle St.

Kimberly-Clark Company

Established 1872

Neenah, Wis.





THIS simple but effective single column layout is suitable for a florist or any shop or store that sells things for the bride—shoes, stockings, underwear, gowns, etc.

Border from page 28 and photo number 273



Furs

OF QUALITY

Fur neck pieces are going to be very popular again this fall. Photo number 247 is shown at the left but there are five more fur piece illustrations on pages 19 and 20 of the large photo catalog.

$00

Furriers are large users of roto space

NAME HERE

Address



WHILE this photo number 276 is primarily one to illustrate an ad for lingerie or negligees, it also serves very well for a florist. Background number 413 and type panel from page 29 complete the layout.



THIS is on
lingerie p
seen. The num
background nu
panel from page
ment that will
attention of all

This Gives Y

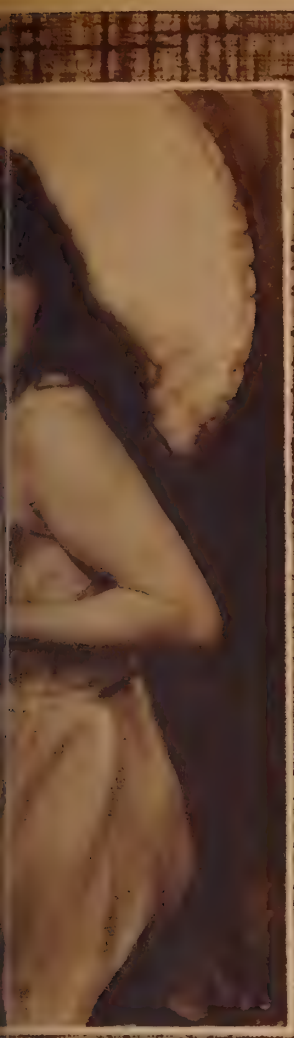
The nine advertising layouts
on the page following are n
limited possibilities offered y
up attractive displays for y
rotogravure section of your

The hundreds of photograp
panels and borders available
Development Department o
mit of many thousands of com
why more of your local adv
your rotogravure section.

Any of your advertising soli
of paste and an hour or two,
ads than we show here.

Rotogravure space is more
shown about how his advert

Have you made plans for a



most charming
s we have ever
Mounted on
and with type
es an advertise-
lto attract the
of your paper.

a Rough Idea

e two pages and the eight
pecimens of the almost un-
rtising department to make
al merchants to use in the

utrations, backgrounds, type
through the Rotogravure
nberly-Clark Company per-
cts forming attractive reasons
hould use more lineage in

vith a pair of shears, a pot
ake up even better looking

sold when the prospect is
will appear when printed.

nted drive on roto this fall?



This shows how two photos, upper number 200 and lower number 203, may be combined with a panel from page 27 to conceal the joining line.

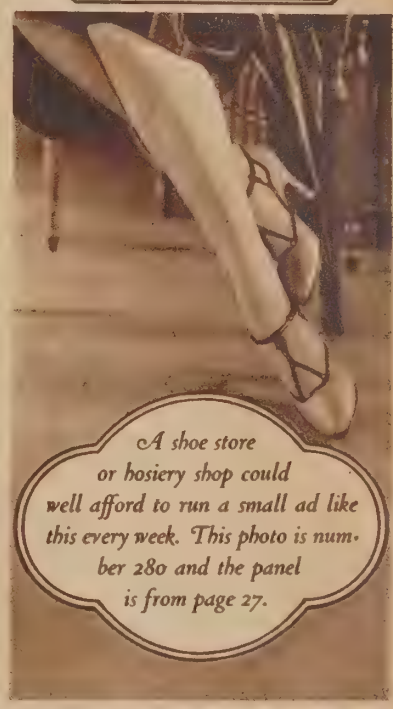




Lost An important piece of paper, a deed, a mortgage, or maybe valuable jewels are gone. Avoid the inconvenience and perhaps serious financial loss by having your own safety deposit box.

Rentals as low as **$5.00** *PER YEAR*

This is illustration number 381 and border from page 28 of our photo service catalog.

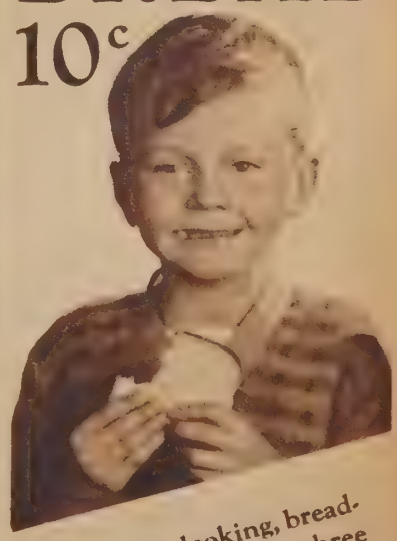


A shoe store or hosiery shop could well afford to run a small ad like this every week. This photo is number 280 and the panel is from page 27.



HOME interiors like number 28 are suitable for many classifications such as furniture, interior decorating, rugs, lamps, antiques, insurance, banks and real estate, "Save your money and own your own home," etc. This background is number 411 and the type panel from page 29.

BREAD
10c



This healthy looking, bread-eating boy is one of the three children in photo number 354 and silhouetted as shown.

COMFORT
in Your Home



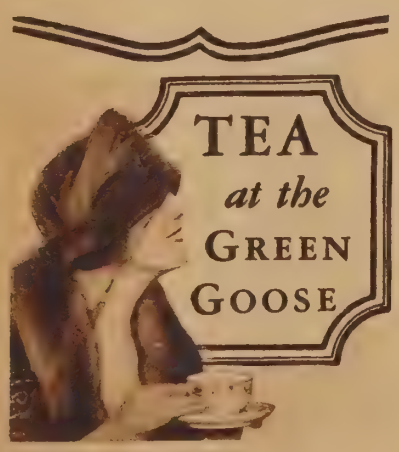
An architect, realtor, landscape gardener, house decorator, roofer or awning maker could use an illustration like this one.

HALL'S
Real Estate



Many of the photos can be cut in half. The above girl and also the one below are both from number 62.

ZILCH





Bobs WITH *Chic*

This very pleasing ad for a hair dresser or beauty shop is made up of illustration number 267, and five of the girls' heads and the border shown on page 27.

Telephone Worth 9015

So Good!



Remember that most all of the photos shown in our catalog will lend themselves to small reduction as shown here. All of these cookie pictures and this border are in the catalog.

PAUL'S
COOKIES

TEMPTING



Frenchy little luncheons, afternoon teas and late suppers always delightfully served at

HENRICIKS



WRAPS

Original creations and last minute reproductions of New York and Paris models at prices lower than you would expect to pay.

JACQUES HOLCOMB
Hinsburg Avenue



FURS

Every fur called by its real name at

Billmont's

75 ENTER ATLANTA DAILY'S TOUR

Big Motorcade Sponsored by Journal Leaving September 5 On Trip to Quebec Over New Highway

A motorcade, sponsored by the *Atlanta Journal*, celebrating the completion of Appalachian Scenic Highway through the eastern states, will begin its northward way from Atlanta to Quebec on the morning of Sept. 5.

This tour marks the culmination and success of a three-year intensive campaign on the part of newspapers and highway officials of the states through which the road runs, for a great mountain thoroughfare stretching from the Gulf to Canada.

Between 60 and 75 cars will take part in the tour. Entrants from all parts of Georgia, Alabama, Florida and Louisiana, are assembling in Atlanta for the start, while other entrants will join the motorcade at points north. The Appalachian Scenic Highway, stretching from Atlanta to Quebec, Canada, presents 1,800 miles of either concrete or asphalt pavement, complete except for 75 miles of gravel roadbed. The two southern legs of the highway, one leading to New Orleans and the other to St. Petersburg, Florida, converge in Atlanta.

The building of the Appalachian Scenic Highway is the latest achievement of the press which has been preaching the value of automobile highways for a score or more of years. One of the leaders of this movement has been Major John S. Cohen, president and editor of the *Atlanta Journal*, which organized and sponsored this tour.

Twenty years ago when the automobile was first coming into general use, Mr. Cohen realized its future and the immense part good roads would play. The *New York Herald* and the *Atlanta Journal* joined forces early in the century not only for the purpose of stimulating an interest in good local roads, but for the purpose of creating a realization of the value of interstate highways. Together they planned the layout of the National Highway, reaching from Jacksonville to New York.

Three years ago Mr. Cohen began to boost the idea of an international as well as interstate highway, running through some of the most beautiful and historic country of America, both through the Atlanta Journal and personally. The highway commissions, state officials and the newspapers of every state through which it was to pass gave their co-operation and endorsement, and today the project stands practically complete.

Among those who have entered cars in the tour, besides Mr. Cohen are Col. J. M. Thomson, publisher of the *New Orleans Item*; Henry M. McIntosh, editor of the *Albany* (Ga.) *Herald;* F. W. Hoss, managing editor of the *Johnson City* (Tenn.) *Chronicle;* Herbert L. Grimm, publisher of the *Gettysburg* (Pa.) *Times;* George E. Graff, publisher of the *Williamsport* (Pa.) *Sun* and the *Williamsport Gazette and Bulletin;* Col. W. H. Anderson, publisher of the *Troy* (N. Y.) *Times;* Major Edward M. Brown, of New York, publisher of *Nomad Travel Magazine.*

Bobby Jones, of Atlanta, famous golfer and British open champion, has entered the tour and will have as his guests O. B. Keeler, of the Atlanta Journal staff and Mrs. Keeler. Another noted golfer who will be in the tour is Joe Kirkwood, Australian golf champion and world's trick shot player.

CORRECTION

EDITOR & PUBLISHER regrets the error in its issue of Aug. 20 which stated that F. J. Reilly, present business manager of the *Brooklyn Standard Union*, was at one time secretary to Louis Wiley, business manager of the *New York Times*. Mr. Reilly was manager of the magazine department and later assistant advertising manager of the Times.

H. C. DERWENT

Managing Director of British Newspaper Group Dies at 70

H. C. Derwent, 70, managing director of the Bradford & District Newspaper Company, Ltd., and well known British newspaper man died recently at Bradford, England.

He was one of those delegates who attended the convention of the Associated Advertising Clubs of the World at Atlantic City in 1923 and who helped obtain the convention for England in 1924. He was largely instrumental in the formation of the Bradford Publicity Club, one of the first to be formed in England as an outcome of the London convention.

At the funeral a wreath was laid on the grave on behalf of the New York Advertising Club, among the members of which Mr. Derwent had made many friends, by Thomas McDougall, governing director of Thomas McDougall Ltd., of Kingsway, London, and one of the honorary members of the New York Advertising Club.

30 REPORTERS COVER WELL CAVE-IN STORY

Big Corps Rushed to Auburn, Mass., Where Man Was Imprisoned for More Than 30 Hours

Not in many years has a newspaper story carried such reader interest in Worcester, Mass., as that concerning Fred Leneau of Auburn, three miles from Worcester, who was caught in a cave-in at the bottom of a 40-foot well, last week. He was imprisoned there for more than 30 hours, before he was released by the combined efforts of employes of the Worcester sewer department, and volunteer workers.

Leneau was caught at 6:30 p. m., Thursday, August 25, and was not brought to the surface until 12:45 a. m., Saturday morning. He had been caught by timbers in such a way that he could talk to the workers, but was unable to move.

The *Worcester Telegram* sent two men to the scene early Thursday night, and other reporters from the paper joined them when it became apparent that the rescue was the work of hours. Boston newspapers were represented at daylight the next morning, and reporters from others parts of Massachusetts were soon on their heels. More than 30 reporters and almost as many cameramen were there by noon on Friday. This group was augumented by three moving picture cameramen.

The reporters were on their toes all Friday afternoon and evening, when it was apparent that Leneau's rescue might be effected momentarily. The *Worcester Telegram* had devoted several columns to the story in its Friday morning editions, and the *Gazette* and *Post* both played in up in the afternoon. Both evening papers printed extra editions in time for the Friday night theater crowds, when rescuers had been hindered by another cave-in.

Worcester people had become so interested in the plight of the prisoner that more than 6,000 calls of inquiry were received at the Telegram-Gazette switchboard Friday night between 6 p. m. and midnight. WTAG, the paper's broadcasting station, which was to have closed its program at 10:10 p. m., with the reading of the news bulletin, stayed on the air until after midnight.

The telephone company, on its own initiative, had installed a telephone at the scene of the accident, and reporters for the Telegram-Gazette held this instrument for eight hours, keeping direct communication with their office up to the time of the release of the man.

When Leneau was brought to the surface, Edward F. Breen, one of the Telegram reporters, was holding this telephone, and was giving a word picture of the proceedings to William L. Roach, county editor of the paper.

HELEN
WILLS

Whose triumphs at Forest Hills and Wimbledon have made her

QUEEN OF THE TENNIS WORLD



HELEN WILLS

Is Writing a New Series of Weekly Articles on Women's Sports

illustrated with

HER OWN DRAWINGS

WIRE FOR PARTICULARS

United Feature Syndicate

WORLD BLDG., NEW YORK

EDITORIAL

STAR-CHAMBER

THE American Bar Association, in convention assembled this week at Buffalo, heard from its committee on co-operation of the press and the bar the dictum that "there is no universal right in the public to attend upon or to be informed of all trials or other proceedings in the courts and the rights of the press are no other than those of the public at large."

The public and the press, the committee avers, may be excluded from any trial if the parties request a trial in private and the court accedes. The belief among journalists, which is characterized as a "misapprehension," that the public, through the press, has an inalienable right to attend court proceedings, is stated to have its basis in the abolition of star-chamber proceedings brought about in England 300 years ago "in the right and for the protection of litigants."

Doubtless the learned members of the committee know their law. Doubtless, also, as they assert, the constitutional guarantees of a free press have nothing at all to do with the right of the press to be present at civil or criminal trials. Doubtless, the presiding judge has the right under the curious twists and omissions of our legal structure to bar the public and the press from his presence whenever it seems to him that the public interest would be conserved by secret proceedings. If our memory serves us, there is also a statute upon the English law-books which prohibits the press from reporting the proceedings of the Houses of Parliament, and that the last attempt to enforce it, generations ago, brought forth such a storm of public protest that the law died then and there, though its corpse remains unburied.

We cannot predict that modern Americans would rise in mobs to storm a courtroom from which the judge had barred the press, but we can assert the deep conviction that our press and public would tolerate no such invasion of privileges which time and practice have given the status of rights. Experience has taught the Anglo-Saxon to regard as suspect actions of his elected and appointed servants which must be shielded from the light of publicity.

With much of the committee's report, EDITOR & PUBLISHER and most of the nation's editors will find themselves in agreement. Many of the common abuses are sins committed "two by two" and the committee freely confesses that lawyers and judges as well as newspaper men have sinned against public decency.

The remedy, however, lies far from the path of upholding judges in the exercise of shadowy powers to bar press and public from the public halls whenever His Honor's discretion indicates that course. We fear the remedy is more dangerous than the disease.

Blindly competitive business rivalry is the most destructive force in modern American journalism.

SUPREME TEST

DESCRIBING numerous press agent devices that have been employed in motion picture promotion, Carl Laemmle, the maestro of Universal Pictures, makes in the Aug. 27 issue of the *Saturday Evening Post* this astoundingly frank statement:

> I have yet to learn of a single instance wherein any of these free space seekers have ever contributed a single exploitation campaign that spelled success for their employers. * * * I do know that editors don't like to be victimized, and I put a stop to such methods of publicity, which, to my mind, make enemies instead of friends.

For which EDITOR & PUBLISHER extends the hand of congratulation to Mr. Laemmle. Editors don't like press agents. Advertising agencies protest that they tolerate 'em only because their clients demand as a premium news space exploitation. And now one of the former top-notch, A-1 clients rises in meeting to testify his reform. Press agents make no money for Mr. Laemmle, and they lose him his friends.

The last five words are the kernel of the nut, for the press agent cannot survive in an atmosphere of editorial hostility. Make that effective, against pressure from within as well as without the newspaper office, and you make the free space-grabber a member of the spectral Order of Fire Engine Horses, headed by Kaiser Wilhelm and including the Old-Fashioned Girl, Lo the Poor Indian, the Bartender, the Liveryman, the Man-Who-Tried-to-Beat-the-Train-to-the-Crossing and the Hero-who-thought-it-was-Pre-War-Likker. The P. A. deserves well at its hands.



To every thing there is a season, and a time to every purpose under the heaven.—Ecclesiastes, I; 1.

A NEW DAY

SINKING all their minor differences of policy, the American press association delegates to the League conference at Geneva mapped new paths of progress for the press in every nation. The conference did not back-track from the high standards it set last year; it went forward, and its recommendations, even if not given immediately the force of law in the nations members of the League, will bear the League's stamp of recognition of the press as an indispensable force in the formation of public opinion and in the intercourse of commerce.

In this country the press has almost from the beginning had such public recognition, but it is only in recent years that the newspapers and news services of many other lands, with a few conspicuous exceptions, have emerged from the cloud of contempt which envelops the mercenary whose public actions are guided by gain rather than the public interest. There is no vanity in asserting that the American ideal of the press is the highest and most beneficial to humanity that present civilization possesses, and, even though American practice does not always measure tip to tip with the criterion, the extension of the latter to places where it has not been known can result only for the welfare of their journalism and the peoples it is its privilege to serve.

No need for a dull paper in these days of features—long, short, wide, narrow, wire, mail, informative and frequently amusing.

IRWIN KIRKWOOD

AS president and editor of the *Kansas City Star*, Irwin Kirkwood was eligible for an important place in American journalism, and by his conduct of that great journal's affairs during the 12 years that have elapsed since the death of his father-in-law, Col. W. R. Nelson, he had signally validated his right to that place. He was barely on the threshold of what promised to be a distinguished career when death called him this week.

His professional colleagues first learned to know and respect his ability ten years ago when he obtained the services of Col. Theodore Roosevelt as a contributing editor to the *Star*. The arrangement was consummated as the result of a meeting on a train of Kirkwood and Roosevelt, with the latter warning Kirkwood that many of his readers would be furious at the thought of Roosevelt being allowed a free voice in the columns of their favorite daily. It was audacious, and successful, and it was notice to all that the spirit of the *Star* had not died with Nelson.

Kirkwood's acumen was again demonstrated in his arrangement last year for the purchase of the *Star* from the estate of Col. Nelson by a group of its staff members associated with himself, and in the provision of adequate insurance upon his life to secure the purchase by the surviving stockholders of the interest held in his name. The entire industry is watching closely the conduct of a great newspaper owned entirely by its employes and it will be more than ever interested in the developments which the next few weeks will bring. Acquisition of the Kirkwood controlling interest in the Star by outside parties would be disastrous to one of the most promising experiments in the present journalistic era. Happily, that is not now in prospect.

Self-confidence, says Mr. Levine, is nine-tenths of flying. In which case we advise Mr. Levine to wear lead-soled shoes unless he hopes to spend the rest of his life aloft.

NET SALES

WHILE there is no direct parallel between American methods of certifying newspaper circulation figures under the Audit Bureau of Circulations and the British methods, under which individual newspapers employ chartered accountants, a question has just arisen in London which has its points of interest on this side of the water.

Discussing the sworn statements of net sales by several leading newspapers, a reader of the *Newspaper World* asked whether net paid figures included copies distributed free through news agents in connection with insurance canvassing—copies which were debited to the wholesaler and by him to the retailer, who is reimbursed by the newspaper; also whether free distribution copies charged to and used by department heads, who subsequently recovered their outlay as "publicity expenses," were included as certified net paid circulation.

Prompt reply was made by the accounting firms involved and by the managements of the *Daily Mail, Daily Express, Daily Chronicle,* and *Daily News.* All of the newspapers were unanimous and unequivocal in stating that their certified returns included only copies bought and paid for by the public, which statement was corroborated by the accountants. The stories received prominent display, with veiled hints in one newspaper that all of its competitors were not equally virtuous.

We must confess our admiration for this way of doing business, with the exception of the covert charge that competitors are dishonest. There has been an oversupply of such charges in American newspaper affairs; considerably less since the A. B. C. became the force that it is, but even a little is too much. Such methods may undermine a competitor's shady methods, but they also shake the public confidence in all newspapers. With definite proof that a competitor's business statements are dishonest, a newspaper's plain duty is to expose the cheat. Until such evidence is in hand, and legally bullet-proof, silence is the wise policy.

"Out of the mouths of dead men" do precedent-loving lawyers speak when they want to be catty, about the press, for instance.

RETAIL BALTIMORE

DIRECT attack upon the world's most pressing economic problem, the distribution of merchandise, undertaken by the Chamber of Commerce of the United States, in co-operation with the U. S. Department of Commerce, has produced one of the most entrancing set of statistics that has ever reached this desk. The distribution census of Baltimore, made by the Bureau of the Census along lines laid down by the bodies mentioned, is epochal, and the promise that similar information will be available shortly for 10 other typical cities is top-of-column news for all concerned in the sale of goods to the consumer.

Manufacturers of goods for general consumption work the national market with not much more information about it than the street peddler has of the families on his side of the road. Here and there newspaper and magazine publishers have compiled surveys of their local trading areas, but the lack of generally-accepted definitions and the competitive space-selling element that enters into many of these services limit their utility. Various formulae of purchasing power are available, some with genuine merit, some plausible, some downright asinine. EDITOR & PUBLISHER is now publishing weekly the Seubert formula, combining population and income statistics in varying ratios to indicate the consumer purchasing power for goods over a wide range of prices. This formula checks closely with retail sales statistics in the few areas where they can be had and it avoids the fallacy that one index number can be employed over the whole gamut of advertised goods.

With retail sales tabulated regularly for the key markets of the nation, there is hope that some of the hit-or-miss sales and advertising can be eliminated, with obvious benefits to every unit in the distribution chain. The Baltimore census idea, refined by the processes of experience, and extended to the limit of possibility, will be worth all it costs.

PERSONAL

W. T. DEWART, publisher of the *New York Sun,* accompanied by Mrs. Dewart and their three children, Mary, William, Jr., and Thomas, has opened his summer home, Keewaydin, at the Thousand Islands, and will remain there several weeks. The Dewarts returned from Europe last week.

Kent Cooper, general manager of the Associated Press, will return to New York from the International Press Conference in Geneva on the Leviathan, due in New York, Sept. 6.

Joseph T. Mackey, secretary and treasurer of the Mergenthaler Linotype Company, sailed for Europe on the *Olympic* Aug. 26. While abroad Mr. Mackey will visit the companies affiliated with the makers of the linotype, in England, Germany and France. Harry L. Gage, assistant director of Linotype typography, returned from Europe on the *Majestic* Aug. 30. He arrived in company with George W. Jones of London, member for Great Britain of the International Typographic Council.

Col. Al Fairbrother, former publisher of the *Greensboro* (N. C.) *Daily Record,* and Mrs. Fairbrother, who recently toured Europe and are now on their way back to California, their present home, accompanied by Maj. Edny Ridge, present publisher of the Record, stopped in Charlotte last week, when Col. Fairbrother was entertained at the Manufacturers' Club at dinner. Among the newspaper men invited to the dinner were F. B. Morgan, of the *Charlotte News*; Felix Grisette, editorial writer, *Charlotte Observer,* Leary W. Adams and Joseph P. Watkins, of the Observer staff, the latter managing editor of the Record during the period that Col. Fairbrother had it.

Godfrey DeTonnancour, former editor of *L'Independent,* French daily newspaper published at Fall River, Mass., has been renamed postmaster of Fall River by Cong. Joseph W. Martin, Jr., of Attleboro. DeTonnancour has already served one term.

Eugene L. Belisle, publisher of *L'Opinion Publique,* a French daily newspaper published in Worcester, Mass., has returned following a five weeks' trip to Canada.

Raymond D. Kennedy, president of the Hudson (N. Y.) *Daily Record* Company, has gone to Breckenridge, Co., for a two weeks' vacation.

William Hughes, former publisher of the *Scranton* (Pa.) *Sunday Telegram,* is now engaged in the hotel business in that city.

Harold C. Place, editor of the *Toledo* (O.) *News Bee,* is spending his vacation with his family at Waukezoo, Mich.

IN THE BUSINESS OFFICE

GEORGE MULROY, for several years a member of the Business Survey of the *Chicago Tribune,* has been added to the sales force of the Tribune's national advertising staff.

Joseph Mahalico, former advertising manager for the *Wilkes-Barre* (Pa.) *Telegram,* is now on the staff of the *Scranton* (Pa.) *Scrantonian.*

William H. Pearson, formerly business manager of the *Ogdensburg* (N. Y.) *News,* which was suspended a year ago, has disposed of his job print business in that city.

First Lt. R. H. Dunlap, O.R.C., began a tour of active duty at Fort Screven, Ga., Aug. 29. Dunlap is advertising director of the *Miami* (Fla.) *Daily News.* After leaving Fort Screven he will spend a month's holiday in New York, Boston and on a motor tour of the New England states.

J. E. Bradley, manager of the *Scranton* (Pa.) *Times,* is enjoying a three weeks' vacation in Canada.

T. Ed Cavanagh, for 16 years connected with the advertising department of the *Albany* (N. Y.) *Times-Union,* has joined the staff of the *Albany Knickerbocker Press and Evening News* as service manager.

F. N. Insinger, of the *Seattle Times* staff, is resigning to join G. F. Steele & Co., New York newsprint brokers. He will continue to live in Seattle and act as vice-president and western manager of the newsprint company.

George A. Steger, auditor, and Paul H. Erler, composing room foreman of the *Toledo* (O.) *Blade,* have returned, with their families, from a fishing and camping trip in the Upper Peninsula of Michigan.

Martin Weir, advertising manager of the *Scranton* (Pa.) *Republican,* addressed the Kiwanis Club of that city on "Optimistic Advertising" at a recent meeting in the D. A. R. Chapter House.

Carl L. Estes, advertising manager of the *Tyler* (Tex.) *Courier-Times,* has gone to Rochester, Minn., for medical attention at the Mayo Bros. clinic. Mr. Estes was stricken while returning from the International Rotary convention at Ostend, Belgium.

IN THE EDITORIAL ROOMS

FRANK HEDGES will return to Tokio in September where he will resume his position as correspondent of the *Christian Science Monitor.* He left Tokio in September, 1926, to spend a year traveling around the world.

James A. Stuart, managing editor of the *Indianapolis Star,* is spending his vacation making a motor tour of historical points of southern Indiana and Kentucky.

Robert Ginter, Pittsburgh, formerly managing editor of the *Gazette Times* in that city, was recently named secretary of the new state air board formed in Pennsylvania.

Victor Keen, manager of the Kobe office of the *Tokio Japan Advertiser,* will return to his post in September after a vacation in the United States. Mr. Keen is also *New York Herald Tribune* correspondent in Japan.

James E. Cogan, editor of the American Legion column in the *Chicago Daily News,* will sail Sept. 7, with the "Old Gang" of Cook county, for the Paris convention of the Legion.

Charles J. Gotthart, Jr., of the *Chicago Herald and Examiner* local staff, has just returned from a three weeks' tour which included Montreal and Quebec, Niagara Falls, Detroit, Saginaw and Pittsburgh.

Frank L. Skeldon, of the staff, *Toledo* (O.) *Blade,* sailed this week to attend the American Legion convention in Paris. He will write a series of articles for his newspaper from Europe.

Frank D. Burke, employed for several years as a reporter on Albany and Troy (N. Y.) newspapers, was among the successful candidates for admission to the New York state bar in the recent examination. He now lives in Brooklyn.

FOLKS WORTH KNOWING

WILLIAM R. MINER, recently made city editor of the *St. Louis Star,* is one of the youngest men in the country to be in charge of a city desk on a metropolitan daily. He is 24 years old and entered newspaper work as a cub reporter on the Star five years ago.



WILLIAM R. MINER

He came to St. Louis seven years ago from his home in Sheridan, N. Y., in order to attend Washington University. After two years of college work, he was given a job on the staff of the Star and gradually rose to the rank of rewrite man, star reporter, assistant city editor and now city editor.

His service on the Star was broken for a time in 1924 when he went to London, England, and while there worked in the bureaus of the *New York Herald Tribune* and the *Philadelphia Public Ledger.* He is unmarried.

Kenneth Sullivan, managing editor of the *Rockville* (Conn.) *Leader,* has been spending his vacation at Lake Waccaboc, N. Y.

Jackson L. Sedwick, assistant city editor of the *Dayton* (O.) *Herald,* and Mrs. Sedwick are parents of a daughter, born Aug. 28.

Gene Morgan, editor of the "Hit or Miss" column in the *Chicago Daily News,* is to attend the Paris convention of the American Legion, sailing for France, Sept. 10.

Sidney Ward Phelps, who was graduated from Yale in June, will join the staff of the *Tokio Japan Advertiser* in September.

George Biehl, of Union City, N. J., Hudson County correspondent of the *New York World* and *Newark Ledger,* has joined the staff of the *Union City* (N. J.) *Hudson Dispatch.*

William C. Howells, who has charge of the Columbus, O., bureau of the *Cleveland Plain Dealer,* is spending his vacation at Williamstown, Mass.

Lester Jordan, who received his Master of Science in Journalism degree from the Medill School of Journalism at Northwestern University last year, has resumed his position as sports editor of the *Waxahachie* (Tex.) *Light* and director of information at Trinity University, Waxahachie. He will also be head of the department of journalism at Trinity.

(*Continued on page 32*)

JAMES MONTGOMERY FLAGG

is doing a series of drawings, with snappy comment. It's called

I MEAN TO SAY

and will run once a week three columns wide.

These sketches are among the most attractive of Mr. Flagg's works. There's a laugh in every one. And there's an original philosophy in the text that accompanies each drawing.

This series will be released soon.

To be sure of service from the first

WIRE NOW!

McNaught Syndicate, Inc.

V. V. McNITT, President — Times Bldg. New York — CHARLES V. McADAM, Vice-President

Leacock means Laughter

"Ace of Humorists"

Every Week
illustrated by Salg

If he's not running in your territory, wire us, our expense, for terms.

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager. Earl J. Hadley, Associate

150 Nassau St., New York City

(*Continued from page* 31)

Clarence Shaw, copy reader on the *Scranton* (Pa.) *Times,* has obtained a two months' leave of absence and will attend the American Legion convention in France. Later he intends to visit England, Italy and Germany. Mr. Shaw will write special articles for the Times on the Legion's meeting.

Donald G. MacLean, who for the past nine years has been connected with the *Toronto Globe,* has joined the editorial staff of the *Monetary Times of Canada.*

Miles Tiernan, assistant city editor of the *Indianapolis Star,* and Mrs. Tiernan, are the parents of a son, Paul Miles.

A. J. O'Malley, city editor of the *Scranton* (Pa.) *Times,* is planning to attend the world series games to be played in New York City.

Max Shafer, of the *Astoria* (Ore.) *Morning Astorian* staff, has been appointed secretary of the Raymond Chamber of Commerce, Raymond, Wash.

James G. Monnett, real estate editor of the *Cleveland Plain Dealer,* has returned from a trip to Seattle, Wash., where he went to cover the annual meeting of the national organization of real estate dealers. He was elected a director of the National Real Estate Editors' Association which was formed at the Seattle meeting with about 25 members.

Murray Powers, managing editor of the *Marion* (O.) *Star,* and Mrs. Powers spent the week in New York City.

R. J. McDougall, news editor of the *Vancouver* (B. C.) *Province,* who has been on a three months' leave of absence in Penticton, B. C., on account of health, has resigned from the Province to resume the editorship of the *Penticton Herald,* of which he is the controlling owner.

MARRIED

VERNON R. FROST, editor of the *Cheney* (Wash.) *Cheney Free Press,* to Miss Bonny E. Peters, a graduate of Washington State College, Aug. 26.

Paul Grant of the auditing department, *Chicago Tribune,* to Catherine Flyke.

Evelyn Lull of the auditing department, *Chicago Tribune,* to Joseph Bradley.

Miss Eva Margaret Wilson, West Virginia newspaper woman, for the past year in charge of the Grafton office of the *Clarksburg Telegram,* to Wilbur C. Carnes of Welch. Mrs. Carnes will be associated with the *Welch Daily News.*

George S. McManus, a member of the advertising staff of the *Boston Globe,* to Miss Katherine A. Toomey, of Arlington, Mass., at St. Agnes' church, Arlington, Aug. 22.

Thomas Dixon of the circulation department, *Chicago Tribune,* to Marie Kelly.

Thomas Lippert of the circulation department, *Chicago Tribune,* to Margaret Fortman.

Max Miller, reporter on the *San Diego* (Cal.) *Sun,* to Miss Margaret Ripley, Aug. 24.

William Zielke of the *Chicago Tribune* pressroom to Ruth Blunck recently.

Charles Smutny of the *Chicago Tribune* library to Martha Logue.

Vernon K. Richards, for five years dramatic critic of the *Toledo* (O.) *Blade,* to Miss Anita Elise Kelly, Aug. 20. Mrs. Richards, under her professional name, Anita Loring, was with the Earl Carroll Vanities last season. She intends giving up theatrical work.

J. H. Turner, advertising manager of the *St. Augustine* (Fla.) *Record,* to Miss Edith Dean Cardy of Jacksonville at Riverside Avenue Christian Church in Jacksonville, Aug. 4.

PRESS ASSOCIATION NOTES

G. F. FINE has been sent from the New York office to the Mexico City bureau of the United Press to relieve A. W. Folger who is to be transferred to Lima as manager of the U. P. bureau there, after a vacation. Mr. Fine has worked on newspapers in Springfield, Mo., Richmond, Ind., and Bakersfield, Cal.

V. B. Snell has been appointed Associated Press correspondent at Tulsa, effective Oct. 23.

Dempster News Service, of Massillion, O., has been incorporated with $10,000 capital stock by Jessie Dempster, Robert Dempster and W. C. Holzworth.

ON THE MECHANICAL SIDE

A. R. HOPKINS, formerly editor and general manager of the *Havana Telegram,* and for four years mechanical superintendent of the *Los Angeles Record,* has arrived in Tokio to take charge of the mechanical departments of the *Tokio Japan Advertiser.* Rodney Payne accompanied Mr. Hopkins to become foreman of the composing room of the Japan Advertiser.

John Lahti of the press room staff, *Worcester* (Mass.) *Telegram-Gazette,* is on his way to Canada and Alaska on a big game hunt.

J. W. Williams, of the mechanical department, *Salt Lake City Desert News,* and Mrs. Williams are parents of twins, both girls.

SPECIAL EDITIONS

GREENFIELD (MASS.) RECORDER, Merchants Edition, Aug. 17.

Worcester (Mass.) *Post,* Schools and Colleges edition, Aug. 25.

Worcester (Mass.) *Gazette and Telegram,* 24-page Home Life editions, Aug. 23.

Sheridan (Wyo.) *Post-Enterprise,* Annual Sheridan County Fair edition, Aug. 21.

Miles City (Mont.) *Daily Star,* Eastern Montana Fair edition, Aug. 28.

Austin (Tex.) *American-Statesman* 84-page special edition celebrating the recent 56th anniversary of the Statesman.

Waynesboro (Pa.) *Record Herald,* New School Building edition of 12 pages, Friday, Aug. 26.

Owatonna (Minn.) *Journal-Chronicle,* 18-page State Fair edition, Aug. 26.

Chatham (Ont.) *Daily News,* Dollar Day edition, Aug. 22.

CHANGES OF OWNERSHIP

STEUBEN NEWS, INC., of Hammondsport, N. Y., owners of a string of weekly newspapers in Steuben County, have discontinued the publishing of the *Savona* (N. Y.) *Review.* At the same time the *Canisteo Chronicle* was purchased from H. C. Hubbard. Lyle E. Petteys has been appointed by Steuben News to take over the managership of the Chronicle.

ASSOCIATIONS

MORE than 100 persons were in attendance at the recent clambake of the NEWSWRITER'S UNION in Scranton, Pa., held near Montdale, Pa. The usual program of athletic events was called off due to the weather. Martin Hayes is president of the union.

Annual outing of the SCRANTON NEWSWRITER'S UNION, No. 3, has been scheduled for Aug. 27 at Fleetville, Pa. Joseph M. Butler is chairman of the general committee.

BALTIMORE PRESS CLUB will provide working quarters for the out-of-town newspaper men who will cover the Atlantic Deeper Waterways convention in Baltimore Sept. 9 to 16, and the centenary celebration of the Baltimore & Ohio Railroad Sept. 24 to Oct. 8. Typewriters will be provided, also stationery, and there will be messenger service between the press club headquarters and telegraph offices. Edward H. Pfund, executive secretary of the club and chairman of the House Committee will be in charge.

SCHOOLS

POWELL KELLEY and Brooks G. Connally have been elected editor and business manager, respectively, of the *Trinitonian,* official newspaper of Trinity University, Waxahachie, Texas.

NEWS MEN SUE DETECTIVES

Hackney and Angle of Tampa Times Charge False Arrest

(*By Telegraph to* EDITOR & PUBLISHER)

TAMPA, Fla., Aug. 30.—Two suits totalling $10,000—$5,000 each—against Harry R. Myers and Lawrence Ponder, former city detectives, were filed today by John Hackney, assistant city editor of the *Tampa Times* charging them with making an illegal and malicious arrest.

Hackney was arrested Saturday afternoon without a warrant and convicted in police court yesterday, along with B. Z. Angle, city editor of the Times. They were charged with conspiracy to violate a city ordinance pertaining to the prohibition laws and were sentenced to serve ten days in jail.

Hackney's petition contends that he was arrested without a warrant and that his prosecution in Municipal court was based upon malice on the part of the officer.

Similar action will not be taken by Angle, who voluntarily surrendered at police headquarters when notified by Hackney that Myers and Ponder were looking for him. Attorneys for Angle and Hackney today were preparing a motion for a new trial which will be formally entered within the next day or so.

Among other allegations of error, it is expected that the attorneys will contend that the newspaper men were arrested illegally—no warrants having been issued—and that the court permitted the admission of testimony that had no bearing on the case.

INCREASES REPRESENTATION

Milwaukee Sentinel Opens Chicago Office—Speer to New York

Stanley C. Speer, advertising director of the *Milwaukee Sentinel* has been promoted to New York representative of that newspaper and assumed his new position this week.

Mr. Speer joined the Sentinel three years ago after working on newspapers in Atlanta, Birmingham, Memphis and Little Rock. No successor will be appointed, publisher A. C. Backus announced. The administration of advertising will be under the direction of the general management.

Coincident with the promotion of Mr Speer, the Sentinel announced the opening of a Chicago office in room 502, 32(W. Madison, with William C. Henni in charge as Western manager and Wallace M. Hughes, assistant.

Mr. Henning, until recently was with the Weaver, Stewart Company as Western manager representing Wisconsin newspapers for three and one-half years Earlier he was associated with the Chilton-Class Journal Company and the *Chicago Herald and Examiner.*

For four years Mr. Hughes was associated with the *Utica Observer* and for six years was automobile advertising manager of the *Syracuse* (N. Y.) *Herald.* Mr. Hughes has recently been with the national advertising department of the Sentinel.

FLASHES

Only time a horse gets scared nowadays is when he meets another horse.—*Wall Street Journal.*

Usually the first thing that strikes a visitor to this country is a motorcar.—*Worcester* (Mass.) *Post.*

Dr. Edward Grant Conklin alleges that we have not found a more perfect woman than the Venus de Milo or a more perfect man than Apollo. Obviously Dr. Conklin never reads movie publicity.—*South Bend Tribune.*

Mr. Levine has hung up another record. He is the first man to kidnap his own airplane.—*New York Sun.*

When better enforcement laws are made, the Eighteenth Amendment will need them.—*El Paso Times.*

If they continue to increase the size of buses, locomotives will have to cross crossings cautiously.—*Greenville Piedmont.*

Golf standards are now three: bogey, par and Bobby.—*New York Evening Post.*

Propaganda. Any statement by our opponents—*Florence Herald.*

READY FOR FALL CAMPAIGNS

Somewhere in the United States there is a representative newspaper that needs circulation where thousands of new subscribers secured quick will mean a large increase in advertising revenue during the coming year. The original

Hollister Circulation Organization

under the personal direction of the writer with twenty years successful experience has conducted all the largest and most successful circulation campaigns on metropolitan newspapers during the past five years.

Now is the opportune time of the year for building circulation.

This organization consists of a large number of trained men now assembled and ready for quick action. Hollister Campaigns finance themselves. Carefully consider the possibilities of your field, then

Phone, Wire or Write

C. B. HOLLISTER

Temporary address SYLVANIA HOTEL, Philadelphia, Pa.

INTERTYPE IDEAL NEWS FACE

It has been said that all reading demands an effort. To produce a type for newspaper use which can be read almost without effort is a problem which has engaged the attention of Intertype designers for years.

Any Type Face is Not a Good News Face

You wouldn't use a free and open and slanting *italic* type face for all the news columns of your newspaper. The effect would be too active—too dazzling on the eyes.

To be easily read a news face must be STEADY. Action must be reduced to a minimum.

All type faces can be grouped into four or five groups.

The least active group of all is the Modern Roman group—the group that was used as the basis for designing the Intertype IDEAL News Face.

However, a news face must have more than steadiness. A Modern Roman face may not have sufficient difference of color between the light and heavy portions of each letter. This will produce a monotone which is almost as tiring on the eyes as too much action.

The Intertype IDEAL News Face is a perfectly steady and yet a perfectly balanced type face that has sufficient color *around* each letter as well as *in* each letter.

Small wonder is it that this type face has been chosen as the news face for such papers as The New York Times, The Cleveland Plain Dealer, The Dallas Times-Herald, and others.

Let your readers decide which type they like best in your newspaper. We have a plan for doing this that does not cost a cent to try. Get in touch with the nearest Intertype office.

Intertype matrices will run in OTHER *slug-casting machines*

Standardized

INTERTYPE

TRADE MARK

INTERTYPE CORPORATION

1440 Broadway, NEW YORK

Chicago 130 North Franklin Street; *Memphis* McCall Building; *San Francisco* 560 Howard Street; *Los Angeles* 1240 South Main Street; *Boston* 80 Federal Street; *London; Berlin.* . . Distributors in principal cities throughout the world

Intertype Century Expanded with Century Bold

ADVERTISING AGENCY AFFAIRS

Campbell-Ewald Service Department Ends Convention—Appointments Announced by Grace & Holliday—Savage Now With Fisher-Wilson Agency, St. Louis



Members of the Campbell-Ewald Travel Service Department, (Left to right) A. S. White, F. S. Radspinner; R. J. Thomas; P. J. Malarney; O. L. Skinner; M. L. Kiebler; V. H. Bergmann; H. M. Stuart; R. J. Manney; R. W. Johnson; W. R. Ewald, director; F. H. Weissinger; R. F. Glynn; D. F. Mason; H. L. Batterson; W. H. Birchfield; R. B. Owens, Jr; D. W. Harway. (Left Rear) G. B. Castle, assistant director (right rear) C. P. Shaw, Pacific Coast supervisor.

OUTWARD bound to every corner of the United States are the 19 representatives of the Travel Service Department of the Campbell-Ewald company after the conclusion of the eleven-day second annual convention at the home offices in Detroit.

This unique department was organized just two years ago by H. T. Ewald, president of the company, with six traveling representatives, which has been augmented since that time to the present force of 19, together with four other persons in the home office. The department is headed by W. R. Ewald.

The convention was addressed by R. H. Grant, vice-president in charge of sales of the Chevrolet Motor Company; B. G. Koother, director of sales section, General Motors Corporation and H. G. Weaver, assistant to the director of sales section; advertising and assistant advertising managers of Buick, Crevrolet, Oakland and Oldsmobile Motor Car companies; and department heads, contact men and officials of the Campbell-Ewald company. The Olds, Chevrolet, Oakland and Buick factories were visited in the course of the convention.

Each representative is provided with a motor car and travels through a definite zone continuously, with headquarters in the Campbell-Ewald branches or in the Chevrolet zone offices. Travel is entirely and exclusively by automobile, the men never entering a train from one end of the year to another.

It was the original intention of Mr. Ewald, in creating the department, to provide close contact with the newspapers and check up on outdoor advertising for the benefit of the clients of this agency. Regular schedules were provided in each zone so that each dealer outlet of the company's clients would be visited several times a year.

From the dealers these traveling representatives obtain the public's reaction to the various products as well as the dealers' opinions on the advertising being conducted for the various clients. But this was only the beginning of the work.

The secondary function of the traveling representatives—to make investigations for the Research Department of the home office—has become highly important. Telegrams sent out from the home offices will, within the same day, send these men immediately to obtain information desired. A rather elaborate survey can thus be made within three or four days.

A motor car was presented to the traveler who had done the best work during the last year. Two men were chosen, Robert Owens and Cliff Shaw, but in the draw-off, Mr. Owens won the car.

Three additions to the staff of Grace & Holliday, New York advertising counsel, were announced this week by Edward R. Grace.

F. W. Schnirring, formerly advertising manager of the Sonora Phonograph Company, has joined the staff of the New York office; T. L. Munger, a former newspaper man, has been named chief of publicity; and S. E. Purcell has been made manager of the Miami office.

The Miami office is now handling the advertising of the City of Coral Gables.

W. C. Savage of Chicago recently joined the staff of the Fisher-Wilson Advertising Agency of St. Louis as account manager. Before going to St. Louis he was associated for six and a half years with the *Chicago Tribune* in the national advertising and business research departments.

Emil Brisacher and Staff, advertising agency, will move its San Francisco offices on Sept. 5, to the Crocker building. The new quarters will contain a model kitchen and testing laboratory under the direction of a domestic science expert.

The Quinlan Advertising Company has moved into new and enlarged quarters in the Pure Oil Building, 35 East Wacker Drive, Chicago.

CITY USING 22 NEWSPAPERS

Davenport, Ia., Telling Its Selling Story in Paid Space

The Davenport (Ia.) Chamber of Commerce is launching a newspaper campaign to "sell" the city more thoroughly to its trading radius and this week the first of a series of advertisements appeared in 22 newspapers in 20 adjacent Iowa and Illinois towns. The series will run 20 weeks.

General copy, emphasizing parks, golf courses, the radio station, parking facilities, theaters, municipal art gallery, and other advantages of the city, is used. The schedules are two columns, six inches. Milton Hult is chairman of the advertising committee.

BUILDING NEWSPAPER CIRCULATION

Dailies Using Dempsey-Tunney Fight for Circulation Contests—Toledo News-Bee Promoting Golf and Association Baseball—Price Increases Predicted

TWO different methods of using the Dempsey-Tunney fight as the background of a circulation or good will building contest are being followed by the *New York Evening Telegram* and the *Chicago Evening American.*

The Evening Telegram is offering five $40 tickets to the champion boxing fans of the greater city who can answer a list of 20 questions prepared by the sports department of the paper and write a comment on the question "Is boxing a worthwhile sport?" To keep interest moving from day to day the 20 questions were published this week in series of five.

In Chicago the Evening American is conducting a "Biff and Bamm" contest, awarding a $40 ringside ticket every day but Sunday. The tickets are given for the cleverest answers in rhyme to a question asked either by Biff or Bamm in a daily cartoon.

Declaring that there have been several successful increases in newspaper charges from two to three cents a copy during the past 18 months, Jacob Omansky, of Jacob Omansky & Co., circulation consultants of Cleveland, this week predicted that the coming year would see more similar boosts "than at any time since the war."

"With few exceptions the properties that show the largest earnings consistently are those that operate their circulation departments along sound economic lines," Mr. Omansky said. "Two cent papers with wholesale rates of $1 or $1.25 a 100 manage to keep their circulation expenses to 50 per cent of their circulation receipts. Three cent papers, with wholesale rates of $2 a 100 keep their expenses to about 33 per cent of their receipts.

"To circulation expenses charge all costs, including promotion, from the time the papers leave the press room. It is a fact that these percentages apply to all papers from 10,000 circulation up to those with six figures. To maintain such a healthy condition there is no room in a promotion budget for contests and other costly methods of adding new readers which were perhaps justifiable in the days when advertising rates could be raised easily and when linage was kiting upwards, but surely not now.

"There are other important angles in the relation between circulation receipts and expenses. A 3 cent paper, for instance, with a $2 a 100 wholesale rate, publishing an average of about 24 pages a day, can take in enough from circulation to pay the departmental cost, plus the white paper. Small papers that average only 16 pages a day with the same rates and circulations of more than 10,000 can take in enough to pay for the press and stereotyping costs as well. Thus a 3 cent paper operating in the circulation department at 50 or 60 cents per 100 and collecting $2 per 100 cannot become circulation poor, and is obviously in a stronger position and less dependent upon advertising linage than a two cent paper can be."

James L. Farley, for 20 years circulation manager of the old *Philadelphia North American* and Mrs. Farley will leave on the S. S. Antonia from New York, Sept. 8 on a European tour. They will be gone eight weeks and will visit France, Austria, Germany, England and Ireland. Mr. Farley is now in the real estate business in Philadelphia.

The *Brooklyn Daily Times* was host to more than 1,400 carrier boys last Thursday, Aug. 25, when the daily's fourth annual track and field championship meet was held at a local athletic field. E. S. Dobson, circulation manager, was in charge. The large number of newsboys were paraded through the heart of Brooklyn in 26 motor busses.

The *Toledo* (O.) *News Bee* is capitalizing on the interest in sports events in its territory with two contests that are attracting interest.

The newspaper is promoting and offering cups for the junior golf tournament of the Toledo golf district. It is for girls and boys under 20 and has a large entry list.

The other contest is selecting an all-American association baseball team. At the time it was started the Toledo club was leading the association and the prize offered to the winner was a trip to the "little world series," in which Toledo will take part if it wins the pennant. In case the local team is nosed out the winner will be sent to the fall classic between National and American league leaders.

The *Cleveland Press* is conducting a harmonica contest in connection with the Cleveland Board of Education. The champion will receive $100 and the champion boy quartette will receive a contract for a week's engagement at Loew's State Theatre.

H. B. Appleby, partner of Gregory & Appleby, circulation builders, has been presented a gold watch in honor of his firm's third anniversary. Presentation was made in the office of the *Norristown* (Pa.) *Register.* The company sells a complete accident policy to newspapers. Recent papers using the service include the *Paterson* (N. J.) *Press-Guardian* and the *Camden* (N. J.) *Morning Post.*

FOR PROMPT SERVICE

TYPE

BORDERS ∞ ORNAMENTS ∞ BRASS RULE

Printers' Supplies

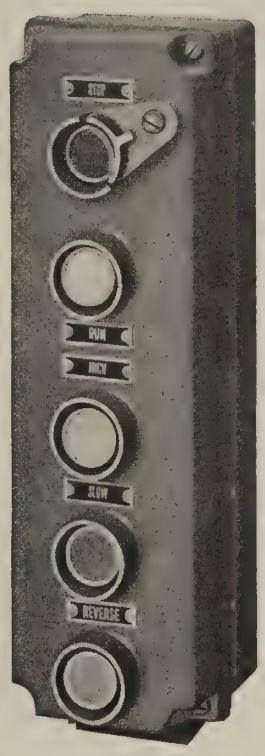
KELLY PRESSES • KLYMAX FEEDERS • PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

AMERICAN TYPE FOUNDERS COMPANY

Boston	Baltimore	Pittsburgh	Cincinnati	Kansas City	San Francisco
New York	Richmond	Cleveland	St. Louis	Des Moines	Portland
Philadelphia	Atlanta	Detroit	Milwaukee	Denver	Spokane
	Buffalo	Chicago	Minneapolis	Los Angeles	

CLINE UNIVERSAL CONTROL SYSTEM



The CLINE SYSTEM gives automatic push-button control of each function.

Independently operated from any location.

There are no levers to push or buttons to turn.

NOTE: All the best known machines at the Graphic Arts Exposition are operated by CLINE SYSTEM

CLINE SYSTEM — CLINE ELECTRIC MFG. CO. CHICAGO — QUALITY SERVICE SAFETY — CLINE WESTINGHOUSE

CLINE ELECTRIC MFG. CO.

NEW YORK CHICAGO SAN FRANCISCO

WOMEN IN ADVERTISING AND JOURNALISM

Girl, 27, Inherited Weekly Paper—Miss Rose Grace Covering Fashion News Abroad for Department Store—In Charge of Special Section—Miss Parsons Back East

THE case of Miss Eva Kildow of Roseville, near New Lexington, O., is not an exact duplication of the frazzled Cinderella tale. But it is near enough to be entertaining, even though it does not contain an Edward West Browning, a "Peaches," or a Honking Gander in its list of characters.

About a year ago, Frank R. Johnson, editor and owner of the *Roseville Leader*, died suddenly. Miss Kildow then had only been working for the Leader for several weeks. On the death of its publisher, however, she carried on. When Mr. Johnson's will was read a little later, Miss Kildow found she had inherited the paper.

"People said I never could make a go of it," Miss Kildow said the other day. "But I'm still here."

You know how things are on weeklies. Sometimes Miss Kildow works 18 hours a day. It is quite a business, being editor, owner, printer, reporter and advertising manager of the Roseville Leader. In spare moments, Miss Kildow does job printing. The only time she calls in any help is on press day, when two boys aid her in getting the Leader ready for the mails. Hard work, yes!

"But what's the difference," said Miss Kildow, "when you are working for yourself."

Miss Rose Pearl Grace, assistant advertising manager of the Denholm & McKay department store of Worcester, Mass., sailing this week for a six weeks' tour of Europe, will record her trip in a series of fashion letters to be used in the store's newspaper advertisements. Miss Grace's stunt will thoroughly "cover" the style centers of Europe, especially Paris, for the store's customers and newspaper readers.

Miss Helen Eason, of Enid, Okla., has been contributing a series of travel letters to the *Enid Morning News* on topics of interest in her European trip this summer.

A solid marble restaurant was recently opened in Monroe, La. To celebrate the occupancy the *Monroe News-Star* issued a special section. The entire section was written and sold by Irene Sims Shields of the newspaper's advertising department.

Miss Anna Nicholas, literary editor of the *Indianapolis Star,* is spending the summer in Europe.

Louella Parsons, moving picture writer of the *New York American* and other Hearst newspapers, returned to New York this week from the Pacific Coast. She will spend two weeks in the city and then go to Chicago, where she will cover the Dempsey-Tunney fight.

Lulu King of the educational display advertising department of the *Chicago Tribune* resigned recently after 17 years of service. She purchased a book store in Winnetka.

Mazie Clemens, reporter on the *New York World* staff, has returned from a month's vacation.

Miss Marjorie Edwards, daughter of Editor Henry Edwards of the *Tyler Journal* and *Troup* (Tex.) *Banner*, has joined the staff of the *Gatesville* (Tex.) *Messenger*.

WITH THE GENERAL ADVERTISERS

Wheatsworth, Inc., New Name of F. H. Bennett Biscuit Company—"Old Gold" Takes to Air Advertising—Philadelphia Shirt Manufacturers in Merger

DIRECTORS of the F. H. Bennett Biscuit Company, makers of Wheatsworth biscuits, flour and other products, have decided to capitalize on the goodwill attached to the name Wheatworth by changing the company's name to Wheatsworth, Inc. The company was formed in 1907 to market the whole wheat products devised by Dr. Thomas L. Bennett.

Newspapers in 10 big cities are being used in a campaign which will start shortly promoting Old English Wax. The account is handled by the John F. Murray Advertising Agency, New York.

P. Lorillard Company, which used newspapers to introduce "Old Gold" cigarettes to the smoking public, this week signed a contract with the National Broadcasting Company to broadcast Broadway shows direct from the stage, with incidental plugging for Old Gold. Lennon & Mitchell, the advertising agency that directs this account, informed EDITOR & PUBLISHER that the broadcasting program was supplenmental to the newspaper campaign which is being continued on a large scale.

Johns-Manville, Inc., have appointed a new advertising agent, W. L. Brann, Inc., of 270 Madison avenue, New York.

The Shredded Wheat Company of Niagara Falls, N. Y., has just conducted a prize essay contest among the school children of America with the twenty winners, accompanied by their teachers, receiving free trips to Niagara Falls, the "Home of Shredded Wheat." Essays were contributed by some 200,000 school children throughout America.

The Clicquot Club Ginger Ale Company at Millis, Mass., recently shipped an entire trainload of Clicquot Club ginger ale from Millis to the west. The special train of 40 freight cars went through to Chicago, advertising a well-known New England product, and was then split up for shipment to various western and midwestern cities. The run was made in 72 hours. The shipment was the first such movement of a New England trademarked product and was made in special refrigerator cars. It also marked the 40th anniversary of the concern.

The L. Needles-Brooker Company, of Philadelphia, manufacturers of Fruit of the Loom Shirts, has been merged with the Samuel Sternberger Company, of Philadelphia, manufacturers of Eclipse Shirts, under the firm name of Eclipse-Needles Company. A consumer and trade campaign is being prepared by the United Advertising Agency, Inc., of New York, which has been appointed to handle the account.

The Pacific Coast Borax Company announces the appointment of E. R. Haddox as sales manager for their packaged goods line. For several years Mr. Haddox has been in charge of packaged goods sales for the Borax Company's Pacific Coast territory. Under his new assignment he will assume direction of both sales and advertising for the entire United States market.

FAMILY REUNION

Albert N. Burkholder the veteran managing editor of the *Reading* (Pa.) *Eagle* was the principal speaker at a reunion of the Burkholder family which was held at Hershey Park, near Harrisburg, Pa., recently.

ADDENDA TO EDITOR & PUBLISHER'S FOURTH ANNUAL SYNDICATE DIRECTORY

FOLLOWING are features and syndicates which, through error, were not included in EDITOR & PUBLISHER'S fourth annual directory of syndicate features published last week:

GENERAL FEATURES

Name	Author	Syndicate
Attic Salt Shaker	W. Orton Tewson	United Feature Syndicate
Fun Shop (d)	M. F. Judell	McNaught Syndicate, Inc.
Information Service	Staff	Newspaper Information Service
Jewish Humor	Leo M. Glassman	Jewish Telegraphic Agency
New York Letter	William Z. Spiegelman	Jewish Telegraphic Agency

SPORTS

Sport Notes	George Joel	Jewish Telegraphic Agency

CORRECTED ADDRESSES

Audio Service	326 W. Madison St., Chicago, Ill.
Newspaper Information Service	1322 New York Avenue, N. W., Washington D. C.
Akron Newspaper Service	122 Akron St., Rochester, N. Y.
Army and Navy Service	National Press Club, Washington, D. C.
Jewish Telegraphic Agency	611 Broadway, New York
Wide World Photos, Inc.	New York Times, New York.

Ionic No. 5

The blackface type is Ionic No. 5; the outline is Roman No. 2

Ionic No. 5 Is More Readable Because It Is Larger

MANY factors contribute to the legibility of Ionic No. 5; the increased weight, the even color, the stronger serifs, the roundness of the letters, the better distribution of the white space around the letters, the fact that it will not break down in stereotyping, but more important than any of these is the fact that it is actually larger, point size for point size, than any other newspaper face.

Just how much larger is graphically shown in the illustration at the top in which 7 point Ionic is superimposed on 7 point No. 2.

And this great gain in size and legibility is achieved without loss in word count. If Ionic were a type of ordinary design, this increase in size would not be of any particular value because the space that is saved would have to be put between the lines. But Ionic is different. It doesn't need much white either between letters or between lines. The letters are closely fitted together and still hold their contour. The lines can be half a point to a full point closer together and still be easily followed as is shown in the illustration at the left. Ionic No. 5 is made in four sizes, 5½, 6½, 6¾ and 7 point, in combination with Bold Face No. 2 or Italic and Small Caps.

Why Ionic No. 5 Requires Less Leading Than Ordinary Types

In ordinary types the vertical strokes are emphasized. These pronounced vertical strokes have a tendency to interrupt the normal horizontal motion of the eye. It is therefore necessary to put more white space between the lines so that the eye can follow them back and forth across the column.

Ionic is more rounded, the strokes are of even weight, and the letters are more closely tied together so that each line is a continuous band of color across the page. It is easier for the eye to follow the lines and consequently they can be put a little closer together without loss of legibility.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

Linotyped in the Garamond Family

Why You should use Gas *the Perfect Fuel*

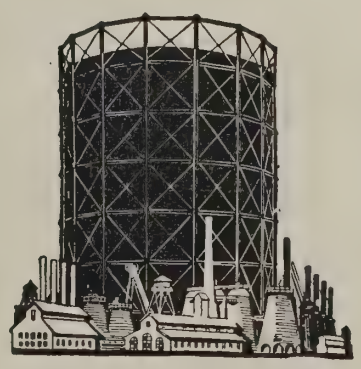
Just a brief outline that will give you abundant food for thought—

COMPLETE and INSTANT CONTROL—the results of which are:

Economy in production
Elimination of spoilage
Maintenance of uniform quality in product
Greater average speed in manufacturing operations
Increased output

NO FUEL STORAGE in your plant — which means:

Economy in factory space
No capital tied up in fuel
You pay for gas AFTER using, not before
A constant fuel supply always instantly available



ELIMINATION OF SMOKE and ash removal —resulting in:

Enhanced value of real estate and buildings
Savings in cost of cleaning, painting and redecorating
Better working conditions
Increased man-power efficiency

Gas is saving money for others in your line of industry. It will do the same for you. For further information, consult your local gas company, or write to

American Gas Association
420 Lexington Avenue, New York City

We have an interesting booklet which will be sent on request.

WHAT'S WHAT IN THE FEATURE FIELD

Jack Sharkey Signs Contract with Famous Features Syndicate—Jim Jeffries with United Feature—Special Simmonds Cable Service Starts—Fables in Slang in Strip Form

JACK SHARKEY has signed a contract with Famous Features Syndicate, and stories under his by-line will be offered to newspapers covering the Dempsey-Tunney fight. It has not yet been decided who will be the fighter's literary assistant.

Special cable service on the Frank Simmonds stories from Geneva was started this week by the McClure Syndicate. After the Geneva conference, Mr. Simmonds will visit the important European capitals, spending a total of 14 weeks on the Continent.

The "Fables in Slang" of George Ade have been prepared in comic strip form and are being offered to newspapers by the Bell Syndicate for publication beginning Oct. 3. Art Helfant, formerly of the *New York Daily Mirror,* is the artist.

W. J. Voss, associate editor of the Ullman Feature Service, Washington, D. C., has left on a business trip which will take him to southern Texas.

"Memoirs of Jackie Coogan," a new feature, is being offered by Famous Features Syndicate.

Irwin Barbour, general manager of the McClure Newspaper Syndicate, has reached the Pacific Coast on a combined business and pleasure automobile trip. He expects to return to New York, Oct. 5. Fanny Marshall, a member of the same syndicate's staff, is spending her vacation in Maine.

Frederic William Wile, who runs a syndicate under his own name in Washington, D. C., has been commissioned to edit "A Century of Industrial Progress," a centenary jubilee volume to be issued by the American Institute of the City of New. York, early in 1928. Secretary Hoover will write the introductory chapter and the George H. Doran Company will publish the book.

John N. Wheeler, president of the Bell Syndicate, has recovered from a recent illness, and this week was able to come to his office in New York from his home Ardsley-on-Hudson, New York.

Jim Jeffries, former world's heavyweight champion, will report the Dempsey-Tunney fight and part of the preliminary training for the United Feature Syndicate. He will be assisted by a well known sporting writer.

Howard Wheeler, president of the United Feature Syndicate, has returned from a month spent at Grand Isle, Vt., the summer home of Gen. Lincoln C. Andrews, who is contemplating writing his memoirs.

Stephen F. Tillman has bought out the interest of Vivian Lee Tillman in the Army and Navy News Service, Washington, D. C.

CLASSIFIED ADVERTISING

"Hunting a Home" Column New Trick in Washington—"Mr. Speed" Knocks on Doors of Gloversville Homes—Boston Advertiser Quits Classified

SEEING is believing, and belief is 99 per cent of a sale. But to make people go out to see a house for sale is not always as easy as it sounds. The *Washington Daily News* is now furnishing readers of its house for sale classification with far-seeing eyes every Saturday. The "eyes" belong to Marjorie Binford, and she writes down what she sees in an advertising column in the Daily News called "Hunting a Home."

Miss Binford visits homes to be advertised and, in sketch and type, tells readers of the many attractive and different features she observes. The feature is said to have attracted considerable attention and promises to be the means of obtaining more and better real-estate advertising. The advertising is sold by the space instead of by the agate line.

The *Gloversville* (N. Y.) *Leader-Republican* classified department is stirring up interest during the dull season which comes at the fag end of vacation time by having a "Mr. Speed" call at 25 or 30 homes every day and give $5 gold pieces to persons who answer the door with the most recent issue of the newspaper in their hands and who properly repeat the daily slogan printed therein. The slogan is a "puff" for the paper, such as: "Excuse me, Mr. Speed, you are from the Leader-Republican, a paper that should be read in ninety-nine of every one hundred homes in the Glove Cities, and which has a splendid classified ad page." The slogan must be repeated accurately. Consolation prizes consist of theatre tickets.

The *Boston* (Mass.) *Daily Advertiser* has discontinued its classified advertisement columns. In the future all classified ads will be run in the *Boston American,* the evening Hearst newspaper published by the same concern.

Ray Bright is the new classified advertising manager of the *Houston* (Tex.) *Press.* He worked previously on the *Houston Post* and *Houston Chronicle* and was classified advertising manager of the *Chattanooga Times* in 1925.

REPRESENTING THE NEWSPAPERS

TWO newspapers this week announced the appointment of Scherer, Inc., as national advertising representatives. They were the *Rochester* (Ind.) *News-Sentinel* and the *Sault Ste. Marie* (Mich.) *News.* Through the appointment the News-Sentinel becomes a member of the Indiana Leagoe of Home Dailies and the News a member of the Michigan League of Home Dailies. The News has not been represented heretofore in the national field.

Thomas F. Clark Co., Inc. has been appointed the national advertising representative of the *Griffin* (Ga.) *Daily News.*

George W. Breadner, formerly of the Canadian Salt Company, has joined the New York office of the William J. Morton Company, newspaper representatives, succeeding George N. Findlater, Jr., transferred to the Chicago office.

HANWAY SELLS IN LAREDO

Control of the *Laredo* (Tex.) *Daily Times* has been sold by J. E. Hanway, publisher and editor of Casper, Wyo., to Edmund P. Walker & Co., of Chicago and W. P. Allen of Laredo, who will remain as general manager of the Times.

ANTI-GAMBLING CRUSADE

The *Chicago Daily News* is conducting a crusade against gambling. One of the exposures made this week was a certain Al "Scarface" Capone and his gang have built up a gambling syndicate profiting at a rate of $1,000,000 a month, with one-fourth of the profit going to the police and municipal authorities for "protection."

COMPANY TO MARKET TELEGRAVURE FORMED

Codograph Service Corporation Chartered in Delaware for Exploitation of Ford's Recent Invention

Arthur S. Ford, inventor of telegravure, the process of "setting" pictures from code on typesetting machines, has placed his invention in the hands of a New York syndicate for exploitation.

Harry J. Taylor, spokesman for the syndicate, informed EDITOR & PUBLISHER this week that a company is being formed and incorporated in Deleware to be known as the Codograph Service Corporation, with offices at 342 Madison Ave., New York, the Canadian Pacific Building. Officers of the company have not yet been elected.

Mr. Ford described his financial backing as "substantial," but declined to reveal the amount, or the names of the men, six in number, who are underwriting the venture.

"It is premature to make any announcement now," Mr. Taylor said. "Within 60 days we hope to be able to speak definitely.

"All we can say now is that the company is being formed to merchandise Mr. Ford's invention satisfactorily. We do not intend to make the invention a stock-selling scheme."

As first made public last April in EDITOR & PUBLISHER, Mr. Ford's invention is described by its creator as "a system of making printing plates at a distance. This is accomplished by breaking any desired picture up into 'atoms,' which are coded according to their special formation and given an alphabetic letter. The code made up of these letters is transmitted by cable, telephone, letter or by any other means, and the original picture is re-created by assembling duplicates of these characters on a typewriter, typesetting machine, or any other convenient way."

At Mr. Taylor's office samples were shown of half-tones made from photographs Mr. Ford has produced using a specially constructed typewriter, which has keys of the code needed for constructing pictures.

It is understood that the Codograph Service Corporation will organize methods of furnishing newspapers with pictures by code and arrange to lease them the right to use the necessary linotype or monotype fonts for setting the pictures, when they are perfected.

TOKIO REPORTERS USE CARRIER PIGEONS

Inning-by-Inning Baseball Flashed by Birds, Says I. N. S. Tokio Correspondent Here on Vacation For Few Weeks

When the Japanese Babe Ruth knocks a home run the ball is followed over the fence by a flock of carrier pigeons, speeding the news to Tokio's newspaper offices and downtown scoreboards.



LUTHER A. HUSTON

This quaint method is the only means of communication between the large stadium and the newspaper offices, according to Luther A. Huston, International News Service correspondent in Tokio, who is in New York for a few weeks on vacation.

Although the Japanese are well acquainted with the telephone and telegraph, no wires have ever been installed at the stadium. The inning by inning scores are sent by carrier pigeon and after the game the Japanese news writers come to the office to write their stories.

This practice was cited by Mr. Huston to illustrate the difficulties of gathering news in Japan, where the elaborate wire and phone facilities used by American newspapers are unknown. It was only with great difficulty that the foreign correspondents in Tokio persuaded the Ministry of Communications to install a telephone line from Tokio to the little village of Hayama, where the Japanese Emporer died recently.

Japanese news agencies do not use the leased wire system, but telephone their news reports to their offices in various cities. The report is transcribed and delivered to local newspapers by boys.

"A cheaper press rate in the Pacific, enabling correspondents to transmit a more complete report is the biggest problem at the present time," Huston said. "The present cable rate is 27 cents a word, and radio 18 cents a word. Radio, I have found, is generally just as reliable as cable."

All wire services are a government monopoly in Japan, he said, which tends to slow up the handling of news. All operators and officials are Japanese. Every cable filed must go through the Ministry of Communications.

Mr. Huston has been in Tokio for I. N. S. for the past three years. He arrived in this country Aug. 1 on vacation, spending three weeks at his home in Tacoma, Wash. He arrived in New York this week to sit in on the I. N. S. cable desk for a short time before returning to the coast. He sails for Tokio from Seattle Sept. 27.

"The Largest Business of Its Kind in America"

HOTALING'S NEWS AGENCY

NEW YORK

Distributors of Out-of-Town Newspapers

RETAIL BRANCHES

NEWS-STANDS—43rd & Broadway North End of The Times Bldg.

WOOLWORTH BUILDING Barclay St. Entrance

FOREIGN NEWS DEPOT
The TIMES BUILDING

FROM "NEWSPAPER HEADQUARTERS," 308 West 40th STREET.
We make five deliveries daily to the principal hotel news-stands.
(Call Longacre 4649)

Any daily, Sunday or weekly newspaper in the world secured. Low prices quoted on quantity and standing orders.
Back numbers of New York and out-of-town newspapers carried in stock.

FOOD FACTS *vs Food Fakers*

A FEW years ago, the American newspapers practically eliminated the quack doctor and patent medicine faker.

A GOOD many of these are now staging a come-back under the guise of beauty experts, health experts, reducing experts and diet specialists.

THEY are capitalizing on the American public's desire for health, their interest in eating and their inclination to pursue a hobby. They reach the public through syndicated newspaper articles or public meetings, publicity for which is secured through the newspapers.

THEIR doctrines run from cure for cancer and corns to protection against old age and fat. Their formula is usually a trick diet and the purchase of a book. Most of these faddists unfortunately decry bread, this being their ballyhoo principally because bread has been man's universal food through the ages.

AMPLE authoritative evidence can be furnished that bread has its place in the diet from childhood to old age, through sickness and in health.

WE subscribe to the modern tendency to eat less, and more intelligently. We don't want our women "fair, fat and forty." We want them fair always, fat never, and forty only to their families. We don't want our men carrying a pouch and sitting on the porch—we'd rather have them cutting a figure on the fairway. But we don't want to have these things by jeopardizing the health of the nation. If you are too fat, eat less. If you are sick, see a doctor. Don't go after *form* relief by a food fad.

MANY well informed doctors and groups are disseminating valuable health information through the newspapers, and this is adding to the health and happiness of the people.

THE object of this advertisement is to ask American newspaper publishers to investigate the authenticity, authority and reputation of their medical syndicate writers, just as they verify their news items and vouch for their advertisements.

BUY for your reader the same medical advice that you buy for your family. Don't misconstrue reader interest in temporary circulation builders as a stamp of approval. That which attracts the Public may not be in the interest of the People.

"The Department of Agriculture issued a public warning: In view of the wide spread of literature and advice of so-called "diet experts" it seems desirable to warn people against adopting the dietary recommendations of those without real scientific standing in the community. Some of the advocates of freak diets are sincere, but are, themselves, deluded. Others are fakers . . . If the deductions of many food faddists, accepted as facts, were really operative, it would be difficult to explain how the human race has survived."

From "Time," August 15, 1927

AMERICAN BAKERS ASSOCIATION

1135 Fullerton Avenue, Chicago, Illinois

"ME TOO" SOLICITATION A WASTE OF TIME

Space Buyer Gives Tips to Small City Papers on How to Get and Hold National Accounts In Coast Speech

"Inside advice" to small city newspapers on how to obtain more national advertising was given by W. F. Hannaford, space buyer for the Dan B. Moner Company, Los Angeles, in a speech before the annual meeting of the Southern California Newspaper Publishers' Association.

Some of Mr. Hannaford's ideas, quoted from the *Southern California Editor,* organ of the association, follow:

"Agency people and advertisers need to know about your paper, and a good rate card is always necessary in their files. Supplementary information, too, in convenient form for filing in a letter size folder about once in every quarter will be very valuable to space buyers, and will be kept for reference. If you could watch me wade through my mail a few times and see how large a percentage of the matter that comes in goes straight to the waste paper basket, beacuse of its trick folds or bulk, or some other inconvenience, you would quickly realize the value of the simple mailing piece that will file easily and can be referred to quickly.

"Circulation figures are very important to the space buyer, and don't be afraid to give the true figure. There is an emphatic reaction developing against this idea of big circulation at any cost. A circulation figure of 3,000 papers in a community where the population is listed as 450, needs a very definite word of explanation to inspire confidence.

"If there is a particular account you want, first study the account and what you can do for it. The 'me too' argument is having less and less force. The fact that the advertisement appeared in another paper is no argument that it should be in your paper. Has the product distribution in your territory? Can it get distribution? Is there a good dealer to handle it? etc. The answers to these questions will form the basis of a good selling talk for you and get you a hearing at least.

"Let me suggest that you take care of it. I can illustrate what I mean, perhaps, by telling of a very recent experience in our office. A certain good sized newspaper in the northwest has been soliciting a certain account which has been going out of our office for the past two years and a half. The representative of the paper has called on us a number of times, has telephoned, has written innumerable letters. The national advertising manager of the paper has written time and time again, has sent long letters and short letters, has sent us surveys running into many pages, showing the importance of his paper in a wonderfully rich territory. Our advertiser was not very much interested in that territory, but finally, last fall, he authorized a schedule of about four weeks with a small advertisement running practically every day during that period, and two or three larger advertisements interspersed with the smaller ones.

"When the checking copies began to come in, we were rather surprised to find our small advertisement buried at the bottom of the page under four column, ten or three column fifteen-inch, and all sorts of larger advertisements, with evidently never a thought as to the effect it might have on this advertiser they had worked so long to win.

"Letters of protest brought alibis and excuses and explanations, but no indication that the paper really cared whether the schedule continued or not. The chief emphasis was along the line that we should be thankful that our advertisement was able to get in the paper at all, because of its importance and crowded pages, and many other advertisers that must be considered. To my notion, this is one way not to take care of an account.

"Foreign advertisements are very often smaller than your local merchants will use. I believe it will pay any publisher to watch the foreign advertisements, especially the smaller ones, in the matter of position and watch them especially in the earlier days of the campaign. Handle these small advertisements as you would like to have a small advertisement of your own handled.

"1. Check with the dealer and see if the advertising is doing him any good.

"2. Work with the dealer and see if interest and help make the advertising pay.

"3. Furnish the advertiser checking copies.

"4. Send in your bill promptly at the end of the month.

"5. Have your invoices made out in detail, showing the number of inches, the day the advertisement ran, and the rate per inch."

AD TIPS

N. W. Ayer & Son, 308 Chestnut street, Philadelphia. Placing orders with newspapers in selected sections for the D. & S. Slade Company, spices, Boston.

Biow Company, Inc., 9 East 40th street, New York. Again placing orders with the Yele Electric Corporation, radio batteries, Brooklyn.

Bisberne Advertising Company, 58 E. Washington street, Chicago. Placing account for C. W. Beggs Sons Company, marcelle brilliantine de France, Chicago.

Buchen Company, 28 East Jackson boulevard, Chicago. Placing account for the Climax Engineering Company, Clinton, Iowa.

Campbell-Ewald Company, Book Building, Detroit. Placing accounts for the Ph. H. Fostel Milling Company, Mascoutah, Illinois, and the Reynolite Division of the Reynolds Spring Company.

Collins-Kirk, Inc., 752 North Michigan avenue, Chicago. Will make up its newspaper list in September and October on John F. Jelke Company, Chicago.

D'Arcy Advertising Company, 1501 Locust street, St. Louis, Mo. Issuing 3,000 line schedules to a few newspapers on Anheuser-Busch Company, St. Louis, Mo. (Barley Malt).

Earl B. English Company, Drexel Building, Philadelphia. Again placing orders with newspapers in various sections for the United Medicine Company, Philadelphia.

Friend Advertising Agency, 171 Madison avenue, New York. Placing account for the Hair Specialty Company, New York.

Gale & Pietsch, 6 North Michigan avenue, Chicago. Is considering a limited list of papers in the north for next year's campaign on the Insulite Company, Minneapolis, Minn.

Grace & Holliday, Miami, Fla. Has secured account of the City of Coral Gables.

Grace & Holliday, Penobscot Building, Detroit. Placing accounts for the Lynite Pistons and Connecting Rods for the Aluminum Company of America and Chenevert & Company, marine builders.

Hanff-Metzger, Inc., Paramount Building, New York. Placing account for Alpina, Inc., Berne, Switzerland, manufacturers of snake, lizard and other reptile leathers.

Hays Advertising Agency, 246 College street, Burlington, Vt. Placing orders with some Pennsylvania newspapers for the Dy-O-La Dye Company, Burlington.

E. T. Howard Company, 420 Lexington avenue, New York. Again placing copy with newspapers in various sections for the L. E. Waterman Company, Ideal fountain pen, New York.

Charles W. Hoyt Company, Inc., 11 East 36th street, New York. Placing account for the Rutland Fire Clay Company, Rutland, Vt., manufacturers of "Rutland" patching plaster and roof coating.

Johnstone Advertising & Sales Service, Inc., 26 Forbes street, Rochester, N. Y. Placing account for E. Griffith Hughes, Rochester, N. Y.

H. W. Kastor & Sons Advertising Company, Lytton Building, Chicago. Again making contracts with newspapers for the Cooper Pharmacal Company, Chicago.

Lord & Thomas and Logan, 247 Park avenue, New York. Making contracts with newspapers for Julius Kayser & Company, gloves and underwear, New York.

Morse Advertising Company, Detroit, Mich. 63 W. Milwaukee street. Will make up next year's list on Herpicide Company, Detroit, Mich., during September.

Newell-Emmett Company, 40 East 34th street, New York. Now handling account for the Ansonia Clock Company, New York.

Newell-Emmett Company, Inc., 40 East 34th street, New York. Placing account for the Graybar Electric Company, New York, manufacturers of electrical supplies.

Procter & Collier, McMillan street at Reading road, Cincinnati, O. Sending contracts to a few scattered points on U. S. Playing Card Company, Cincinnati, Ohio.

Richardson-Briggs Company, 216 Superior avenue, N. E., Cleveland, Ohio. Reported to have secured account for the Piso Company, medical, Warren, Pa.

Roche Advertising Company, Straus Building, Chicago. Placing account for the Chero-Cola Company, Columbus, Georgia.

Arthur Rosenberg Company, Inc., 15 West 37th street, New York. Now handling account for the Dan Ross Tailoring Company, New York.

Sherman & Lebair, Inc., 183 Madison avenue, New York. Making contracts with newspapers in various sections for the B. V. D. Company, underwear, New York.

F. P. Shumway Company, 453 Washington street, Boston. Again placing orders with newspapers in various sections for the Glastonbury Knitting Company, underwear, Addison, Conn.

J. Walter Thompson Company, 410 North Michigan Boulevard, Chicago. Now handling the account of the Real Silk Hosiery Mills, Indianapolis, Ind.

Charles H. Touzalin Company, 7 South Dearborn street, Chicago. Issuing contracts to newspapers generally on Stewart-Warner, Chicago (Radio).

United Advertising Agency, 6 North Michigan avenue, Chicago. Placing account for the Zenith Radio Corporation, Chicago.

United Advertising Agency, 609 Pierce, Sioux City, Iowa. Placing 2,000 to 3,500 line contracts in 35 of the larger cities for the Julius M. White Manufacturing Company, Sioux City, Iowa, manufacturers of White Radio Socket Power Units ("A," "B" and "A-B" battery elimination).

Charles A. Weeks, Inc., 270 Madison avenue, New York. Placing account for the Bleacident Laboratories, Inc., Jersey City, N. J.

William & Cunnyngham, 6 North Michigan Boulevard, Chicago. Is sending schedules to a few towns on Holland Pen Co., Holland, Michigan. Now placing the entire account for the Vesta Battery Co., Chicago (Radio).

Winsten & Sullivan, Inc., 420 Lexington avenue, New York. Reported will place account for Schieffelin & Company, Vernax furniture cream, New York.

If a woman has so all-fired much intuition, why does she ask so many questions?—*Florence* (Ala.) *Herald.*

NEWSPAPER ENGINEERING

An organization specializing in newspaper buildings, all phases of newspaper engineering, operation and production problems, analytical surveys and valuations.

S. P. WESTON, INC.

Newspaper Buildings, Production, Operation Surveys, Valuations.

420 Lexington Avenue, New York

Buffalo, The Wonder City of America

Buffalo—a profitable Market for Advertisers

Sales in Buffalo are splendid for advertising goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

EDWARD H. BUTLER
Editor and Publisher

KELLY-SMITH COMPANY
Representatives

Graybar Bldg. New York, N. Y. — Tribune Tower Chicago, Ill.
Atlantic Bldg. Philadelphia — Waterman Bldg. Boston

One newspaper—the Pittsburgh PRESS—blankets the great Pittsburgh market, the fifth largest market in the United States. The PRESS has overwhelming leadership. At one cost, through a single newspaper, the advertiser quickly and thoroughly sells both dealer and consumer.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper

Represented by Allied Newspapers, Inc.

New York Chicago Detroit Atlanta San Francisco Los Angeles Seattle Portland

Read in 4 out of 5 Homes In PEORIA

PEORIA JOURNAL-TRANSCRIPT

"The Try-Out Medium In the Try-Out City"

America's Complete Newspaper

NEW YORK Herald Tribune

UTAH - IDAHO
WESTERN WYOMING
and
EASTERN NEVADA

—Salt Lake City is the distributing center of this great area, the population and wealth of which is increasing rapidly.

The Salt Lake Tribune

THE S. C. BECKWITH SPECIAL AGENCY
New York — Chicago — Detroit
St. Louis — Kansas City — Atlanta

M. C. MOGENSEN & CO., INC.
San Francisco — Los Angeles
Seattle — Portland

first! in OHIO

Dispatch Sets the Pace

During the first six months of 1927 The Columbus Dispatch carried more paid advertising than the second Columbus paper by 4,639,750 agate lines.

For years The Columbus Dispatch has enjoyed the distinction of being first in Ohio in paid advertising volume.

NET PAID CIRCULATION

City	60,216
Suburban	28,937
Country	24,525
Total Circulation	113,678

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

Member "A. B. C." *Member "A. B. P."*

There Are Three Kinds of Advertising

Are you developing all 3?

The advertising income of your newspaper comes through 3 doors

One door is marked "LOCAL DISPLAY"
Another door is marked "CLASSIFIED"
A third door is marked "NATIONAL ADVERTISING"

What percentage of your total volume of advertising is NATIONAL advertising?

The answer to that question indicates to what degree you have grasped your opportunities to build income.

The Bureau of Advertising of the A. N. P. A. estimates that approximately $220,000,000 was invested in 1926 by national advertisers in newspaper campaigns. The same authority estimates the amount spent in advertising some General Motors lines in newspapers in 1926 as $3,800,000.

You have observed the "trend toward newspapers"—you have sensed the rising tide of national newspaper advertising.

Yet how about your National Advertising "DOOR"—is it shut or open?

Are your own selling programs efficient and effective? Are you advertising your market and your medium in the columns of EDITOR & PUBLISHER?

Advertisers and advertising agents on EDITOR & PUBLISHER'S paid subscription lists placed more than $100,000,000 of national advertising last year.

It will pay you to cultivate intensively this field

EDITOR & PUBLISHER

"The Newspaper Advocate"

1700 Times Building 42nd St. and Broadway New York City

ICE FIRM USING CLEVER COMMENTS IN COPY TO BUILD GOOD WILL

"Hallie Icemore's" Daily Quips Have Fixed Attention Upon Small Daily Copy of Spartanburg, S. C., Company —Occupies Regular Position

By ARTHUR G. KEENEY

Cleverly written paragraphs increase the popularity of many newspapers. It is even probable that some newspapers are bought on the streets because they are known to contain exceptionally good editorial quips; but it is a South Carolina ice manufacturer who has discovered that cleverly written paragraphs can be made to sell ice.

Wehn Howard B. Carlisle, Jr., assumed the management of the Hallett Ice and Coal Company, Spartanburg, S. C., a couple of years ago, he decided to experiment with printers' ink. He knew that advertising—the right kind—pays; but he wanted to ascertain for himself *what kind* of advertising builds good will for the advertiser while causing people to buy his merchandise.

Mr. Carlisle harbored no hallucinations concerning his own ability to write advertising copy. He employed a former newspaper man to write his copy.

The Hallet copy probably is unique when one remembers that it is designed to sell ice, build good will for the advertiser and yet do both of these things without causing readers to suspect that anything of the sort is being done.

"Hallie Icemore," a comely girl of eight or ten summers, was introduced to Spartanburg newspaper readers some months ago. No one has seen her, but she is better known than any other member of her sex in the city. Her open smile beams out at newspaper readers every morning and every afternoon, and her features have become as well known as her ability to say clever things that, apparently, have nothing in common with the ice business.

In hundreds of Spartanburg homes her brief chats cause families gathered about the breakfast table to enjoy a hearty chuckle before scattering for the day's work. When, an hour or two later, a wagon from Hallett Ice and Coal Company approaches, the housewife greets the driver with a smile and directs that her refrigerator be filled with Hallett ice.

"Hallie" sells ice because she creates a friendly atmosphere for Hallett drivers to enter. Their ice is, in reality, sold before they arrive, and yet "Hallie" has not mentioned ice.

How does she do it?

Well, for instance:

"I declare! Danny's mother's peach tree has lost two limbs in two days. If that boy doesn't do better, his folks will have to buy all their preserves."

Who is Danny?

This explains:

"My little neighbor, Danny, ain't my sweetheart any more, but I'm still his, 'n he better not have anybody else, either."

Mother's and father's foibles are freely discussed by little Miss "Hallie."

"Mother took a new kind of aspirin last night, and it stopped her headache in five minutes, even if she did take it by mistake. It was my dress button."

And: "Daddy thinks there's nobody like Mother. He says you can reason with other people."

"Hallie" is intensely human:

"Mother and little Brother are in the mountains and Daddy and I are having the best time! This morning at breakfast I put my knife in my mouth and Daddy drank out of his saucer."

"Hallie Icemore" never talks enough to be tiresome. Once a subject has been touched upon and exhausted—in about a dozen words—a new topic is taken up. For instance, with the New York-Paris flight the principal conversational topic, "Hallie" remarked:

"These days, Aunt Vivian always asks somebody to look at the morning paper before she does, for fear Lindbergh's been killed flying."

Just beneath "Hallie's" comment appears, each day, a "box," in which housewives are advised to buy their ice from "the red wagon." Hallett's chief competitor uses yellow wagons.

Hallett Ice and Coal Company, in reality, doesn't care whether newspaper readers notice that this appeal for the red wagon is there. "Hallie Icemore's" name is so inseparably tied up with the company's name that the purpose is achieved anyway.

How does Hallett Ice and Coal Company know that its little protege makes friends for her sponsors?

Telephone calls, letters, voluntary statements to company officials and employes—such things occur every day. No stronger evidence could be offered that an ice company can get away from the conventional type of advertising and can sell more ice. People know exactly where to find "Hallie" because, like the comic strips, she has her own private niche. She appears in the lower left-hand corner of the back page every day—and she bids fair to remain there the rest of her life.

Incidentally, the Hallett company sells coal and it employs a master salesman for that product, too. His name is "Hal Cole," and he is just as successful as his little cousin, "Hallie Icemore."

Newspaper advertising that makes the public speak favorably of the advertiser will sell that advertiser's merchandise, and it isn't necessary to spend tremendous sums in order to induce people to regard the advertiser with favor.

ORLANDO CLUB PAYS TRIBUTE TO HUNT

Adopts Memorial Resolution at Special Meeting Praising Former I. A. A. General Manager and Local President

The Advertising Club of Orlando, Fla., recently held a memorial meeting for the late Carl Hunt, past president of the club and former general manager of the International Advertising Association.

The entire program was devoted to "Carl Hunt As I Knew Him," in which 17 members gave brief sketches of his qualities. At the conclusion of the program, an "Appreciation" of the work of Carl Hunt was presented with the recommendation that it be spread upon the minutes of the Club. The appreciation follows:

"There has been removed from our midst a man whose presence has been a source of inspiration and whose friendship we prized as deeply as that of anyone who has ever lived among us.

"Carl Hunt was a friend to every member of this club, and while we were favored in having him as one of us, we realize that he belonged to every Advertising Club in the world and that the influence of his life principles and ideals is felt today wherever modern business is transacted.

"To know Carl Hunt as we have known him was a rare pleasure. Many others knew him officially in connection with his activities on behalf of the International Association of Advertising Clubs. All respected and admired him. We knew him intimately. We knew him to love him.

"We met him from day to day and grasped his hand in warm friendship. We listened to the even tones of his voice. We told him our problems and always found him sympathetic. We knew his worth as a man. We knew his worth as a friend.

"Carl Hunt touched our lives in a manner that endeared him to us; and he went out of our lives as he had lived—cheerfully, quietly, fearlessly.

"ORLANDO AND ORANGE COUNTY ADVERTISING CLUB,
"John S. Masek, president,
"W. R. Mandelcorn, secretary."

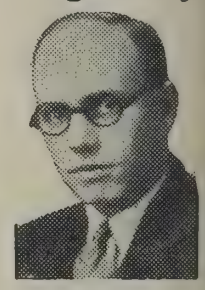
BUILDING NEW HOME

A one-story brick and concrete building, 75 x 50 feet in size, will be occupied about Oct. 15 as the new home of the *Cleburne* (Tex.) *Daily Times*, published by George W. Bowman.

Whenever you see a dispatch signed by

Owen L. Scott,

special staff writer,



you know the paper that prints it has exclusive city-of-publication rights to the dispatch of this member of

CONSOLIDATED PRESS

SUPREME
METAL FURNACE
For Remelting and Refining Metals
IMPROVED SIMPLEX METAL FEEDER
For Composing Machines
ALFRED W. CHANNING, Inc.
Manufacturers and Distributors of Equipment for Printers
27 Thames St., N. Y.

The insignia that represents GOOD service.

Over 400 newspapers discovered a simple and practical solution to their checking proof problems, when they accepted our NEW and *Complete* Checking Proof Service. Under this plan *the Publishers' office is relieved entirely of all detail work.*

Less expensive— Greater results.

(Two months' trial test offer)

The Advertising* CHECKING BUREAU *Inc.
79 Madison Ave. NEW YORK — 538 So. Clark St. CHICAGO

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Sunday World

Pulitzer Building, New York
Tribune Tower, Chicago

now
195,000 Daily
425,000 Sunday
And The largest home-delivered circulation of any paper in its territory

Los Angeles Examiner

PUBLISHERS

This successful circulation building organization has instituted a new service which will interest publishers desiring additional circulation of a sound character which can be secured under the direction of their own circulation manager.
If desired we will conduct a thorough preliminary survey of your territory, which will indicate the number of potential subscribers available.
We will formulate a plan for a campaign —one to conform with your local conditions.
We will furnish you intelligent, energetic subscription salesmen with years of actual experience in the sale of sound, PERMANENT circulation.
Briefly, we will tell you how to get additional circulation and furnish you with the tools to get it.
And remember, everything handled by your own circulation manager without overburdening his department.
Wire or write immediately for complete details.

F. J. Marks Circulation Service
614 Park Bldg. — Cleveland, Ohio

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men —it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write John G. Earhart, Director, Personnel Bureau of Sigma Delta Chi, 836 Exchange Ave., Chicago, Ill.

NO CHARGE TO EMPLOYERS

Speaking of Selling Power—

The Keystone State Newspapers Can Prove It---

If there are any doubts in your mind about Pennsylvania as a market of the highest rank, where profitable business can be developed thru advertising in the local newspapers, write to the newspapers listed below and ask each one to give you a list of their advertisers who are now using or who have been using in the past, the advertising columns of each respective paper.

Write to the advertisers and ask them about their experience with their advertising campaigns in Pennsylvania. The replies you will receive from these advertisers will convince you that you are not only losing sales but your product is losing prestige and that you are overlooking a group of papers that have real selling power, and that reach the worth while families in Pennsylvania.

	Circulation	2,500 lines	10,000 lines
**Allentown Call .....(M)	33,300	.11	.11
**Allentown Call .....(E)	23,638	.11	.11
††Beaver Falls Tribune .....(E)	7,141	.03	.03
††Bethlehem Globe Times ....(E)	14,147	.06	.06
††Brownsville Telegraph .....(E)	7,818	.04	.04
**Chester Times .....(E)	19,742	.08	.07
††Coatesville Record .....(E)	6,866	.035	.03
**Connellsville Courier .....(E)	6,012	.02	.02
**Easton Express .....(E)	34,476	.10	.10
**Erie Times .....(E)	30,594	.08	.08
††Greensburg Tribune Review.(EM)	14,800	.05	.05
††Hazleton Plain-Speaker ....(E) ††Hazleton Standard-Sentinel ..	20,582	.08	.07
**Mount Carmel Item .....(E)	4,340	.0285	.0285

	Circulation	2,500 lines	10,000 lines
**Oil City Derrick .....(M)	6,903	.04	.04
**Scranton Times .....(E)	43,000	.13	.12
**Sharon Herald .....(E)	7,656	.0357	.0357
**Sunbury Item .....(E)	5,922	.035	.035
**Warren Mirror-Times .....(ME)	9,685	.043	.043
**Washington Observer and Reporter .....(M&E)	18,130	.06	.06
††West Chester Local News ...(E)	11,941	.04	.04
**Wilkes-Barre Times-Leader ..(E)	26,442	.08	.06
**Williamsport Sun and Gazette & Bulletin .....(ME)	28,722	.09	.09
††York Dispatch .....(E)	20,131	.05	.05

**A. B. C. Statement, March 31, 1927.
††Government Statement, March 31, 1927.

BALTIMORE'S ADVERTISING COST 3 PER CENT

(*Continued from page 3*)

25 per cent. The aggregate of salaries and wages represented more than 25 per cent of the net sales in five trade groups; between 15 per cent and 20 per cent in 8 groups; between 10 per cent and 15 per cent in 15 groups; between 5 per cent and 10 per cent in 13; and less than 5 per cent in 3 trade groups. It should be noted that in independent grocery and delicatessen stores, fruit and vegetable stores and soft-drink parlors, among others, the proprietors constitute most of the selling force and their ratio is therefore unduly low.

On the other hand, most of the heavily advertised lines are in the middle ratio groups—between 10 and 20 per cent. Department stores, with large forces of comparatively low-salaried sales people, show a ratio of 17.42; automobile stores, with comparatively few and well-paid sales representatives, have a ratio of 9.39 and automobile accessory stores have a ratio of 11.05. Women's clothing stores show a ratio of 15.02; while men's clothing and ready-to-wear stores show 10.57. Radio stores, the beneficiaries of considerable national and local advertising, have a ratio of 11.96; drug stores, also large local advertisers and the gainers by many national campaigns, keep salary and wage sales ratio down to 12.88. With more information on other cities, interesting avenues of speculation will be opened as to the definite influence of advertising on other elements of retail sales cost, but conclusions cannot be drawn from the limited information available.

With the experience gained in Baltimore as a guide, the Bureau of the Census has extended the work to Atlanta, Chicago, Denver, Fargo, N. D., Providence, San Francisco, Springfield, Ill., and Syracuse, cities representative of different types of population conditions and various kinds of business activity. Field work has been completed and the reports are now being tabulated.

In the Baltimore census all business establishments other than those embraced in the Census of Manufactures were included. They were divided into two classes—those primarily engaged in the distribution of commodities, and those whose income is derived principally from the performance of personal services. Because of their incompleteness, due to difficulties in locating the many small firms engaged in personal service, all figures relating to such business were omitted from the report.

Concerns engaged in manufacturing and whose operations include a large distribution element were included. Custom tailors, manufacturers of cigars selling also at retail, and a number of establishments doing light manufacturing where practically no machinery is required and where the whole volume of business is relatively small, are examples. Moreover, bakeries, although technically manufacturing establishments, were canvassed because many are so small that they are not included in the Census of Manufactures.

Chain stores were so designated on the schedule and in order not to burden any distributor unduly, such organizations made only one report for all stores under their ownership in Baltimore.

Gas and electrical appliances are sold to a considerable extent by public utility companies and the merchandising departments of such establishments are enumerated as separate selling organizations.

In a few instances, concerns sold both at retail and at wholesale. Where this occurred the classification as to type of distributor is made according to the manner in which the larger proportion of sales are performed. If a wholesale establishment and a retail establishment were operated under the same ownership in separate buildings, two separate schedules were procured.

Wherever possible the attempt was made to combine stores not specifically covered by the classification with stores dealing in directly related merchandise. For example, mineral water with "soft drink and ice cream parlors"; pickles and sauerkraut with grocery stores; crockery and basketware with furniture and household furnishing establishments. Some ingenuity also was necessary in classifying properly the types of *commodities* sold. Hair goods and handkerchiefs, which were combined with "notions," present typical examples.

The report is summarized as follows:

"During the year 1926 there were 11,127 retail establishments in Baltimore with sales aggregating $369,027,300. Of these, 9,819 were independently owned, while 1,308 were units of chain store organizations. Sales through the former class totalled $287,259,800; and through chain stores $81,767,500.

"Using the Baltimore population estimate of the Census Bureau as of July 1, 1925 (792,296), the sales per capita amounted to $456.72. A total of 37,121 employes are engaged in the operation of Baltimore's retail stores, who, together with 10,950 firm members and proprietors actively engaged in retailing, make a total of 48,071 persons deriving the major portion of their income from the sale of merchandise. In return for these services, $43,871,900 was paid in salaries and wages (exclusive of compensation or earnings of proprietors). Total salaries and wages represent nearly 12 per cent of sales, with the ratio higher or lower according to the type of store and the merchandise sold.

"The average inventory for the year computed on a cost basis was $46,753,000; while the value of stock on hand December 31, 1926, computed on the same basis, was $46,905,900.

No. of Establishments		11,127
No. of Employes....	37,121	
Firm Members and Proprietors	10,950	
Total Persons Engaged		48,071
Salaries and Wages of Employes.....		$43,871,900*
Inventory at Cost:		
Average for year...		$46,753,000
Actual, Dec. 31, 1926.		46,905,900
Net Sales:		
Independently Owned.	$287,259,800	
Chain Stores	81,767,500	
Total		$369,027,300

* Exclusive of compensation or earnings of proprietors.

DAILY RATES EMPLOYES

A personnel rating has been given every person on the pay roll of the *Chicago Daily News*, by a committee which has just completed its work.

ROLLING SNOWBALLS IN SUMMERTIME

That Is What Walter Lister, City Editor, N. Y. Telegram, Calls the "Old Safety Razor Blade Stunt" He Revived

Walter Lister, city editor of the *New York Evening Telegram*, Scripps-Howard Newspaper, and Mrs. Lister attended one of those dinners the press agents have been giving newspaper men on board the *Ile de France*, new steamship of the French line, and that was when it happened. Mr. and Mrs. Lister strolled, after dinner, to the aft deck rail, and sighed Mrs. Lister to Mr. Lister:

"My dear, I wish you'd brought your old safety razor blades with you. I know of no better place to get rid of them."

Came the dawn, then, of an idea to the mind of the Scripps-Howard city editor—a revival of the old safety razor blade wheeze. "I think," he said profoundly, "that that will still make a good story."

He was right. About 10 days ago the Telegram started its readers to figuring out just what could and should be done with old safety razor blades. As this week drew to a close, so many letters were coming in with either wisecracking or serious suggestions in answer to this perplexing problem, that the editors of the paper weren't sure how long the story would last. For much of the time it was played up on page one, illustrated with a cartoon drawn by a staff artist. No prizes were offered for the suggestions, but they came in anyway, after an original push from Mr. Lister.

"It's what I call rolling snowballs in summertime," said Mr. Lister to EDITOR & PUBLISHER, when interviewed this week. "There are few things better for creating good will for a newspaper than to get readers to write in to the editor. And the best way to do that is to start a discussion or ask for advice, even on such a silly subject as where to put old razor blades. It was a subject on which everyone seemed to have something to say, and the stories as run from day to day based on the letters we received all had a laugh in them."

To start the "snowball" rolling, wires were sent to prominent men asking them what they did with their old blades.

"Seriously, what do you do with your old blades," was asked, and Mr. Mencken replied:

"Put them in the collection plate."

A wire was also sent to the Gillette Safety Razor Company, which wired back: "Put them in the Grand Canyon."

This is the solution which was suggested in F. P. A.'s "Conning Tower" in the *New York World* several years ago when that columnist was inviting his readers to solve the same momentous question.

EUBANK AN AUTHOR

Weekly short stories written for the *Wichita* (Kan.) *Eagle* by Kent Eubank, its oil and gas editor, will shortly be published by the Burton Publishing Company of Kansas City, under the title of "Horse and Buggy Days."

Detroit
Fourth Largest City
For most complete and economical coverage concentrate in one paper—
The Detroit News.
Offers advertisers unusual opportunities

A NEW DEAL IN PITTSBURGH
America's fourth largest market
The Sun-Telegraph
Evening and Sunday
—The evening issue combining the former Evening Chronicle Telegraph and Evening Sun.
—The Sunday issue combining the former Sunday Post and Sunday Gazette Times.
National advertising representatives: Paul Block, Inc., 247 Park Avenue, New York; Century Bldg., Chicago; General Motors Bldg., Detroit; Little Bldg., Boston; Commonwealth Trust Bldg., Philadelphia.

ADVERTISERS who understand the Iowa situation know from experience that the consumers' market there cannot be properly sold without the use of newspapers in these twenty-one key cities.
IOWA DAILY PRESS ASS'N
DAVENPORT, IOWA.

Ames Tribune	Iowa City Press Citizen
Boone News-Republican	Keokuk Gate City
Burlington Gazette	Marshalltown Times-Republican
Burlington Hawk-Eye	Mason City Globe-Gazette & Times
Cedar Rapids Gazette	Muscatine Journal & News-Tribune
Centerville Iowegian & Citizen	Oelwein Register
Council Bluffs Nonpareil	Oskaloosa Herald
Davenport Democrat & Leader	Ottumwa Courier
Davenport Times	Sioux City Journal
Dubuque Telegraph-Herald	Sioux City Tribune
Fort Dodge Messenger & Chronicle	Washington Journal
Fort Madison Democrat	Waterloo Courier
	Waterloo Tribune

Largest Circulation and Largest Volume of Advertising of any Daily west of the Missouri river
LOS ANGELES EVENING HERALD
REPRESENTATIVES
Chicago, JOHN M. LEDERER, 910 Hearst Bldg.
San Francisco, A. J. NORRIS HILL, 640 Hearst Bldg.
New York, HERBERT M. MOLONEY, 604 Times Bldg.

Space is space—but the BEST Classified Advertising publicity justifies its daily appearance in your newspaper
THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

The Morning Telegraph
the leading newspaper in Theatricals, Turf, Finance and Motion Pictures, prints all of the day's worth while general news, with exclusive features covered by a great staff of special writers.
It has the largest professional circulation of any newspaper in the United States.

After All
It's not so much how many read your story as how many put credence in it.
THE PHILADELPHIA RECORD
Goes not only into the homes but also into the hearts of 150,000 substantial families daily.
Second Largest Morning Daily in Philadelphia
Always Reliable

FINANCIAL ADVERTISERS TELL THEIR STORY

(*Continued from page* 13)

or the month. Particular attention had o be paid to the layout and illustration f this series to overcome the natural oss of attention value incurred through he limited space used.

"These little advertisements proved to e quite a departure from the customary un of bank advertising as the accomanying reproductions show. That they were effective, was proved by the results.

"How much new business this campaign produced it is impossible to determine with accuracy, but this particular January set a record in number of accounts secured."

An interesting comparison between mediums is obtainable in the case of the William R. Compton Company, which advertises in both newspapers and magazines. Mr. Dock, describing the institutional campaign his company places, said:

"Of the total appropriation for this advertising, 80 per cent is spent in newspapers, and 20 per cent in national magazines. This is not an arbitrary allocation. It was decided upon as a result of a careful investigation, made by one of the foremost commercial advertising agencies. It is based upon the location of the company's offices and of its customers, and upon similar consideration of the sales potentialities of the respective cities in which these offices are placed.

"The purpose of this advertising has been to illustrate the extent and value of the services which this particular company assures its customers. As was intended, it has resulted in immediate sales and in the forming of a large number of new receptive contacts that will eventually mean further sales. As was also intended, it has given many investors a broader and clearer conception of investment facts, and of the ways in which this company prepared to help them.

"After reading a few of the first advertisements of this series, investors, particularly those who had already been customers of the Compton Company, began to take advantage of the various services that these advertisements described. They had never realized before that such services had any personal value to themselves, or that they even existed. This demand led to the rapid development of a much more capable and comprehensive service organization within the company. Whatever merit the advertising has had in producing immediate business, certainly its more important accomplishment in the long run was in making available to the public a better type of service than was rendered by this particular organization *before advertising created the demand for it.*"

Alice Davis of the Mercantile Trust Company, St. Louis, has devised an interesting form for her advertising copy, which runs under the heading "Mercantile Service."

"Realizing that when we advertise in newspapers we must compete with the news (because people buy newspapers for the news) this element is put into our advertising whenever possible," she wrote. "Our advertisements are about people because people are interested in people. We may write a news story about what has happened to a number of people in all our departments during the noon hour; or tell what complete banking service has done for one family. Since most every one is familiar with some of the bank's service, something in the story must be familiar—and if attention can be attracted to that part then there is a possibility of sustaining the reader's interest to the end.

"Bank advertisers need the kind of faith in advertising that doesn't demand quick and definite returns—the kind of faith the new saver has when he opens his account—who knows his results will come some time in the future.

"In the final analysis we are convinced that the cumulative effect of years of advertising is the building of a good reputation for the bank and the winning of public acceptance. The results of any bank's advertising can only be checked by the growth of that bank over a span of years."

RUNS PAGE 1 FARM COLUMN DAILY

Stoughton (Wis.) Courier-Hub Finds Plan Has Substantially Increased Circulation—Writer Visits Farms Daily

The *Stoughton* (Wis.) *Daily Courier-Hub,* is probably the only daily newspaper in the United States which runs a column of farm news on its front page every day.

One year ago the publishers decided that something must be done to establish the paper in the rural districts around Stoughton. They had a fair circulation in the country as the result of subscription contest but the question was how to keep the list intact.

I. M. Kalnes, an experienced farm editor, was engaged to visit every farm within a radius of ten miles of Stoughton and write daily articles on his visits. He began calling on the Stoughton farmers and found that many of them were indifferent in their attitude toward the paper.

The left hand column on the front page was reserved for the farm news with the heading "Around the Rural Routes With The Hub Man." Mr. Kalnes had previous experience with farmers and had the advantage of being able to speak the Norwegian language in a community in which that nationality predominated. He knew just how to approach them, and it wasn't long until the attitude of the farmers toward the paper, Courier-Hub, was entirely changed. New subscriptions began to come in and renewals were sent in without solicitation.

Today, as the result of close contact with the farmers, the Courier-Hub has almost a 100 per cent circulation in the farming community and has gained hundreds of friends.

Mr. Kalnes' system of making friends with the farmers is very simple. If the farmer does not happen to be in the house when he calls, he goes out to the barn or to the field to meet him and extend greetings. He talks over the farmer's problems with him.

In his daily articles, Mr. Kalnes tells about the members of the family and goes into detail regarding the farm, buildings, crops, and stock. He uses, on the average, one-third of a column telling about one place. Pictures are frequently used of people and of buildings.

A classified advertising promotion plan is being used with excellent results among the farmers. Subscribers are given a coupon book worth $3.00, each coupon worth 25 cents to apply on the cost of any classified ad. A large number have taken advantage of the plan and the classified column is gradually being increased. The average price of these classified ads is 50 to 75 cents.

WINS EDITORIAL PRIZE

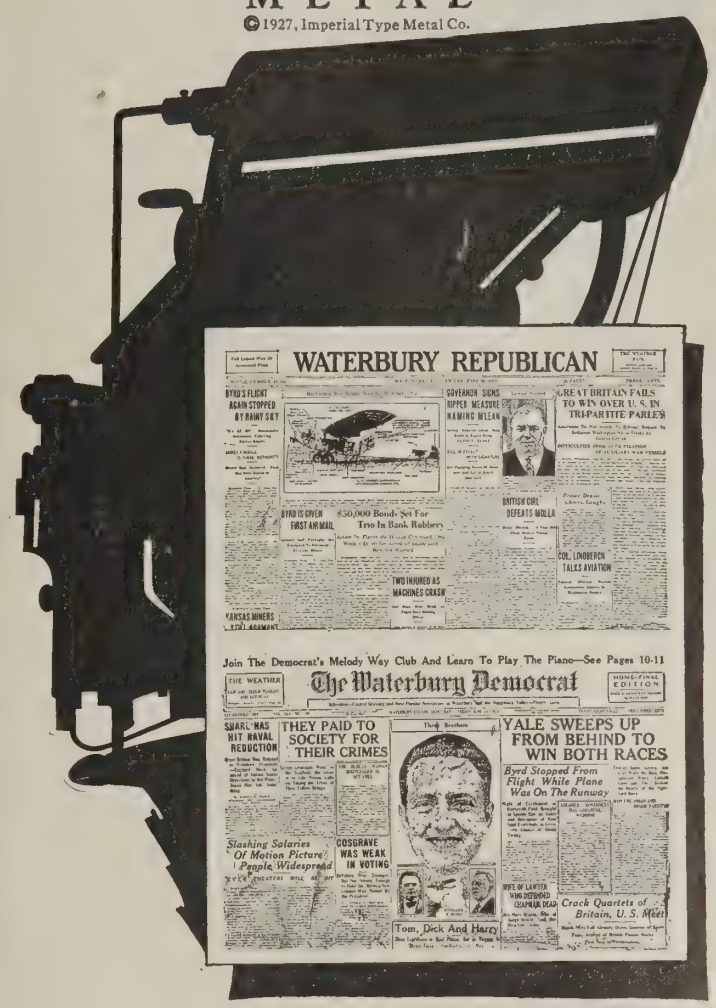
H. P. Davidson, editor of the *Wolfville* (N. S.) *Acadian* won the contest conducted by the National Committee for the celebration of the Diamond Jubilee of Confederation to determine the best editorial appearing in a weekly newspaper, dealing with the Confederation and progress of Canada. Mr. Davidson's editorial was entitled "Canada's Greatness." Second prize went to W. H. Robertson, *Goderich Signal* while C. H. Hale, *Orillia Packet and Times* received third place.

TAKE AIR TRIP

L. W. Bailey editor of the *Dallas Dispatch,* and Theodore H. Barrett, city editor of the *Dallas News,* recently made a trip in a National Air Transport airplane to Kansas City and return, on a test flight prior to the inauguration of regular aerial passenger service.

Imperial METAL

©1927, Imperial Type Metal Co.



Imperial well-liked in the "Brass City"

WATERBURY, Connecticut, known as the "Brass City of the East" is fortunate in having two such alert, up-and-coming papers as the *Democrat* and the *Republican.* Not only do they rank high in Eastern newspaper circles, but circulation figures bear witness to a very live popularity among Waterbury folk.

Imperial feels entirely at home in Waterbury, since both the *Democrat* and the *Republican,* tho divided on some issues, agree in the use of Imperial type metal and Plus Plan service. The experience of these and brother publishers the country over, has demonstrated that Imperial metal, kept in constant working trim by the Plus Plan, will last indefinitely. The remarkable saving in metal costs easily explains Imperial's rapidly growing clientele.

Write today and learn how the Plus Plan can be adapted to your shop.

IMPERIAL TYPE METAL COMPANY

Manufacturing the following metals:

LINOTYPE
ELROD
INTERTYPE
LINOGRAPH

MONOTYPE
LUDLOW
STEREOTYPE
THOMPSON



Philadelphia
Cleveland

New York
Chicago

EXHIBITOR
GRAPHIC ARTS EXPOSITION
New York *Sept 5-17, 1927*



Our Own World of Letters

By JAMES MELVIN LEE

RIGHTLY or wrongly "Your Money's Worth" (The Macmillan Company) by Stuart Chase and F. J. Schlink is considered by lay readers to cast reflection upon American newspapers for not putting the interests of their subscribers before the interests of their advertisers. The reading of this volume leaves a distinct impression on the minds of many that the newspaper is a party to a swindle to rob the ultimate consumer of his hard earned dollars through getting him to buy the things he does not need and does not want.

The authors are speaking of advertising campaigns to promote sales when they say:

> The mad tea party has infinite variations. It gives us a Mother's Day—for the especial delight of florists, and a Father's Day—to the joy of haberdashers. For all we know, the undertakers—or to sound the modern note, the morticians—are now lobbying for a Cyanide of Potassium Day, subsequent to their campaign against the heinous practice of burial at sea. The Shoe Sole Manufacturers would have us stand up more and the National Trouser Makers, sit down more!

Later on they make this enlightening comment along the same line:

> Meanwhile the *New York World* commenting on the hard times due to overproduction in the diamond industry, and the wholesale dumping of crown jewels on the market since the war, sagely advocates that the diamond merchants fore-gather and finance a "get-engaged-oftener" campaign!

The general theme of the volume is well given in this quotation:

> There is the magnificent technique of "selling the package," rather than what the package contains. Gilt paper, shiny nickel boxes, layers of glassine paper and tissue, bright colors, ribbons, fancy and costly printing, the shapes of perfume bottles—all add to the purchasing appeal and with singular efficacy detract attention from the material which lies embalmed in all this glitter.

The authors evidently think they have proved their point of how consumers are swindled through advertising when they quote a medical journal as saying that "four hundred, ninety-five dollars worth of Listerine has the antiseptic value of a cent's worth of corrosive sublimate."

That assertion may be technically true but to me, at least, it is worth the difference in price to know positively that my family at my summer home is using Listerine as a mouth wash and not a solution of corrosive sublimate. I have never tasted corrosive sublimate—neither have the authors of the book or they would not be alive to tell the story—but I am positive that Listerine has a more agreeable taste than the deadly poison which has such antiseptic value and which has its place to rid an infested house of the vermin.

Instead of advertisements for tooth paste and powder, the authors would doubtless prefer to have newspapers insert the following:

> "A dentifrice is not a therapeutic agent for diseased gum tissue. It is under no circumstances, a cure for or even a preventive of pyorrhea. The medicines and drugs incorporated in many of the popular and widely advertised dentifrices are valueless and only afford the manufacturers selling talks to get their product before the public. Laboratory experiments lead an investigator to conclude that some dentifrices are put on the market in utter ignorance of the dental and biochemical principles involved, or with intent to mislead the multitude. The dentifrice really plays a minor role in mouth hygiene."

Possibly the authors believe the newspapers are fooling their readers too much by ads containing "big endorsements" of products. At least, they print a letter from which the following is taken:

> The writer will be glad to consider arranging for endorsements of commodities or products of national reputation from Her Majesty, the Queen of Roumania.

To be fair to the volume, however, it must be said that its authors insert many things that deserve the careful attention of newspaper publishers and advertising managers. For instance, it quotes the following from the address of Doctor Arthur J. Cramp of the American Medical Association before the Associated Advertising Clubs of the World:

> Are there any patent medicines that should be advertised? My own answer to the question is that I do not know of any. The very conditions under which patent medicines are sold make such sales inimical to the public health. So long as proprietaryship and secrecy of composition are the controlling factors in the industry, there is too great an incentive to fraudulent and misleading claims. So long as modern advertising methods call for creating demands instead of merely filling them, the patent medicine business will continue to be a vast industry of playing on the fears of the public and making hypochondriacs by suggestion.

The authors of "Your Money's Worth" frankly lift their hats in honorable salute to the Associated Advertising Clubs of the World—as the Association was then called—for at least listening to Doctor Cramp. But then they add, "There seems to be no shrinkage of tall bottles wrapped in even taller stories, on these shelves."

Farther along in the volume, in the chapter headed "Along Main Street," the authors ask these questions:

> How many of us know that rice wholesaling at seven cents a pound becomes puffed rice at sixty-one cents a pound; wheat wholesaling at two and a half cents, puffed wheat at sixty-eight cents; corn at one and a fourth cents, corn flakes at twenty cents Is the puffing worth the mark-up?

For the benefit of the authors I will answer one question. When I was a youngster and used to snatch a handful of wheat from a chute in a local grist mill, I would say that the puffing was not worth the mark-up. But now when my teeth are not in the condition they were in my kid days, I would say, as I eat my puffed wheat in the morning, that the puffing is worth the mark-up.

After chatting about questionable practices in marketing ice boxes, the authors turn to beds. What they have to say about the marking of the latter through newspaper advertising is nowhere near so critical as an article which I read in EDITOR & PUBLISHER some time ago about the advertising of a certain mattress.

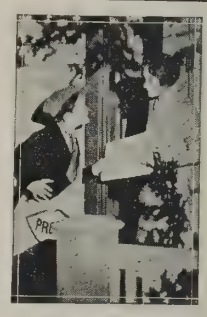
People have been told the truth about various products oftener than the authors of "Your Money's Worth" would have you believe. New York City, for example, once made a sincere attempt to have bread bought and sold by weight. But it simply could not get the people to buy bread that way. Before a radical reform can be hoped for on the part of the advertisers, there must be a radial reform on the part of the ultimate consumer—something that Messrs. Chase and Schlink overloked.

They also overlooked a number of very fine things that have been done for the ultimate consumer by the Kansas State Agricultural College at Manhattan, Kan., and by the School of Retailing at New York University. The Federal Trade Commission is mentioned frequently in the book but is not given full credit for the excellent work it has done in looking after the interests of the ultimate consumer.

Two chapters deserve an O. K. without any qualifications. They are those which bear the headings "Quack, quack" and "More Quacks and Cure-alls." A careful reading of these two chapters ought to help the advertising department of any American newspaper to pass more intelligently upon much copy that is submitted for publication. The authors, however, overlooked many of the high standards adopted for medicinal advertising by such newspapers as the *New York Times*.

In general "Your Money's Worth" has much to be commended. It also has much that might be intelligently criticised.

In as much as the authors ask many questions in the volume, I see no reason why I should not ask a few about the volume itself. Why was such an expensive jacket put on the book? An ordinary piece of cheap brown paper would have protected the volume just as well. Why was so much money spent to give it such an attractive cover—one of the



Over 260,000 Homes in Michigan served by Booth Newspapers

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN
50 East 42nd Street
New York City

J. E. LUTZ
6 N. Michigan Ave.
Chicago, Ill.

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

If Quality
of circulation is your first consideration.
The Evening Star
With Sunday Morning Editions
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.
The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.
N. Y. Office—110 E. 42nd St.
Dan A. Carroll
Chicago Office—Tower Building
J. E. Lutz

The largest evening paper circulation in Baltimore
151,059
May, *net paid*
May, 1927, sets a new circulation record for daily papers in Baltimore.
The NEWS, with its May net paid circulation of 151,059, enjoys a margin of 24,141 copies over that of the Evening Sun, its nearest competitor.
You reach more of Baltimore through the
BALTIMORE NEWS
Largest circulation of any daily paper in the South

in
Detroit—
Free Press circulation reaches 31,000 more than the total number of families owning their own homes.
The "Free Press"
"Starts the day in Detroit"
With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION
Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.
Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

ROTO-GRAVURE
Sections for
Newspapers & Magazines
STANDARD
Gravure Corporation
LOUISVILLE, KENTUCKY

nost attractive covers I have seen? Why vas such good paper used in printing the contents? The message of the authors vould have been just as forceful on a nuch cheaper grade of paper. Why vasn't the volume put out simply as a aper edition, and thus save the ultimate consumer considerable money? Why ave the publishers spent so much money n advertising the volume? I have had nough experience in the book publishing eld to know the cost of composition, the ost of printing, binding, etc. Knowing the otal cost fairly accurately, I am wonderng whether the "puffing-up" of a series f magazine articles is worth the two ollars asked for this volume. The same ogic that holds for puffing up a cereal lso holds for puffing up a serial. But o be more serious, I think it mighty vorth while to stimulate the demand for book that contains so much excellent naterial as "Your Money's Worth."

It was time for "thirty" long ago. A efrain of a popular song comes to my nind: "Have a good time, don't get mad, et your money's worth." I have had good time reading the book. Its conents have not made me mad although have been somewhat critical.

And I have got my money's worth from he volume even at its puffed-up price.

* * *

EVERY reader of EDITOR & PUBLISHER who glances through the editorial age of the *New York Sun* knows that Bob Davis is publishing many recollections under the standing head, "Bob Davis Recalls." Some of these recollections were recently brought together by Mr. Davis in a book, "Over My Left Shoulder" (D. Appleton & Co.). To his volume, the preface was contributed y Irvin S. Cobb.

Public dinners often bring about trange dinner companions, precisely as ractical politics is said to bring together trange bed-fellows.

At a recent public dinner, Davis found imself at the same table with the Right Reverend William Thomas Manning, D.D., LLD., Bishop of the Protestant Episcopal Diocese of New York. To he latter between the soup course and he meat course, Davis told a nice little ove story, quite different than those ound in "Elmer Gantry."

"Why don't you write that for your Sun column," said the Bishop. "It is perfect love story."

"Perhaps, some day," replied Davis.

After the dinner was over a friend emarked, "I saw you talking the Bishop o death. What were you telling him?"

"Watch the Sun," replied Davis. "You will find it there."

"If you see it in the Sun, it is so" s the slogan—or used to be—of the Sun. Davis printed the story. It told about girl, Sylvia Nichols by name, whose ather conducted a foundry in Bridgeport. She is the heroine. The hero is he son of a prosperous naval outfitter n the same city. The heroine sang in he church choir but the hero was the illage cut-up.

One crisp Sunday morning the latter eard the former sing a sacred solo. The rest of the story tells itself. Cutting ne courtship short and deleting the chat o the father, I need only to give the eply of the girl:

"I am honored by your proposal. I esteem nd admire you. I feel, however, that I should efine my state of mind concerning my choice f a husband. I wish to dedicate my life to hristian effort and, all things being equal, I ook forward to becoming the wife of a minisr. You may not be so inclined, nor is it fair f me to ask that you devote your whole existnce to a career that might be a sacrifice. If ou feel that you could . . . ."

The young man accepted the challenge nd simply asked the girl to decline her offers until she had heard his first rmon. This she agreed to do and the oung man went to New York to become student in a theological seminary. fter graduation he went to a little hurch in Branford, Conn., to preach his rst sermon. At its close the girl walked o the aisle, put her hands in those of e young minister and said, "I will be our wife."

They were married in Branford where they remained for several years. Then taking along a small Mason and Hamlin organ, they went West to become missionaries among the Indians. Together they built "crude churches on the plain, carried the Cross to the red men, succored the emigrants and rendered Christian service to mankind." Hardships they had in plenty but never a cross word between them.

They passed away in 1905 within a few months of each other, and they sleep in the high Sierras side by side, one headstone recording their existence and their immortal love.

What is the story doing in "Our Own World of Letters"? It is the story which opens the new volume, "Bob Davis Recalls 60" just published by D. Appleton & Co.—a volume of true stories of love and laughter and tears. These sixty tales of real life also appeared on the editorial page of the New York Sun under the title "Bob Davis Recalls."

I may have occasion to refer to this volume again. But Bob Davis is so fond of the unexpected ending and so many will doubtless take this tale as a piece of fiction that I ought to quote the snapper that Davis puts at the close.

That was the story I was telling the Bishop at the Commodore banquet; and for the eye of my friend who wanted to know the details I take this occasion to impart the gratifying truth that Sylvia Nichols and her minister were my mother and father.

O. Henry at his best never gave the reader a greater surprise than the unexpected twist at the ending of this short story.

* * *

ALFRED A. KNOPF announces another volume in a series of handbooks of journalism. The new volume, which takes up the subject of book reviewing "as practiced in contemporary newspapers," is from the pen of Wayne Gard of Grinnell College.

In the same series another volume, already scheduled for publication in October, is "Printing for the Journalist." Its author is Eric W. Allen, Dean of the School of Journalism at the University of Oregon. Other volumes already published include "What is News?" by Gerald W. Johnson and "The Column" by Hallum W. Davis.

* * *

ANOTHER new journalism book scheduled for immediate publication is one dealing with news and its mode of treatment by American newspapers. It is to be published by George H. Doran and Company.

* * *

A CORRESPONDENT wants to know where he can find information about *La Libre Belgique*. The best information about this little newspaper which the Germans were never able to suppress, may be found in "The Secret Press in Belgium" by Jean Massart, vice-director of the Class of Sciences in the Royal Academy of Belgium. An English translation, thanks to Bernard Miall, has been published by E. P. Dutton & Co. An article in *The Independent* for September 6, 1919 tells how La Libre Belgique defied and out-tricked Von Bissing. Brand Whitlock, American ambassador to Belgium, in his book entitled "Belgium" (D. Appleton & Co.) also tells how La Libre Belgique appeared with irregular regularity on Von Bissing's table.

SOUTHERN A. P. GROUP MEETS

Representatives of the Associated Press and of seven North Carolina morning newspapers held a conference at the Hotel Charlotte, Aug. 27, to discuss problems of the news service in the state. Those present were: W. F. Caldwell, of Atlanta, Ga., news editor of the Southern Division of the A. P.; J. H. Jenkins and J. R. Williamson, of the Charlotte bureau; William P. Sharpe and J. Worth Bacon, of the *Winston-Salem Journal*; A. L. Stockton, *Greensboro News*; Frank Smethurst, *Raleigh News and Observer;* Captain John D. Langston and Henry Belk, *Goldsboro News;* R. B. Page and Lamont Smith, *Wilmington Star,* and J. A. Parham, *Charlotte Observer.*

Somewhere In This Old U.S.A. There Is A Publisher Who Wants To Meet Me—And I Want To Meet Him

One of the best known newspaper men in the country wants to get in touch with a publisher who is seeking an executive qualified to serve as his assistant or to take complete charge of his advertising department.

For five years the writer of this advertisement has been connected with one of America's most successful newspapers. He has an invaluable background of editorial, circulation and advertising experience. He has addressed practically every leading advertising club in the country. He can furnish references that are a tribute to his ability and personality. He is married, in his early thirties and physically fit.

He seeks a connection where his accomplishments will bring their rewards; where there is a real job to be done and where he can have unlimited opportunities and the assurance of permanency with an organization that is human and appreciative.

Box C-950
Editor & Publisher

WHAT OUR READERS SAY

OGLE ASKS A QUESTION

To Editor & Publisher: Your article on combination newspapers in the issue of Aug. 13, implies a criticism of "resolution framers" who treat the question "in the most general terms in spite of differences in individual characteristics of the various combinations." To be very specific, therefore, I would like to ask this question: How can you justify the policy of those 58 newspapers who, according to your summary, sell space separately to local advertisers, but only in combination to national advertisers? If the local retailers are entitled to buy space in either of the publications, can you suggest any reason why the national advertiser should not be allowed to do the same thing?

The usual answer that many local retailers cannot afford to buy the complete coverage of the two papers is no answer at all. There are many national advertisers who are in exactly the same position.

I am sure the members of the Association of National Advertisers would be interested in hearing a logical answer to this question from a publisher of this type of enforced combination.

Yours truly,
Arthur H. Ogle,
Secretary-Treasurer, Association of National Advertisers.

MR. WALKER'S STATEMENT

August 29.

To Editor & Publisher: It chafed my tender sympathies to read of the futile efforts made by your paper to reach me in remotest Brooklyn for a statement regarding the disagreement between the *American Mercury* and the *Herald Tribune* as to whether I was discharged or resigned. It seems that my name and address, appended to one of my letters quoted in your story, might have furnished some clue had you been eager to present anything other than the viewpoint of the Editors and Publishers.

I had tried to avoid publicity in this incident but since your paper solicited, I understand, and printed a statement from both the Tribune and the Mercury, perhaps I may as well request brief space in your columns.

None of Mr. Draper's omissions—principally that Mr. Sprague had definitely given me to understand that I was on leave of absence rather than resigned—interest me sufficiently to warrant a correction. I have no denials, apologies nor alibis to offer.

As I was out of the city I cannot testify to what happened at the Tribune around May 27—the date that copies of the Mercury appeared there. I am unable to verify the unauthorized assertion that I was "summarily dismissed"—an overstatement of the apparent facts. Had I been asked I should have advised against the use of that phrase. Nevertheless, it is my opinion that publication of the Morgan story undoubtedly prejudiced the Tribune's editors against even retaining or re-employing me—which seems to be the belief of numerous newspaper men who might know, *Variety*, the theatrical magazine, and Mr. Macfadden's eminent *Graphic*.

This, you will understand, is not written to perpetuate a weary argument, because neither the subject, my inclinations nor my sources of information justify further discussion. It proceeds merely from an annoyance that is soothed only by the heartening echo of the chuckles that the incident afforded some of the less reverent newspaper men about town.

As a more or less guilty bystander in this publishers' duel, I am impelled only by an inelegant disgust to quote:

"Well, what Cambronne said to Maitland, ere the English fire made smooth the brow of the hill against the sinking light of day, say I to you, and all of you. . . . "

Yours truly,
W. M. Walker.

RADIO ADVERTISING

To Editor & Publisher: Your Aug. 13 edition, page 4, reviews the first false radio advertising case before the Federal Trade Commission. Before the recent International Advertising Association meeting at Denver I expressed my disapproval of radio advertising, unless broadcasters read from copy which has been scrutinized by some competent and unbiased official. Better still, in my opinion, would be strict regulation through a licensed broadcaster, same to be under bond. I base my statements on evidence obtained here in Salt Lake City where we have received frequent complaints on "loose" advertising statements made over the radio. In my opinion this matter should be regulated before errors and misrepresentation have gained too much headway.

Edgar M. Ledyard, President Advertising Club of Salt Lake City.

OBJECTS TO GERMAN SERIES

To Editor & Publisher: We are in receipt of the first installment and promotion matter on a series of articles on German war heroes, the series being issued by one of the largest feature services in the newspaper world. I already have told the feature company what I think of the series and I am repeating my sentiments to you in the hope that other editors will proffer their reactions in your columns. I take it for granted E. & P. has read the series.

First of all I object strenuously to the publication of such a series. I know of course our paper is not compelled to use it—but some papers may. Why is such a series necessary? What good will it do? Will it increase circulation or stimulate good will? What percentage of readers will enjoy or approve and how many will disapprove?

The feature service issuing the series obviously realizes it is handling dynamite for throughout the promotion material are reassurances in effect that "we Americans are fair-minded" and "have forgotten the war" and "right or wrong the German soldier was a brave man," etc. In addition the service includes an editorial for use with the series. The editorial, needless to say, excuses the appearance in "(Name of your paper)" of the series, reiterating the promotion justifications in even more pronounced form.

With due regard to the service company's creditable performances in the feature line, I cannot help but think it has erred seriously here. The feature company's own defense of the series is ample proof it knows there will be criticism of the stories. Were the series to be read only by students, history "bugs" or professors of political economy possibly there would be no come-back on them. This will not be the case. As the most verdant cub knows, there are millions of newspaper readers today who do not want to forget the war, who still are convinced that Germany wronged the world and who would regard any such series as purely German propaganda. As a newspaper man, I maintain that Germany should bear the burden of winning her way back into the good graces of the world—not the American newspapers.

So in the name of common-sense newspaper practice, why try to "kid" the millions out of their attitude toward Germany? A few more flights, Berlin to New York for example, will do more in 32 hours to accomplish the same purpose than all the series on German war heroes that can be compiled. Why not let nature and time take their course and heal the sores? They can't, these sores, be cured with cathartics. If we must have a series on war heroes, then let us start with Americans and in turn take up the French, British, Belgian and Italians. Possibly when these have run the gauntlet of our column rules and a few score German aviators have crossed the Atlantic and the war debt is squared, a series on German war heroes will be good stuff.

Yours truly,
T. G. Hallinan,
Managing Editor, *Winter Haven* (Fla.) *Daily Chief*.

SEEKS GEO. H. DONOHUE

To Editor & Publisher: Will you be so good as to let me know whether you know where George Harris Donohue can be reached by letter. Mr. Donohue has been in newspaper work for many years and I am in hopes that for that reason you may know of someone who knows him. About ten years ago he was circulation manager of one of the Philadelphia dailies; before that he was connected with the Hearst papers, in New York.

I have been wanting for a very long time to return a loan he kindly made me in Boston years ago but have been unable to find anyone who knew where Mr. Donohue can be reached. Therefore I would appreciate the kindness more than I can tell you if you will give me any information you may have, or make any suggestion as to how to go about finding a newspaper man who is so apparently "lost," as Mr. Donohue seems to be—although doubtless there are any number of people who know where he can be addressed, but I surely have been unfortunate in not being able to run across any of his friends.

Can you tell me through what medium I should try to get in touch with him? It really means a lot to me to have this debt wiped off the slate—and I would be awfully grateful if you can help me in the matter.

M. Auldyn,
General Delivery,
Newark, N. J.

PRESS AGENT'S CODE

To Editor and Publisher: I note in your issue for Aug. 20, page 37, column 2, an interesting story on "First Ethics Code for Publicity Men Drawn," in which you give the code principles promulgated for publicity workers by the students in the University of Wisconsin, section of journalism.

Although the story is an interesting one, it is slightly misleading since the Theatrical Press Representatives of America, which was formed about 5 years ago and now embraces in its membership the leading theatrical press representatives of the United States with its allied newspapers, drew up a code of ethics which was incorporated in its first construction, and this code has been religiously adhered to by its members and enforced by its officers.

Although a code of this kind was sent to you some time ago, we were not surprised that it was not used, but perhaps in view of the fact that you credit the University of Wisconsin with having drawn up the first code, you may be interested in reprinting the code drawn up five years ago by this association.

The principal points are as follows:

"To bring together in a professional and fraternal relation all those theatrical press representatives—both men and women—who are eligible for membership.

"To maintain the strictest ethics and so uphold only those practices which are fair and honorable.

"To secure and maintain an equitable contract, fair alike to employee and employer.

"To encourage its members to merit the esteem and confidence of business associates by rendering faithful and efficient service at all times.

"To urge its members to gain and retain the unbounded respect of the press and the public alike by a conscientious regard for the facts in all advertising and reading material.

"To help eradicate by close co-operation with whomsoever may be concerned any and all irregularities and evils which may be brought to its notice."

It is admitted that if a more comprehensive code of ethics than the above can be drawn, it is not known to the members of this association.

Dixie Hines, Chairman,
Publicity Committee.

JOINS TEACHING STAFF

Fred M. Pownall, editorial writer on the old *Des Moines Capital* and recently in charge of the bureau of accuracy of the *Des Moines Register-Tribune-Capital*, has been appointed university editor and assitant professor in the school of journalism at the University of Iowa. Mr. Pownall has been associated with Des Moines newspapers the last 12 years. He is an alumnus of the University, taking his B. A. degree in 1911 and M. A. in 1913.

FALL RIVER HERALD-NEWS IN NEW PLANT



THE *Fall River* (Mass.) *Herald-News* has moved into its own new four-story plant.

The newspaper, of which E. D. Toohill is general manager, is occupying the entire building. A new Hoe sextuple press has been installed in the basement, and new equipment also includes 11 Intertypes and a Ludlow type caster.

On the first floor the advertising and bookkeeping departments are housed; the second is given over to editorial; the third composing; and the fourth photo-engraving.

TEXAS NEWS MAN DIES

The body of Mike Welker, veteran southeast Texas newspaperman and until a short time before his recent death at Beaumont active editorial writer for the *Beaumont Enterprise,* has been taken to Winchester, Tenn., for burial. Welker, age 53, succumbed to throat infection. Heading the list of honorary pallbearers were former Gov. W. P. Hobby and J. L. Mapes, co-publishers of the Beaumont Enterprise and Journal. Hobby also is president of the *Houston Post-Dispatch.* It was Welker, who as a reporter for the Beaumont Journal and correspondent for outside papers, in 1901 told to the world the story of the first gusher in the celebrated Spindletop oil field.

P. A. BARRETT

P. A. Barrett, 69, of Scranton, dean of the newspaper writers in northeastern Pennsylvania, died Aug. 28 after a brief illness. He was editor of the *Catholic Light,* official organ of the Scranton Roman Catholic diocese and for 31 years was correspondent for the *Elmira* (N. Y.) *Telegram* when it operated Scranton and Wilkes-Barre editions. At one time Mr. Barrett was also owner and editor of the *Scranton* (Pa.) *Times.* He observed his 50th year in the newspaper business about a year ago.

Obituary

JOSEPH BURRAL, for years an advertising writer in Scranton and Pittsburgh, died recently at the State Hospital, Scranton, from self-inflicted wounds. Burral several months ago shot and killed his wife and then turned the gun on himself. Mr. Burral was one of the founders of the Scranton Advertising Club and was widely known in newspaper circles in the northeastern part of Pennsylvania.

Mrs. B. H. THOMAS, wife of the editor of the *Gurdon* (Ark.) *Times,* died recently after an illness of four years' duration. Mr. Thomas has been treasurer of the Arkansas Press Association for several years.

ELIZABETH M. SMITH, for many years secretary to the late Eugene Moriarty when he was publisher and editor of the *Worcester* (Mass.) *Evening Post,* died Aug. 24 at Worcester.

OTIS FLEMING, 31, Jonesboro, Ark., newspaper man, died Aug. 27 at the home of his parents, after a long illness. He had been connected with the *Jonesboro Evening Sun* for some time.

CHARLES S. FERGUSON, 74, for more than half a century a newspaper writer and publisher in Jeffersonville, Ind., and Clark county and a notable figure in Indiana journalism, died Friday, Aug. 27, at the Kentucky Baptists' hospital, Louisville. He started the *Charlestown Herald,* weekly, and later was city editor of the *Jeffersonville Evening News.* For more than a quarter of a century he served as correspondent for Louisville and Indianapolis dailies.

CHARLES H. SMITH, 70, advertising executive associated with Berry Brothers, Detroit varnish firm, for the past 50 years, died at his Calvert Avenue home in Detroit, Friday, Aug. 26. As the first advertising manager for Berry Brothers, Mr. Smith coined such descriptive and now well-known trade names as "Liquid Granite," "Luxeberry Wood Finish," "Berrycraft," etc.

P. L. MCGREAL, for many years with the *Oil City* (Pa.) *Derrick* died at Houston, Tex., on Aug. 27.

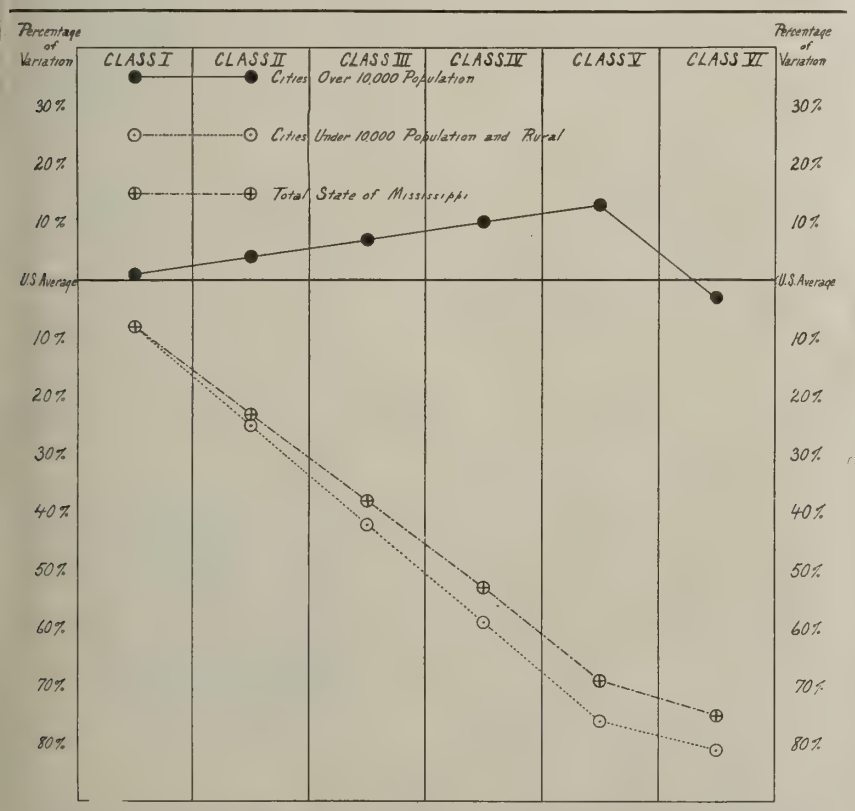
KEY TO CONSUMER BUYING ABILITY

(*Continued from page* 12)

plays an increasingly important part as the cost of the commodity increases.

For that reason, population is given a weight of 90 per cent in the first column, and income is weighed at 10 per cent, the income factor being the number of U. S. income tax returns made by the community under consideration. In Class II, the weights are population, 70 per cent, income, 30 per cent; in Class III, population, 50 per cent, income, 50 per cent; in Class IV, population, 30 per cent, income 70 per cent; in Class V, population, 10 per cent, income, 90 per cent. In Class VI, the income factor is the number of returns for incomes of more than $10,000, weighted at 90 per cent and population at 10 per cent.

The resultant figure in each column can be used as the community's percentage of the entire nation's purchasing capacity, by the insertion of a decimal point four places from the right. Mississippi, for instance, appears in the table as having 1.4548 per cent in Class I; 1.2143 per cent in Class II; .9738 per cent in Class III; .7333 per cent in Class IV; .4928 per cent in Class V; and .4 per cent in Class VI.



This chart shows the relative variation for the State of Mississippi above or below the United States average for cities of 10,000 or more population, cities of less than 10,000 and rural population and the entire State of each merchandising class.



INDIANA

A salesman who travels thru Indiana always sends in good sales reports accompanied by substantial orders. He finds advertised merchandise easy to sell because he gets whole hearted co-operation from the dealer.

There is a good reason for these good sales reports and good business. Indiana is a market that very rarely encounters dull times. So diversified are its industries, so rich its agricultural crops, that the people are always one step ahead of prosperity.

The people as a class are very enterprising and energetic. Not only do they know how to earn money but they are known to live well and enjoy life.

No national advertiser can make a mistake if he concentrates his efforts on this rich market. He is always assured of a steady volume of business.

		Circulation	Rate for 5,000 lines
**Columbus Republican	(E)	5,027	.03
**Fort Wayne Journal-Gazette	(M)	38,539	.08
**Fort Wayne Journal-Gazette	(S)	30,255	.08
**Fort Wayne News-Sentinel	(E)	44,217	.10
†Frankfort Times	(M&S)	8,231	.04
**Gary Evening Post-Tribune	(E)	17,002	.06
**Huntington Press	(M&S)	5,058	.03
**Indianapolis News	(E)	130,079	.25
**Lafayette Journal & Courier	(M) 7,931 (E) 13,813	21,744	.06
††La Porte Herald-Argus	(E)	6,839	.04
**Marion Leader Tribune	(M&S)	9,898	.04
††Shelbyville Democrat	(E)	4,063	.025
**South Bend News-Times	(M) 9,858 (E) 18,288	28,146	.07
**South Bend News-Times	(S)	26,421	.07
**South Bend Tribune	(S) 23,482 (E)	24,351	.07
**Terre Haute Tribune	(E&S)	22,973	.06

**A. B. C. Publisher's Statement, March 31, 1927.
†Government Statement, October 1, 1926.
††Government Statement, March 31, 1927.

21 NEWSPAPER ADS HELPED DETROIT

City Boosts Appropriation to $700,000 Following Success of Small Initial Campaign—Estimate Tourists Spent $105,000,000 in 1926

It was a case of one little taste inviting a full helping in Detroit.

Last year this city undertook its first organized advertising campaign, placing 21 advertisements in newspapers of the south, east and central states. Then it was that those people who have their ears to the ground actually heard one of those bangs that are forever being talked about. This small initial campaign went over in just that way.

Business men of the city formed the Greater Detroit Committee, Inc., immediately, and $700,000 was raised, approximately $400,000 of which is to be used mainly in advertising in the leading newspapers of the country. Detroit copy is now appearing in 40 newspapers from the Atlantic Coast to the Mississippi and from the Gulf of Mexico to Canada.

The first small drive brought Detroit the greatest tourist and convention year in its history. The convention bureau estimated that $105,000,000 was left by tourists in Detroit in 1926.

The present campaign is gaining even more impressive results, according to J. Lee Barrett, vice-president of the bureau. Copy was first placed last April in southern newspapers. As warmer weather approached, newspapers of the north were added until the total of 40 was reached.

"Thousands of inquiries have poured into the bureau's office," Mr. Barrett said. "They have come from every part of the United States, from Canada, South America, Europe and Asia.

"With all this advertising and publicity, the question arises: Was the campaign successful? The answer to this may be found in two places. One is the number of inquiries for detailed information about Detroit and the number of visitors in the city during the summer, and the other is the number of conventions coming here in 1928.

"There are 93 conventions already booked for 1928. The 37th Triennial Conclave of the Grand Encampment Knights Templar U. S. of America is already planning and working out arrangements for the encampment of the order on July 15, 1928. The committee estimates that 300,000 delegates will attend. The Convention Bureau put a conservative estimate of 100,000 as the number of delegates that will attend the convention."

GRAYBEARDS AT BANQUET

Three Men Have Worked for Detroit Free Press Total of 175 Years

George M. Mulford has for the last 60 years been engaged in the service of the *Detroit Free Press.* That fact was made the occasion recently of a celebration in Detroit, when 40 fellow workers banqueted their veteran colleague.

Mulford is a member of the circulation department. Flanking him at the banquet table were Ben O'Connor, stereotyping department, and Frank O'Connell, member of the composing room staff. These three men have spent a total of 175 years working for the Free Press. O'Connor has served for 59 and O'Connell for 56 years.

William H. Pettibone, general manager, has completed his 39th year on the same Detroit newspaper.

METAL RESEARCH URGED

Charles F. Hart, New York Times, Hopes for Better Alloy

An alloy could be developed for printing plates and type casting which would be far superior to the lead, tin and antimony now used, in the opinion of Charles F. Hart, mechanical superintendent of the *New York Times.* He believes that metallurgists have not devoted the time and attention to type metal that it deserves.

"Aluminum, or some aluminum alloy, is now being used for printing plates in a few commercial plants, although it is not now practical for newspaper work," Mr. Hart has pointed out in a bulletin sent to members by the mechanical department of the American Newspaper Publishers Association. W. E. Wines is director of this department.

Mr. Hart laid stress upon the importance of keeping the stereotype metal in good condition and of proper composition.

"Good metal is necessary for production of a good stereoplate," the bulletin quotes Mr. Hart as saying, "and if the press room is given good plates press room troubles are 90 per cent over."

OCCUPIES NEW PLANT

The *Chicopee* (Mass.) *Herald,* semi-weekly, has just moved into its new building at 73 Exchange Street and has installed a new type E Duplex press, a new Whitlock, No. 3 pony and a model B Intertype. The paper has been changed from seven columns to an eight column, 12 em paper. Lester G. Taft, is editor and business manager and Everett B. Lackie, advertising manager.

Supplies and Equipment

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work, also Goss Sextuple.

HOE Pony Quadruple, Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Metropolitan Quadruple stereotype presses—print up to 32 pages.

Available for Early Delivery

WALTER SCOTT & COMPANY
Main Office & Factory.....Plainfield, N. J.
New York Office..Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Block

Salesmen and Representatives can be secured through the Classified Service of
Editor & Publisher

GOSS STEREOTYPING MACHINERY Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Drive and Control for Newspaper Presses

A representative installation on a Scott Straight-unit press is that of a 100-hp., a-c. equipment at the Newark, N. J., Ledger.

GENERAL ELECTRIC

Factory Rebuilt Presses for Immediate Delivery

21-in. Col. Goss High Speed Octuple Press.

22-in. Col. Hoe Right Angle Sextuple Press with colors.

22-in. Col. Goss Five-Decker 40-page Press.

22-in. Col. Goss High Speed 4-Decker, 32-Page Press.

22-in. Col. Goss High Speed Octuple Press.

22-in. Hoe High-Speed Super-Imposed Unit-Type Octuple Press.

Others for Early Shipment
LET US KNOW YOUR WANTS

The Goss Printing Press Co.
Main Office & Factory Chicago, Ill.
New York Office 220 W. 42nd St.
San Francisco Office 646 Call Bldg.

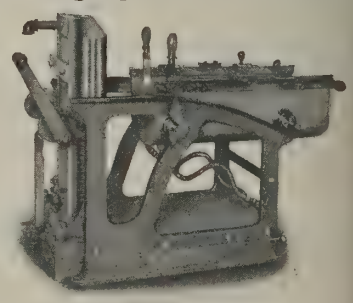
BLANKETS
of all kinds for all makes of
Rotary Newspaper Printing Machines
Automatic Efficiency Felt Blankets
Monocork Blankets
Oil-proof-face Rubber Blankets
Cutting Rubbers and Conveyor Wire.

You can save waste paper, increase production and obtain better printing when your machines are properly blanketed.

We specialize in the manufacture of Newspaper Printing Blankets and carry a complete line, including all widths and thicknesses.

New England Newspaper Supply Company
Worcester, Mass., U. S. A.
Cable Address NENSCO
Worcester, Mass.

Hoe Patented Duo-Cooled Equipoise Curved Casting Mould



"It is essential to Success to be the first out with the news—and Minutes count."

This Hoe Curved Casting Mould is a time-saver, designed especially for Speed and Efficiency. Cold Water circulating through the stationary Lid and the concave Side, gives quick cooling for rapid Casting.

IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC. 504-520 Grand Street, New York City

7 South Dearborn Street CHICAGO, ILL.
Pere Marquette Bldg. NEW ORLEANS, LA.
7 Water Street BOSTON, MASS.

Employment—Equipment—Services

EDITOR & PUBLISHER Classified Advertising Information RATES

SITUATIONS (Cash with Order)
1 Time — .50 per line
3 Times — .40 per line
ALL OTHER CLASSIFICATIONS (Cash with Order)
1 Time — .75 per line
4 Times — .60 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Minimum Contract space, three lines. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

ADVERTISING

Supplies

Shading Sheets for Art work and Benday effects. Bourges Service, Inc., 144 West 32nd Street, New York.

BUSINESS OPPORTUNITIES

Brokers

Glass Paper in South for $15,000, or two-thirds interest for $10,000. Established high-grade publication with fine opportunity. Chance for advertising man. Harris-Dibble Co., 345 Madison Ave., New York.

Middle West Properties—Exclusive listings. No damaging publicity. Personal service in every deal. Everything confidential. High grade newspaper bonds for sale. Clyde H. Minox, 851 Board of Trade Bldg., Kansas City, Mo.

This Splendid Little Daily in desirable Illinois town of 7,500 dominates a field of 75,000. Circulation only 2200 and gross business averaging only $40,000 a year. Nothing on earth but poor management can stop this paper from 3000 circulation and $75,000 business. Controlling owner just gone to his reward. Property available for $40,000, half cash desired. Large enough for two active men. Equipment best in county. Prop 695x. The H. F. Hendricks Agency, Litchfield, Ill.

Very Desirable evening paper; exclusive field; Wisconsin; modern plant; earning handsome dividends. Evening paper North Carolina: exclusive field; fine modern plant; earning large dividends. Also several desirable weeklies. J. B. Shale, Times B'dg., New York.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that after twenty years in this one line of endeavor is your proof against experimenting. Write or wire. Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Century ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Ask the Man Who's Had One! In over 20 years of nation-wide experience, we have proved ourselves always able to produce greater results per dollar expended. Our circulation building campaigns, large or small, have all expert management and attention. Address us now, care of the World-Herald, Omaha, Nebr., or at any time at Box 288, Waterloo, Iowa. Myers' Circulation Organization.

Toby Alice Dolls, $36.00 dozen. Quick water shipment to California. Freight $0.10 each. B. Pinkney, 307-6th Ave., New York, N. Y.

Circulation Builders—A Clean-cut, self-financing, personally conducted campaign that will make you more money now and for years to come; 20 years' experience. The Alward Syndicate, 453 W. 9th street, Erie, Pa.

Superior Circulation Builders—The W. S. Kendall Company, 104 North Bailey Ave., Louisville, Kentucky. The circulation-building organization that has set the standard for aggressive, successful circulation campaigns for nearly twenty years.

The World's Largest Circulation Building Organization—The only circulation-building service in Newspaperdom furnishing publishers' affidavits of the exact results of its every campaign. The Charles Partlowe Company, Occidental Building, Indianapolis.

EMPLOYMENT

Help Wanted

Advertising—I am looking for an advertising salesman of outstanding ability for position of advertising manager and working salesman. (Only salesman employed on the paper) on the leading twice-a-week paper in Detroit's greatest suburb. Must be able to plan entire campaigns; design, layout and sell snappy copy; sell job work and be a real salesman, not mere copy writer. Salary and commission. Only high-class man wanted, who is married and wants a permanent, profitable connection. $25 to $40 a week men not wanted. Record, Wyandotte, Michigan.

Circulation—We want best canvassing crew in United States; six to ten men, hard house-to-house plugging. No contests, but premiums or other inducements permitted. C-921, Editor & Publisher.

EMPLOYMENT

Help Wanted

Correspondents—National Jewish Daily Wants Correspondents Everywhere. Jewish Daily Bulletin, 621 Broadway, New York.

Reporter, afternoon, Northwest. Must be fast, digger, rapid on typewriter, capable some desk work. Must be western man. Getting news absolute requirement, or out of job. No loafers need apply. Will fill job on basis deliver or quit. Tell all first letter. C-938, Editor & Publisher.

Situations Wanted

Accountant—Circulation Manager—Young man, 28, eight years' experience as circulation manager and assistant. Practical experience in auditing and accounting. Knowledge of newspaper accounting and cost finding. Desires position as accountant or circulation manager. Willing to combine both on small daily. Excellent references. C-930, Editor & Publisher.

Advertising Executive—Long experience in promotion of local, national and classified on metropolitan and suburban papers. Enviable record for constructive building, aggressive salesman and thorough organizer. Am seeking connection with publisher who needs a man of proven ability, initiative and a will to meet and overcome keen competition. Write for interview and record. C-905, Editor & Publisher.

Advertising Manager—Twelve years' experience, including one year each New York and Chicago, national fields; 6 years executive, both local and national. Thorough organizer and intensive salesman, accustomed to keen metropolitan competition. Intimate knowledge retail and national merchandising. Especially equipped to create large volume of new business. Excellent reason for desiring new opportunity. Six years present employers. Splendid record and best references. Correspondence invited in strict confidence. Age 33, married. Protestant. Address C-801, Editor & Publisher.

Advertising Manager—Capable, aggressive newspaper advertising man, twenty years' experience in all branches, desires permanent location in city of 100,000 or over. Letters of reference speak in highest terms of past work, ability and character. Located with such papers as Public Ledger, North American, Bulletin, Philadelphia; Washington Post. Married, 42. Morning or evening proposition. C-898, Editor & Publisher.

Advertising Manager or Assistant—Twelve years' experience. Capable and aggressive, worked on paper carrying second largest volume in state. Can service large and small accounts with layouts, special campaigns, etc. Not afraid of hard work. Under 30 years of age, married. Can give best references. Would like to locate in Wisconsin or nearby. C-936, Editor & Publisher.

Advertising Manager—Capable, aggressive advertising man, twenty years' experience in all branches, local and national, desires permanent location city of 100,000 or over. Letters of reference speak in highest terms of past work, ability and character. Located with such papers as Public Ledger, North American, Bulletin, Philadelphia; Washington Post. Married, Protestant. F. H. Riordan, 5915 Webster St., Phila., Pa.

Advertising—Management, sales and sales promotion, research and merchandising—Young college man with eight years' successful experience, now employed, would welcome new opportunity as newspaper advertising manager, advertising agency executive, or sales and advertising manager for national advertiser. Available 30 days after reaching agreement. C-937, Editor & Publisher.

Ad Writer—Missouri Journalism graduate with varied practical experience. Good layouts, copy, sketches. Available September 1. C-915, Editor & Publisher.

Business Manager or assistant to General Manager; 7 years on Eastern and Mid-West daily as office manager, circulation manager and treasurer. Qualified newspaper accountant. Knows credits and collections. Originated classified collection system that increased collections 75% first month. Prefer Eastern location. At liberty October 1st. Salary $75. Married, family. Age 33. Best of recommendations. Address C-983, Editor & Publisher.

Business Manager or Assistant to Publisher—Two and a half years' business and general manager of New York daily, where I made astonishing good record under trying conditions. Property I manage now on profit basis for first time in five years. Thoroughly understand all departments, including engraving. Successful record gained by hard work and perseverance. Savings in overhead and purchasing were enormous. Ownership conditions warrants seeking new connections. American, married, age 36, highest references. Will be available September 15th. Box C-896, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation—Want to connect as Circulation Manager, with a newspaper that desires to grow by safe and sane methods. A non-believer of premiums, with a long and successful career as circulator, from newsboy to circulation manager. Office-owned routes is my forte and working with boys is my hobby. More than doubled the circulation for the newspaper that I work on now, in the territory I cover. Now all phases of circulation. My best references are my present and past employers. Age 31, married. Address C-826, Editor & Publisher.

Circulation Manager, 20 years' experience, familiar with all methods promotion and A. B. C. records, etc. Can produce under adverse conditions. Reasonable salary. References. C-920, Editor & Publisher.

Circulation Manager, 34, employed. Not seeking. Awaits inquiries. C-934, Editor & Publisher.

Composing Room Foreman or Superintendent wishes a permanent position; can give reference as to ability, character and reliability; experienced in large and medium plants; 14 years in one place. Address C-868, Editor & Publisher.

Desk—Experienced all around man daily or weekly. Near New York preferred. C-939, Editor & Publisher.

Desk Man, telegraph editor, copy reader, desires position on Southern afternoon daily. C-940, Editor & Publisher.

Desk and Re-write Man—Newspaperman with 15 years' experience seeks position on Eastern daily. Accurate, speedy, efficient. Unusually good at producing humorous features. C-929, Editor & Publisher.

Editorial Writer—I left the editorial writers' office of a better known daily to edit and write for large business magazine publishers. A plan to move offices included continuation of my services as managing editor but I prefer return to newspaper work. Have specialized as paragrapher and columnist. You will respect my references and can judge my samples. C-928, Editor & Publisher.

Editor—Some small daily publisher sadly needs my experience as editor and manager to build up his paper. C-899, Editor & Publisher.

Editorial—Experienced man of Eastern, Western and Metropolitan service, wide reading, extensively informed and able to write fluently, who has held desk and managerial positions, desires to make change from place now filled for temporary personal reasons to one with the advantage of utilizing his varied training and equipment. Especially strong on heads, news, make-up and purposeful editorial handling. Just the man for news editorship or managing editor in cities up to 100,000, either farming or industrial community. C-903; Editor & Publisher.

News Executive, editorial writer, columnist of wide experience; can produce cheaply, paper of which you'll be proud; more interested in opportunity than starting salary; now employed; seeks permanent place, Southeast. C-935, Editor & Publisher.

Newspaper Man, young, wide experience, wants connection with small daily or weekly of promise. References. Townsend Godsey, Maryville, Mo.

Reporter—
Who?—Reporter, a cub, but trained.
What?—Wants a job.
When?—Starting September.
Where?—Anywhere.
Why?—He is ambitious, aims his guns at reporting. Now ready to pull the trigger and fire away at his chosen field. References. C-926, Editor & Publisher.

$25,000

One of our clients tells us that the above figures represent his earnings this year and that Editor & Publisher Classified Service put him in touch with the opportunity that is proving so profitable.

Seek Newspaper or Advertising opportunities in the logical way—get in touch with

Classified Service

Editor & Publisher

MECHANICAL

Equipment for Sale

For Sale—24 Page Hoe Press and complete stereotyping outfit, in excellent condition, at a fraction of the value of the stereotyping equipment alone.

Bought this equipment at bankruptcy sale, being a part of the plant of the Clearwater Morning Herald at Clearwater, Florida.

Outfit can be seen on floor but must be moved quickly regardless of price realized. Write or wire H. A. Orrell, Mech. Supt. Times, St. Petersburg, Florida.

For Sale—One complete photo-engraving plant. Miles Machinery Co., 64 West 23d St., New York.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffman Type & Engraving Co., 114 E. 13th St., N. Y. City.

Printers and Bookbinders:—Two Revolution Presses, Drum Cylinder Presses, Power Paper Cutters, Lever aper Cutters, Colts and Universal Presses, Chandler & Price Presses, GoldingJobbers, New Style Gordon Presses, C. & P. Presses with Miller Feeder, Multi Color Presses, Folders, Punches, Perforators, Wire Stitchers, Numbering Machines, Standing Presses, Embossers, Shears, Proof Presses, at greatly reduced prices and upon most liberal terms. American Type Founders Co., 96 Beekman St., New York City.

Twenty Fonts of 6½ point latest newspaper text type for sale. Excellent condition, used only a few months. Box C-925, Editor & Publisher.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 153 So. Paulina St., Chicago, Ill.

Equipment Wanted

Wanted to Buy used dry mat roller with motor and scorcher. Give complete descriptions and cash price. The Evening Republican, Mitchell, S. Dak.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

WANTED — Editorial writer with newspaper experience for position with New York State small city daily. Cover age, education, political affiliations, positions held, present salary; and send clippings representing recent work. Mention our No. 900.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Newspaper Properties Bought, Sold and Appraised

All negotiations confidential

PALMER, DEWITT & PALMER

Business Established in 1899
350 Madison Ave. New York
Pacific Coast Representative:
M. O. Moore, 515 N. Canon Drive, Beverly Hills, Calif.

DOLLAR $ $ $ $ PULLERS

One Dollar will be paid for each idea published. Send clipping for payment.

THE *Boston Herald* has added a large volume of linage by having certain advertising staff men devote their entire time to soliciting tie-up advertising on automobile, radio and other national accounts from all over New England by telephone. The copy usually carries the trademark of the manufacturer with the name and local address of the dealer.—James M. Mosely, Boston.

The *Houston Chronicle* increased reader interest in and built up its classified automobile advertising by conducting a contest for the best letter on "Why I Like to Deal with .... Auto Agency." A prize of $100 to be applied on the purchase of any second hand car the winner might select from the agency about which the letter was written. Of course the letter had to be written about some agency whose ad appeared in the automobile classified display section. The nature of the contest was such as to increase belief in reliability and confidence in used car dealers and for this reason appealed strongly to dealers.—Norman B. Terry.

Why not have a little contest to inject new life into your auto section, as to who covered the most mileage during his vacation this summer, giving Sept. 30 as closing date? Give a few nominal awards which may be cash or accessories for letters indicating the longest trips. This will stimulate others to lengthen their motor trips and help auto and accessory dealers.—C. M. L., Seattle, Wash.

On Saturday or on Sunday morning run a directory headed "THESE BUSINESSES OPEN SUNDAY." In this directory include a representative list of all businesses of various kinds that operate locally on Sunday. State that the directory is published as a service to those people who may have occasion to patronize some of these businesses on Sunday.—Frank H. Williams.

To stimulate interest in your advertising pages both among the readers and the advertisers themselves offer a prize of five dollars or so for the best letter written each week explaining why the writer thinks a certain ad that meets his or her approval is the best published in the pages of your paper that week. Use the title "Do You Know Good Advertising?"—C. E. Pellissier, Boston.

If the golf season hasn't provided your paper with at least a full page of extra advertising, you can profitably follow the *Columbus* (Ind.) *Republican.* The opening of a new course was the subject of a feature story, with a sketch of the course and a picture of the club house used as illustrative matter. Around this was massed advertising of merchants who sell men's and women's togs, as well as all kinds of golf supplies.—Yandell C Cline.

A newly paved business section of a city or suburb presents a good entering wedge for the advertising manager to solicit full page group ads from the business men of that section announcing the improved streets and inviting the inspection of them. This plan usually gets the advertising of the "hard-boiled" merchant who never spends a cent on advertising, and introduces the advertising salesman to many new prospects for regular advertising.—J. M. M., Asbury Park, N. J.

The *Utica* (N. Y.) *Observer-Dispatch* has an arrangement with a local insurance firm to put a paid reading notice immediately after every report of an accident. This develops a steady flow of profitable little readers with the "—adv." at the end of them. The number of accidents in any city or town during 24 hours are usually quite numerous. The tieup works very well for both parties. The desk must be on the qui vive, however, always to add the paid reader.—Oxie.

NOT LORD BEAVERBROOK

Stanley, Author of "Don Juan" Memoirs, Has No Right to British Title

An advertisement of the Graphic Syndicate, Inc., of New York, in EDITOR & PUBLISHER last week offered to newspapers a series of articles entitled "Why I Am the Modern Don Juan," purporting to be the memoirs of "Lord Beaverbrook," who was described as an inmate of a New York prison after a career in which he had won by fraud the love and money of numerous women. There was no indication the name was assumed.

It will be obvious to all readers of EDITOR & PUBLISHER that there is no possible connection between this author and the distinguished proprietor of the *London* (England) *Daily Express,* who is the only person having the right to the title of Lord Beaverbrook. This designation and others of high repute throughout the world, were used by Frederick Stanley, according to the New York police, in his long career of deception and theft which ended last June in his arrest in New York.

EDITOR & PUBLISHER regrets the oversight by which the advertiser was permitted to so designate him in its advertising columns.

OPENS ATLANTIC BRANCH

On Sept. 1, Allied Newspapers, Inc., opened an office in the Walton Building, Atlanta, Ga., with George M. Kohn as manager.

HUNCHES

One Dollar will be paid for each idea published. Send clipping for payment.

MILADY'S wardrobe seems always to be an interesting subject these days when there is so little of it anyway, and now it develops, according to some of the young ladies, that the greatest expense of clothing is not, as one might think, dresses, nor shoes nor hats, but stockings. It is said that the average young woman spend $2 per week on stockings, or a total of about $100 in the course of a year, which would go far toward a fur coat or some other prized possession. If a girl earns only $18 or $20 per week this is a subject for serious consideration. Here is a chance for a good story by talking with some of the young women of your acquaintance and finding out if these figures hold true in all parts of the country, and what the girls thing about it. Lots of humor in such a story if handled right. What do the merchants say?—Cyril E. Lamb.

Under the caption, "What I would Do to Improve Indianapolis," the *Indianapolis* (Ind.) *News* is publishing daily a series of letters by Indianapolis business and civic leaders.—E. C. Hill.

Get the friendship of all the church people of your city and at the same time provide your readers with a most interesting feature, by asking the head of each church represented in your city to make a statement setting forth its principles in, say, 150-175 words. A cut of the writer and his church would be of value but is not indispensible. The little story could contain the name of the writer, and his title, the year the church was established and when it came to the particular city, its approximate membership nationally or internationally and locally, and its headquarters and local address. The feature could be headed by a little sketch of about two or three hundred words by the member of the editorial staff.—Fred L. W. Bennett, Salt Lake City.

One New England newspaper heads its columns of local items with the following unusual phrase "Over the Coffee." Another paper uses for its head "Newsy Notes About Newsy Folks," while a third one has the heading of "Our Folks and Other Folks."—D. P., Fall River, Mass.

"Today's News Today"

UNITED·PRESS

Complete wire reports for evening, morning and Sunday newspapers everywhere.

NEA Service newspictures are always on top of the news—*or ahead of it.*

NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

Daily Paris Style Hints

By Alice Langelier

Are Written Exclusively for

INTERNATIONAL NEWS SERVICE

63 Park Row, New York City

Give Your Readers
DAILY HEALTH TALKS
by Dr Frank McCoy
"The Mayo of Health Writers"
A health service that is different—home treatments without medicine or costly apparatus, based on a knowledge of food chemistry and the mechanics of the body
WIRE OR WRITE
McCoy Health Service
Brack Shops Building, Los Angeles, Cal.

What Do You KNOW ?

A Great Questions and Answers Feature

New Questions Daily

King Features Syndicate, Inc.
New York City

HOW CAN I GET MARRIED?

A Young Girl's Search for True Love

Greatest Human Interest Circulation Making Feature of the Year

There is not a girl who will not want to read this story, to say nothing of the BOYS and even the MAMMAS AND PAPAS.

Thirty instalments, illustrated by posed photographs. Released September 7.

Wire your order

Graphic Syndicate, Inc.
350 Hudson St., New York, N. Y.

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
RESULTS COUNT
OCCIDENTAL BLDG.
INDIANAPOLIS, IND.

SELL YOUR GOODS IN NEW ENGLAND—



Occupying an area of 2% of the total area of the United States and with a population of nearly 7% of the country's total population—this small territory possesses 16% of the Nation's savings, the highest savings per capita of any reason of the country.

Not only is this a record but a remarkable achievement for a group of people who accumulated such wealth thru earning power.

The national advertiser should, therefore, see New England in its true proportions —a consuming market, as it actually is. Here you have wealth and earning power. It is natural to conclude therefore, that unlimited buying power exists.

The value of a market is determined solely by its buying power. Where then can you find a territory in the United States so small in area—so easily covered, that possesses such a wealth of buying power. What national advertiser who has a good product can afford to stay away from this market.

There are a hundred and one other reasons why you should concentrate on this market. The newspapers listed below are ready to furnish you the reasons. Write them today.

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
**Attleboro Sun	(E)	5,786	.03	.03
**Boston Globe	(M&E)	286,361	.50	.50
**Boston Globe	(S)	333,452	.55	.55
††Boston Transcript	(E)	38,245	.20	.20
**Boston Post	(M)	394,851	.60	.60
**Boston Post	(S)	350,627	.55	.55
**Fitchburg Sentinel	(E)	12,069	.06	.045
**Haverhill Gazette	(E)	16,415	.065	.05
**Lynn Item	(E)	17,004	.065	.05
††Lowell Courier-Citizen and Evening Leader	(M&E)	20,621	.07	.07
**New Bedford Standard Mercury	(M&E)	32,607	.10	.10
**New Bedford Sunday Standard	(S)	29,262	.10	.10
**North Adams Transcript	(E)	10,427	.05	.04
**Pittsfield Eagle	(E)	18,264	.05	.05
**Salem News	(E)	21,495	.09	.07
**Taunton Gazette	(E)	9,414	.045	.035
**Worcester Telegram-Gazette	(M&E)	99,207	.28	.25
**Worcester Sunday Telegram	(S)	52,740	.21	.18

CONNECTICUT—Population, 1,380,631

		Circulation	2,500 lines	10,000 lines
**Bridgeport Post-Telegram	(E&M)	44,370	.15	.15
**Bridgeport Post	(S)	23,171	.10	.10
**Hartford Courant	(M)	33,017	.09	.09
**Hartford Courant	(S)	58,674	.13	.13
††Hartford Times	(E)	56,077	.13	.13
**Middletown Press	(E)	8,560	.05	.03
††New Haven Register	(E&S)	48,507	.145	.135
**New London Day	(E)	12,293	.06	.045
††Norwich Bulletin	(M)	12,342	.07	.05
**Norwalk Hour	(E)	6,429	.04	.04
††South Norwalk Sentinel	(E)	5,320	.04	.03
**Stamford Advocate	(E)	10,937	.05	.04
**Waterbury Republican-American	(M&E)	25,234	.08	.08
**Waterbury Republican	(S)	15,903	.08	.08

MAINE—Population, 768,014

**Portland Press-Herald Express, Sun & Telegram	(M&E)	59,356	.20	.16

NEW HAMPSHIRE—Population, 443,683

**Concord Monitor-Patriot	(E)	5,773	.0375	.025
††Keene-Sentinel	(E)	3,980	.036	.023
**Manchester Union-Leader	(M&E)	32,585	.15	.12

RHODE ISLAND—Population, 604,397

		Circulation	2,500 lines	10,000 lines
††Newport Daily News	(E)	6,249	.0336	.0293
**Pawtucket Times	(E)	28,449	.08	.08
**Providence Bulletin	(E)	71,443	.20	(B).27
**Providence Journal	(M)	38,599	.12	(B).27
**Providence Journal	(S)	74,009	.20	.20
**Providence News	(E)	28,021	.08	.08
**Providence Tribune	(E)	21,162	.10	.09
**Westerly Sun	(E&S)	5,273	.03	.03
**Woonsocket Call	(E)	14,880	.05	.05

VERMONT—Population, 352,428

**Barre Times	(E)	7,282	.03	.025
††Brattleboro Reformer	(E)	3,520	.035	.02
**Burlington Free Press	(M)	14,265	.05	.05
**Rutland Herald	(M)	11,816	.05	.05
††St. Johnsbury Caledonian-Record	(E)	4,061	.03	.02

** A. B. C. Publisher's Statement, March 31, 1927.
†† Government Statement, March 31, 1927.
(B) Combination rate Daily Journal and Eve. Bulletin.



Supreme

Among New York Evening Newspapers

Every month for two years The Sun has led all New York evening newspapers in volume of advertising.

Advertisers use The Sun to such a large extent because it is read by active, intelligent, prosperous people—people who have varied needs and the means with which to purchase what they want—people who respond readily to advertisements of products that satisfy their desires.

The Sun would not have the kind of readers it has or the number of readers that it has if it were not for its editorial excellence. The Sun's news columns are complete, accurate and interesting; its editorials are strong, fearless and important in their influence on current thought; its features are instructive and entertaining.

The Sun

280 Broadway New York City

THIS ISSUE: WHY PHILIP PAYNE FLEW WITH "OLD GLORY"

EDITOR & PUBLISHER

MEMBER A.B.C.

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1927

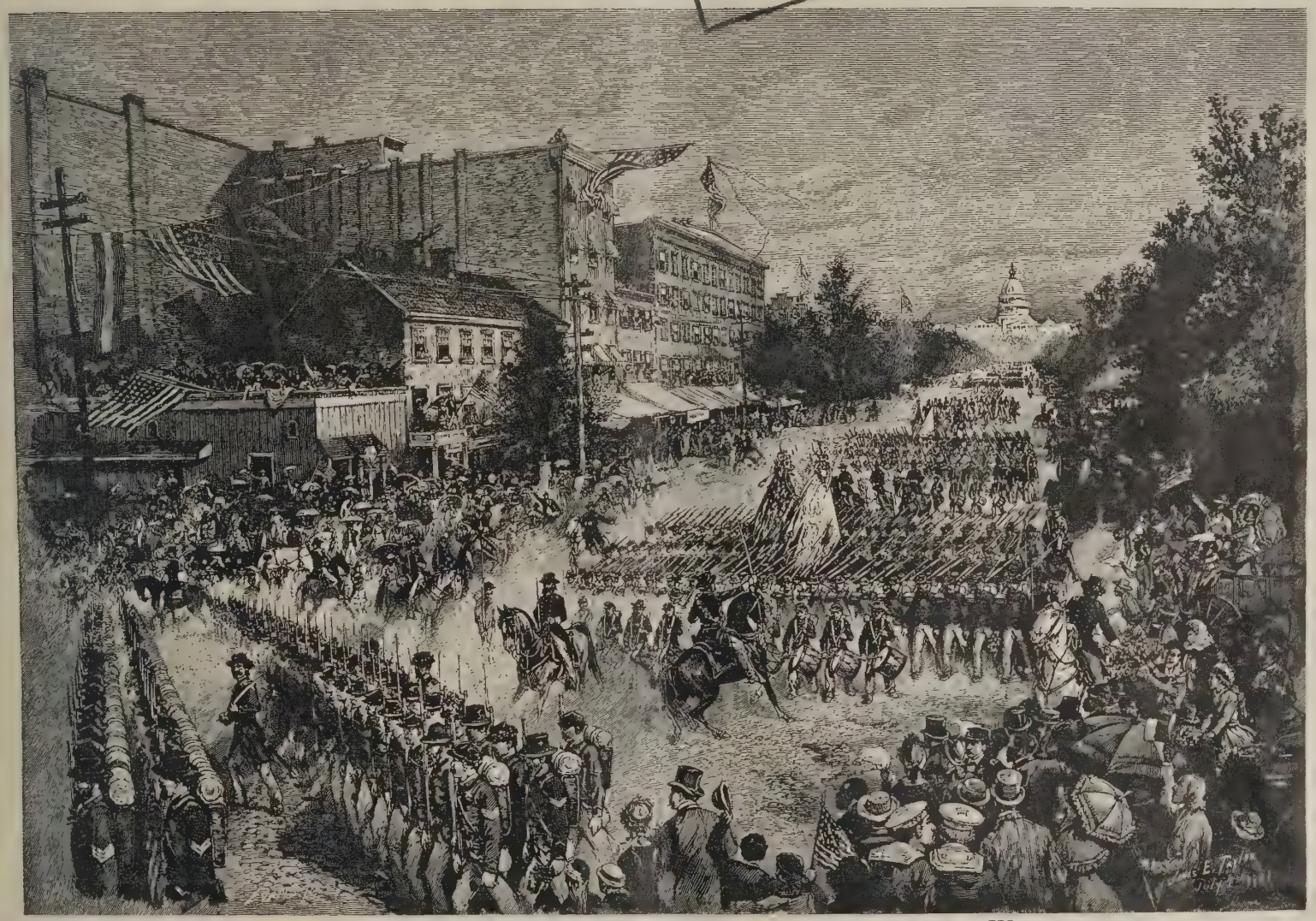
MEMBER A.B.P.

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 60. No. 16 **NEW YORK, SEPTEMBER 10, 1927** By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign. **10c Per Copy**

CONGRESS LIBRARY
Not to be taken from this room



Reproduced from the Century Magazine of February, 1890

THE GRAND REVIEW OF UNION TROOPS AT THE CLOSE OF THE WAR

The entire Union Army *at any period of the Civil War* did not equal the host that buys The Tribune every Sunday

WITH the nation torn asunder over the questions of national Union and slavery, the North and South stretched their resources to the limit in the Civil War.

The North exhausted every expedient to obtain volunteers—maintained a rigorous draft—and poured every man it could obtain into the battle areas.
And yet, with its resources strained to the utmost, the North never once had as many men in the field as buy The Chicago Tribune every Sunday!

IT takes comparison with great events, and the great hosts of history, to give reality to the tremendous figures involved in describing Tribune circulation.

On one bloody day—July 3, 1863—the two victories of Gettysburg and Vicksburg saved the Union. Yet the 283,000 men who participated on *both* sides in these gigantic struggles would form only a small part of The Tribune's present day circulation.

Add to them the 105,000 men Grant led into the Wilderness in '64—add the 62,000 with which Lee opposed him—and the *city and suburban circulation* of The *Daily Tribune* would provide numbers enough for *both* sides of *all* these struggles, with enough left over to equal in number the two-day triumphal parade of the Grand Army of the Republic through Washington after the war was ended!

When it comes to The Sunday Tribune, we must use the entire Civil War to get comparisons.

Picture all the men the Union sent into the field at any one time in the war—and you wouldn't have as many as buy The Chicago Tribune every Sunday!

In four long years the Union fought through to victory. In the bloodless battles of commerce, The Chicago Tribune hammers through, every *day*, carrying your sales messages to a dominating percentage of the buyers in Chicago and the Chicago trading territory.

The Daily Tribune carries your sales messages to 588,502 buyers in Chicago and suburbs alone—reaches 59% of the families in Chicago—60% of the families within Chicago and suburbs. No other Chicago daily reaches as many with its TOTAL circulation.

The Sunday Tribune's city and suburban circulation of 688,152 reaches 70% of the families in Chicago and suburbs. Its country circulation of 402,063 reaches 20% to 80% of the families in 547 cities and towns of more than 1,000 population in the five states of the Chicago territory. No newspaper in America not owned by The Tribune can equal The Sunday Tribune's total circulation of 1,090,215.

Such coverage places advertiser's sales messages before a dominating percentage of the buyers in America's richest market!

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation: 769,645 daily; 1,090,215 Sunday

CLEAN-CUT PRINT

READABLE print-type "as clean as a hound's tooth."

That's the first impression subscribers get when they read a newspaper printed on a Scott "Straight-Unit" or "Multi-Unit" press.

Trimness, neatness, clear decisive type matter that "puts across" the written word in a manner not equalled by any other press.

Why?

Because a Scott Unit is the *only* unit having solid forged steel printing cylinders, in special roller bearings, capable of printing without streaks at 400 r. p. m. or faster. And it is the only unit having vibration against the form rollers and equipped with two large transfer rollers between the ink drums to insure uniformity of ink feed at all speeds.

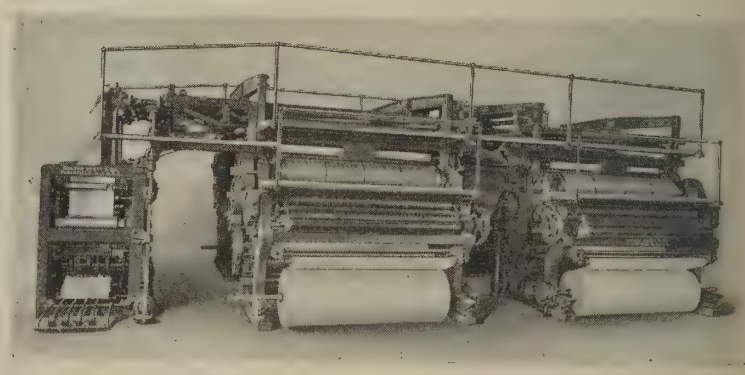
Scott presses, in other words, assure a smudgeless, streakless paper produced at any speed.

An easy-to-read paper is a paper that is read. For increased circulation install—

Scott

"Multi-Unit" or "Straight-Unit" Presses

Cylinder Speed—400 r. p. m.



WALTER SCOTT & COMPANY

Main Office and Factory - - - - - - Plainfield, New Jersey, U. S. A.
New York Office - - - - - - - - - - - 1457 Broadway
Chicago Office - - - - - - - - - - - 1330 Monadnock Block

Cable Address: WALTSCOTT NEW YORK

GAINS

The New York Herald Tribune was FIRST in gains in Total Advertising among all New York newspapers in 1925 and 1926.

• • •

The Herald Tribune is the ONLY standard size morning newspaper in New York to show a gain for the first seven months of 1927 in Total Advertising—*65,594 lines.*

• • •

The Herald Tribune was FIRST among all New York newspapers in gains in National Advertising in 1926 over 1925.

• • •

The Herald Tribune showed the largest gain among standard size morning newspapers in New York in National Advertising for the first seven months of 1927—*70,073 lines.*

• • •

The Herald Tribune in the short time of three years advanced from EIGHTEENTH to THIRD place in National Advertising amongst all American newspapers.

• • •

The Herald Tribune advanced in Total Advertising from FIFTH to SECOND place in three years amongst all New York City newspapers.

NEW YORK

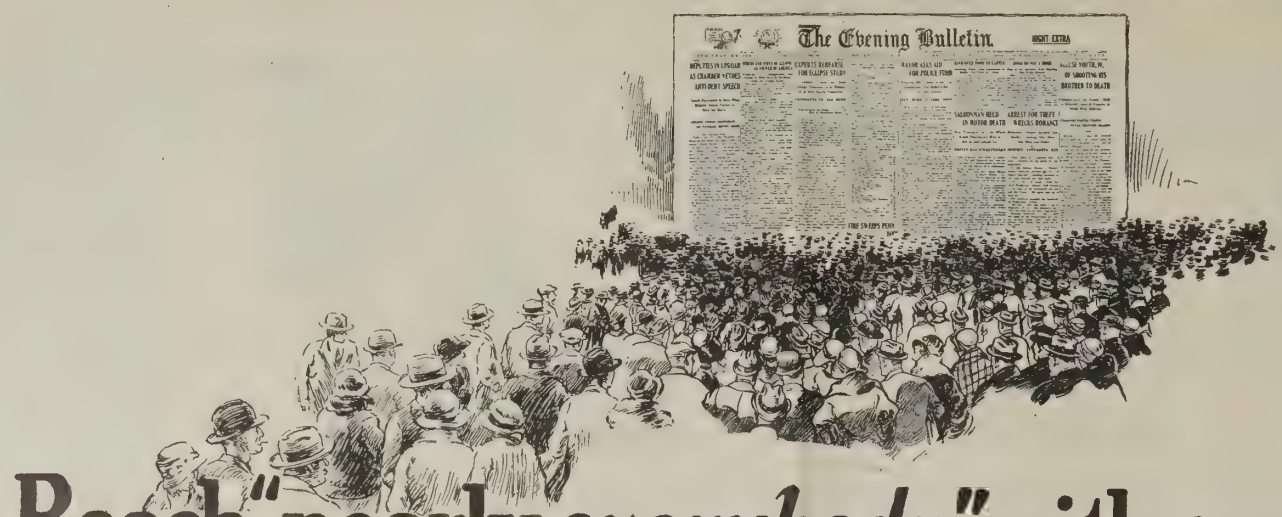
Herald Tribune

BOSTON
Carroll Judson Swan, 931 Park Square Bldg.

CHICAGO
Woodward & Kelly. 360 N. Michigan Ave.

DETROIT
Woodward & Kelly, Fine Arts Building

SAN FRANCISCO
Thomas Emory, 681 Market Street



Reach "nearly *everybody*" with *one* paper

Every evening, Greater Philadelphia sits down to one paper — the Bulletin. "In Philadelphia nearly everybody reads the Bulletin." In this retail trading area there are more than 550,000 homes and the Bulletin averages *546,527 copies! And that's the whole story in a nut shell.

DOMINATE PHILADELPHIA } Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

"In Philadelphia nearly everybody reads The Bulletin"

The Evening Bulletin.

"The Evening Bulletin is sold on its merits as a newspaper; no prize, premium, coupon, guessing contests, or other methods of artificially stimulating circulation have been used."

PHILADELPHIA'S NEWSPAPER

New York .....247 Park Avenue (Park-Lexington Building)
Chicago ..... Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit ..... C. L. Weaver, Verree & Conkin, Inc., 321 Lafayette Boulevard
San Francisco ..... Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

*Audit Bureau of Circulations report of net paid daily average circulation for the six months ending March 31, 1927.

(Copyright 1927, Bulletin Company)

Member of Associated Press

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication, by The Editor & Publisher Co.
J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway,
New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau
of Circulations. Member Associated Business Papers Inc.

Vol. 60 NEW YORK, SEPTEMBER 10, 1927 No. 16

General Advertisers Drive Into Traffic Jam By Using Peak Local Days

Space Buyers Missing Many Opportunities, Bird's-eye View of National Linage by Days Shows—Experience Cases Cited to Prove Advantages of Spreading Copy

By HAMMOND EDWARD FRANKLIN

ARE national advertisers missing an opportunity by bunching their space on the newspapers' bulkiest days?

"Yes!" is the inevitable answer of any thinking critic who looks over newspapers from everywhere and who studies the days national schedules are appearing.

"Feast or famine" is the rule governing many newspaper production departments. On Thursday and Friday, the peak days of the week almost universally, a deluge of local and national big space; on Saturday, in many cases, almost no advertising of a national character. Monday and Wednesday are inclined to be lighter days with Sunday and Tuesday, by and large, rather sizable, sometimes even formidable.

"I'm getting scared at the colossal proportions department store advertising and other local advertising assumes to compete for attention with my national advertising," the president of a leading and long-established New York agency commented in no uncertain terms to the writer: "I am getting concerned at the vast bulk many of our large dailies are assuming. It means more intense racing of bulk against bulk."

His remedy, higher rates for local advertisers and a limiting of the amount of space any one advertiser can use, overlooked another approach: the release of national schedules on the newspaper's "quiet days" when the copy can command much more attention than on the hectic "heavy days."

The purpose of advertising is to get a message into people's minds. It has to be cumulative in effect. It has to keep nudging and reminding. National advertising is educational. It is planned to promote long-run growth of sales. Why shouldn't national copy in Saturday's issue of a newspaper, with comparatively little competition and with an audience just about the same as any other day, in the long run build up as much demand on the local dealer as a schedule appearing on Thursdays?

Of course, every newspaper publisher would welcome a smoothing of the peaks and valleys. Linage which fluctuates less from day to day would mean greater efficiency and economy in operating his composition room and in taking care of his general overhead costs. In the long run, this undoubtedly would have a bearing on lower rates.

Scant attention has been given up to the present to the subject of what days in the week newspaper schedules should be released. The copy, the art, the medium, the merchandising, all get detailed study but nothing much is said as to what parts of the week constitute "best bets" (on a long-pull basis). It is often a hit-and-miss decision.

Millions of people eat fish on Fridays because traditions say "Friday is fish day," yet fish is just as valuable an article of diet any other day in the week. Hundreds of manufacturers and their agencies release schedules on Tuesdays, Thursdays and Fridays because presumably it will hit the family when it is stocking up on all kinds of commodities.

A bird's eye view of the national linage by days for January, February and March in a typical mid-western city shows how 227 national advertisers are placing their schedules.

The makers of drug products, always sticklers for persistency in advertising and directly dependent on results, lead the way in "daring" to use Saturday's issues. Bayer's Aspirin used 42 lines on that day each week, Dr. Edward's Olive Tablets 50 lines, or thereabouts, weekly, Hy-Pure Products 28 lines, Dr. Scholl's Zino-Pads one 14-line insertion, Bulgarian Herb Tea an occasional 14 or 38-line insertion, Chamberlain's Cough Remedy 40 lines, Palm-Olive Soap several 100-line and 120-line advertisements, and the tale is about told.

Advertise food products on Saturday? At least one highly successful national advertiser stands out in refreshing relief against the entire field. Walter Baker's Cocoa week after week released copy *only* on Saturdays. The rest of the week this advertiser permitted other manufacturers to tell their stories. Every Saturday, his 168 lines almost "owned the paper" because he was one of the few advertisers there. Either local or national competition for attention value was slight. Out of all the national advertisers of the country, this policy stands out on these records as unique. Whether or not since its recent acquisition by the Postum group, its policy will be changed, is too early to say.

Mulkey Salt through space on several Saturdays was the only other food advertiser "in the running" on that day.

During February, 1927, here are some facts as to days of the week used by national advertisers in one city:

BUILDING, AUTOMOTIVE, HARDWARE AND SPORTING GOODS

Beaver Products, Sunday.
Brunswick Billiard Tables, Sunday roto.
Cornell Wood Products Co., Sunday.
Diamond E Cloth Window Ventilators, Tuesday and Thursday.
Iso-Vis, Wednesday.
Koolmotor Oil, Monday.
Nicholson Files, Monday.
Standard Oil institutional copy, Monday.
Solite, Tuesday.

CIGARS, CIGARETS AND TOBACCO

Camel Cigarets, Tuesday and Sunday (roto).
Dutch Masters Cigars, Friday.
Edgeworth Tobacco, Monday.
Fatima Cigarets, Sunday roto.
Granger Rough Cut, Tuesday and Thursday, mostly the former day.
Herbert Tareyton Cigarets, Wednesday Friday.
Lucky Strike Cigarets, Monday, Tuesday and Thursday.
Piedmont Cigarets, Monday and Wednesday.
Prince Albert Tobacco, Thursday.
Robert Emmet Cigars, Monday.
San Felice Cigars, Tuesday.

CLOTHING, FURNISHINGS, DRY GOODS

Barbour Stormwelt Shoes, Friday.
Cambridge Rubber Company, Sunday roto.
Firestone Rubbers and Gaiters, Tuesday.
Kenlastic, Sunday.
U. S. Glove Brand Rubbers, Monday, Tuesday, Thursday.

FOOD BEVERAGES, CONFECTIONS

A-1 Sauce, three insertions a week, varying each week—never Saturday or Sunday.
Atwood Grapefruit, Tuesday and Friday.
Aunt Jemima Pancake Flour, Tuesday and Friday.
Forty Fathom Fish, Thursday.
Beechnut Bacon, Tuesday and Thursday.
Burnett's Extracts, Monday, Wednesday and Friday.
California Prunes, Thursday.
Calumet Baking Powder, Tuesday and Friday.
Canada Dry Ginger Ale, Sunday roto.
Chase & Sanborn Seal Brand Coffee, Tuesday and Thursday.
Comet Rice, Tuesday and Friday.
Crosse & Blackwell Marmalade, Tuesday.
Del Monte Food Products, Monday, Wednesday, Friday.
Fleischmann's Yeast, Sunday roto.
Formosa Oolong Tea, Tuesday and Thursday mostly, one Wednesday.
Gilbert's Chocolates, Sunday roto.
Gulden's Mustard, mostly Monday, Tuesday, Thursday, Friday.
Greenfield Food Products, Sunday.
Heinz Tomato Ketchup, Thursday.
Horlick's Malted Milk, Tuesday and Thursday.
India Tea Association, Thursday.
Japan Tea, Tuesday and Friday.
Jenny Wren Flour, Monday, Wednesday and Friday.
Kellogg's All-Bran, Tuesday and Friday.
Lea & Perrin's Sauce, Monday, Wednesday, Friday.
Libby's Chili Con Carne, Tuesday and Friday.
Lipton's Tea, Tuesday and Thursday.
Mayflower Syrup, Wednesday.
Mulkey Salt, Saturday.
None-Such Mincemeat, Friday.
Puritan Malt, Thursday.
Ralston Cereal, Tuesday and Friday, with one Wednesday insertion.
Red Top Malt, Thursday.
Royal Garden Tea, Tuesday, Wednesday, Friday.
Salada Tea, Monday, Wednesday, Friday.
Unifruit Bananas, Monday and Friday.

(*Continued on page 42*)

NUMBER OF PIECES OF COPY RELEASED BY DAYS IN THE WEEK

(A study of the practice of 227 national advertisers using a total of 148,000 lines in one newspaper in one month)

	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
Building	3	3	2	1	1	..	..
Cigarets, etc.	2	4	4	2	3	1	..
Clothing	2	1	2	..	2	1	..
Food	4	10	17	12	14	20	6
Household	..	4	1	4	2	2	..
Magazines	1	..	1	..	..	..	..
Musical Instruments.	1	..	..	..	1	1	..
Plumbing Goods	..	..	1	1	1	..	..
Jewelry	..	1	..	..	..	..	..
Radio	8	..	5	2	2	1	..
Stationery	..	2	..	..	..	..	..
Toilet	33	33	37	51	40	25	13
Totals	54	58	70	73	66	51	19

INDIVIDUAL PIECES OF NATIONAL COPY

LINAGE BY DAYS USED BY 227 NATIONAL ADVERTISERS

(A study of 148,000 lines of national linage and the days released in one month in one newspaper)

	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
Building	3,176	1,444	34	600	17	.....	.....
Cigarets, etc.	6,272	3,906	8,820	1,288	5,040	2,100	.....
Clothing	330	70	588	.....	360	860	.....
Food	3,754	3,700	6,554	5,348	9,408	6,819	952
Household	.....	2,917	1,106	2,242	3,382	1,504	.....
Magazines	284	.....	2,464	.....	.....	.....	.....
Mus. Instrum'ts	1,680	.....	.....	.....	350	216	.....
Plumb'g Goods	.....	.....	112	224	112	.....	.....
Jewelry	.....	1,020	.....	.....	.....	.....	.....
Radio	4,373	.....	4,353	420	488	64	.....
Stationery	.....	2,160	.....	.....	.....	.....	.....
Toilet	13,697	7,684	8,109	6,469	8,903	4,429	451
Totals	33,566	19,984	32,140	16,691	28,060	15,992	1,403

MAYOR MOVES TO DROP $1,000,000 LIBEL SUIT

Attorney for Duvall of Indianapolis Files Dismissal Motion in Action Against Newspapers

(*By Telegraph to* EDITOR & PUBLISHER)

INDIANAPOLIS, Ind., Sept. 6.—Mayor John L. Duvall today filed a motion to dismiss his $1,000,000 damage suit against Thomas H. Adams, publisher of the *Vincennes Commercial;* D. C. Stephenson, former Klan leader in Indiana; Court Asher, a former Stephenson lieutenant, and other newspapers and their publishers.

The suit was pending in Superior court, Room 1, before Judge James M. Leathers. No date for ruling on the motion was set by the judge. At the same time Stephenson dismissed a cross complaint seeking damages of the mayor for libel.

The dismissal motion in behalf of the mayor was filed by James E. Rocap, Indianapolis attorney, while Robert H. Moore, Stephenson's lawyer, filed the motion on behalf of the former Klan leader, who is now a life convict in the Indiana State Prison at Michigan City. Both motions were formal and were about two typewritten lines in length.

Mr. Rocap declined to comment on his action. He would not state whether a new damage complaint would be filed to replace the one he wants dismissed, although he said no such complaint is ready for presentation. It was considered unlikely that another suit would be filed.

The mayor's suit was brought last fall as the result of the publishing by a group of newspapers of an alleged agreement between Stephenson and the mayor, a candidate at the time the document was alleged to have been signed. According to terms of the alleged contract, Duvall agreed that, if elected, he would not appoint certain city officials without the approval of Stephenson. The mayor denied writing the letter and declared his signature to the document was a forgery.

Mayor Duvall said tonight that he understood the attorneys in the case had reached an agreement.

AD MANAGERS ELECT KELTON

Midwest Group Holds Annual Convention in Kansas City

(*By Telegraph to* EDITOR & PUBLISHER)

KANSAS CITY, Mo., Sept. 7.—Steve Kelton, advertising manager of the *Houston* (Tex.) *Chronicle* was elected president of the Midwest Newspaper Advertising Managers Association at the annual fall meeting here. Roy L. Bailey, *Salina* (Kan.) *Journal* was named vice-president; Sam Gerhart, *Ft. Smith* (Ark.) *Southwest American,* secretary, and Sam Wheeler, *Springfield* (Mo.) *News,* sergeant-at-arms.

Advertising men from newspapers in Kansas, Missouri, Texas, Arkansas, Nebraska, Minnesota, Oklahoma and South Dakota attended the conference.

JOINS PHILADELPHIA DAILY

Robert W. Jones, for 12 years editorial writer on the *Pittsburgh Chronicle Telegraph,* prior to the recent consolidation with the *Sun* by W. R. Hearst, is leaving Pittsburgh Sept. 12 to join the *Philadelphia Public Ledger* as an editorial writer. He was formerly editorial writer on the *Pittsburgh Gazette-Times,* Sunday editor of the old *Pittsburgh Dispatch,* and editor of the *Housekeeper Magazine.* He has also written for syndicates and magazines.

NEWSPRINT WASTE FIGURES

Statements of 45 publishers in the midwest, of large, medium and small newspapers reveal that in May percentages of white waste which included transit, core and press waste varied from .56 to 2.56, according to the current S. N. P. A. bulletin. Miscellaneous waste which included bags, spoils and wrappers, together with miscellaneous waste varied from 2.02 to 4.10. Percentages of total waste of all kinds varied from 2.40 to 5.35.

GIOVANNOLI RESIGNS

Leaves Lexington (Ky.) Leader After 14 Years as Editor and Manager

The resignation of Harry Giovannoli after 14 years as editor and manager of the *Lexington* (Ky.) *Leader* was announced this week.

John G. Stoll, owner of the paper and former publisher, is now editor and publisher.

Fred B. Wachs, who has served the leader for eight years, first in the advertising department and later as business manager, succeeds to the general managership.

TRUCK DRIVERS STRIKE

New York Papers Bring in Newsprint Supplies Under Heavy Guard

New York newspapers this week brought in their newsprint supply from branch storage houses under heavy police guard, when 6,000 truck drivers went on strike Wednesday. The drivers are asking $45 a week instead of $40, and an eight-hour day instead of nine.

Union delegates presented a proposed new contract on Wednesday which they asked the newspapers to sign. The newspapers refused, but declared their willingness to permit the men to return to work under the old contract, and to agree to any new contract accepted by the industries more directly concerned. When this proposal was declined, newspapers proceeded to move the paper into the pressrooms with other labor. By nightfall all claimed to be receiving an adequate supply.

New York newspapers are able to keep an average of three-days' supply in their main offices keeping the bulk of their reserve newsprint in outside warehouses.

FEDERAL HEARINGS POSTPONED

Resumed hearings in the advertising agency complaint before the Federal Trade Commission set for Chicago, Sept. 6, were postponed until the first week in October, because vacations prevented many important witnesses being on hand.

EDITOR & PUBLISHER CALENDAR

Sept. 12-15—Financial Advertisers Assn., annual convention, West Baden, Ind.

Sept. 15-17—Washington Press Assn., meeting, Wenatchee.

Sept. 20-21—National Publishers Association, annual convention, Shawnee-on-Delaware, Pa.

Sept. 21-23—Tri-State Editorial Assn., annual convention, Sioux City, Ia.

Sept. 21-23—Mississippi Press Assn., annual meeting, Clarksdale, Miss.

PERRY AND GRAY BUY MONROE (MICH.) NEWS

$260,000 Is Reported Price Paid by Adrian (Mich.) Telegram Publisher and Managing Editor

Purchase of the *Monroe* (Mich.) *Evening News* for a reported price of $260,000 by J. S. Gray and Stuart H. Perry of Adrian, was announced this week.

Mr. Gray for the last eight years has been managing editor of the *Adrian Telegram* of which Mr. Perry is the publisher. He is president of the new corporation which will be known as the Monroe Publishing Company and will assume charge of operation as editor and general manager.

C. Kenneth Wesley, for the last two years assistant business manager of the Telegram, will share Mr. Perry's interest in the paper and will go to Monroe as business manager of the News.

The News is housed in a two-story brick building with modern mechanical equipment, including a 20-page press recently installed. It has the full leased wire service of the Associated Press.

The News was established as a daily in 1915.

HEARST TRIED TO HALT OLD GLORY'S FLIGHT TELEGRAMS TO PAYNE REVEAL

WILLIAM RANDOLPH HEARST on Wednesday gave out copies of telegrams that passed between him and Philip Payne, manager of the Old Glory flying expedition, and who was one of the three men aboard the craft. Commenting upon the telegrams, Mr. Hearst said:

"I was very apprehensive of the trip on account of the recent disasters, and I did my best to prevent the plane from going. I had no idea that Mr. Payne was going under any circumstances. I earnestly hope that all on board Old Glory will be saved."

The telegrams follow:

SAN SIMEON, Cal., Sept. 2, 1927.

E. D. Coblentz,
New York American, New York.
Copy to Phil Payne.

I do not think Old Glory should start except under the auspices and with the full approval of the Government. In view of the recent disasters, I will not assume responsibility, but will proceed only if the Government will assume authority and responsibility.

The flight is not undertaken for promotion purposes, but to advance aviation, and it is doubtful whether in the light of recent events these flights do advance aviation.

These numerous disasters may retard it. Therefore, I wait the sanction of the Government.

W. R. HEARST.

NEW YORK, Sept. 3.

William Randolph Hearst,
Care Ambassador Hotel,
Los Angeles, Calif.:

Secretary of Aviation Trubee Davison and Department of Commerce pronounced Old Glory the finest ship to attempt the trans-Atlantic flight. In addition, Mr. Coolidge has sponsored flight by putting letter on Old Glory to the King, while Secretary of State Kellogg has sent message to Mussolini. No plane has had such official sponsoring as Old Glory. The two pilots would rather give up all money in the world than forego their flight. Most assured they will succeed. Best regards from

PHIL PAYNE.

LOS ANGELES, Sept. 5.

Phil Payne,
Mirror, New York, N. Y.

Dear Phil: Please think of my situation. Have had one airplane lost and two fine men drowned. If another such disaster occurred effect would be terrible, not only on my peace of mind, but on public opinion. I telegraphed you all this and tried to have you get pilots to accept prize and give up dangerous adventure.

W. R. HEARST.

The following message was written by Mr. Payne and given to an associate on the *Daily Mirror* to send to Mr. Hearst after Old Glory had hopped off:

OLD ORCHARD, Me., Sept. 6.

W. R. Hearst,
Examiner, Los Angeles, Calif.

Dear Chief: The pilots appreciate your magnanimous offer, but insist they be allowed to fill their contracts to fly. Weather ideal today and further delay ruinous to morale of pilots. Every possible precaution taken. Army and State inspectors went over Old Glory this morning and gave written approval to flight. You have been a great chief to work for. I honor and love you and I know you will forgive me any mistakes I have made. Affectionately.

PHIL PAYNE.

I. R. KIRKWOOD LEFT $250,000 TO ART

Bequest Makes $2,750,000 Now Available for William Nelson Gallery —Residue of Estate to Brothers

The will of Irwin R. Kirkwood, executed Aug. 1, 1927, and filed for probate Sept. 2, disposes of a personal estate estimated at approximately $1,500,000.

Two hundred and fifty thousand dollars is added to the building fund of the William Rockhill Nelson Gallery of Art, bringing that fund up to $2,750,000 with the bequests of Mrs. Nelson, Mrs. Kirkwood and Frank F. Rozzelle, the Nelson family attorney.

Mr. Nelson left his estate, now approximately $15,000,000, with the income to be used for the purchase of works of art.

Plans for fully financing purchase of the stock in the Kansas City Star, owned by Mr. Kirkwood, have been worked out by the organization, but have not yet been announced.

Under the agreement existing in the stock trust, to which all the stockholders were party, the stock must be sold back into the organization, consisting of nearly 100 stockholders. Ten months after the stock is deposited by Mr. Kirkwood's executors remain before the stock need be taken over. Mr. Kirkwood owned only 15 shares mores than half of the 25,000 shares, par value $100. Insurance in favor of the stockholders amounts to $625,000, or nearly $50 a share, so that the organization expects no difficulty in financing the stock and keeping it within the organization as it stands now. The organization as it is now, so far as the direct operation of the newspaper is concerned, is practically the same as at the time of W. R. Nelson's death in 1915. It is understood there will be no change in the executives as at present constituted, the general executives and heads of departments being in immediate charge of operation as they were before the death of Mr. Kirkwood.

Thone S. Kirkwood of Baltimore and John R. Kirkwood of Washington are to receive approximately $500,000 each, being given one-half of the entire estate after specific bequests are deducted. In addition to the $250,000 gift to art, Mr. Kirkwood made these specific bequests:

Robert J. Kirkwood of Baltimore, Mr. Kirkwood's father, $35,000.

Thone S. Kirkwood of Baltimore, a brother, a Roland Park residence in Baltimore, which has been occupied by members of the Kirkwood family.

Mr. and Mrs. Thone S. Kirkwood, $50,000.

Mr. and Mrs. John R. Kirkwood of Washington (brother and sister-in-law of Irwin Kirkwood), $50,000.

Miss Margaret E. Kirkwood of Baltimore, a sister, $60,000.

Miss Jean Caroline Kirkwood, daughter of John R. Kirkwood and niece of Irwin Kirkwood, $25,000.

Miss Elizabeth Kirkwood, daughter of Thone S. Kirkwood and niece of Irwin Kirkwood, $25,000.

Miss Caroline T. Wilson and Mrs. Anne Wilson MacLaughlin, daughters of John E. Wilson, Mr. Kirkwood's close friend and executor, $5,000 each.

Grace and Holy Trinity Episcopal church, $10,000.

Oscar Stamm, on Mr. Kirkwood's Oak Hall staff, $5,000.

John E. Wilson is named executor in the will and Earl McCollum alternate executor.

EVENING DAILY RESUMES

The *Brownsville* (Pa.) *Evening Telegraph* reappeared on August 29, the first issue since the fire which practically wiped out the plant on June 15.

NEW TEXAS DAILY

The *Brady* (Tex.) *Sentinel* a new evening and Sunday newspaper was scheduled to begin publication with an Associated Press membership on Sept. 3 W. S. Foster is listed as publisher and the A. P. member.

PHIL PAYNE, "REPORTER ALWAYS," LOST AT SEA

"Well, It's a Grand Story Isn't It," His Reason for Going on Rome Flight in Missing Plane "Old Glory"—Mirror Managing Editor Had Pyrotechnic Career As New York Newspaper Man

By ARTHUR ROBB

"WHY am I going? Well—it's a grand story, isn't it? I'm going to write it on the way over, slap a lead on it when we get to Rome and put it right on the cable—the first report of an ocean flight ever written that way. There's another reason, too. I selected those boys—and Bertaud and Hill are the best men that the air mail service had—and if they crack up, I'm going to go with them."

Phil Payne smiled across the hotel room at his pretty bride of less than a year, Dorothy Hughes, who had won the title of Miss New York in a *New York Daily News* beauty contest a few years ago when Payne was managing editor of that paper, and Dorothy Payne smiled cheerfully back.

"Don't you want to go with him?" we asked.

"Yes," was her slow reply, "but I wish he wasn't going."

The night was August 31. All had been ready for a take-off that afternoon. All had been ready for 14 days, with steady rain or the resultant soggy runway balking every effort of Payne and his pilots to raise the Old Glory airplane from dangerous Roosevelt Field.

The Weather Bureau had promised a 15-mile westerly breeze for dawn the following morning, but the sky was overcast when Payne came to the hotel door with the writer for an au revoir handshake and skyward glance that might give hope that the elements would obey the government's orders. In the lobby, Mrs. Payne, with Hill and Bertaud, Mrs. Bertaud and Mrs. Callaghan, Bertaud's mother, and Capt. Eric Densham, the plane's motor expert, talked of a midnight automobile ride to the seashore, alternating with ominous comments upon the absence of news of the St. Raphael plane, then supposed to be over mid-Atlantic.

Payne refused to believe the menace of the clouds.

"We'll take off in the morning, if there's half a chance," he said, "and if I can do anything for you in Rome, cable me care of Universal Service. So long."

September 1 was the rainiest day that has visited Long Island in many years and all the world knows that "Old Glory waited another day before taking off with a light load for the safer starting line of Old Orchard. Payne had heard of the long hard beach on the Maine coast and his inquiries at the Weather Bureau convinced him that the season for west winds on Long Island was near its end. Carrying less than half of the fuel load needed for the Rome flight, the ship could easily rise on the short mile course of Roosevelt Field, and Payne had little difficulty in convincing his associates that the change was desirable.

This young man (he is only 34 years of age) never learned the art of flying, but he had used airplanes as other men use the railroad limited to report the news and bring the day's pictures to the Daily News and later the Daily Mirror. "A reporter always," as he testified at the Earl Carroll perjury trial, it was not unusual for him to fly to the scene of a big story and on the spot direct his batteries of cameras and typewriters. He had absorbed the lore of aviation with as much zest as if it had been a murder mystery, and in the course of the evening's conversation, he outlined story after story which he intended to write upon the return from Rome.

The Rome flight was merely a preliminary, he revealed. A few days before, a New York reporter had intimated in his paper that dissension had arisen between Payne and the Pilots because of Payne's desire to accompany the plane to Rome. The story gave the impression that Payne's addition to the crew would prevent the ship from carrying its full supply of fuel, the vital necessity of which was demonstrated to the narrator, himself an aviator, by the installation of an unusually large tank a few days before.

There was no such dissension, Payne informed the present writer. The report had arisen after he had been seen in an animated discussion with Bertaud on the field and had refused to inform reporters of the conversation's subject.

"As to the large tank," Payne continued, "my weight is the equivalent of gasoline sufficient for less than an hour's flight and we could have carried plenty of gas in the old tank. We put in the big tank not for this flight but for the jump from Seattle to Tokio, which we plan to make after we finish the Rome flight. After we return, we are going to increase the wing surface and add two smaller motors and I'm confident that this plane can hop the Pacific. We're going after the non-stop coast-to-coast record, too."

Payne intended to write his story of the flight en route in pencil.

"I've tried it," he said. "The other day, J. D. (Hill) took the plane out on a flight to test the radio and I experimented with writing messages. It's a good deal easier than writing on the ordinary Pullman car table and the script is just as legible. I won't take a typewriter because I don't need it. I'll cover the first trans-Atlantic air asignment and I'll cable EDITOR & PUBLISHER a story just as soon as we get to Rome. The part of the trip that I'm most doubtful about is the last 400 miles or so across the Mediterranean. If we hit fog or headwinds crossing the south of France, we may find the gas low near the end of the flight. If so, I don't believe we'll risk crossing the corner of the Mediterranean without refueling. But, once we get past this take-off I'm confident the worst of our troubles will be over."

Doubts occupied very few moments of this spectacular young man's last hours on United States soil. That he was thoroughly aware of the possibilities of disaster is evidenced by his remarks quoted at the beginning of this story, but the possibility of disaster had seldom deterred him in any of the exploits with which he had kept Park Row's people stirred since 1922.

Herbert Mayer, Mirror reporter, who had worked with Payne on many big stories, was a constant companion to his boss during the last Long Island hours.

Payne lived and thought in terms of copy, even to the end. They tell at Old Orchard that just before he crawled to the place he was to occupy on the take-off—lying flat on the catwalk below the 5,000 pound tank of gasoline—a reporter came up and offered his hand.

"I'm with the *Press-Herald* in Portland and I want to wish you good luck," he said.

"Thank you," Payne replied. "By the way, do you know who happens to be the caption-writer on your paper?"

"Yes."

"Well, I want to hire him because he's a whizz."

"Ready to go," shouted the engineers, above the motor's roar.

Payne swung beside the cockpit.

"George," he called to George D'Utassy, president of the Mirror, "this reporter will tell you who their caption writer is. I want you to employ him while I'm away."

Seconds later, the ship curved gracefully toward the North Atlantic sky and its engine's drone died in the distance. A few staccato radio messages from Bertaud's key, a wreath dropped in mid-ocean for Coli and Nungesser, a baffling S. O. S.—and "the rest is silence."

Although a managing editor by title, and vice-president of the Public Press Corporation, publishers of the New York Mirror, Philip Payne, 34 years old, continued to the end a newspaper reporter. He told friends before he left on the seemingly ill-fated Old Glory flight that he thought he was handling one of the finest assignments of the year.

Sensational news with which Mr. Payne was connected intimately ofttimes as reporter as well as editor during his pyrotechnic career as newspaper man included the Walter S. Ward murder trial; the revival of the Hall-Mills murder mystery, which ended in acquittal of the defendants; and the Earl Carroll "bathtub" story. It seemed that whatever he touched turned into golden circulation. He was managing editor of the Daily News during its early giant circulation strides, and, succeeding Walter Howie on the New York Daily Mirror brought that new tabloid's circulation up by 25,000 jumps. As the Mirror's circulation grew, the young man at its helm grew in popularity with his chief, William Randolph Hearst, and the "chief" always had many complimentary things to say about "that boy, Phil."

Too impatient to be always at the desk just as likely as not you would find Phil Payne out on a story himself with his reporters. He was that way during the Hall-Mills case. Officially Herbert Mayer was in charge. During many days of the trial, however, Philip Payne was sitting in the press section of the famous Somerset court house.

When the Mirror first broke this sensational murder mystery revival last summer, Payne was at the scene. His by-line was placed over the story telling of the dramatic arrest of Mrs. Frances Stevens Hall.

At the height of the trial the defense attorneys bitterly assailed the Mirror's managing editor, when he was in the press section one day, declaring that he had conceived the idea of reviving the case merely to sell papers. Payne hotly denied these insinuations at the time. Later the murder charges were dismissed. In the last several months the defendants of the famous trial, with the exception of Henry Stevens, have filed a total of $3,000,000 in libel suits against William Randolph Hearst, the Mirror and the Evening Journal, as a result of this sensational story.

Referring to the Hall-Mills affair, Mr. Payne later said, "I'd do it all over again."

Because of the sensational tactics he sometimes employed, Payne was given the soubriquet of the ring-master of tabloid journalism. It was a name he did not like particularly. He preferred to be known as a defender of the poor against the rich. His first claim to newspaper fame came when he was managing editor of the New York Daily News in 1922. He literally single-handed through the young New York tabloid forced a trial of Walter S. Ward, wealthy vice-president of the Ward Baking Corporation on a charge of killing Clarence Peters, an unknown ex-sailor. The slogan he coined at the time and ran persistently in the News was "Can a rich man commit murder and get away with it?"

One of the early sensations Payne sprang on the Mirror, which Mr. Hearst started for his son George Hearst in 1924, was to print what he claimed was the true solution of the killing of young Peters by Walter Ward.

A journalistic theory followed by this young editor was that to succeed a newspaper must be talked about.

"The tabloid stunt feature," Mr. Payne has said in an interview with EDITOR & PUBLISHER, "dates way back in journalistic history. But I connect it particularly with the elder Joseph Pulitzer. It was said of Mr. Pulitzer that nothing pleased him more than to hear his newspaper discussed. When he overheard someone say 'Did you see that damned story in the World?' Mr. Pulitzer was delighted. He wanted plenty of word-of-mouth advertising, the most valuable in the world."

This idea of Payne's that it was beneficial to have the paper talked about whether favorably or unfavorably, may have prompted him to break the Earl Carroll "bathtub story" a year and a half ago.

Mr. Payne, together with a number of

(*Continued on page 26*)

JUST BEFORE OLD GLORY HOPPED OFF



Above is one of the last photographs taken of the giant Fokker monoplane's crew before hopping off from Old Orchard, Me., Tuesday afternoon, on the fatal flight. In the picture are J. D. Hill, navigator, Philip Payne, managing editor the *New York Mirror* and director of the flight, and Lloyd Bertaud, pilot of the plane and Gov. Brewster of Maine.

"OLD GOLD" FLYING FOKKER PLANE TO ALL NEW ENGLAND CITIES

P. Lorillard Company, Through Lennon & Mitchell Agency, Try Airplane Advertising Stunt in "That Provincial New England Territory"—Is It Publicity or Not?

A MANAGING editor of a Boston evening paper went out to his lunch not so many days ago and was delayed somewhat on his return by gawking crowds, who were stumbling over each others' corns, getting stiff necks, and generally obstructing traffic to obtain a view of a giant Fokker airplane flying overhead.

Down from the airplane, which carried the name and slogan of "Old Gold," the not-a-cough cigarette of the P. Lorillard company, drifted a mysterious voice, wisecracking in general, but in particular advising puffing pedestrians to purchase the latest in 15 cents for 20 "pills."

Mr. Managing Editor finally broke through the crowd and got back to his desk, where he shouted to his news editor:

"Where is that Old Gold airplane story?"

"What?" came the reply, "that press agent stunt. I've got it inside."

"Throw it on page one," said Mr. M. E.

Was he a victim of free advertising hokum?

In justification he said:

"Thousands saw the plane. They wanted to know what it was all about, and who sent it up in the air. We told them."

Said an editor elsewhere:

"Certainly cover the flight as a new interesting advertising stunt. But it is not a news function to specify the brand name of the cigarette, the publication of which demands a price in the advertising columns."

While this mythical debate is on, R. W. Orr, of the Lennen & Mitchell agency, is gathering on his desk the front pages of New England newspapers, nearly all of which are playing "Old Gold" in headlines and text in front page news space free, and charging regular rates for advertisements inside.

"We are sending this airplane with its 'Voice from the Sky' invention to every city and town in New England," Mr. Orr said. "We find it a great means for stimulating sales. I imagine the complete coverage of New England this new way will require a month. When we finish with this territory, we may take it elsewhere.

"We have discovered, we believe, an entirely different advertising medium. It is a stunt, which combined with newspaper advertising, tends to kick-up a campaign.

"The 'voice from the sky' doesn't take the place of the newspaper. It stimulates and supplements newspaper space.

"Our intention in sending the plane aloft over New England was not to get publicity. We thought before we started that we would get the publicity voluntarily, because in our opinion the airplane flight with the mysterious voice attachment has news value.

"We began our campaign in New England, because we considered it a good try-out market," continued Mr. Orr. "It is a more-or-less self-contained country of its own, somewhat provincial, in other words. Circulation of its newspapers is confined within its borders.

"We haven't stopped advertising in New England yet. To be sure we have cut out a number of small dailies, but the linage is as big today as when we started.

"If it was publicity we wanted when we started airplaning we knew we could get it from New England papers, because of the amount of money we had already spent in this territory. We asked for nothing, however, and the only paper so far that has refused to give us space in its news columns for the airplane flight has been the *Providence Bulletin & Journal.*"

From the beginning, although other mediums have been used, Old Gold has been primarily a newspaper account. It's success is considered phenomenal.

While Mr. Orr declined, for business reasons, to furnish EDITOR & PUBLISHER with figures of the Old Gold advertising appropriation or of the results obtained, he said:

"Newspapers have done a big job for us. The P. Lorillard company only recently had to purchase a factory in New Jersey which increased production of Old Golds 30,000,000 a day. This was formerly a Camel cigarette factory. A new factory, about the same size, has also been purchased in Louisville, Ky."

A technical description of the new "voice in the advertising sky" as furnished by Lennen & Mitchell, reads as follows:

"The great Fokker airplane, 'The Voice from the Sky,' which will broadcast the message of Old Gold cigarettes over your city, is an exact duplicate of the plane that carried Commander Byrd to the North Pole. It is driven by three motors, weighs six tons, and carries a crew of five.

"The plane has two pilot seats located just behind the central motor, and in front of the passenger cabin. There are separate controls and gages for each motor. The gas tanks which have a capacity of 400 gallons, are located in the wings.

"The passenger cabin is glass-enclosed and is quite commodious. In this cabin is fitted the amplifying device equipped with four-power tubes totaling 1,000 watts.

"The powerful amplifiers, through which the sound is transmitted from the clouds, have a range of several miles from an altitude of 3,000 feet. They are capable of magnifying sound impulse in the ratio of 100 million to 1.

"The amplifiers are powered by three propeller-driven generators attached to the motor supports. Each propeller has one blade and is so designed that a governor keeps the generator at even speed, regardless of the momentum of the ship.

"The announcer sits in a sound-proof room at the rear of the cabin and talks into a microphone similar to that used in radio broadcasting. The voice is carried through three big horns located in the floor of the ship. The big difference between this method of broadcasting and radio, is that in radio the sound is carried by ether waves while in this latest invention ordinary air waves are used.

"The 'Voice from the Sky' invention is regarded as one of the outstanding developments in the science of modern communication, taking its place with the trans-Atlantic telephone, radio photography and other marvels of the age. It has been received with great enthusiasm by the Army and Navy authorities."

In addition to printing all the advertising details, many of the papers went to the expense of having halftone made and reproduced pictures of the plane with "Old Gold" on the fuselage.

"OLD GOLD" ON RECORD FRONT PAGE HOP



Is an airplane decked out in this commercial fashion news, unless it falls into a lake or a blueberry thicket? Editors debate question as the airplane flies over New England cities and into the news columns.

REAL WORK AT GENEVA COOPER REPORTS

Associated Press General Manager Expresses Satisfaction with Accomplishments of Recent Press Conference

Kent Cooper, who, as general manager of the Associated Press ought to know a great deal about conventions, has discovered a new type of newspaper meeting, he said on his return to New York this week from the International Press Conference at Geneva.

"For the first time in the history of newspaper conventions," Mr. Cooper said, "we really worked at Geneva, and I think that a lot was accomplished. The results ought to make it a lot easier for journalists all over the world. This is particularly true with reference to visas, which are going to be replaced by international police cards, a convenience which will save every one a lot of time and red tape."

Mr. Cooper said the most important topic discussed was the question of "property rights in news," an American expression which has as its European equivalent the term "inviolability of effort."

Mr. Cooper informed his questioners that he took the position that the three great news agencies and every daily paper in America must operate on the principle that news is property.

The A. P. general manager made two trips aboard this summer. He had barely returned from the first when forced to leave again to be present at the press conference.

JUDGE DENIES RECORDS

Refuses Four Boston Post Men Access to Grand Jury Minutes

Federal Judge Lowell of Boston, Mass., has denied motions filed by four *Boston* (Mass.) *Post* employes asking for bills of particulars as to what transpired in the Federal grand jury room prior to their indictment on charges of violating the Federal copyright laws.

The four men are alleged to have violated the copyright laws in the premature publication of Gov. Smith's article "Catholic and Patriot" which was written by him for the *Atlantic Monthly* of May.

If the motions had been granted, the defendants would have had the privilege of withdrawing their pleas of not guilty and they would also have received a bill of particulars as well as the right to inspect the grand jury minutes.

BRISBANE BACK FROM EUROPEAN TRIP

Editor of New York Journal Tells of Visit with Lord Beaverbrook, London Express—Saw Clemenceau at Vendee Home

Arthur Brisbane, editor of the *New York Journal,* returned from Europe Tuesday on the French liner Ile de France. Mr. Brisbane was accompanied by Mrs. Brisbane, and their son, Seward. A daughter, Sarah, who accompanied them abroad, is remaining in France to attend school.

In an interview with newspapermen Mr. Brisbane, on his arrival, said:

"In London I saw Lord Beaverbrook of the *London Express.* London was not unfamiliar to me as I had been there in my younger days, as correspondent for the *New York Sun.* Paris brought back many recollections. I was at school there in 1878."

Mr. Brisbane said he fulfilled one great wish while in France. He motored down to Jard in Vendee, where Clemenceau, in his retirement, works in his garden and lives in great simplicity in a cottage overlooking the sea. The editor said:

"I did not think he would see me, but when I sent word to him that I read his debates with Jaures when a student in Paris, he consented to see me.

"Clemenceau is vigorous for a man of his age, eighty-seven. He said to me of mankind: 'I do not detest men, but I do not like them either.' "

Mr. Brisbane believes that the World War produced three men who saved the Allies, Clemenceau, Lloyd George and Foch.

"Clemenceau said every one knows that everybody won the Marne, except Joffre, meaning that Joffre had won the battle."

With his characteristic quick words, Mr. Brisbane described the interior and exterior of the little cottage, the old woman, who is a devout Catholic, but who does not let that interfere with her attention of her distinguished charge because he is anti-religious. He spoke of the simple food, the frugal existence of the two.

Asked what his impressions of England had been, Mr. Brisbane quoted Voltaire, but not as expressing his own opinion. "The British are like their beer—froth at the top, dregs at the bottom, the middle excellent."

Mr. Brisbane added:

"They are getting along. All human beings are alike. If they owe you, they hate you; and if they pay part of what they owe, they think they have done an amazing thing."

BROCKHAGEN IN PORTLAND

Is Named President and General Manager of Evening Telegram

C. H. Brockhagen will known Pacific Coast newspaperman has been made president and manager of the *Portland* (Ore.) *Telegram,* afternoon newspaper, according to announcement made by that paper on Sept. 1. He took active charge of the Telegram immediately.

When J. E. Wheeler, former publisher of the Telegram became involved in financial difficulties, the newspaper went into a receivership several months ago. It was taken over by purchasers whose identity was not announced then nor at any time since.

Mr. Brockhagen, the new publisher, is a part owner of the *Sacramento Union* and has been identified with newspapers in San Francisco, Oakland, Spokane and Seattle.

ISSUES PROMOTION BOOK

The *Worcester* (Mass.) *Telegram-Gazette* recently issued an illustrated promotion booklet "The Story of the Worcester Telegram-Gazette" telling of the newspapers and their market. George F. Booth is publisher. Copies of the book have been sent to agencies and advertisers.

ADVERTISING'S "VOICE" IS ON DISPLAY

Rumble of Presses Keynote of Fourth Annual Graphic Arts Exposition, Opening in New York Monday to Continue to Sept. 17—Newspaper Visitors Find Much to See and Hear

TO hear the mere human voice at the Grand Central Palace, New York, these days, one cups a hand to the ear. The steady din of the powerful printed words and pictures in preparation almost shuts out a shouted sound.

At the fourth annual educational Graphic Arts Exposition that opened on Monday to continue at the Palace until Sept. 17, it is as though the very voice of advertising were on display, at least the mechanical creators of the voice, the machines that are the lungs, the windpipes, and the vocal cords of printing.

While the graphic arts, spoken of by master-printer orators as "the art preservative of all other arts," covers a range far beyond advertising and into the realm of literature and the reproduction of old masters, the advertising motif runs through the whole show, and it is noticeable that the gigantic color presses and the smaller clock-work job machines operated in the various booths are in the main turning out advertising folders for the curious to read. Advertising seems the reason why printing and the allied industries are fourth in this country today, behind only the makers of wearing apparel, the iron and steel manufacturers, and the builders of automobiles.

The first step into the rumbling replica of the country's fourth industry now housed at the Palace is a step into color. Guarded by two boys dressed as jockeys, symbolic of the race-horse speed of the machines, are displayed two Miller Simplex two-revolution automatic color job machines. Seemingly without guidance these deft machines pick up blank paper and push it through the color process to be dried at the end by blue jets of gas flame. These two presses stand like lithe striplings compared to the powerful Harris-Claybourn color press, a Harris-Seybold Potter product and the Miehle offset presses that loom behind them.

All machines are in motion, and moving down the right hand aisle the newspaper visitor pauses with interest at the booth of the Cline Electric Manufacturing Company, there to be informed by C. A. Dresser, who is in charge, that 90 per cent of the motors operating flat bed presses and folders on display this year are using Cline automatic controls.

Next to the Cline booth is that of R. Hoe & Co. There, in the midst of all that is modern, stands silent an old Blaew press, to show by contrast the seven-league strides the printer has taken in the last 150 years. A legend on the press reads:

"Built in the 18th century, this press is substantially the same as the one on which Benjamin Franklin worked as a journeyman in London more than 150 years ago. It has certain features invented about the year 1620 by William Jansen Blaew of Amsterdam, and these represent practically the first improvements upon the press used by Gutenberg in the middle of the 15th century.

"Very little further improvement was made until 1798, when the Earl of Stanhope replaced the wooden frame by one of cast-iron with a combination of levers for greater power, although retaining the screw. George Clymer, of Philadelphia, about 1816, dispensed with the screw, substituting a series of levers. In 1822, Peter Smith of R. Hoe & Co., built a press with a frame of cast-iron and the toggle joint substituted for the screw with levers and five years later Samuel Rust, of New York, introduced wrought-iron into the frame for added strength and decreased bulk. This Rust invention, known as the 'Washington' press, was purchased by R. Hoe & Co. With a few improvements, it is manufactured today as the Hoe Artist's proof press."

Near the Hoe booth is that of the Mergenthaler Linotype Company behind a screen built as an exact replica of the company's large Brooklyn plant, which covers two whole city blocks. An entrance to the exhibit is marked as a street corner, the company's well known address, Flushing avenue at Ryerson street.

Inside is another reminder of the past and the progress printing has made. In front of a "stage window" that shows in painted form a view from the old New York Tribune Building on Park Row, stands an old Blower linotype, the first installed by the *Tribune* in 1886. This was called a Blower machine, F. C. Grumman sales manager, explained, because the matrices when released from the magazine, were blown to their places in the assembler by puffs of air from an automatically operated bellows.

This crude machine which, however, did yeoman service for some years, looks as uncouth as the Piltdown man compared to a modern American metropolitan mayor visiting Europe, as seen beside the latest model linotypes of the Mergenthaler display.

To newspaper mechanical men and other trade visitors, William H. Street, vice-president of the Imperial Type Metal Company, at his booth, hands out a new booklet the company has issued, called "Type Metal Alloys," which is a revision of a book the same concern printed some years ago called "Type Metal Explained." Attendants are explaining the company's plus metal plan.

At the exhibit of the American Type Founders Company it was declared that visiting editors, typographers and advertising writers had shown particular interest in a new series of "Jazz" face types the company has produced in keeping with the present age of bobbed hair and bare knees. Known as the Gallia series, they are described as "a new departure in type faces, and, while extreme, are artistic and decorative." This company has a large groups of exhibits, occupying 6,500 feet of floor space.

The type featured by the Intertype Company in its literature on display is the "ideal news series" as adopted by the *New York Times,* after experimental work by optometrists.

A huge wall map of the United States is used by the Lanston Monotype Company to show by dots the 15,000 monotypes in daily use.

A new entrant among graphic arts exhibitors is the American Telephone and Telegraph Company, which is seeking to show the commercial advantages of the new telephoto process. Pictures can now be sent over telephone wires between the following cities, New York, Boston, Atlanta, Cleveland, Chicago, St. Louis, San Francisco and Los Angeles.

While most of the exhibits on the main floor and the second floor are frankly commercial, there is a Graphic Arts Gallery on the third floor, which has the quieter atmosphere the name implies. Here on display are various newspaper, magazine, direct mail and poster advertisements, awarded certificates by judges of the exposition. In the newspaper section is the department store advertisement put out in New York newspapers with the slogan "No One Is In Debt to Macy's." Also shown were the original sheets printed by William Bradford, who in 1693 set up the first printing shop in Manhattan at 81 Pearl street.

Coincident with the exposition six organizations are holding conventions, including the International Association of Printing House Craftsmen, United Typothetæ of America, Employing Bookbinders of America, International Trade Composition Association, International Association of Electrotypers of America, and the International Printers' Supply Salesmen's Guild.

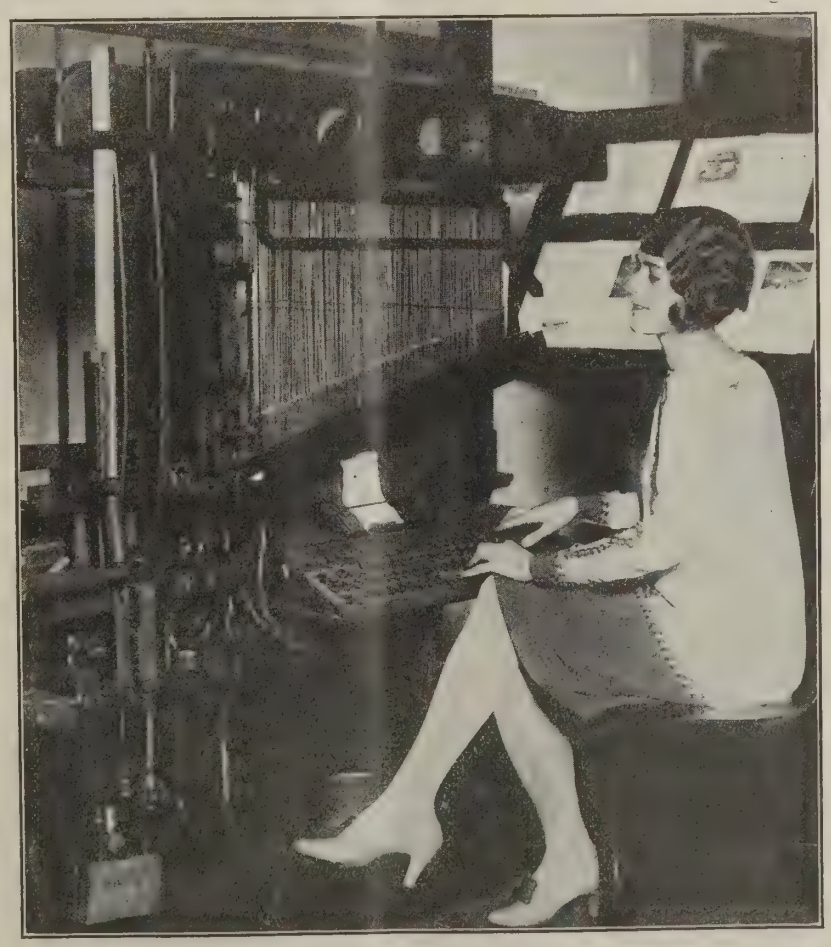
Among newspaper men of prominence who attended the first few days of the exposition were Joseph Clapham, mechanical superintendent of the Curtis-Martin Newspapers; A. C. F. West, mechanical superintendent of the *Toronto* (Ont.) *Star;* J. B. Hogan, *Cleveland Press;* George Stone, *New York World;* and Robert Maxwell, of the Capper Publications.

FRANKLIN DESCENDANT WORKS ANCIENT PRESS



Francis B. Huntington, the only living male descendant of Benjamin Franklin, shown operating an old Blaew press at the booth of R. Hoe & Co., Inc., at the Graphic Arts Exposition in Grand Central Palace. This old press is the property of R. Hoe & Co., and is identical with the one on which Franklin obtained his experience and training as a journeyman.

OLDEST LINOTYPE MACHINE ON EXHIBIT



The photograph shows Ethel Seiberling, of "A Night In Spain" using the oldest linotype machine which was used way back in 1886. It is on exhibit at the National Graphic Arts Exposition in Grand Central Palace.

FIELD MANAGERS MAY MEET WITH N. E. A.

Plan Joint Convention in Memphis Next Spring—Full Text of Resolutions Passed at Detroit

Plans for a joint meeting of the Association of State Press Field Managers with the National Editorial Association at Memphis next year are being made by the former group. Tentative dates for the meeting call for the sessions of the field men on May 23, 24, 25 and 26, to be followed immediately by the National Editorial Association convention on May 27, 28, 29 and 30 in Memphis, and the tour through Tennessee and Alabama lasting until June 9. Further details of plans for the joint meeting will be announced later.

Among the important business transacted by the field men during their meeting in Detroit recently was the passing of the following resolutions:

"The National Association of State Press Field Managers in convention assembled at Detroit, Mich., August 20-25, 1927, feeling that much progress has been made in the publishing and printing business in states operating under the field manager plan, and that in these states there is a better spirit of co-operation and a greater effort on the part of publishers to serve their readers, advertisers and communities, recommend the extension of this plan into other states as fast as it is feasible to do so.

"Recognizing the value of the National Editorial Association in its work for the publishers of the United States, we wish to renew our support of that organization and to lend it all the co-operation in our power.

"We recommend that the campaign inaugurated by the National Editorial Association against the government practice of printing corner cards on stamped envelopes be continued and urge the various state press associations to lend every assistance possible in carrying on the campaign.

"We further recommend the N. E. A. standard invoice and urge its general adoption.

"We look with disfavor upon the outside promoted subscription contest and recommend that publishers discontinue the conducting of such contests.

"We commend the trade publications on their fight against press agentry, more commonly known as free publicity, and urge publishers to refrain from opening their columns to these space grafters.

"We thank the National Printer-Journalist, The Publishers' Auxiliary and other trade publications for their splendid support of the work of the field managers and the work of the National Editorial Association.

"We thank the National Editorial Association for bringing to this meeting H. Z. Mitchell, of Bemidji, Minn., with his valuable fund of data compiled during his work as a member of the N. E. A. advertising committee.

"We recommend and urge the National Editorial Association to continue its efforts toward the establishment of a plan for guaranteed circulation statements of weekly newspapers to be furnished to the advertiser and as a basis for advertising rates.

"We recommend that all publishers make a comprehensive survey of their circulation territory and be ready to give this information on request.

"We urge state press associations to work for the elimination of the practice followed by manufacturing concerns of furnishing printed stationery to dealers either free or at cut rate prices.

"Whereas, the American Press Association has just compiled and published the first and only complete rate book of weekly newspapers ever attempted, and

"Whereas, while we recognize that the first book is not perfect and can and will be improved with future issues, we feel that the American Press Association book is a splendid achievement and of inestimable value to the advertisers and advertising agencies of America. Therefore, be it

"Resolved, that the American Press Association be complimented for this piece of work.

"In this connection we also wish to commend the officers of the National Editorial Association, who took the lead in advocating the need of a rate book embracing all newspapers, and feel that this effort was largely responsible for getting such a rate book without cost to the individual papers.

"(Signed) RESOLUTIONS COMMITTEE,
"F. E. Tucker, Chairman,
"J. S. Hubbard,
"B. Arp Lowrance."

N. Y. AUGUST LINAGE BELOW 1926

ADVERTISING volume in New York City newspapers during August totalled 11,080,160 lines, as compared with 11,943,302 lines in August, 1926, a loss of 863,142 lines, according to figures just issued by the Statistical Department of the *New York Evening Post*. Much of the loss can be attributed to the fact that in 1926 there were five Sundays in August and four in 1927. The tables follow:

Pages 1927	Pages 1926		Percentage of Total Space	1927	1926	Gain	Loss
1,100	1,326	American	7.7	864,868	1,041,230	.....	176,362
1,474	1,522	Herald Tribune	10.7	1,181,204	1,245,432	.....	64,228
1,884	1,902	Times	17.3	1,920,182	2,086,772	.....	166,590
1,130	1,332	World	10.0	1,113,448	1,405,264	.....	291,816
756	802	*Mirror (Tab)	1.4	160,720	235,184	.....	74,464
1,332	1,272	News (Tab)	5.5	607,142	534,280	72,862	.....
944	900	*Eve. Graphic	2.0	216,296	234,186	.....	17,890
964	950	*Eve. Journal	7.5	833,764	822,924	10,840	.....
776	722	*Eve. Post	2.7	302,626	297,548	5,078	.....
690	650	*Eve. World	5.6	617,478	567,618	49,860	.....
882	842	*Sun	8.6	955,432	945,770	9,662	.....
626	542	*Telegram	3.9	435,992	374,520	61,472	.....
1,034	1,200	Brooklyn Eagle	10.4	1,152,166	1,286,708	.....	134,542
690	650	Brooklyn Times	3.2	345,920	473,120	.....	127,200
484	412	Standard Union	3.5	372,922	392,746	.....	19,824
14,766	15,024	Totals		11,080,160	11,943,302	.....	863,142 Net Loss

*No Sunday edition.

	1927	1926	1925	1924	1923	1922	1921
American	864,868	1,041,230	1,055,788	1,040,934	919,514	759,822	681,376
Herald	.....	.....	.....	.....	687,606	789,390	749,846
Herald Trib.	1,181,204	1,245,432	1,095,800	840,002	577,626	591,714	554,846
Times	1,920,182	2,086,772	1,989,826	1,651,892	1,580,350	1,619,914	1,356,390
World	1,113,448	1,405,264	1,339,012	1,180,794	1,256,764	1,305,900	965,958
Mirror (T.)	160,720	235,184	273,258	265,274	.....	.....	.....
News (T.)	607,142	534,280	424,926	367,240	275,570	223,286	189,314
Eve. Graphic	216,296	234,186	194,828	.....	.....	.....	.....
Eve. Journal	833,764	822,924	763,820	749,700	707,994	696,126	620,228
Eve. Mail	.....	.....	.....	‡‡.....	401,640	344,148	373,896
Eve. Post	302,626	297,548	306,224	228,480	236,650	226,422	374,032
Eve. World	617,478	567,618	485,876	387,478	466,556	498,172	509,352
Globe	.....	.....	.....	.....	‡.....	430,642	451,072
Sun	955,432	945,770	826,146	631,206	648,476	591,988	480,420
Telegram	435,992	374,520	409,074	505,920	513,298	497,408	461,134
B'klyn Eagle	1,152,166	1,286,708	1,143,064	1,062,850	1,044,032	1,061,644	935,596
B'klyn Times	345,920	473,120	345,446	305,044	270,182	250,270	287,926
Stand. Union	372,922	392,746	407,244	464,556	439,074	546,626	495,068
Totals	11,080,160	11,943,302	11,060,332	9,681,370	10,025,332	10,433,472	9,486,454

‡Sun and Globe combined June 4, 1923; name changed to Sun March 10, 1924.
‡‡Telegram and Mail combined January 28, 1924; name changed to Telegram May 18, 1925.

DAVID APPOINTED

The *Lynbrook* (N. Y.) *Nassau Daily Star* has appointed the George B. David Company, New York and Chicago, its national advertising representatives, both in eastern and western territories. The Daily Star is a combination of four weeklies formerly published in Nassau County.

TO ENTER DAILY FIELD

Hutton Bellah, editor-publisher of the *Altus* (Okla.) *Times-Democrat* announces that the paper will be converted from a weekly to a daily effective Sept. 18.

BRISBANE AND WILEY BACK FROM EUROPE



Arthur Brisbane, editor of the *New York Journal*, and Louis Wiley, business manager of the *New York Times* photographed on board the Ile de France as they returned from abroad this week. Mr. Brisbane is holding his son on his lap.

MILHOLLAND PROMOTED IN PITTSBURGH

Vice-President and Business Manager of Press Named President—Phillips Succeeds Him as V.-P. of Daily

Harry C. Milholland, vice-president and business manager of the *Pittsburgh Press*, has been named president, succeeding W. G. Chandler, who has been placed in charge of the business interests of all the Scripps-Howard newspapers, with headquarters in New York.



Harry C. Milholland

Owen M. Phillips, general manager, is the new vice-president and business manager.

Mr. Milholland has been associated with the business department of the Press for many years and is widely known to the newspaper advertising fraternity of the country.

N. H. Tomlinson is local advertising manager and C. A. Mewborn is national advertising manager. On Sept. 20, Frank T. Carroll, formerly advertising director of the *Indianapolis News*, becomes assistant business manager.

NEUTZENHOLZER PROMOTED

Ad Manager, Akron Beacon Journal, President Springfield Sun

E. A. Neutzenholzer, advertising manager of the *Akron* (O.) *Beacon Journal* has been named president and general manager of the *Springfield* (O.) *Sun* by Charles L. Knight, publisher of both newspapers.

As president of the Sun Publishing Co., Mr. Neutzenholzer will have complete charge of the newspaper and hold a substantial stock interest.

Named advertising manager of the Beacon Journal in 1917, Mr. Neutzenholzer had previously been associated with the *Journal and Herald* of Dayton, O., the city in which he was born. He has spent 10 years on the Akron daily.

In Springfield he will inaugurate an expansion program, involving complete remodeling of the Springfield Sun building in and greatly increased press facilities.

Other officers of the Sun Publishing Company are John S. Knight, vice-president and John H. Barry, secretary.

A.P. PRINTERIZING CIRCUITS

The Associated Press this week printerized its Missouri day wires and South Carolina night wires. Next week automatic printers will be installed to replace Morse circuits in Montana.

NEW ARKANSAS DAILY

The *Hope* (Ark.) *Hempstead County Review*, a weekly, began publication as a daily, Sept. 5, under the title of the *Hope Press*.

WHERE SHADOW-GODS ARE MANUFACTURED

Louella Parsons, New York American, Gives New Inside View of Hollywood's Hero Factory — 300 Press Agents Furnish 35 "Specials" With Something Fancy to Write About

By PHILIP SCHUYLER

SHADOW-GOD manufacturing has become an important sideline of modern journalism. There is nothing like the printed word to give reality to the shadowy shapes of the moving picture screen, and the public who see the players at their theaters want to become better acquainted with them through their daily papers. Thus the editors, following the theory that this believing world of mutts must have something or someone to fall down and worship, are prone to snatch at all available stories about moving picture players, and one finds that Hollywood, Cal., these sophisticated days, is supplying a large share of the urban world's gossip.

In the modern city of apartments, where few people know their next door neighbors, the gossipy news about the film stars and their goings and comings is, in the opinion of Louella Parsons, movie writer for the Hearst newspapers, filling "a most human want."

"But," she said in an interview this week, "I feel sorry for these movie people, who, known to millions the world over because of their screen appearances, must constantly be on parade. The smallest, meanest things they do leap into first-page news. Back fence gossip, usually of the friendly variety to be sure, must be told about them to satisfy the legitimate human craving for this type of information."

In Hollywood, today, according to Miss Parsons, there are about 300 publicity writers and at least 35 highly paid newspaper writers, who make their living writing newsy, gossipy stuff about the moving picture players. Miss Parsons, herself, is an important purveyor of film-land gossip. In addition to the Hearst newspapers, her column is sold to several hundred dailies; and it has been estimated, that it is read by nearly 6,000,000 moving picture fans.

There is some fanciful writing included with the Hollywood gossip, Miss Parsons admitted. Shadow-gods must be created because they are expected. Puffed-up, over-written heroes and heroines of screenland are called shadow-gods because their existence as public idols is as ephemeral as the shadows, seen only under the bright sun of publicity in the cloudless skies of public fancy, and disappearing into obscurity when the sky darkens and the sun sets. Shadow-gods merely strut and dance at the heels of greatness, and in the opinion of some skeptics are over-played in the newspapers.

Phrases are pinned like boutonnieres or corsages on the different heroes and heroines of the screen in an effort to make them distinguished. When Miss Parsons, for example, writes for her millions of readers, it is almost invariably about "the *gorgeous* Dolores Costello"; the *"romantic* Mr. Barrymore"; the *"dashing* John Gilbert"; "Gretta Garbo, the *Scandanavian Vamp"*; "Tom Mix, *the garrulous"*; "Lew Cody, *the home-wrecker"*; "Marion Davies, *the blond beauty,"* or *"vivacious Marion"*; "the *delectable* Delores"; "the *agile* Doug Fairbanks"; "the *limpid-eyed* Mabel Normand"; "the *irresistible* Charlie Chaplin"; and "the *engaging* Constance Talmadge."

These form a sort of snap shot picture. The writers must give full length views, too, because people want to know about the lives behind the flickering figures of the screen.

"In obtaining copy," Miss Parsons said, "we can only take the word of the stars themselves or their representatives. It is true that some stars don't like the truth and are imaginative about themselves and their pasts; and, it is likewise true, that, against their wills, a lot is written about them by ambitious writers that is false.

"One of Corrine Griffith's relatives had at one time run a restaurant, for instance, and someone wrote that Corrine had been a waitress. She brought a libel suit and obtained a sizable judgment. It is true that most often writers imagine dream-stuff about the stars which the stars enjoy reading about themselves."

A curious trick of the publicity is that in some cases the actors and actresses made by their press agents actually strive to be the kind of dream-people created, and sometimes, Miss Parsons said, they actually succeed.

Miss Parsons cited the case of the late Rudolph Valentino. She happened to be the very first newspaper woman to interview this recent idol of the screen. She described him as at that time an "embarrassed, tongue-tied young cabaret dancer,



Louella Parsons

who might easily be mistaken for a bus boy." Then the press agents got busy and Rudolph himself got busier, trying to live up to all that was being written about him. It was said he was an artist; and he immediately began to take an interest in art. It was said that he liked books; and he began to build up a marvelous library.

"He eventually justified all that was ever written about him," Miss Parsons said.

Tom Mix had a somewhat different experience. At one time, according to Miss Parsons, quite out of a blue sky he said something funny. He was thereupon dubbed, "the witty Tom Mix."

"He hasn't succeeded very well in living up to this reputation, although he certainly tries hard enough," Miss Parsons declared.

Miss Parsons doesn't assign too much credit to the writing and publishing craft for the making of moving picture idols. It is her belief that 20 per cent of the famous moving picture stars are made by publicity, while 80 per cent win through their own real ability.

"It has been proved," she said, "that a moving picture actor or actress cannot survive three bad pictures."

Good or bad pictures notwithstanding it is realized, of course, that "people" must be furnished with telescopes that the stars may be magnified. The majority of people detest facts and love mythology. They are given what they prefer. The writers about movie folk, in consequence, often write beautiful fables and let the unlovely facts lie untold.

They offer the same excuse that the boxing writers offer.

"People like to be bunked. We are entertaining the people," they say.

And in the same way that the boxing writers rarely speak harshly about Gene Tunney or Jack Dempsey, always emphasizing their heroic qualities, so the movie writers treat their celebrities.

In both instances wining and dining plays its part. The newspaper writers in Hollywood get to know the stage people well and to like them. It would not be human for them not to want to help out their game.

"When you know people socially, it is quite difficult to be severe with them," Miss Parsons confessed.

Finally, these Hollywood writers, in common with nearly all writers, are forever conscious of their publics. The moving picture writers believe they are appealing to this "believing world of mutts."

"To Lizzie and Susie who would just love to be hugged and kissed by the romantic John Barrymore," Miss Parsons said.

To draw a crowd mere man must be either undressed in naked realism or overdressed in romantic frills. The writers in Hollywood set themselves to the task of dressing or undressing the moving picture people for their appearance in the public prints. Then their typewriters become whirring sewing machines, and their copy is fitted to the stars like their suits and gowns.

For this type of metaphorical habiliment, styles change almost with the frequency of Paris-governed factual dress. At the present time, the fad happens to be for realism of the "just folks" brand, according to Miss Parsons. The writers are dressing the actors and actresses up as home-loving, quiet, intellectual people, fond of art, and collectors of vast and important libraries. The day when a girl to be a success in the movies just had to come from "an old southern family" is passed, Miss Parsons said, as has also the day when moving picture actresses had to bathe in champagne or milk to be popular.

"The new style of publicizing the moving picture people really presents a truer picture than the old way," Miss Parsons continued. "The majority of them really are awfully nice, decent people.

"Once it was thought that only bad news about movie folk was interesting. Now-a-days it even makes good copy, for instance, to tell the truth about Harold Lloyd's happy home life, which really is charming. He and Mildred Davis are like many other couples you know. They live very happily together, are very much in love, and devoted to their baby, Gloria.

"We can write about this now and it gets by the desk. In the old days it was considered damaging to a movie hero for his public to know he was even married, and if married, it must be unhappily. Tom Mix, for example, was married and had five children at a time when millions of movie fans were being lead to believe he was a care-free bachelor. The fact that he was leading an ordinary normal home-life was kept a jealously guarded secret. His children were even carefully instructed not to recognize him in public, leading, once, to an amusing incident.

"A curious writer learning of the Mix children found them once and engaged in conversation with them. 'Is that your mother,' he asked, indicating Mrs. Mix. 'Yes,' one of the children admitted. 'Is that your father?' was asked, with Mr. Mix indicated. 'O, no,' the child replied. When pressed further, finally said gravely, 'You see my father and mother aren't married.'"

The public itself must share in the responsibility for this changed style in the presentation of moving picture heroes and heroines, Miss Parsons believes. She receives thousands of letters each week, she declared, from moving picture fans. Some years ago these letters were all gushy and sentimental, while now, she said, they reflect an intelligent interest in affairs of the screen.

Miss Parsons traced the "finding" and the gradual exploitation of a star. There was the case of Dolores Del Rio. Edwin Carewe, happening in Mexico City, is introduced to this Senorita Del Rio. He brings her back to Hollywood with him. All the newspapers are invited around to meet the new "find." She is, the writers are told, "the daughter of a wealthy banker of Mexico City. She has been educated in Paris, etc., etc."

Senorita Del Rio has an engaging personality. She makes a hit with the men writers, and the inevitable catty woman writer is over-ruled. Speedily through the movie columns trips a new character. It is "the gorgeous Dolores," no less.

When pictures are made, organization of the publicity department is one of the initial steps. There is a publicity director in charge of the entire production, who is under the exploitation director of the company which happens to be making the picture. Under the publicity director is the press agent in charge of the fan magazines; the press agent in charge of the trade papers; the press agent in charge of the newspapers; and the press agent assigned to the stars.

These press agents have their friends among the Hollywood writers and in addition to the tons of literature broadcast generally, they "tip off" these friends to "exclusives." In Hollywood there is a general meeting place for the press agents, the writers, and the stars, the Montemart, a restaurant. Here every Wednesday evening the movie stars and their satellites gather and gossip is swapped, and news and information spread with the caviar.

Of course all news isn't gathered in this romantic fashion. Miss Parsons has her own private office in the *Los Angeles Examiner* building. She has a young boy assigned to her, who makes all the rounds of the studios bringing in information. She has her own friends among the actresses and actors and lunches informally with them frequently.

Miss Parsons is herself as much a part of the motion picture world as she is of the newspaper world. She is the author of more than 200 photoplays, and was reading scenarios for the Essanay Film Company when she started to work for the Hearst newspapers four years ago.

Her first newspaper experience was on the *Dixon* (Ill.) *Star*, where she worked on vacations from Dixon College. She married when she was young, and her husband died when her daughter, Harriet Parsons was three years old. Harriet will graduate next year from Wellesley College.

Miss Parsons was on the staff of the *Chicago Herald* when it was purchased and merged with the *Examiner* by Mr. Hearst. She left the paper at that time to join the staff of the *New York Morning Telegraph,* with which she was associated for five years. In New York Miss Parsons was prominent in newspaper circles, being president at one time of the Newspaper Women's Club.

NEWS CLUB IN NEW HOME

New York Society Has Three-Floor Headquarters for 700 Members

Now in its new home at 136 W. 42nd street, the Newspaper Club of New York is ready to entertain visitors and adequately accommodate its own 700 members, according to Denis Lynch, of the *New York Herald Tribune,* club president.

Dinner was served in the club's new restaurant for the first time this week. The headquarters comprise three floors, enabling the club to separate its library and lounge from its restaurant and its billiard and card rooms. The floor space, greatly in excess of the former location, is about 5,000 square feet.

"CHINESE PUZZLE" WINDOW DISPLAYS LOSE MONEY FOR ADVERTISERS

Most Retailers too Busy to Work Out Complicated Set-ups, Agency Finds—How Philco Radio Cooperated with Dealers to Get Results

By ARTHUR JOYCE

PRODUCING a window display for the retail dealer is one thing. Getting the dealer to use the display is something else again.

A survey conducted recently by the Eugene McGuckin Company, Philadelphia, shows that one of the big reasons why the average retail merchant does not actually use more of the display material sent to him by manufacturers, is that he does not know how!

That's a fact! It's all very well, the survey shows, for the manufacturer to produce nicely lithographed material for the dealer's window and for his counters. But unless the display is so strikingly simple in construction that the dealer can't "go wrong," or unless the dealer is given some idea how to use the trim effectively, chances are he will push it aside with the rest of his manufacturers' "sales helps" and very promptly forget it.

Another reason why some manufacturers don't get their displays into the dealers' windows and stores, is because the displays are too intricate and, in many instances, are veritable "Chinese puzzles." There is a wealth of instructions as to putting "Tab A" into "Slot B"; reversing "side panel to fit center piece at X" and "folding again to meet C at right angles to K."

Now, the average dealer is not a puzzle solver. He has all he can do to solve his own store problems. And there isn't much time left for him to do any experimenting with a window display setup. Unless the display is, first of all, attractive and secondly, is easy to set up, the dealer, as the survey shows, isn't a bit interested.

Only a comparatively few of the larger stores support a window display manager. It's all right for these experts to give their time to solving the problem of how a window display should be set up. But they are a mighty small minority. The average retail dealer or his salesman is the store's only window trim "expert."

Hence, the survey showed, he is the wise manufacturer or advertising manager who designs and produces first, a striking display, simply constructed and then tells the dealer how to use it.

An example of this kind of dealer service is shown in the window display now being distributed to retail radio dealers throughout the country by the Philadelphia Storage Battery Company, makers of the Philco line of Radio Socket Powers.

This display, in ten colors, comprises the center cut-out and six sales cards that do the "sales talking" for the dealer. One of its features is an electric socket arrangement, inserted in the center panel, into which can be plugged the wire eminating from the socket power. This shows the prospect at a glance exactly how he can hook up his Philco and what it will look like when he has it installed in his radio set.

Accompanying each display sent to the dealer is an Instruction Sheet that shows not only a suggested set-up for the Philco Window Trim, but brings to the dealer a batch of good sales information and tends to enlighten him on the importance of his window as a sales factor and how best he can make use of it to make it pay him real money.

The Instruction Sheet shows also the Philco Display and the six sales cards and tells the big sales point each of the cards is designed to shout to the prospect.

This Philco Instruction Sheet, which is reproduced on this page, contains also a wealth of window display information that might be read with profit by any advertisers interested in getting the proper slant on the importance of the retail merchant's window as a sales factor and how the window can be used to advantage in creating actual sales.

"Make Your Windows Pay You Real Money" is the title of one section of this insrtuction sheet. It reads as follows:

"The best way to do this is to see that it is properly 'dressed.' You know that few persons stop to look into a dull and unattractive-looking window. It's the well-dressed, well-lighted and nicely-arranged window that attracts.

"The sales-getting power of a window display is what makes your window pay. A well-dressed window will make sales just as quickly and as surely as your own store salesmen. It's your first contact with your prospects and on the impression it makes depends to a large extent whether you make or lose a sale. Competition in window merchandising is keen. The merchant with the best-looking windows usually is the prosperous merchant."

"Selling Your Merchandise Through the Window" is another sub-heading, emphasizing the need always for a well-dressed window. It says:

"Your window is the reflection of your store. Your store and your merchandise are judged largely by your window. Therefore, it is extremely important that your window absolutely be given as much personal attention as you give to the selection of your merchandise.

"An overcrowded window divides the attention of the prospect. He sees many things, becomes confused and he isn't impressed by *any one* item. Having too many choices, he passes them all by!

"Specialize on one line at each showing. Show PHILCO! It has prestige. The public wants Philco. You don't need to waste valuable space 'explaining' Philco. That's all been done for you through the newspapers and magazines of the country. All you need to do is to *show* Philco and tell your prospects how easy it is for them to have the Philco connected with their radio sets. That's where the Philco Sales Cards, which are part of the Philco Window Display, will actually *talk* to your customers and prospects for you!"

The question of what a store window actually is worth is raised in the paragraph headed "What Your Store Window Is Worth To You," which reads:

"It's hard to figure in dollars and cents just what your store window actually is worth. A window display is a definite and recognized sales factor. There are merchants who value their windows at $150,000 a year! It depends on location, of course, and the number of persons who pass them each day.

"It is safe to say, however, that at least 30 per cent of all the sales made in the average retail merchant's store are made directly *through the window.* It makes people buy who had no intention of buying and even if they don't buy the first time they look into your window, it directs their thoughts to the merchandise you are offering and they have *your* store in mind when they actually start out to make the purchase."

Then follow these instructions to the dealer, as to how best he can set up his Philco Window Display:

"When you install this Philco Window Display, make your window exclusively a Philco window. Or, if you sell radio sets, you can easily install one or two of these sets. When you do this, show the actual Philco Socket Power and its relation to the sets—how the Philco will look when connected with the sets.

"Philco AB Socket Power will run *any* battery-operated radio set from the electric current, so it really doesn't matter what make or style of radio set you display. There is a space in the central Philco cut-out for a Philco Socket Power and slots to plug in the electric wire. Then scatter a few others round the window—probably a Philco 'B' Socket Power, too, for those radio fans interested only in a 'B' unit.

"Use the Philco Sales Cards in the display, because they tell the Philco story—they do the selling, just like your own store salesmen. The Philco cards are your Philco 'talkers.' You can't talk personally to every person who stops to look into your window. Let the Philco Sales Cards do the talking for you.

"Show also your Authorized Philco Dealers' Certificate in the window. That ties up the Philco $1,000,000 national advertising and radio broadcasting campaign directly with *your* store. It tells your prospects that *you* are the Authorized Philco Dealer in your community. And they'll go to *your* store for their Philcos.

"Keep the Philco Window Display—the centerpiece, at least—in your window all the time. Change the other display merchandise, if you like, but keep on showing the Philco cut-out. There will be an all-season demand for Philco and you can't afford *not* to have the Philco display hit your customers and prospects between the eyes the moment they glance into your window—and as often as they pass your store. When you take the Philco Display out of your window, stand it on the floor of your store or on the counter. It makes a corking good showing and will make actual sales!

"Remember—the Philco National Advertising Campaign continues right through until next year and you've got to keep your window shouting PHILCO day and night, right through the next Fall, Winter and Spring, to be sure *your* store attracts *all* of the prospects in your community already sold on Philco and awaiting only an invitation from *you* to come in and buy Philco!"

TO PAROLE ENWRIGHT, JAILED FOR LIBEL

Boston Telegram Publisher to Be Freed from Prison Camp Sept. 15—Was Sentenced to Serve 8 Months Last April

Frederick W. Enwright, former publisher of the *Boston Telegram,* now defunct, will be released from the Lewksbury prison camp Sept. 15. It has been so ordered by Frank A. Brooks, chairman of the State Parole Board.

Enwright was sent to the prison camp from the Charles street jail in Boston, Aug. 14. He was sentenced to serve eight months for criminal libel last April 11.

The libel conviction grew out of a cartoon on former Mayor James M. Curley of Boston, which was published in the Telegram. The cartoon was headed, "Curley, the Thug."

Mr. Enwright also formerly owned papers in Lawrence and Lynn. He came to New York two years ago and started the *New York Bulletin,* which soon went into the scrap heap.

TO STUDY PRINTING

Practical Topics on Program of Mississippi Meet

A new kind of flood is being experienced in Mississippi.

It is a flood of acceptances to the postponed annual convention of the Mississippi Press Association, to be held Sept. 21-23. James H. Skewes, publisher of the *Meridian Star,* made public the program this week.

"This convention," Mr. Skewes said, "will lean toward the practical in printing and newspaper making. The speakers include many Mississippi editors and printers, who will talk 'shop' in intelligent, understandable, helpful terms."

Among speakers will be W. L. Lynn, secretary-treasurer, S. C. Beckwith Special Agency, New York; Dorothy Dix, writer for the Ledger Syndicate; L. O. Crosby, president of the Mississippi Board of Development; Mrs. Robert S. Ralston, editor of the Women's Federation Bulletin, and Dr. Arthur Crowden, of Columbus, Miss., author of daily "Sermons in Tabloid."

OLEAN HERALD SOLD TO GANNETT

John W. Baker of Ithaca to Publish Tenth Newspaper of Group—Herald Established Nearly 50 Years Ago

The purchase of the *Olean* (N. Y.) *Evening Herald* by Frank E. Gannett, Rochester publisher, and John W. Baker, general manager of the *Ithaca* (N. Y.) *Journal-News,* a Gannett newspaper, was announced Sept. 8. The Gannett interests took over publication immediately.

The consideration was said to be $100,000.

The Herald has been published in Olean for nearly fifty years. It will now take its place among the ten publications by Mr. Gannett. Mr. Baker will be the publisher.

Newspapers now owned by Mr. Gannett and his associates in their publication are: *Rochester Times-Union, Utica Observer-Dispatch, Newburgh News, Beacon News, Ithaca Journal-News, Elmira Star-Gazette, Elmira Advertiser, Elmira Sunday Telegram,* and *Plainfield* (N. J.) *Courier-News.*

TO BROADCAST FIGHT

Scripps-Howard Newspapers Contracts With Rickard

Plans for broadcasting a blow-by-blow account of the Tunney-Dempsey heavyweight championship fight on September 22, through the National Broadcasting Company, were announced this week by Tex Richard, promoter. The broadcast is to be sponsored by the Scripps-Howard newspapers.

Rickard said he had contracted with the National Broadcasting Company for radio rights and the Scripps-Howard newspapers had, in turn, signed an agreement with the broadcasting company. Details were worked out between Rickard, W. H. Aylesworth, president of the National Broadcasting Company, and Roy W. Howard, chairman of the board of the Scripps-Howard newspapers.

FIGHTING SECRET MEETINGS

The *Towanda* (Pa.) *Review* is waging a crusade to compel the commissioners of Bradford County, Pa., to reveal the business conducted by them at their meetings. The Review complains that the commissioners carry out their affairs secretly and refuse to permit newspaper men to attend. The paper has asked newspapers throughout this section to express their views on the question.

INTERNATIONAL EXPANDS

When the Newfoundland legislature closed Sept. 6, the International Paper Company had succeeded in getting all its measures through, which means that the Corner Brook paper mill will be run by the American company. Corner Brook has a capacity of 600,000 tons of paper a day with a further development of a new mill at Gander Bay in Bonavista. By this means the International takes over all the Reid interests in Newfoundland.

CHAMBERLIN VISITS N. Y. WORLD

Clarence Chamberlin, New York to Germany flyer, visited the city room of the *New York World* this week, where he spent about an hour chatting with staff members. Carl B. Allen, a World reporter, is a particular friend of the aviator's. When Chamberlin arrived in Germany he cabled Allen to sail with Mrs. Chamberlin and join him abroad. Allen was granted a leave of absence and took the trip.

TRI-STATE MEET OCT. 6-8

Editors from Iowa, Nebraska and South Dakota will assemble at Sioux City, Iowa, Oct. 6, 7 and 8 for the annual convention of the Tri-State Editorial Association. More than 200 are expected to attend.

$3,000,000 N. Y. HEARST PLANT READY JAN. 1

Six-Story South Street Building Will Have 100 Press Units and 80 Linotype Machines—Journal, American and Sunday American to Be Printed There—Covers 45,450 Square Feet

THREE of William Randolph Hearst's New York newspapers, the *Evening Journal*, the *American*, and the *Sunday American*, will move Jan. 1 into the new six-story $1,750,000 Hearst Publications Building on South street, Harold D. Hynds, who has general charge of all construction operations of the Hearst organization, informed EDITOR & PUBLISHER this week. The plant covers a ground area of 45,450 square feet. The total floor area of the building is 218,812 square feet.

The plant, described as one of the "speediest" newspaper homes ever designed, will be valued at nearly $3,000,000 when it is fully equipped. Because the site upon which the building is located was originally a part of the East river, considerable difficulty was experienced in placing the foundations, causing an unexpected delay in completion of the building operations. Three thousand five-hundred pilings were driven to support the concrete footings.

The plant as it will look when completed was described in detail in a special section issued with the American on Sept. 5. The lead article in that section was written by H. Van Buren Wilkens, and is herewith reproduced in part:

"Every phase of newspaper production has been placed under the microscopic eye of an engineering expert with a view to securing maximum speed in production with minimum movement.

"Every known time saving device in connection with the making of a newspaper has been carefully considered. If it was found that it accomplished the sole aim of the engineers 'speed, more speed in production' it was adopted regardless of cost.

"Nearness of the plant to the East River docks will eliminate much of the motor hauling of newsprint.

"The entire structure is built around a paper warehouse which can accommodate 7,000 rolls of paper at one time.

"If the paper which is being taken off the trucks, is for immediate use, it is stripped on the unloading platform and placed on automatic chain carriers in slots in the floor which are on the press room level.

"This carrier speeds the roll directly to the roll feeds of the 100 high speed Hoe press units which are set at right angles to the warehouse.

"The presses can be operated as 32 sextuples, 24 octuples or 16 double sextuples. They are installed on the ground floor of the building.

"The motors which drive these presses are of 100 horsepower capacity, capable of stepping them up to a maximum speed of 36,000 to 40,000 papers per hour.

"They are controlled by Cutler-Hammer controls which are located on the balcony at the south end of the press-room.

Mounted on the presses themselves are push button stations with approximately 72 on each line of presses. From these push button stations it is possible to start the press from rest, accelerate, decelerate, stop and lock the press at 'safe' so no operator can possibly start it. These stations are all connected to the controller electrically.

"The operators on the presses are further protected by a series of lights and a signal bell. These lights must flash and the bell ring before the press can be put into motion.

"The Cline Electric Manufacturing Company has installed about 22 automatic electric paper hoists in the Journal plant.

"The Evening Journal and the New York American have separate press rooms and delivery rooms so that the editions of each do not conflict. The two plants, however, are united for the Sunday New York American.

"The Sunday American delivery room is independent of the daily department of either paper and is capable of handling 1,500,000 'full inserts.' The papers are delivered direct to this department from the presses by Dispatch Conveyors and are distributed through the room by Standard Belt Conveyors passing all insert tables.

"In handling the finished product dispatch carriers convey the printed papers direct and the delivery room is immediately above the shipping platform.

"The papers from any given press can be delivered to the mailers inside the delivery room, or else to the driver outside the delivery counters, where they are bundled and dropped into Standard spiral chutes leading direct to the tailboards of the delivery trucks.

"Ample space has been arranged for the backing up of delivery trucks inside the building. Fourteen trucks can be accommodated at one time with exits on two streets to assure celerity of 'getaway' in the delivery to the newsstands of the various editions. On the mezzanine floor above the press room is the stereotype room.

"Double Junior Autoplates are used exclusively and arrangements have been perfected whereby six of them can be handled at once.

"The plates from the stereotype room go automatically from the finishing machines to standard conveyers carrying them between, and parallel to, the lines of presses.

"When the run is finished the conveyers are reversed and take the plates directly back for remelting.

"The composing room is on the sixth floor and here is assembled a battery of 80 linotype machines, one hundred and ten make-up tables, four Ludlow units and four Lanston material casters.

"Dry mats are used exclusively in the new plant.

"The Evening Journal editorial room adjoins the composing room. Here is found the city department, the telegraph and cable departments, while in adjoining rooms are the society, real estate and other feature sections and departments of the paper.

"A special 'fudge' or late news linotype department adjoins the telegraph department on the opposite side of the composing room from the sporting department.

"Here telegraph operators receive copy alongside the linotype machines and hand it direct to the printers.

"The bevel linotype slugs, assembled in the 'fudges,' are dropped in rapid conveyers to the press room, between the two lines of 'starter' presses, thus enabling a press to start delivering papers in less than one minute after the last word of the news has come off the telegraph wires.

"On the sixth floor is also located the biographical department or 'morgue.' "

The building was designed by Charles E. Birge, in collaboration with George E. Pancoast, chief managing engineer, for the past 38 years associated with the Hearst newspaper property activities, who handled the plant layout and equipment.

Others active in the construction work are Ralph Chambers, consulting engineer on the foundations and Meyer, Strong & Jones, engineers.



HAROLD D. HYNDS



CHARLES E. BIRGE



GEORGE E. PANCOAST

MODEL SMALL CITY PLANT OCCUPIED BY BROWNSVILLE (TEX.) DAILY HERALD



THE *Brownsville* (Tex.) *Herald*, one of the oldest small city daily newspapers in Texas, has just occupied its new plant, erected and owned by the Brownsville Herald Publishing Company.

Coincident with the occupancy of the new structure, the paper abandoned its eight-page Duplex flat bed press for a sixteen-page, decker type Duplex, claimed to be the first rotary press to be installed by any newspaper between Houston, Tex., and Mexico City, a distance by rail of about 1,200 miles.

The Herald was established July 4, 1892, by the late Jesse O. Wheeler, who continued its publication until his death in 1907, when his widow, Mrs. Frances J. Wheeler assumed active editorial and business control. She had been associated with her husband in the production of the paper since it was established. Mrs. Wheeler continued to conduct the paper until August 1, 1924, when her interests were purchased by J. M. Stein, present president and publisher. Mr. Stein had been connected with the paper since 1912, at which time he was employed as a reporter.

Associated with Stein is Charles A. Reil, former Minnesota newspaper man, secretary of the company and advertising manager; Harry L. Sexton, former South Dakota newspaper man and at one time secretary of the democratic executive committee of South Dakota, as editorial writer and staff correspondent; Hartwell G. Stilwell, news editor; Frank Bulloch, circulation manager, D. R. Cooper, formerly of Waco, mechanical superintendent, and William Brown, press room foreman.

BALTIMORE DAILIES EXPANDING PLANT

Sun and Evening Sun Preparing Next Door Building for Occupancy —To Add Press Units— Installing Cafeteria

Work has been started on extensive alterations and improvements in the building of the A. S. Abell Co., publishers of the *Baltimore Sun* and *Evening Sun* of which Paul Patterson is the president.

Properties adjoining the Sun building at the southwest corner of Baltimore and Charles streets in the center of business Baltimore have been acquired. The front of the property adjoining on Baltimore street will be altered to make it conform to the Greek facade of the building as it now stands. The buildings added to the plant will be almost rebuilt.

When finished, the alterations will have provided:

Spaces for four additional presses. These units, in conjunction with the spare units now installed, will supply a 75 per cent increase in the press capacity of the two papers.

Addition of 40,000 square feet of floor space for use of the composing room.

Practically double the amount of space assigned to the use of the news and editorial departments.

Installation of a modern cafeteria capable of taking care of 200 employes at a time.

New elevator, new space for the room used by the board of directors.

Additional space for all these departments has been made essential by the steady growth in the number of employes of the Sun papers—the total regularly engaged now exceeds 1,000.

GOLF WRITERS ELECT

A. Linde Fowler of the *Boston* (Mass.) *Transcript*, has been chosen a member of the executive committee of the National Association of Golf Writers. At the elections in Minneapolis recently, the following officers were chosen: President, H. L. Salsinger, *Detroit News;* vice-president, Francis J. Powers, *Cleveland News;* secretary and executive secretary, James D. Preston, United States Senate press gallery; and Executive committee, Fowler, Grantland Rice, *New York Herald Tribune;* O. B. Keeler, *Atlanta Journal* and Henry L. West, *Washington Post*.

FIFTY INDICTED IN JULIAN OIL CASE FOLLOWING REPORTER'S EXPOSÉ

Morris Lavine of Los Angeles Examiner Discovered Over-Issue of Stock Amounting to 4,250,000 Shares—Company Played with Millions

MORRIS LAVINE, star reporter for the *Los Angeles Examiner,* is being given credit for the recent exposé of the Julian Petroleum Corporation of Los Angeles, which precipitated one of the greatest financial crashes on the coast and resulted in the indictment of 50 prominent persons including the president of one bank the president of, the First Securities Company, several other bankers, motion picture magnates and business men.



MORRIS LAVINE

Lavine's exposé, which started July 24 and ran for eight days exclusively in the Examiner, showed:

That 4,250,000 shares of Julian Petroleum Corporation stock were overissued in Los Angeles, San Francisco and New York in a little more than a year.

That $67,000,000 were banked and toyed with in the handling of the stock by one man alone.

That S. C. Lewis, a Texas attorney and promoter, came to Los Angeles, and without paying one cent promoted a star promoter, C. C. Julian, into turning over an $8,500,000 corporation for nothing.

That he purchased a brokerage house, paying $700,000 for its good name, and used this house to have signatures on stock certificates guaranteed and passed on to the buying public.

That shrewd business men lost from a half million to a million dollars.

The evidence in the case, presented to the county grand jury, lasted six solid weeks, and took 4,500,000 words to tell. At the end of the investigation the grand jury indicted S. C. Lewis, president of the company, and his associate, Jack Bennett, a "very bright young man" of New York, who handled the $67,000,000 raised for stock operations. It indicted the officers of the stock brokerage house, and one junior vice-president and loan officer of one of the banks, and charged them with responsibility for the overissue.

Then it proceeded to indict 41 other prominent men—bankers, brokers and business men in all walks of life—charging them with conspiracy to commit usury in advances made to the company for pool operations. Many of these men returned the money to the receivers for the company to continue its operations since that time.

The bankers, the president of the Pacific Southwest Trust and Savings Bank, Charles F. Stern, and John E. Barber, the president of the First Securities Company, were indicted on charges of violating the state banking law for accepting $100,000 "expenses" from S. C. Lewis.

Lavine's exposé of these conditions and transactions ran from ten to twenty columns a day. It started with two columns on the front page each day, broke over to all of page two and very often parts of pages three and four. The Examiner backed up each statement by the sworn secret evidence of the county grand jury.

Long before the Julian Petroleum crash Lavine began investigating the case at the instigation of George C. Young, publisher of the Examiner, and Fred W. Eldridge, editor.

He discovered that there was an overissue of Julian stock. He found that millions of shares had been distributed beyond the capitalization. He learned that pool operations were netting huge and perhaps usurious profits to individuals. He went into consultation with the firm of Loeb, Walker & Loeb, attorneys who represent the Los Angeles Stock Exchange, who ordered the stock taken off the Exchange. He also took up the matter with the district attorney who began an investigation of all the facts in the case, presenting them to the county grand jury.

At the conclusion of the investigation by the grand jury 55 indictments were returned, naming 50 prominent individuals (some being indicted more than once which accounts for the 55 indictments).

Lavine was thoroughly familiar with all the evidence presented to the grand jury because of his investigation followed by his co-operation with the officials. The secret testimony had been taken down by a court reporter. This was the data Lavine needed to corroborate his exposé. Through his political and friendly connections he secured the first copy of the grand jury transcript to leave the hall of justice. He then wrote his stories of his investigation, supporting it by the grand jury sworn testimony.

Morris Lavine has a long list of exclusive stories to his credit. He captured Clara Phillips in Honduras after the police failed, persuaded her to return without extradition and took her to San Quentin prison, where she is now confined. He exposed a plot to blackmail Fatty Arbuckle. He captured Harry J. Dunlap, notorious badge bandit now in Folsom penitentiary. He helped to locate John K. Fronk, the "Ponzi of Hollywood," now in San Quentin. He got a confession from Herbert Wilson, notorious mail bandit, which resulted in the federal indictment of 27 companions of Wilson, some of whom are now in the federal penitentiary as a result. He got the first and only interview with Kenneth G. Ormiston, radio operator in the Aimee Semple McPherson case, telling of Ormiston's movements.

PAUL BLOCK BUYS A BASEBALL CLUB

Recent Purchaser of Merged Pittsburgh Post-Gazette Buys Newark (N. J.) Bears at Auction for $360,000 —Club in Bankruptcy

In addition to newspapers, Paul Block, president of Paul Block, Inc., chairman of the board of *Pictorial Review,* and chain newspaper publisher, buys baseball teams on occasion.

An occasion arose this week, and Mr. Block, one of whose newspapers is the *Newark* (N. J.) *Star-Eagle,* stepped over to that Jersey city on Wednesday and bought at auction the Newark Bears, a team in the International League. He paid $360,000.

The club was sold at auction at David's Stadium, where the "Bears" play, by Percy Reeves, receiver in equity appointed by the federal court. In addition to the price paid for the club, Mr. Block agreed to assume an obligation of $147,000, which citizens of Newark subscribed last year to help the team out of financial difficulties.

Arthur Brisbane in his "Today" column quoted Mr. Block as saying that since baseball profits are a by-product of the newspapers, a newspaper might as well own the ball team.

Mr. Block's most recent newspaper acquisition was the *Pittsburgh* (Pa.) *Post-Gazette.* His other papers include the *Toledo Blade* and the *Duluth Herald* and the *Lancaster New Era.*



View of Geneva Press Conference in session

LEAGUE PRESS MEET JOURNALISM LOCARNO

So Declares Karl Bickel, U. P. President, in Berlin Speech—Says Delegates Discovered Their Interdependence

The recent International Press Conference at Geneva was a Locarno of international journalism, Karl A. Bickel, president of the United Press Associations declared at a banquet given in his honor by the annual conference of the German Newspaper Publishers' Association, Sept. 4.

Representatives of the German government and the American embassy were present.

"I can never forget that the honor done me is a tangible demonstration of the growing relationship between the press of Germany and the United States," Mr. Bickel said.

"Germanic culture always has played a great part in the history of journalism. The Occidental conception of printing press work is German, and the Bavarian banking house of Fugger organized and operated the first successful and comprehensive news collecting and distribution organization in history.

"I have just left Geneva, where the first international conference of press experts was held.

"Nothing could have demonstrated more clearly the international character of journalism. We discovered our utter interdependence and the necessity for co-operation. It was a veritable Locarno of international journalism.

"It may shortly be our good fortune to welcome some of our German colleagues to America. They will be most cordially welcomed. It will be a great personal pleasure for the United Press to assist in making their trip successful.

"The press of Germany and America have much in common. Both have been victorious in a fight for the right of complete freedom, which is an indication that the historical relations of our countries has been restored."

Bickel proposed a toast to the German president, people, and newspapers.

Dr. Adolph Krumbhaar, chairman of the Association, in welcoming Mr. Bickel, said:

"For the first time in the history of this Association we have the honor to receive a prominent guest from the United States.

"Your presence is evidence of friendship and desire for friendlier, more intimate relations between our two nations by personal contact betwen leading men of the press.

"Inasmuch as men of the press of our two countries are thus beginning to know each other I hope that shortly Mr. Bickel will have the opportunity of meeting some of us in the United States, where we are going to see with our own eyes the institutions created by the great American press and get into personal touch with publishers and editors of American newspapers."

Dr. Krumbhaar proposed the health of the United States, of President Coolidge, and of Mr. Bickel.

Mr. Bickel will remain abroad for about a month before returning to this country.

CHICAGO EXPATRIATES GIVE DURKIN A RING

"LET'S give Jim Durkin a ring," said one of a group of New York newspaper men this week. All in the party had formerly worked on Chicago newspapers, and to them, as to many others, James Aloysius Durkin, was well known.

And so after the crowd had chipped in and each in turn had said their greetings to "Jim" by long distance telephone, they began to reminisce.

Durkin is head office boy of the *Chicago Tribune.* He handles every telephone call that comes into the editorial rooms of the newspaper and nothing gets by him that the news writers should know. If a tipster tries to be anonymous over the telephone, Durkin keeps him engaged in conversation until he traces the call. Several years ago, Durkin was sent to London to show the newspapers there how Americans use the telephone.

NEWS STAFFS CO-ORDINATED

Grafton Wilcox Head of Subsidiary Departments on N. Y. Herald Tribune

A co-ordination of the subsidiary news departments of the *New York Herald Tribune* has been effected by bringing them all under the general supervision of Grafton S. Wilcox, assistant managing editor. This will imply no change in policy or direction, but is designed to facilitate the orderly movement of copy into the composing room and a closer adherence to a time schedule, which will prevent extraordinary demands on the composing and press room forces.

In addition to general news, Mr. Wilcox will have supervision of the following Sunday sections: Third News section, Drama and Music, Sports, Rotogravure, Radio, Society, Real Estate, Comics and Junior Magazine.

LIBEL SUIT POSTPONED

Action Against Tulsa Daily World Advanced to October 18

(*By Telegraph to* EDITOR & PUBLISHER)

OKLAHOMA CITY, Okla., Sept. 7.—The libel suit brought by Justice Fletcher Riley of the Oklahoma supreme court against the *Tulsa Daily World* for publication of articles in connection with the O. O. Owens contempt case, was postponed until Oct. 18.

The World printed an article by Owens, member of the legislature in October of last year during the election attacking the state supreme court. The paper also printed four advertisements. Riley names the paper, Eugene Lorton, editor, and Owens as defendants.

30 YEARS WITH WEEKLY

Charles H. Betts, editor of the *Lyons* (N. Y.) *Republican,* weekly, on Sept. 2, celebrated his 30th anniversary as editor of that paper.

Detroit is third in building in America; The News is Detroit's building medium



AMERICA'S fourth city has the distinction of being the third in the value of buildings constructed during the first six months of 1927.

During 1926 building construction in Detroit amounted to $183,721,438, not including the value of the land. It was third in building in 1926 and is third for the first half of 1927. During last year $103,384,805 was spent in dwelling construction alone.

This gives some idea what a wonder market Detroit is for building and insulating advertisers, and particularly since Detroit can be thoroughly covered by one newspaper.

Five of the six insulation advertisers in the Detroit field use The Detroit News; three of them employing The News exclusively. The local builders— **those on the ground—place the bulk of their advertising in The Detroit News. During the first half of 1927 The News carried 16,000 lines more builders' advertising than both competitors combined.**

Through the use of The Detroit News, alone, advertisers can get the maximum returns at the lowest cost per unit of sale—a fact well known to insulation and building advertisers.

The Detroit News

For 54 Years Detroit's HOME Newspaper

354,000 Sunday Circulation ***325,000 Weekday Circulation***

BOSTON MANAGING EDITOR TAKING NEWSPAPER STUDY TOUR

Harold F. Wheeler, Boston Traveler, on Trip to Pittsburgh, Cleveland, Cincinnati, and Columbus to See How Other Papers Operate

By PHILIP SCHUYLER

"DESKITIS" is a disease dreaded by all managing editors, and, indeed, an all too prevalent ailment in America, according to students of the craft.

Harold F. Wheeler, managing editor of the *Boston* (Mass.) *Traveler,* is fighting the plague successfully, as far as he himself is concerned. Quite familiar with the inside of his own city room, composing room, and private niche, he is at present shaking off a touch of "deskitis" by looking beyond the Yankee horizon, at the same time, he said, making sure that his paper doesn't lose the local flavor and become "smart aleck" or dandified.

This week Mr. Wheeler was found by an EDITOR & PUBLISHER reporter at the office of the United Press in New York, where he said he was on the beginning of a study tour he intended to make to newspapers in Pittsburgh, Cleveland, Cincinnati and Columbus.

"I like to see how the other fellows are operating," Mr. Wheeler said.

It was not the first trip of the sort he has taken since he became managing editor of the Traveler five years ago, succeeding Moses Williams. In that time he also has been to the Pacific Coast on a similar mission. True, he has always been a Boston newspaper man himself, and has that so-called typical Massachusetts attitude against any radical changes.

"I don't like to make any sudden big changes," he explained. "After all, I feel that a newspaper should be treated like one's home. You want your readers to become familiar with it, to know it inside out. Of course if you find something good, adopt it, but then stick to it.

"Our motto on the Traveler is to make the paper easy to read because it is easy to find things in it."

While the managing editor of the Traveler is restless and anxious always to be seeking new ways of doing the old things outside the state, he urges the same spirit confined to the local field on his staff.

"I like my reporters to keep on the move," he said. "I want them to be in crowds, to be perpetually on the lookout to discover what people are reading, thinking, and doing. There is nothing better than crowd contact to assist in editing a newspaper, the medium of the crowd.

"I believe that the story the crowd tells is about the same in one city as another. You can find a small-town crowd in the world's biggest city, New York.

"At least I don't imagine that super-sophisticated people would bother to pay a dime to peep through a cheap telescope at the moon, and I saw crowds doing that near the Times Square district in New York this week.

"Too often a paper in trying not to be provincial will go to the other extreme and become smart aleck. And I don't believe it pays."

Boston's prudery has been press-agented recently by H. L. Mencken and Upton Sinclair. Wheeler has proved to his own satisfaction that the people of that New England city were decent enough to frown on the Browning-Browning smut and to praise a paper that played censor on itself to the extent of keeping that story out of its columns while the opposition was playing it all over Page One.

The Traveler started running the story on page one when the famous White Plains trial began. Wheeler heard men in his own office say they didn't care to take the paper home with them because of the "honk honk" testimony it contained.

"What a futile job this is," reasoned Wheeler. "If my own workers won't take the paper home—."

The first edition of the paper was on the streets with the Browning story in lead position. Wheeler grabbed the telephone on his desk and got the make-up editor in the composing room.

"Throw out the Browning story," he said. "I'm writing an apology to be played in a box on the first page in its place."

The boxed apology as written assured readers of the Traveler that that newspaper would not print any more accounts of the Browning trial.

"Within 30 minutes after the second edition was out," Wheeler said this week, "we received telephone calls of congratulations. Altogether we received thousands of letters commending our stand, and not one single complaint. When the story was over we noted an increase in circulation."

As has probably been the experience in other cities, Wheeler said one of the biggest circulation winning stories of the year was the Lindbergh flight.

"Our biggest day this year, however," he said, "was when the supreme court ruled against Sacco and Vanzetti. Then we went to 236,000, a few thousand over the Lindbergh high."

Wheeler started newspaper work in Boston 19 years ago. He is 39 years old now. His first job was on the Traveler as a reporter, but he left the paper after two years to work for the *Boston Journal* under the Frank A. Munsey ownership. He also was on the staff of the *Boston Post.* Seven years ago he was made Sunday editor of the *Boston Herald* and in 1922 became managing editor of the Traveler.

When he was on the Post he wrote a life of General Pershing which was widely syndicated.

DENIES DAILY'S CHARGE

Gov. Jackson of Indiana Replies to Indianapolis Times Story

(*By Telegraph to* EDITOR & PUBLISHER)

INDIANAPOLIS, Ind., Sept. 6.—Statements that Governor Ed Jackson made offers to Warren T. McCray, then governor, to bring about the appointment of James E. McDonald as prosecuting attorney of Marion county during the time that Jackson was Secretary of State and when McCray had just been indicted, today were declared by Governor Jackson to be false. The Governor's statement was issued soon after he returned to the executive offices after a week spent with his family on a vacation in northern Indiana.

The statement that Jackson had offered McCray $10,000 for attorney's fees and immunity from conviction if the latter would appoint McDonald instead of William H. Remy, present prosecutor, when William Evans, McCray's son-in-law, resigned the post, was branded as untrue in a letter which Governor Jackson addressed to Boyd Gurley, editor of the *Indianapolis Times,* which published the charge in a copyrighted story some weeks ago. Governor Jackson, admitting that he did ask for McDonald's appointment, said that he was informed by McCray that Remy already had been decided upon. Jackson also declared that he had no personal interest in the matter.

Governor Jackson was asked to waive any immunity that might be granted to him through the statute of limitations, and go before the Marion County Grand Jury to relate his story of his efforts to have James E. McDonald appointed prosecuting attorney in 1923, in a letter sent to him Wednesday by Mr. Gurley.

The editor said:

"Your letter, for the first time, places a judicial conclusion upon certain statements made by the *Times* for which I assume full responsibility. You state that I charged that you had offered a bribe. The Times did not attempt to put a legal construction upon certain definite acts which it states occurred on December 8, 1923, and in which it states you participated. You stated that the charge is untrue and the statement false. If your statement is true, then I, as editor of the Times, have violated the laws. If the proper tribunals should decide that the evidence on which I printed that statement is as convincing to them as it was to me, then they can apply the remedy under your own interpretation of the legal meaning of these facts. One of us has been guilty, and is guilty.

"Will you go to that Grand Jury and repeat to it under oath what you have written to me?

"There has been guilt. If your statement be correct, not only myself but those who furnished me with evidence should not be at liberty.

"I am presuming that you are as deeply interested in giving the people the truth, and all the truth, as I am."

ROWE NAMED FIELD MANAGER

Millersport (O.) Editor to Handle Affairs of Ohio Press Group

H. E. C. Rowe, editor of the *Millersport* (O.) *Holmes County Farmer-Hub* was elected field manager of the Ohio Newspaper Association at a meeting of the trustees at Columbus. He will establish an office shortly in Columbus.

R. B. Howard, London, was made president of the board of trustees; Granville Barrere, Hillsboro, vice-president; G. C. Townsley, Lebanon, treasurer, and Mr. Rowe, secretary.

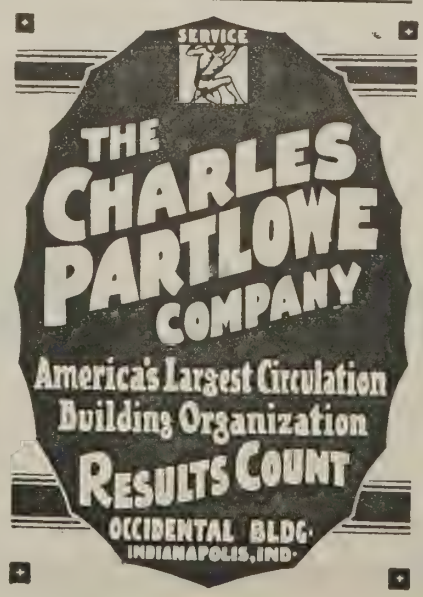
The Ohio Newspaper Association is made up generally of members of the Buckeye Press and the Associated Dailies.

REPORTS OLD GLORY SEARCH

John W. Harman, editor and general manager of the *Brooklyn Times,* a passenger on the Transylvania, which turned from its course to search for the Old Glory airplane, radioed American newspapers Thursday a graphic account of the ship's fruitless hunt after the plane's distress call. Mr. Harman was returning from a vacation in Europe.

WEWOKA DAILIES MERGED

Richard Elam, principal owner of the *Pawhuska* (Okla.) *Capital* and *Cushing* (Okla.) *Citizen,* both dailies, has bought and consolidated the *Wewoka* (Okla.) *Daily Democrat and Daily Times.*



Better Service Means More Profit

Making its appeal directly to the far-sighted newspaper executive who is building for steady, healthy growth, the Ludlow system is constantly advancing in popularity.

Long ago a majority of the great newspapers of the country accepted the Ludlow as standard equipment for improving the quality and power of their advertisements, and every year the list of Ludlow users keeps growing impressively.

When the Ludlow is on the job, more composition is turned out, work is handled more easily, and advertisers are better satisfied with results secured from their ads.

Familiarize yourself with this powerful factor in making your advertisements worth more to your advertisers—which means more business for you. This information will cost you nothing.

Ludlow typelines are slug-cast from hand-set matrices in sizes from 6 to full-width 72 pt. caps and lower-case and even 84 pt. caps, without mold or machine changes.

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

Boston: Harbor Bldg., 470 Atlantic Ave.
New York: World Bldg., 63 Park Row
Atlanta: Palmer Bldg., 41 Marietta St.
San Francisco: Hearst Bldg., 5 Third St.

LUDLOW QUALITY SLUG COMPOSITION

Read in nearly every Buffalo home

The best available estimates indicate that there are approximately 107,000 English reading homes in Buffalo. The Buffalo Evening News is read in more than 100,000 of these homes.

Total circulation in the Buffalo market now over 153,000.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

EDWARD H. BUTLER
Editor and Publisher

National Representatives
KELLY-SMITH COMPANY

Graybar Building, New York City
Waterman Building, Boston, Mass.
Atlantic Building, Philadelphia, Pa.
Tribune Tower, Chicago, Ill.

"JUST PAPER TALK," SAYS "A" TO "Q," NOT A WORD OF IT IS TRUE

"Let's Say the Subways Blew Up Today," Say the Reporters—And Bomb Outrage Follows, According to Evening Post Man

By NUNNALLY JOHNSON

("Minstrel Columnist" of the New York Evening Post)

THE following questions are to put to newspaper men so often that there must be widespread interest in the answers, which are offered here:

Q. Say, you're a newspaper man, is there anything in all these newspaper stories about Coolidge not running again? (Or in all these newspaper stories about the subway explosions? Or in all these newspaper stories about the possibility of a coal strike?)

A. No, nothing at all. Newspapers just print stories like those because they've got to print something, you know. They don't mean any harm by it, of course. And even when there is something behind one of them, the newspapers wouldn't print the facts. Don't be silly! The real low-down is, when a newspaper finds a dull day, it asks all of its reporters whether they can't think up a good story. One of them says he can, and presently he says:

"Why not print a story saying that the President issued a slip of paper announcing his decision not to run for President in 1928?" Or else a lot of reporters get together and say, "Let's say the subway blew up today." They get the police and the two subway corporations to come in on the game and twenty or thirty people volunteer to be knocked cuckoo by flying debris, and there the newspapers are—all set with good stuff for the front pages! But in the event that the subway actually did blow up, the reporters and editors all get together and decide to print a story to the effect that the kangaroo in the zoo gave birth to twins, just to throw the readers off the scent. This is known as journalism.

Q. Isn't that all newspaper talk?

A. Oh, absolutely! Every morning when the city room opens, the city editor calls all of the men together and says:

"Fellows, let's have some newspaper talk today. When the district men call in, tell them not to bother about the police stations or hospitals today; tell them to get together and have some newspaper talk with each other. You rewrite men just close your desks and we'll have some good snappy newspaper talk right here in the office."

"Presently some subject comes up in the newspaper talk that strikes the editors as being completely silly and impossible, and immediately a man is set to work to write a nice long article of newspaper talk. No facts are printed during that day and not even Dr. John Roach Straton is able to break into the newspapers. Newspaper talk is the order of the day.

Q. Well, what are the newspapers going to do for news now that the —— case is finished?

A. To tell the truth, nobody knows. Everybody is all up in the air. While the —— case was running the papers had good front page stories all the time, but now that it is finished, the Lord only knows what they'll be able to print. It was like that after the Snyder-Gray case. Everybody said, "Well, now that the Snyder-Gray case is ended, what are you newspaper boys going to do for stuff to put on your front pages?" And everybody remembers that these sharp observers had the right dope, all right.

For weeks after the Snyder-Gray case the papers all had to give up printing front pages, because, just as everybody said, there wasn't anything to print there. The fellows all sat around and thought and thought and thought, but they couldn't think of a thing to put on the front pages. Right now it's like that; what on earth are the newspapers going to have to put on the front pages after the Sacco-Vanzetti case ends!

Q. Say, tell the truth, where do you boys get all that stuff you print, anyway?

A. Why, we just sit around and make it up—say, I'm tired of answering these sap questions. Are you the same fellow that asked the others?

Q. Yes.

A. Well, I might as well tell you now, I think you're a great big stiff—and what do you think of that?

Q. Why, how dare you—

A. Come on, now; none of that kind of talk to me. I'm writing this column. I don't have to take any impertinence from a little old "Q" that I myself made up. Why, you little old "Q" you! The very idea of your saying, "How dare you!" I've got a good mind to horsewhip you for talking back to me! Get down on your knees, you "Q" you! Quick—or I'll—

Q. Mercy, master, mercy! Don't strike me!

A. The very idea of your saying "How dare you!" to me—me, who, typewrote you into existence! I've never in all my life—down, dog, down! Down on your knees and apologize!

Q. I apologize, master! Mercy! Please don't strike me with that cat o'nine tails!

A. That's better! Don't ever forget yourself again, slave. Always remember that I'm the one that's writing this column—not you. I'm in command here. What I say goes. Keep that in mind—and get back up and we'll continue the dialogue. Go ahead.

Q. Say, you newspaper boys get to meet a lot of very interesting people—oh, oh, oh, master, don't strike me—oh, oh, oh—mercy! Mercy!

A. Ask me any more sap questions, will you!

INLAND SURVEYS BUS RATES

Association Finds Wide Range in Costs of Transportation

Cost of delivering newspaper bundles by public bus lines range from 29 cents to 10 per 100 pounds, according to survey made by the Inland Daily Press Association, and made public this week by Wil V. Tufford, secretary.

"These newspapers," the report says, "are shipping an average of 1,486 pounds of papers a day at an average cost of $1.1 per hundred pounds. The two routes on which the cost is $5 and $10 are routes being subsidized by the newspapers to maintain service. The rate most generally paid was $1 per 100 pounds, with 50 cents a hundred, second, and $2 a hundred third.

On a basis of cost per mile, the range was from .1 of a cent to 8 cents.

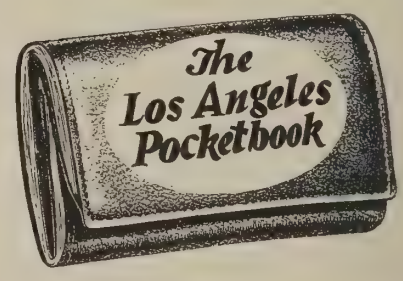
now

195,000 Daily

425,000 Sunday

and The largest home-delivered circulation of any paper in its territory

Los Angeles Examiner



The combined income of all families living inside the city limits of Los Angeles amounts to $966,000,000 a year.

A house-to-house check reveals that one-half these families spend 77% of this money; the other half spend 23%.

Practically ALL the 77% is available for advertised goods.

Most of the 23%, small as it is, goes for rent, bulk groceries, and non-advertised goods.

Acting on these facts, 587 business concerns now concentrate their advertising in the Los Angeles Times. They have become convincd that

Los Angeles Times reaches the first half.

It takes 5 other Los Angeles newspapers to reach the second half.

Los Angeles Times furnishes advertisers with CONCENTRATED ZONE CIRCULATION —DOMINANT HOME COVERAGE— MASS SALES AT A LOW COST.

Los Angeles Times

Eastern Representative:
WILLIAMS, LAWRENCE & CRESMER CO.
285 Madison Ave., New York 360 N. Michigan Blvd., Chicago

Pacific Coast Representative:
R. J. BIDWELL CO.
742 Market St., San Francisco 3322 White Henry Stuart Bldg., Seattle

250,247

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

August, 1927

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of August, 1927, was 194,765.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

DAPHNE'S *in* LOVE

By Negley Farson



A CIRCULATION BUILDING STORY

Daphne's in Love, now in book form, is listed by the Century Company third among its best sellers.

THIS lively story of a romantic but slightly "hard-boiled" young country girl, who during business hours taps a typewriter on Automobile Row, Chicago, is written especially for newspaper serialization.

The local setting may be readily adapted to any city.

Daphne's in Love has been a great success in Chicago. Try it!

Syndicate Department

THE CHICAGO DAILY NEWS

NUMBER FIFTEEN OF A SERIES

THE DISTINGUISHED NEWSPAPER

TRADE LINOTYPE MARK

Laying Hearthstones with Real Estate Ads

WHEN a person leaves home he searches for a dwelling-place which can be transformed into a home of cheerfulness and comfort, and, unless he is unusually prosperous, he continues to do this for several years. The bachelor has too many engagements to search through pages of hazy ads for his ideal home—the newly married are too bewildered—the sophisticated, long-married, are too busy to hunt for houses when the ads are not easy to find and easy to read. Therefore The Distinguished Newspaper relieves its readers' home-finding problems by making its real estate ads easy to find, easy to read, and suggestive of the comfort and bright cheerfulness of the ideal home.

The Distinguished Newspaper has two objectives in view when planning these newspaper ads:—to please its readers' eyes and desires and to be economical. Both are achieved by the use of Linotype facilities. Their economy is unquestioned—therefore publishers can emphasize pleasing the reader. The old bugaboo of exorbitant cost is gone!

The great advantages of using Linotype facilities as regards betterment of typographical dress of real estate ads are shown on the two inside pages. Linotype means economy—economy means better ad treatment—which in turn assures the laying of permanent hearthstones with real estate ads.

MERGENTHALER LINOTYPE CO., BROOKLYN, N. Y.

LINOTYPED IN CASLON OLD FACE AND NARCISS

819.53

EVERY REAL ESTATE CO.
AT NO MATTER WHAT ADDRESS

Usually wishes its newspaper advertisements to attract attention from desirable purchasers. One of the most fatal mistakes of the ordinary typographer is to make no distinction between the various styles of advertisements. The result is that he sets real estate advertisements in this manner.

$1000
Too Much Black

The main object of this style of advertisement is to cover each bit of space purchased. The result produces no sales.

$4000
Misuse of Rules

Rules have a definite place in typography. When properly used they should not dominate the page. They do here.

$7000
Ad Attraction

Real estate purchasers must be honest. The poorer this ad—the poorer the general character of the people it attracts.

$2000
Type Discord

This type face, although admirable for many kinds of printing, disagrees with the effect desired in this case.

$5000
Item Display

One should always give thought to displaying what one has to sell. The item display here is too bold. It irritates.

$8000
Ad Distinctions

Each class of advertisements demands a different typographical dress. This ad is not dressed to sell real estate.

$3000
Ornament Discord

The ornament used here is as inharmonious as the type. It would certainly be out of place as a house decoration.

$6000
Commonplaceness

To produce sales one secures favorable attention. To secure attention, one must be original. This ad is hackneyed.

$9000
Standards

Good newspapers have typographical standards. This advertisement treatment is not in harmony with any such code.

Address Inquiries to the above Address

SATISFACTION—or your money

EVERY REAL ESTATE COMPANY

At no matter what Address

USUALLY wishes its newspaper advertisements to attract attention from desirable purchasers. Good typography makes distinction between the various styles of advertisements, and achieves success. The result is the acquiring of the habit of setting real estate advertisements in this manner

Sufficient White—$1000

In this advertisement the black and white is balanced. The result pleases—therefore it sells.

Item Display—$5000

The items are displayed here in a manner worthy of good merchandise—with respect and dignity.

Type Harmony—$2000

This type face, because of its beauty and familiarity, is in sympathy with the effect desired.

Originality—$6000

This simple typographical style allows easy variety. Variety is a major part of originality.

Ornament Harmony—$3000

The ornament used here is, in its simple construction, characteristic of architectural design.

Ad Attraction—$7000

Because of its easy and pleasing effect on the eyes, this ad is sure to attract desirable purchasers.

Proper Use of Rules—$4000

These rules are light enough to escape dominating the page but they divide the various items.

Ad Distinction—$8000

Distinction is made in dressing this ad. Charm and pleasing appearance attract—and sell.

Standards—$9000

Every good newspaper has established typographical standards. This advertisement embraces them.

Address Inquiries to the above Address

SATISFACTION—OR YOUR MONEY

CASLON OLD FACE SERIES

TRADE LINOTYPE MARK

36 Point (36△81)

Laying Hear

30 Point (30△129)

Laying Hearths

24 Point (24△127)

Laying Hearthstone

24 Point Italic (24△125)

Laying Hearthstones

21 Point (21△3)

Laying Hearthstones w

21 Point Italic (21△5)

Laying Hearthstones wi

18 Point (18△169)

Laying Hearthstones with Re

18 Point Italic (18△171)

Laying Hearthstones with Re

14 Point (14△132)

Laying Hearthstones with Real E
Laying Hearthstones with Real E

12 Point (12△236)

Laying Hearthstones with Real Estate
Laying Hearthstones with Real Estate

11 Point (11△76)

Laying Hearthstones with Real Estate Ad
Laying Hearthstones with Real Estate Ad

10 Point (10△280)

Laying Hearthstones with Real Estate Ads is A
Laying Hearthstones with Real Estate Ads is A

9 Point (9△82)

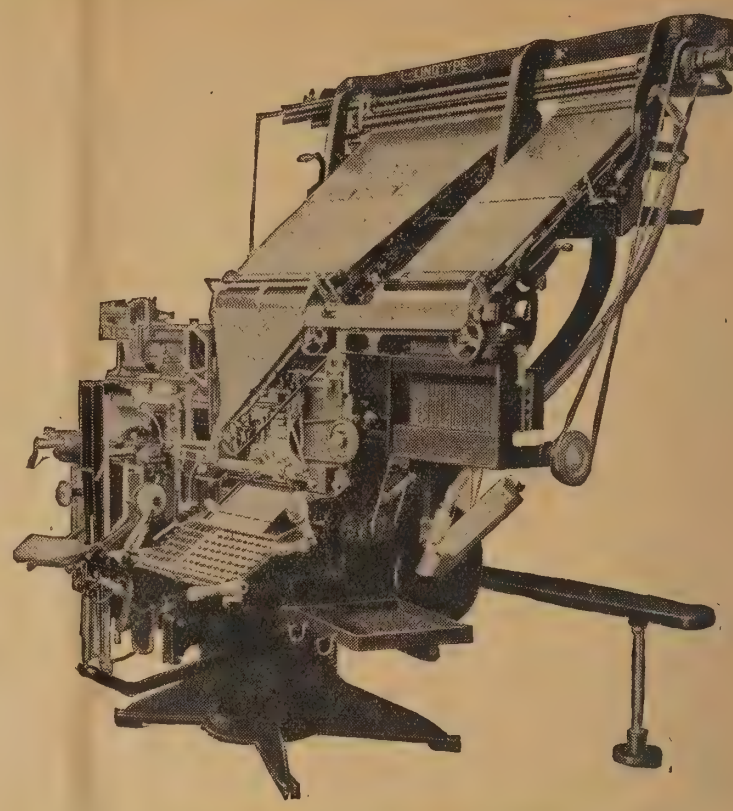
Laying Hearthstones with Real Estate Ads is Ass
Laying Hearthstones with Real Estate Ads is Ass

8 Point (8△312)

Laying Hearthstones with Real Estate Ads is Assured
Laying Hearthstones with Real Estate Ads is Assured

6 Point (6△224)

Laying Hearthstones with Real Estate Ads is Assured by Better
Laying Hearthstones with Real Estate Ads is Assured by Better



TRADE LINOTYPE MARK

Speaking Matrices

A STEADY stream of Linotype matrices—an uninterrupted flow of really good advertisements. Linotype faces comprise one of the most versatile typographical assets which have been offered to any newspaper. By using them, the ordinary newspaper achieves typographical distinction; this assures good results from advertisements; which in turn means a greater business volume and profit. Low cost and expressive, sales-causing typography—these factors make ability to lay permanent hearthstones with real estate ads.

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO CHICAGO NEW ORLEANS CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

DIRECT MAIL ADVERTISERS WASTING $600,000 YEARLY, POST OFFICE SAYS

Obsolete Mailing Lists and Failure to Use Return Cards Blamed in Report—12,000,000 Circulars Sent First Class Destroyed in 1926

INSTEAD of finding live buyers, 12,688,567 advertising circulars valued at more than $600,000 found their way into the dead letter office in 1926, First Assistant Postmaster General John H. Bartlett announced in Washington Sept. 6. Use of obsolete mailing lists and failure of advertisers to employ return cards was the cause of this waste, he said.

Mr. Bartlett's statement was made in connection with a memorandum outlining the plans of the Post Office Department for a campaign of personal solicitation in an effort to reduce the weight of return mail and dead letters which accrue from third-class matter. Advertising matter, Mr. Bartlett said, furnished more than 50 per cent of the dead letter handled in 1926.

Postmasters, it was explained, will be instructed to interview business men in the effort to lighten the load, and correspondence will be undertaken directly by the Post Office Department with advertising houses.

The full text of the statement follows:

"The direct-mail advertisers of the United States in the year 1926 wasted, literally threw away, over $600,000, through the use of obsolete mailing lists combined with the failure of the advertisers to use return cards on their envelopes.

"These figures, however, include only advertisers who mailed their circulars under first class postage. A very much larger amount was lost by advertisers who used third class postage; but it cannot, however, be estimated, since a separate record is not kept of undeliverable third class matter disposed of as waste by postmasters.

"Undelivered first class matter all goes to the dead letter office, where definite records are maintained to show the quantity of each class of mail received and its disposition. Undeliverable third class matter is not sent to the dead letter office, but is disposed of as waste at post offices of address.

"The records of the Post Office Department show that during the year, 12,688.567 letters contained circulars and advertising matter, all mailed as first class matter, were disposed of as waste by the dead letter service. Figured at five cents each to cover the cost of material, printing, labor and postage, the total amounts to $633,428.35.

"This advertising matter furnished over 50 per cent of all the dead letters handled during the year.

"Two reasons may be assigned for at least 95 per cent of all these letters being sent to the dead letter office; first, incorrect addresses, due to the use of obsolete mailing lists, and second, the use of envelopes without return cards, both in spite of the Post Office Department's constant and urgent advice to the contrary.

"As a result of this situation having been called to the attention of the Postmaster General, a campaign has been inaugurated to persuade direct-mail advertisers to use return cards on their envelopes and thus materially minimize their losses through this avenue. It is the opinion of officials of the Post Office Department that hundreds of thousands of dollars annually can be saved by advertisers by the use of return cards on their envelopes instead of mailing them out blank as is practiced by many of them, and that the advantages gained through the use of return cards would more than offset any possible disadvantages.

"The Department's view is that with few exceptions all sealed letters bearing first class postage are opened by their recipients whether or not the envelope bears the cards of the mailers, and that once opened the contents will receive the same attention regardless of the nature of the envelope.

"One of the arguments put forth by the Department in favor of the use of return cards on circular mail is that the return of the non-deliveries, for which there is no charge for prepaid first-class matter bearing a return request, would enable the mailer to know at once how many of his circulars had been delivered and to eliminate from his list the incorrect addresses, thereby avoiding further waste of material, postage and labor in subsequent mailings.

"It would also save him expense in having his mailing lists corrected at the local post offices, for instead of sending in his complete list for correction, he would need to send in only a list of the non-deliveries which had been returned to him. Further, the returned advertising matter, often rather expensive, could be used again if undated and not of a seasonable nature.

"It would also enable many advertisers to find out how carelessly their clerks address these letters—hundreds of thousands of them are mailed with incomplete addresses, the name of the addressee or the post office or the State having been omitted by the typist.

"Under the practice of using non-card or blank envelopes the mailer has no means of knowing how many of his circulars or ads have failed of delivery and been disposed of as waste by the dead letter office. As an example of this, last October the Washington dead letter office destroyed over 50,000 circulars from one mailing of a large eastern firm mailed in non-card envelopes but sealed under first-class postage. Their waste in one mailing was not less than $2,500.

"Not only are direct-mail advertisers wasting a great deal of money every year by using plain envelopes, but the records of the dead letter office show that thousands of individuals, corporations and business firms lose large sums of good hard cash in this way. A typical instance came to notice in the Washington dead letter office a few days ago.

"An undeliverable letter was received containing a draft for $55,600. It was returned to the mailer through information made available when it was opened; but someone lost the interest on $55,600 for about 15 days, amounting to $139, figured at 6 per cent.

"Practically all this would have been saved had the mailer used an envelope bearing his return card. It is surprising the number of such cases involving large amounts.

"Out of the 25,000,000 odd dead letters handled last year, over 1,000,000 contained valuable enclosures. The money, drafts, checks and money orders contained in these amounted to some $5,317,000, and while practically all the drafts, checks and money orders were eventually returned to the writers, and all but about $40,000 of the money, through information found within the letters, they all lost an average of 15 days' time, which at 6 per cent interest on the whole amount means a loss of more than $13,290, all through the use of non-card envelopes.

"The astonishing thing to the Post Office Department is that in spite of all that has been said, published, and brought to the attention of mailers in regard to the losses they are sustaining through failure to use return cards, so many apparently otherwise intelligent business men continue to throw their good money away by this method.

"And since columns of publicity through the press and the daily Postal Bulletins have evidently failed to awaken the American advertisers to their shortsightedness, it is now proposed to take up each case personally with the individual through correspondence and personal interviews by postmasters and representatives of the postal service."

CLAIMS PLAY STOLEN

R. H. Rodhe, Former News Man Seeks to Enjoin "The Spider"

Robert H. Rohde, newspaperman and magazine writer, filed suit on Sept. 6 in the United States District Court charging that the plot of "The Spider," current Broadway production, was plagiarized from a story written by him and published in *Popular Magazine*. His story was called "The Great Macumber" and ran serially between January, 1916, and February, 1917. The suit demands that Charles Fulton Oursler and Lowell Brentano, playwrights; Albert Lewis, Sam H. Harris and Irving Berlin, managers, the Shubert Theatre Corporation and 27 actors be restrained from further production of the show, which Rohde says, is in violation of copyrights of his story.

Mr. Rohde was formerly on the staff of the *New York Tribune*, and is a contributor to several fiction magazines.

LABOR CHIEF DECORATES FRANKLIN STATUE



A wreath of roses was placed by William Green, president of the American Federation of Labor, on the statue of Benjamin Franklin in Printing House Square, New York, this week, as part of the opening ceremonies of the National Graphic Arts Exposition. Left to right: Jerome Keating, John Munholland, Hugh Frayne, Charles Sinnigen, William Green, Jacob Winick, John Sullivan, Joseph P. Ryan, Daniel J. Ahearn and Joseph McDonough.

HOW SMALL CITY DAILY BUILT ITS MORGUE

File of Local Material Obtained by Sending Questionnaires to Leading Citizens—Reporters Also Aided

Like many other small city dailies, the *Brownwood* (Tex.) *Bulletin* struggled along for years without any other "morgue" than a few desk drawers full of feature service mats and press association obituaries.

No local clippings were filed, and the only method by which local stories of past years could be found was by feverishly searching through dusty and often incomplete files.

In an effort to build up a local reference department quickly and accurately, a scheme was worked out by W. C. Stewart, city editor, which proved very successful. An information blank was printed and mailed to prominent citizens with a letter explaining why the information was requested.

The letter follows:

"We constantly have occasion to mention the prominent citizens of Brownwood in the Bulletin, and you are nummered among these.

"We will appreciate your co-operation in enabling us to give better service, which you may do by filling out the enclosed blank, and mailing to us in the enclosed, stamped envelope.

"The Bulletin is not asking for this information in an attitude of curiosity or prying, but merely in order that when we have occasion to mention your name in a news story we will be sure that the facts are absolutely correct. You will not only save Bulletin reporters much trouble and insure accuracy, but will also save yourself from interruption and bother at times when we may need the information.

"Thanking you, etc."

The enclosed blank was headed "Information Blank for the Private Files of The Bulletin."

The information requested ranged from name and age to church, army and lodge affiliations and including questions as to marriage, schools attended and business or profession engaged in.

A large number of the blanks were returned to the Bulletin. After allowing a reasonable time for the answers to be received, reporters were sent to the more important men and women who did not return the blanks.

In this way much information was obtained which would never have been added to the morgue through the ordinary channels open to the librarian.

TO NEGOTIATE REPORTERS' SCALE

Scranton Newswriters Union to Meet with Publishers Soon

The Newswriters' Union of Scranton, Pa., is preparing to meet with the publishers in the near future to discuss a wage scale for the coming year. The present agreement between the union and publishers expires on the last of this month. The present minimum scale for five-year reporters in Scranton is $56 a week.

It is understood the reporters are to ask for a wage increase along with a few changes in working conditions. The new scale will be negotiated by the executive committee and the publishers' committee.

STEEP RETURNS TO U. S.

Thomas Steep, correspondent in the Orient for the *New York Herald Tribune*, since the fall of 1926, has returned to this country as a result of a physical breakdown.

Mr. Steep left this country with Mrs. Steep in June 1926, when he accompanied the Carmi Thompson expedition to the Philippines. He arrived in Seattle late in August, and is now resting in Oregon. He expects to return east shortly, and will probably go back on the local staff in a month or two.

KEY TO CONSUMER BUYING ABILITY

Statistical Rating of Arizona Counties and Cities for Products of General Appeal, in Six Major Classes of Quality and Cost—An Original Simplified and Tested Formula from Basic Data

By NELSON H. SEUBERT

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ARIZONA, the 19th state to be noted in EDITOR & PUBLISHER'S weekly series analyzing the consumer-buying ability of the several states, as another commonwealth of great area, sparse rural population and total lack of metropolitan districts, presents a picture of ability to buy necessities and moderate priced luxuries above the average.

Only three cities in the state are shown as having more than 10,000 population and the desert character of some wide-spreading counties is indicated by their low figures in the table below.

The figures represent the buying ability of the localities for materials and services ranging from necessities to the highest-priced luxuries. By placing a decimal point four places from the right, the figure is the percentage borne by the county or city to the entire United States market. For instance, the state of Arizona, for necessities, presents .3519 per cent of the national market; for the highest-priced luxuries it presents .1336 per cent of the whole country market.

The computation is based upon a weighted average of population, according to U. S. Census reports, and number of all income tax returns. In the sixth class—highest priced luxuries—the income tax return factor is the number of returns on incomes of more than $10,000.

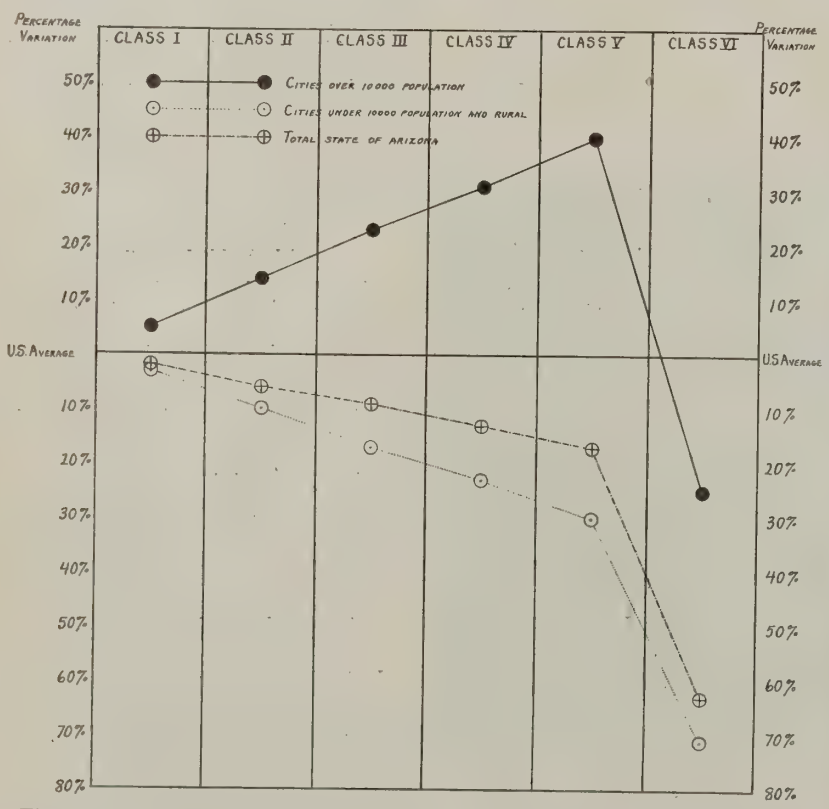
The weights are varied. In Class I (necessities and bulk staples) population weighs 90 and income 10 percent. In Class II (advertised staples and higher priced necessities), the weights are population, 70; income 30. In Class III (low priced luxuries and medium priced staple goods), the weights are population 50, income 50. In Class IV, where price is a definite factor, population is weighed at 30 and income at 70. In Class V, high priced luxuries, population is weighed at 10 and income at 90. In Class VI, the super de luxe area, the same weights apply, with incomes as defined above.

BUYING POWER ANALYZED BY PRODUCT CLASSES FOR ARIZONA

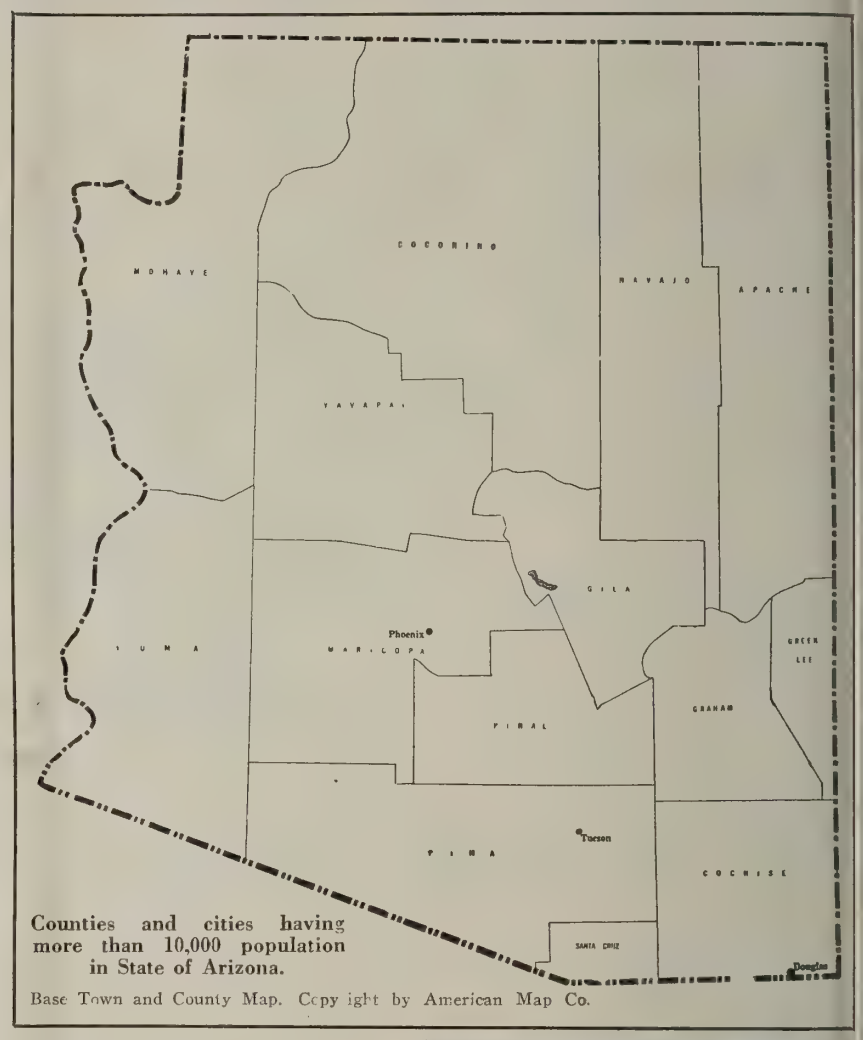
Note: Figures below represent percentages of U. S. total carried out to four places: To use, mark off four places and insert decimal point.

Counties in bold face capitals—Cities in capitals and lower case

	CL No. 1	CL No. 2	CL No. 3	CL No. 4	CL No. 5	CL No. 6
ARIZONA	3519	3384	3250	3116	2981	1336
APACHE	125	102	79	56	33	17
COCHISE	459	442	425	407	390	203
Douglas	103	102	102	101	100	49
COCONINO	99	104	108	112	117	70
GILA	280	295	311	326	341	80
GRAHAM	85	71	57	42	28	9
GREENLEE	131	113	95	76	58	25
MARICOPA	1031	968	906	843	780	448
Phoenix	365	414	463	512	561	302
MOHAVE	54	54	55	55	55	20
NAVAJO	162	158	154	150	146	27
PIMA	367	373	379	385	391	209
Tucson	241	253	265	277	289	154
PINAL	167	146	125	104	83	39
SANTA CRUZ	133	117	102	86	70	29
YAVAPAI	266	296	327	357	387	106
YUMA	160	146	132	118	104	55



This chart shows the relative variation for the State of Arizona above or below the United States average for cities of 10,000 or more population, cities of less than 10,000 and rural population and the entire State of each merchandising class.



Counties and cities having more than 10,000 population in State of Arizona.

Base Town and County Map. Copyright by American Map Co.

Convincing Evidence
of the
Prosperity and Responsiveness
of
SPRINGFIELD
and the Western Mass. Market

With national advertisers, during the month of April, using decreased space in 81 out of 86 American cities of over 100,000 population there has been in the Springfield (Massachusetts) newspapers

DURING THE PAST FIVE MONTHS
A Steady Gain
Every Month
In National Advertising

1926	1927	Gain
1,149,260 Lines	1,250,326 Lines	101,066 Lines

During the Same Period Local Advertising Gained 123,942 Lines

An Ideal Try-Out Territory
Thoroughly Covered by the
Springfield Newspapers
UNION—REPUBLICAN—DAILY NEWS
use

MADE IN CERTIFIED DRY MATS THE U.S.A.

Certified Stereotyping is Simplified Stereotyping

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue New York, N.Y.
For wet mat printing with DRY MAT facility—use CERTIFIED
MADE IN U.S.A.

MADE IN CERTIFIED DRY MATS THE U.S.A.

The COMMERCIAL APPEAL

MORNING AND EVENING 150,000
SUNDAY 137,000

MEMPHIS TENNESSEE

MARKET DATA SERVICE

The Commercial-Appeal maintains a complete department for the compilation of market data and guidance of national accounts, and issues monthly a merchandising paper to the trade covering news of national advertisers and their campaigns.

THE COMMERCIAL APPEAL

for half a century has advanced step by step with one of the South's richest areas, and has

THE LARGEST CIRCULATION OF ANY SOUTHERN NEWSPAPER

It is the leading paper of WEST TENNESSEE, Northern and Central MISSISSIPPI, and Eastern ARKANSAS, and a potent factor in the development of the great territory which it covers.

Its daily circulation is 150,000.

It carries more national copy than any Southern Newspaper.

It carries the bulk of Local and National advertising in Memphis, a city of 200,000 population.

FOR COVERAGE, INFLUENCE, SERVICE AND RESULTS

THE COMMERCIAL APPEAL

stands first in its territory in the estimation of the great majority of national advertisers

JOHN M. BRANHAM COMPANY, Representatives

Chicago New York St. Louis Kansas City Detroit Atlanta
San Francisco Los Angeles Seattle

WITH THE GENERAL ADVERTISERS

Fisher Body Using Extensive Newspaper List—Endicott-Johnson Reports Increased Shipments—Family Products Company Changes Name

AN extensive list of newspapers has been selected for the advertising of Fisher Body Company, through MacManus, Inc., Detroit. Black and white schedules will run 980 lines 12 times and 616 lines 10 times, starting immediately and running to until June, 1928. Rotogravure schedules to run 980 lines 12 times. As a rule, one paper in a town will be used, size of schedule to depend on amount of General Motors cars sold in the town.

Endicott Johnson Corporation reports shipments of shoes in August as exceeding $7,000,000 or 14 per cent more than in August, 1926. Net sales for the first six months of the year were 21,600,000 pairs, a gain of 10 per cent, over the business during the same period last year.

In the future, any advertising for the accounts of Musterole, Olive Tablets and Zemo will be issued under the name of Reserve Remedy Company, with Erwin, Wasey & Company, 844 Rush street, Chicago, handling the account. The products formerly were issued on a contract for the Family Products Company, which name has been discontinued.

Reed G. Landis Company of Chicago, formerly Arnold Joerns Company, has been appointed by the Richmond Radiator Company of New York City to prepare and place advertising for Heatomat Gas Boilers. Newspapers will be used.

The Edgewater Athletic Club of Chicago has engaged the services of the Campbell-Ewald Company as advertising counsel. The account will be handled by the Chicago office of Campbell-Ewald where a direct mail campaign is being prepared.

Ted Sloat, formerly with the *Fort Madison* (Iowa) *Evening Democrat*, has been appointed to the advertising staff of the W. A. Sheaffer Pen Company. He succeeds W. Ray Smith, who has resigned to accept a position on the editorial staff of *Bookbinding Magazine*, New York.

The W. A. Sheaffer Pen Company has appointed The Advertising Service Company, Ltd., of Toronto and Montreal, Canada, to handle all Sheaffer magazine and newspaper advertising in Canada. The Glen Buck Company, Chicago, handles Sheaffer's domestic newspaper and magazine advertising, Dorland International of London handles the campaign in the British Isles and Dorland International of New York takes care of the Sheaffer advertising in all foreign countries except Canada and the British Isles.

Sheaffer will conduct an active newspaper campaign in Canada this fall. The company's advertising now appears in every civilized nation.

ADVERTISING AGENCY AFFAIRS

James Harley Nash Joins George Batten Company—Broomfield Hancox Company, Becomes Broomfield, Inc.—Simler Appointed Vice-President of Andrew Cone Advertising Agency

JAMES HARLEY NASH, formerly associated with Ethridge Association of Artists and U. S. Lithographing Company and more recently a member of the firm of Lee & Nash, Lithograph Brokers, has joined George Batten Company, Inc.

The corporate name of Broomfield-Hancox Company, has been changed to Broomfield, Inc., with headquarters at 1012 Walnut street, Philadelphia.

W. E. Simler, formerly vice-president of the Philip Kobbe Advertising Agency and recently merchandising counsel for James Newcomb & Co., Inc., has been appointed vice-president in charge of the trade promotional division of the Andrew Cone Advertising Agency, New York. Mr. Simler was also for several years a member of the staff of the *Dry Goods Economist*.

Arthur B. Price, head of the Price Advertising Agency, Boston, and Mrs. Price, are on a Mediterranean cruise.

B. J. Davis, operating an agency under his own name at Roanoke, Va., and Chas. H. Carson likewise operating a copy service under his name, have consolidated effective Sept. 1. Mr. Carson for a number of years was advertisnig manager of the *Roanoke Times and World-News*, and at the same time Mr. Davis was assistant advertising manager. The firm will be known as the B. J. Davis Agency, Mr. Davis having charge of sales and contact and Mr. Carson will operate the planning and copy departments.

Gerald C. Smith, until recently account executive for Frank Seaman, Inc., and previously with the Dorland Advertising Agency, New York, has joined the staff of the Andrew Cone Advertising Agency and has been appointed vice-president in charge of national accounts.

AERIAL TOUR ADVERTISED

An unusual advertisement was recently published in the *Daily Courier* of the Oranges and Maplewood, N. J., when James Ewart, representing Thos. Cook & Son, offered an aerial tour to Chicago for the Dempsey-Tunney fight, and return. The fare was announced as $575, which included ringside seat, hotels, meals and all expenses en route.

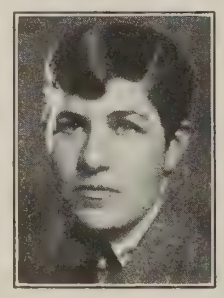
INSTALLS NEW PRESS

The *Harrisburg* (Pa.) *Telegraph* has installed a new Goss high-speed rotary web perfecting press at a cost of $100,000. C. W. Skinner, foreman of the press-room, pressed the button that started the new press on Sept. 6.

WOMEN IN ADVERTISING AND JOURNALISM

"Not for Publication," by Clara Sharpe Hough to Be Published Sept. 23—Maurine Watkins' Play "Revelry" in Philadelphia—Selma Schultz Promoted in Danville

A NEWSPAPER editor's wife has written a novel about a newspaper editor and his wife. This is the striking feature of Clara Sharpe Hough's "Not for Publication" as it will appear to newspaper folks.



CLARA SHARPE HOUGH

Mrs. Hough is herself a newspaper woman. She is one of five in the family actively engaged in the profession. With her husband, the latter's brother, and the brother's wife, she is a graduate of the Columbia University School of Journalism. Indeed, the alumni last May elected her its president.

Steeped in journalism as she is, the author determined to make her profession the background for her story. But she has not written simply a newspaper story. There is much city room atmosphere, the problems of the city editor run in and out of the story and afford highlights of the plot. But the basis of "Not for Publication" is portrayal of the marriage problems of the editor.

Mrs. Hough's "Not for Publication" is to be published by Century on Sept. 23. The same company last year published Mrs. Hough's "Leif the Lucky." Mrs. Hough is now a resident of New Bedford, Mass., where her husband, George A. Hough, Jr., is news editor of the *New Bedford Standard*.

Maurine Watkins' second play "Revelry" from the book by Samuel Hopkins Adams opened in Philadelphia this week, and gained considerable publicity through the storm of protest it created. Miss Watkins is a former Chicago newspaper woman. Her first play "Chicago" made a big hit in New York last season.

Grayce Druitt Latus, who conducted the travel department in the *Pittsburgh Sunday Post* until the recent merger, is conducting a similar department for the *Pittsburgh Post-Gazette*.

Miss Mabel Graves, for the past five years society editor on the *Danville* (Ill.) *Commercial-News*, was married Sept. 4, at Detroit, Mich., to Richard Tyson, former Danville resident. Miss Graves has been succeeded as society editor by Miss Selma Schultz, who for the past five years has been private secretary to John H. Harrison, editor of the Commercial-News. Miss Schultz, in turn, has been succeeded as private secretary by Miss Honore Fox.

Miss Elizabeth I. Toms, secretary to Ogden Reid, editor of the *New York Herald Tribune*, and Miss Norah K. Thompson, secretary to Arthur Draper, assistant editor, have returned from a vacation spent in the White Mountains. Miss Charlotte Ornstein, secretary to E. G. Rich, city editor, has returned from a vacation at Big Indian, New York.

Miss Ethel W. Everett, a member of the *New York Times* library staff, and formerly secretary to Carr V. Van Anda, managing editor of the New York Times, has joined the *New York Herald Tribune* as assistant to Robert McCabe, rotogravure editor.

Mrs. Harry Hines, society editor, *Salt Lake City Telegram*, is at her desk again following a tour of Europe.

Dorothy Thompson, Berlin correspondent of the *New York Evening Post*, has written a series of articles for her paper and the Post Syndicate on the new Germany. Miss Thompson has made a thorough research and writes very entertainingly.

AD TIPS

Auspitz-Lee-Harvey Company, 360 North Michigan avenue, Chicago. Is soon to take up the fall list for the advertising of Sampson Electric Co., Chicago.

Thos. M. Basham Company, Home Life Building, Louisville, Ky. Prepared a list of newspapers on H. Fendrich Cigar Company, Louisville.

George Batten Company, 383 Madison avenue, New York. Has secured account of the Pale Moon Company, Philadelphia, "Pale Moon" beverage.

Blackett & Sample, 58 East Washington street, Chicago. Trying out a few towns on some advertising for Wander & Company (Ovaltine) Chicago. Will try out a few metropolitan cities in the middlewest for the advertising of Land-O-Lakes Butter. Future plans are still indefinite.

Buchen Company, 28 E. Jackson Boulevard, Chicago. Placing account for the Coal Operators' Association of Illinois.

Burns-Hall Company, 137 Second street, Milwaukee, Wis. Is sending contracts to a list of towns in the south for the advertising of the Pittsburgh Plate Glass Company (Patton Paint Company).

Campbell, Ewald Company, 360 North Michigan boulevard, Chicago. Has prepared schedules including page copy for a list of newspapers on Chevrolet Motor Co. Page copy is going to key cities only, but all key cities will not be used

Campbell-Ewald Company, General Motors Building, Detroit. Preparing a large list of newspapers on Webster Cigar Company, Detroit, Mich.

Collins-Kirk, Inc., 752 North Michigan avenue, Chicago. Has issued contracts to newspapers generally on James S. Kirk Soap Company, Chicago.

Crowell, Williams Company, 612 North Michigan avenue, Chicago. Is handling the account of Scott & Fetzer Company, Cleveland, Ohio, vacuum cleaners.

Joseph F. Hanson Company, 85 Lincoln Park, Newark, N. J. Has secured account of the Dorfan Company.

J. R. Hamilton Company, 180 North Michigan avenue, Chicago. Will soon extend the list on the advertising of Thompson Malted Food Company, Waukesha, Wisconsin, to include additional territory.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Have almost completed the list on Pierce Arrow Motor Car Co., Buffalo, N. Y.

Hurja-Johnson-Huwen Company, 326 West Madison street, Chicago. Issuing one-time orders, 28 lines, to a list of newspapers in scattered territory, on the Citizen's Radio Call Book.

Stanley H. Jack Company, Aquila Court, Omaha, Nebraska. Placing copy in metropolitan newspapers for Pycope', Inc., Joplin, Missouri, tooth powder and tooth brushes.

H. W. Kastor & Sons Co., 14 East Jackson boulevard, Chicago. Issuing renewal contracts to newspapers generally on Cooper Pharmacal Company, Chicago.

Klau-Van Pietersom-Dunlap-Younggreen, 417 Sycamore street, Milwaukee, Wis. Using a few metropolitan cities for some additional advertising on Pabst Cheese Company, Milwaukee, Wisconsin.

W. D. McAdams Company, 360 North Michigan avenue, Chicago. Is considering a very limited list of metropolitan papers for the advertising of Squibbs Cod Liver Oil.

Homer McKee Company, Kahn Building, Indianapolis, Ind. Is now handling the account of Bowes Sealfast Corp., Indianapolis, Ind.

Earl C. Noyes Advertising Company, 4 East Garfield boulevard, Chicago. Issuing orders to a list of newspapers on Pedi-Balm, a foot remedy manufactured by the Reis Products Company; handle the account of Dr. Mayo's Products, Indianapolis, Ind. This is a medical account heretofore advertised in magazines. A small experimental newspaper campaign may be tried out in the fall.

Pilkus-Weiss Company, 307 North Michigan avenue, Chicago. Is now placing the advertising of Steinite Laboratories, Atchison, Kansas.

Prather-Allen Company, 307 East 4th street, Cincinnati, Ohio. Issuing contracts to newspapers generally on Crosley Radio Company, Cincinnati, on a 50/50 basis.

Roberts & McAvinche, 30 North Dearborn street, Chicago. Are preparing a list of newspapers on Bremer-Tully Radio Company, Chicago.

Sehl Advertising Agency, 360 North Michigan boulevard, Chicago. Issuing orders to a small list of papers on Cy-Stix Compound, Knox Company, Kansas City, Missouri.

Sweet & Phelps, 230 East Ohio street, Chicago, are considering a few metropolitan cities in the middlewest for the advertising of Pascoe Company (Oil Burners), Chicago.

Turner-Wagener Company, 400 North Michigan avenue, Chicago. Is issuing schedules to newspapers in the eastern territory on new Prima Malt, Primalt Products Company, Chicago.

O. S. Tyson & Co., Inc., 16 East 41st street, New York. Has secured account of Cannon & Miller, Springwater, N. Y., manufacturers of loud speakers.

Williams & Cunnyngham, 6 North Michigan boulevard, Chicago, are issuing renewal contracts to newspapers on the Western Clock Company, La Salle, Illinois.

NEW YORKERS ON PROGRAM

Several local advertising men are scheduled to address the meeting of the advertising bureau of the New York State Publishers Association at Jamestown, N. Y., next Monday and Tuesday. They include C. H. Waterbury, sales manager, Lehn & Fink; William H. Rankin of the William H. Rankin Company; Douglas Taylor, Printers Ink; Vernon Brooks, the *World*, and William Moffatt. S. C. Beckwith Special Advertising Agency.

INTERTYPE IDEAL NEWS FACE



Give Your Readers the Type They Were "Raised On"

Nearly every book used in public or private schools, especially below the sixth grade, is printed from type that is fundamentally the same in construction as Intertype IDEAL News Face—Modern Roman.

For the square make up of a newspaper column any type of the Modern Roman group is better than any type from the Old Style Roman group or than from the Classic Roman group, etc. The types in the Modern Roman group are STEADY in design.

Psychologists and optometrists have known for years that the steady construction of Modern Roman types were easier on the eyes. So, these have been the types most used for the textbooks in schools.

Intertype IDEAL News Face is basically a Modern Roman letter that has been designed especially for newspapers. The thin lines are stronger than for book printing, but the letters haven't been ruined by making the strokes all the same thickness — thus creating monotony—which is as tiring on the eyes as the confusion of flowing lines in a confined space like a newspaper column.

Many leading newspapers like The New York Times, The Cleveland Plain Dealer, etc., have adopted this type.

Let us show you how to take the matter up with your readers.

Intertype matrices will run in OTHER *slug-casting machines*

Standardized
INTERTYPE
TRADE MARK

INTERTYPE CORPORATION
1440 Broadway, NEW YORK

Chicago 130 North Franklin Street; *Memphis* McCall Building; *San Francisco* 560 Howard Street; *Los Angeles* 1240 South Main Street; *Boston* 80 Federal Street; *London; Berlin.* Distributors throughout the world

Intertype Century Expanded with Century Bold

LOPS OFF BIG NAME

Binghamton Press and Leader Now Simply the Binghamton Press

Newspaper names, what with mergers and all, have been growing longer and longer, and this week from Binghamton, N. Y., came the welcome news of a paper that has used the scissors to good advantage on an unwieldly cognomen.

The *Binghamton* (N. Y.) *Press and Leader* has abridged its official title to the *Binghamton Press.*

R. E. Bennett, general manager of the paper, commenting on the innovation, stated:

"For many decades newspapers, as a result of mergers, have been lengthening their titles until the records and rate cards are cluttered with unwieldy and cumbersome appellations, fairly pock-marked with hyphens and brackets. The recently born crusade for efficiency seems to have touched almost every form of industrial endeavor except newspaper titles. Publications which spend thousands of dollars for efficiency each year, appear daily with long and cumbersome names which do not serve any practical purpose. A recent edition of a newspaper directory lists hundreds of publications with from three to five names coupled together by hyphens. And the records of advertising agents must perforce list each one of the superfluous titles whenever the name of the newspapers are entered on card or ledger.

"The Binghamton Press Company, publishers of the Binghamton Press and Leader, recognizing that considerable effort can be saved by lopping off superfluous titles, starts the movement for shorter newspaper names this week by dropping part of its own appellation. Hereafter it will be known simply as the Binghamton Press."

TO BECOME A DAILY

The *Batesville* (Ark.) *Record,* published by W. M. Shelby, will be published daily, instead of weekly, after Oct. 6.

PHIL PAYNE, "REPORTER ALWAYS," LOST AT SEA

(*Continued from page* 5)

other New York newspaper men, were invited to Mr. Carroll's birthday party at the Earl Carroll theatre. Early in the evening, Mr. Carroll came to the editor and told him of the bathtub scene that he planned to put on in the early morning hours.

"If you do I'll print it," was the prompt reply of Mr. Payne.

He did, telephoning some of the details to the office himself. Subsequently Carroll was convicted of perjury in connection with the investigation of the party and is now in Atlanta federal penitentiary.

In the last half year, with the exception of the Old Glory flight, the Mirror's editor has done little really startling "to make his paper talked about." It was in 1925 that he was most active in this line, then that as the tabloid ringmaster he cracked his whip to make circulation figures jump.

A stunt of that year that made people talk on Broadway was to advertise a "Big Dough Man" contest which he originated. He dressed a fat man up in silk jeans dyed to the semblance of greenbacks and had him driven along Broadway conspicuously cramped in a small dilapidated Ford car. This Falstaff, when halted by traffic, clowned and talked nonsense to the crowd. He was distributing $100 in prizes daily for gags like this "My friend is a big necker from Spooner, Wis."

Another Barnum stunt Mr. Payne originated fooled all the standard newspapers including the *New York Times.* The idea occurred to him that 90 per cent of the so-called amnesia cases were faked. He was confident he could bamboozle the worthiest doctors in regard to this ailment. He hired a new woman reporter, Alma Sioux Scarberry, furnished her with the latest novel written by Elinor Glyn, told her to forget who she was, be picked up by police, "Wandering aimlessly" and then remember suddenly she was the book heroine, a fictitious member of the English nobility. The Glyn story was then to be run in the Mirror as a serial.

It worked beautifully. Every other New York paper was fooled by the hoax as well as the doctors. The Times printed a picture of the amnesia victim, who, in apparent moments of lucidity in the hospital to which she was taken, quoted at length from Elinor Glyn's book. When finally opposition papers began to sense the stunt, Mr. Payne called in his woman writer, and she told the real story in the Mirror.

It had been Mr. Payne's boyhood intention to become a Roman Catholic priest. He was a devout follower of that faith. Born in San Francisco, Mr. Payne went to St. Michael College, Toronto, Ont., to be educated, and while there made up his mind to be a chemist rather than a clergyman.

His diploma won, he left Canada and went to Perth Amboy, N. J., where he began playing with explosives. When chemistry was his sole ambition, the young Payne had neither counted on the fact that he loved baseball, nor that at 12, he had set type and delivered papers for the *Gravenhurst* (Ont.) *Banner.*

Wanting free tickets to the ball game Payne discovered an easy route to the parks began at newspaper offices. He started writing sports, therefore, for the *Perth Amboy Chronicle,* and his pyrotechnic career as newspaper man was begun.

His next step was to the desk of sporting editor of the *Hoboken Jersey Observer.* At 21, he had created such a ripple in the Observer's puddle that the opposition began bidding for his services and he became editor of the *Union Hill* (N. J.) *Hudson Dispatch.*

During the war, Mr. Payne was declared physically unfit for the regular army and served abroad with the Knights of Columbus. Following the war he worked on the *Chicago Herald & Examiner.* From the middle west he came to New York on the *American,* from which paper he jumped to the Daily News, in 1919, when that present tabloid giant was started. He was assistant city editor, city editor, and news editor in quick succession, becoming managing editor in 1922. A little more than two years later found him on the *Mirror* as managing editor and vice-president.

Those friends of his in the newspaper business, and he had many, being a kind-hearted, generous leader, will remember Payne as he looked in his dusty crowded corner of the dark Mirror office.

There he would sit, in the spotlight of his shaded desk lamp, a young man tingling to his finger tips with interest in his work.

Slightly deaf, he would lean far forward and peer intently into the face of his questioner, one hand cupped to his ear. As he talked in his high quick jerky way, he would push his other hand nervously through his thinning mop of tangled black hair, waving always untamed above a green eye shade. His eyes would be bright; his laugh frequent. Always his mind was active, grasping ideas quickly.

Mr. Payne had never become a cynical "hard-boiled" newspaper man.

CRAFTSMEN ELECT

A. E. Giegengack Heads International Printing Society

A. E. Giegengack, of New York, was elected president of the International Association of Printing House Craftsmen at the eighth annual convention held this week at the Hotel Commodore.

Other officers elected were: First vice-president, V. Winfield Challenger, Philadelphia; second vice-president, Frank Rodell, Los Angeles; treasurer, Harvey Weber, Buffalo; secretary, L. M. Augustine, Baltimore.

GRIT and SMALL TOWN AMERICA

FOR 45 years GRIT has studiously catered to SMALL TOWN AMERICA. In selecting its contents for this clientele, it has developed a unique and distinctive type of family newspaper—a combination of weekly illustrated newspaper, magazine and fiction publication. It is intentionally made up in four distinct and separable sections, so that it may be taken apart and read by different members of a family. Why?

Because GRIT families average 4.63 persons, and GRIT is a home and family newspaper. It is delivered each week right into more than 350,000 homes by GRIT'S own 15,000 agents in more than 12,000 Small Towns and Villages. Here, in these prosperous homes of SMALL TOWN AMERICA, where not only the necessities but most of the luxuries of life are enjoyed, GRIT is read until the succeeding issue of GRIT is received.

In these homes GRIT is more than an informant. Through the passing years it has become a trusted and looked-for friend whose news and editorials instruct, whose fiction and features entertain, and whose magazine and miscellany articles enlighten. Its advertisements, too, are read and relied upon, and their buying suggestions are followed, as can be attested by those advertisers and agencies that have used GRIT'S columns.

BETWEEN the congested large cities and the isolated rural homes lies a large group of peaceful towns and villages of from 100 to 5,000 people, enjoying not only most of the conveniences of cities, but also a friendliness and home pride unknown to them. These towns and villages, comprising SMALL TOWN AMERICA, are the field of 77% of GRIT'S circulation.

A recent survey of GRIT readers made by Emerson B. Knight, Inc., permits us to paint a very vivid figure picture of who GRIT readers are and how they live.

75.49% *of the heads of* GRIT *families earn more than average income*
69.49% *own their own homes*
69.19% *of* GRIT *homes are wired for electricity*
44.78% *have bath rooms*
31.36% *have vacuum cleaners*
30.71% *have radios*
55.68% *have phonographs*
69.02% *have automobiles*
38.96% *have washing machines*
And 79.2% have bank accounts

Do these percentage figures change your opinion of SMALL TOWN AMERICA? Did you imagine they possessed half of these luxuries in the small towns and villages of our country?

The complete survey report on SMALL TOWN AMERICA reads almost like a fairy story—yet we can and will gladly substantiate any of these facts and figures.

SMALL TOWN AMERICA can no longer be neglected from a merchandising standpoint. And, in any program aimed at SMALL TOWN AMERICA, GRIT must head the list.

GRIT PUBLISHING COMPANY
WILLIAMSPORT :: :: :: PENNSYLVANIA

THE JOHN BUDD COMPANY
NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK - CHICAGO - ST. LOUIS - ATLANTA
SAN FRANCISCO - LOS ANGELES - PORTLAND

at the source of the news –



The nineteenth hole at Minnekahda, where Bobby Jones won the national amateur golf championship, was the eye of a camera. Left to right: Clark B. Kelsey of the Chicago U. P. staff; Chick Evans, who was defeated by Bobby Jones for the championship; Nan O'Reilly, golf writer for the New York Telegram; Champion Bobby Jones; and Frank Getty, United Press staff correspondent.



At the extreme right, under the wing of the "Spirit of St. Louis," is Ralph Heinzen, United Press staff correspondent, who was responsible for some newspaper mention of the three figures at the left: Queen Elizabeth of Belgium, Charles A. Lindbergh and King Albert.



Even this was news, for Victor de Franck, U. P. correspondent at Harbin, Manchuria, on a vacation fishing trip on the Gan River in Inner Mongolia, caught 54 salmon, one of which weighed 58 pounds and established a record.



The gentleman at the extreme right, leaning against the ventilator, is Emilio Herrero of the Madrid staff of the United Press, who flew 1200 miles from Seville, Spain, to Cape Juby on the African Gold Coast to interview four Uruguayan trans-Atlantic fliers. They are shown here en route to Las Palmas. The lad with the towel around his head is one of the Moors who rescued the aviators.



In the hinterland of India, G. M. Dyce-Keele, United Press correspondent at Karachi, sometimes has to travel by camel to get the news, and send his stories back by courier.



When this picture was taken Herbert Hoover had just reached the climax of the story he was telling Alfred P. Reck of the United Press Washington staff.



It looks like a burial squad, but actually these Chinese soldiers, including one general, are helping Randall Gould, United Press Peking manager, lift his horse out of a trench into which it had fallen.

UNITED PRESS

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EDITORIAL



Take heed to yourselves, that your heart be not deceived, and ye turn aside, and serve other gods, and worship them.—Deuteronomy, XI; 16.

NEW VIEW ON CRIME NEWS

HAS America been experiencing a "crime wave" or has post-war criminality been in normal proportion, according to increased population? Writing in *The Annals* of the American Academy of Political and Social Science, Ellen C. Potter, Secretary of Welfare of Pennsylvania, finds that for the United States as a whole, and for Pennsylvania in particular, there has been a decrease in crime in proportion to the population of nearly 40 per cent in the period from 1875 to 1926. The actual figure of decrease in the whole country she puts at 37.7 per cent. The actual recorded commitments in Pennsylvania have increased 81.2 per cent while the population of the state has increased 118 per cent.

This authority finds that spectacular crimes against persons in Pennsylvania have increased 48.7 per cent while crimes against property have decreased 12.5 per cent.

This figuring of increased crime, in proportion to increased population, is an interesting new phase of a much-discussed matter, but it is not more of a revelation than that which this authority gives in regard to the moot question of the proportion of crime in the modern newspaper. By an investigation from old files she discovered that the *Philadelphia Public Ledger* and *Philadelphia Inquirer* in the year 1876 devoted a half to a third more of their total space to crime news than do those newspapers in this day. Of course they were small papers then, but it is for the proportion of crime news to the total volume of news published that the modern newspaper is being criticized. It is pointed out, also, that the newspaper of today is not content with publishing news of local crime but is concerned with news of spectacular crimes over the whole world. In general, the writer says: "The space devoted to crime news in the standard, reputable newspapers of the country is proportionately less than it was fifty years ago. The modern journalistic technique, combined with more spectacular crimes, committed by much younger persons, gathered more completey from the whole world by the great news agencies, multiplied by the increased density of population of necessity overwhelms the individual citizen with a sense of deluge by a crime wave."

Here, then, is an authoritative denial of one of the commonest charges made against the modern press.

"My newspaper made a blunder in reporting one of the air flights and we were roasted by the opposition," said a publisher, who then asked: "Does that sort of thing really hurt a newspaper?" We believe that the public is tolerant and quick to forget wintentional errors of that sort. What the public will not forgive is stupid inaction.

NEW BASEBALL MAGNATE

PAUL BLOCK joins the small but distinguished group of newspaper publishers who believe that their newspaper's activities for the public service might be enhanced by ownership of the local professional baseball club. It has been an expensive venture for newspaper men in the past, and even today the baseball magnate shoulders as many hazards of business as the newspaper owner of a few years ago bore on his precarious path. Possibly the hazard is one of baseball's attractions for the publisher, as well as the boyish love for the game evinced by Mr. Block. There is much common sense, too, in Mr. Block's theory, stated by Arthur Brisbane, that since baseball club profits are really a newspaper by-product and would drop if newspapers dropped baseball, the newspaper owner who creates baseball profits should share in them as baseball club owners.

Neither newspaper support nor newspaper ownership can wring profits from the flounderings of a team near the foot of the league standing, however, and Mr. Block is just as likely to let his baseball club share heavily in newspaper profits as otherwise. Unless, perhaps, he knows the magic secret by which he can transmute his demonstrated genius for newspaper success into the strategy of field and bench that produces pennants and profits from the diamond.

The end of wild air riding is in sight.

PHILIP PAYNE

ON the highways or in the byways of journalistic experience one rarely meets a man in whom the passion for newspaper adventure and achievement burned so fiercely as it did in the heart and mind of Philip Alan Payne. To understand the tragedy that has befallen the young managing editor of *New York Mirror* it is necessary to have known him and to have studied his temperament.

Although in his early thirties Phil Payne looked and acted like a man of fifty or more. He suffered from a defect in hearing, walked flat-footedly and with a stoop, had a way of running his fingers through his ragged hair, and talked in staccato, abruptly and with sharp emphasis. A kinder or truer eye never shone in a man's head. Behind this exterior flamed an extraordinary emotionalism. To him life was a gigantic, roaring extravaganza, the dawn of each new day a challenge to find and see and touch some new and glittering element of interest. Phil Payne did not "go out on assignments," he threw himself at them with complete self-abandon. As the apostle of the new tabloid journalism, a trade, by the way, in which he was amazingly capable, his days and nights were passed in ceaseless excitement and it may be truly said of him that he lived more lives than one.

Despite his emotional temperment Phil Payne did not have an unruly mind, in the sense that he was thoughtless or reckless. All of his amazing action was clearly planned. Once he had made up his mind to do a thing, he was stubborn and no one could sway him. Few men know the degree of copper-riveted courage that possessed him. And he loved right and truth and in his personal relationships was a genial, happy, loyal and generous friend and companion.

Phil Payne contributed largely to the huge success of *New York Daily News;* it reached a million circulation in his regime as editor. The moment he took editorship of New York Mirror that paper began to bristle with action. Payne never published a dirty paper—but he did seek out the most bizarre and exciting subjects and every issue of the Mirror gave evidence of his genius. His work in the Hall-Mills case was extraordinary and in many respects worthy of the acclaim of newspaperdom. For some things EDITOR & PUBLISHER criticised the Mirror, and Phil Payne accepted our views as correct and thanked us for our "help." When the constitutional rights of striking workmen in a surburban city were being trampled on and newspaper men were being treated like outlaws by the subsidized police Phil Payne opened up his columns to the story and with word and picture made that hideous industrial outrage a national public concern. The man rode every trade wind in the sea of news and studied the reading public's tastes and desires as a naturalist studies life under the glass.

Naturally Phil Payne desired to be the first reporter to experience a trans-Atlantic plane flight. Lying in a cramped position on his stomach in a narrow space in Old Glory's body, with explosive gasoline tanks on either side of him, he set out on the adventure with a wad of copy paper and a stubby pencil in his hands. His mind was set to do this thing, foolhardy as calmer minds saw it, but to him merely taking a chance that was necessary to his peculiar peace of mind. Mr. Hearst's commands could not stop him. He kissed his charming young bride good-bye and dashed smilingly into oblivion.

That was Phil Payne, who lived more lives than one.

ADVERTISING MOB SCENES

EVERY advertiser and especially the advertiser of a new wrinkle of an established product some time comes to a fork in the distribution road. Should he seek sales in fierce competition with established articles among people acquainted with his general idea and its applications? Or should he move out of the worn tracks, find new uses and new users, with all of the extra sales and advertising efforts that such a course implies and the chance that his new field will quickly be overrun with cheap competition? The answer is usually in favor of the first course. Take the chance that you will get your share in the general melee. Go where the crowd is. Let the fool seek gold in the desert.

The same line of reasoning seems to apply to national advertisers' use of newspaper space, with results that are not happy for the publisher and not so happy as they might be for the advertiser. Years ago, some shrewd merchants discovered that the time to advertise was when people got their week's pay, usually at the week-end. Pay days are no longer concentrated on Saturday, but the old idea dies hard, and the Friday evening papers of many cities bulge at the margins with advertising, often apologizing for the omission of a great quantity. Editorial material is compressed to the minimum to admit the advertising multitude, certainly not altogether to the newspaper's well-being, and even then all available facilities are taxed beyond normal.

National advertisers have adopted the theory that the day for their copy is when the local merchant, with his presumably better knowledge of the local pocketbook, uses newspaper space *en massc.* The consumer is beset once a week or twice a week by a bewildering display of refrigerators, motor cars, tires, face-powder, Persian rugs, Japanese goldfish, etc., etc.

The consumer's dollar is spent every day in the week, even on the day before payday, but one would never suspect it from newspaper advertising columns. It is difficult to expect that local merchants will cease to buy space according to tradition, but the national advertiser is bound by no such cords. The present course of much national copy is directly into the heart of an already bad traffic snarl, with the newspaper publishing large and unsightly editions once or twice a week and unprofitably small issues on other days. National advertisers who are seeking the most comfortable road to market might try one of the shadier forks indicated in Mr. Franklin's article on another page of this issue.

Occasionally we see a so-called comic strip which seems to have no meaning or point. The artist simply missed fire that day. It is printed, of course, for the sake of continuity. But is continuity a positive virtue?

A KIND OF TREASON

LORD HEWART, Chief Justice of England, addressing the American Bar Association, said that misrepresentation in news is more dangerous to society "than Communism" and added: "Is it not really a kind of treason against the political sovereign, deliberately to mislead the public, either by active misrepresentation or by calculated suppression?"

The comparison with Communism is a bit vague, but the Chief Justice of England will look far and wide to find a serious-minded journalist who will disagree with his view that misrepresentation in news is a dangerous evil. He will find no American newspaper man who will attempt to defend wholesale lying in public print nor suppression of legitimate news.

For our part we agree that it is a "kind of treason" against the government, particularly when public opinion is the political sovereign. But we believe that positive misrepresentation in news and also negative suppression of news are as reprehensible evils when committed by government officials as by newspaper men. Lord Hewart we dare say has little conception of the ceaseless struggle of newspaper men to get the truth and all of the truth from individuals and public institutions that cannot bear to have the truth told.

PERSONAL

OUIS WILEY, business manager of the *New York Times,* returned from oad this week on the *Ile de France.*

Howard Davis, business manager of *New York Herald Tribune,* returned Sept. 6 from a vacation spent at the ke Champlain Club.

erome D. Barnum, publisher of the *chester* (N. Y.) *Democrat and Chron-*, has been appointed a member of an cutive committee which will plan for observance of a "Genesee Country ek" in Western New York.

Harold S. Pollard, editor of the *New rk Evening World,* returned recently m a vacation abroad.

I. Koenigsberg, president of King Fea-es Syndicate and International News vice spent this week in London follow-the close of the Geneva press confer-e and will visit Paris and Rome before rning to this country Oct. 1.

Curtis B. Johnston, publisher of the *rlotte* (N. C.) *Observer,* has returned r a vacation in Europe.

V. D. W. Bishop, owner and publisher the *Washington* (N. C.) *Daily News,* h Mrs. Bishop and their two children, ne and Adele, will remain at their mer home in Morehead City, N. C., ough the month of September.

Francis Crooker, of Fitzwilliam, N. H., or of the *Monadnock Breeze,* has pre-ed to the New Hampshire Department, nd Army of the Republic, a bronze et in memory of Walter Kitredge, hor of the popular Civil War song, nting Tonight on the old Camp ound." The tablet was recently dedi-d at the state house in Concord, H.

IN THE BUSINESS OFFICE

L. HARTSHORN, advertising manager for the *Hoquiam* (Wash.) *ys Harbor Washingtonian,* spent his ation recently in Canada.

Ralph F. Hirsch, director of advertising *Columbus* (O.) *State Journal,* has n nominated for mayor of Bexley, a urb of Columbus.

Norman Kew, advertising department, *lifax* (N. S.) *Herald-Mail,* is spending his vacation motoring through Nova tia.

van Marshall has resigned from the ertising staff *Erie* (Pa.) *Dispatch-rald* to join the Cleveland Gas Meter pany.

Walter H. Whitney, business manager the *Quincy* (Mass.) *Patriot Ledger* Mrs. Whitney, have returned from wo weeks' vacation spent in Vermont Canada.

IN THE EDITORIAL ROOMS

REDERICK HOLLOWELL, the *New York Herald Tribune's* corre-ndent in Rome, has been travelling n Mayor Walker during his visit to y.

Thomas Carens, former political writer the *Boston* (Mass.) *Herald,* has ed for the American Legion conven-in Paris where he will report the eedings for the Herald.

. D. Russell, formerly on the staff of *New York Evening Post,* who has n a member of the *Japan Advertiser* f for a year and a half, has succeeded C. Bess as news editor of the Adver-r. Mr. Bess resigned on account of trouble.

Frank L. Skeldon of the *Toledo* (O.) *de* staff sailed this week to attend the erican Legion convention in Paris.

Frank O'Hearn, city hall reporter for *Lawrence* (Mass.) *Evening Tribune,* ed from Boston, Mass., Aug. 28 as a nber of the first official American ion party sailing from the Hub for Paris convention.

Arthur W. Cochran, state and town or of the *Ithaca* (N. Y.) *Journal-s,* spoke recently before the Adver-g club of that city, discussing various es of newspaper advertising.

R. J. Rankin, news editor, *Halifax* (N. S.) *Herald,* is spending his vacation at Annapolis Royal, N. S.

Joseph G. Mahar, staff writer, has been covering racing for the *Albany* (N. Y.) *Times-Union* during the season at Saratoga Springs.

Guy P. Webb has resigned as telegraph editor of the *Enid* (Okla.) *Eagle* to become instructor in journalism at Enid High school.

R. F. Frankenburger, for a number of years police reporter on the *Danville* (Ill.) *Commercial-News,* has been seriously ill for two months and his "beat" has been handled by Randolph Wedding, country editor, and graduate last year of the Wabash, Ind., college.

Perry Giffin, formerly managing editor of the *Halifax Sunday Leader,* now of the *Toronto Daily Star,* is visiting in Halifax, Canada, with his wife and two children.

W. A. Markland, formerly in the editorial departments of the *Decatur* (Ill.) *Herald* and *Danville* (Ill.) *Commercial-News,* and more recently city editor of the *Pontiac* (Mich.) *Press,* has resigned from the latter paper to join the *Detroit News.*

David Lee Reynolds, city editor, *Washington* (N. C.) *Daily News,* has returned from a week's vacation.

Joseph T. Coakley, city staff, *Worcester* (Mass.) *Telegram,* has resigned to enter Syracuse University, Syracuse, N. Y.

William L. Barlow, news editor of the *Toledo* (O.) *Times,* has returned from a visit in Indiana.

Ray E. Herrington is the new managing editor of the *Iona* (Mich.) *County News.*

Horatio Crowell, special writer, *Halifax* (N. S.) *Chronicle,* is spending his vacation in Yarmouth, N. S.

John T. McBride, ships news editor, *Halifax* (N. S.) *Herald,* is spending his vacation touring the Maritime Provinces.

George Faulkner, of the staff of the *Daily Courier* of the Oranges and Maplewood (N. J.), is on his vacation in Hamilton, N. Y.

E. G. L. Wetmore, city editor, *Halifax* (N. S.) *Mail,* has returned from South Esk, N. B., where he spent his vacation.

Charles K. Swafford, assistant city editor of the *Cincinnati Commercial Tribune,* is on a vacation trip to Canada.

George Seibel, newspaperman and playwright of Pittsburgh, has been appointed dramatic and literary critic of the *Pittsburgh Sun-Telegraph.* Mr. Seibel was formerly editor of the *Volksblatt and Freiheits Freund,* Pittsburgh's only daily German newspaper.

W. A. Dennis for seven years a member of the staff of the *Halifax* (N. S.) *Mail,* has left newspaper work and is making his residence in Kingston, Pa.

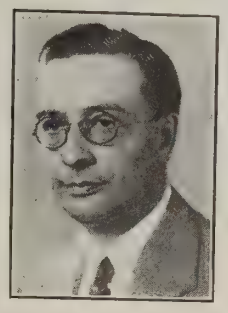
Joseph A. Rush, head of the Orange bureau of the *Newark Evening News,* is spending his vacation with his family at Cape Cod.

R. L. Bachman has been named city editor of the *Longview* (Wash.) *Daily News.*

(*Continued on next page*)

FOLKS WORTH KNOWING

DEWITT MACKENZIE, recently appointed chief of the London bureau of the Associated Press, will sail from New York on the *S. S. Baltic* Sept. 17, to assume his new duties in England. Mr. MacKenzie succeeds Charles Stephenson Smith, promoted to chief of the A. P. foreign service. He has been in this country for about a year, but has been in A. P. foreign service generally since 1916.



DEWITT MACKENZIE

Mr. MacKenzie has been with the Associated Press for 17 years. Prior to joining the staff of the New York office, he had worked for the *Syracuse Post-Standard, Schenectady Gazette,* and other up-state New York papers.

Shortly after he was sent abroad in 1916, Mr. MacKenzie went to Ireland to cover the "Easter Week Rebellion" of that year, and was under fire and in considerable danger in Dublin.

The summer of that same year he went as correspondent to the British front, and from there journeyed to Egypt. When he arrived at Port Said he was the first correspondent to reach Egypt since the war had started. While there he was the guest of the British High Commissioner, Sir Henry McMahon and interviewed the Sultan Hussein Kamil.

In 1916 and 1917 he toured India, writing on the war situation. From 1917 until the end of the war he was the accredited correspondent with the British armies in France and Belgium, and was also accredited correspondent with the British and Belgium armies of occupation on the Rhine. He was a member of the A. P. special staff, the Paris Peace Conference and was also present at the signing of the Treaty of Versailles. He rejoined the London staff in 1919.

Despite the press of newspaper work, MacKenzie has found time to write. He is author of "The Awakening of India" and the novel, "The Girl in the Mask."

GOOD FEATURES

Here's another selection of good weekly features.

If any of these are available in your city, you'll make no mistake in ordering it at once.

Will Rogers—Weekly article on newsy topics.
Roe Fulkerson—Sunday Morning Breakfast.
Charles B. Driscoll—Pirate tales, illustrated.
William T. Hornaday—Wild Animal Interviews.
Clare Ogden Davis—Interviews with Celebrities.
John Roach Straton and Hubert C. Herring — Two-Way Pulpit
Harry J. Tuthill—Bungle Family page.

Watch this space for headliners.

McNaught Syndicate, Inc.

V. V. McNITT, President — **Times Bldg.**, New York, N. Y. — **CHARLES V. McADAM**, Vice-President

Out of the twelve biggest cities in the United States, ten already have the new

Good Time Guy

comic strip

by Frank Smiley (Bill Conselman) drawn by Mel Cummin:

New York Journal
Chicago American
Philadelphia Bulletin
Detroit News
Los Angeles Herald
St. Louis Post Dispatch
Boston American
Baltimore News
Buffalo Courier Express
San Francisco Examiner

Total number of papers to date 38—and the strip only 12 weeks old.

Metropolitan Newspaper Service

Max Elser, Jr., General Manager — Earl J. Hadley, Associate

150 Nassau St., New York City

(*Continued from page* 31)

David J. Davies, Jr., night police reporter for the *Toledo* (O.) *Blade,* has resigned and started an automobile tour of New Mexico and the southwest.

W. O. McGeehan, sporting editor of the *New York Herald Tribune,* has returned from Chicago where he was sending stories from Gene Tunny's training camp.

Earl Mushlitz, assistant managing editor of the *Indianapolis Star,* has returned from a vacation trip to Bermuda.

William F. B. McNeary and Lloyd Felmly, city editors of the *Newark Sunday Call* and *Newark Evening News,* respectively, spent their vacations in Canada.

Edward Kelly, sporting editor of the *Scranton* (Pa.) *Republican,* recently suffered a fractured arm while cranking his automobile.

D. Leo Dolan has left the staff of the *Halifax* (N. S.) *Herald* to become Nova Scotia organizer of the Liberal Party. Howard S. Smith formerly of the copy-desk of the *Newark* (N. J.) *Ledger* replaces Mr. Dolan.

Allen Cass of the *Miami* (Fla.) *News* visited former associates on Albany, N. Y., newspapers during his vacation.

Richard E. Roberts of the copy desk, *Toledo* (O.) *Blade,* has left for an automobile trip which will take him through southern Canada.

Mark Barron, who has been reading copy on the *New York Herald Tribune* and who formerly was a member of the dramatic staff of the *New York Morning Telegraph,* has joined the dramatic department of the New York Herald Tribune as assistant to George Goldsmith, dramatic editor. Mr. Barron succeeds Bernard Simon who has left the Herald Tribune to do publicity for Phil Goodman, producer.

Harry R. Stringer, assistant to the editor of the *Washington Herald,* noted turf writer, and member of the National Press Club, and Mrs. Stringer are parents of a boy born Sept. 2.

Charles H. Roland, staff member of the *New York Herald Tribune,* returned to New York on Sept. 5 after a vacation abroad.

James J. Jennings of Wilkes-Barre will serve as special foreign correspondent for the *Wilkes Barre* (Pa.) *Record* during the convention of the American Legion in Paris. Mr. Jennings sailed with the Pennsylvania delegation from New York on Sept. 8 on the steamer Tuscania.

Joseph B. McCabe, East Boston, Mass., newspaper man, returned Sept. 2 on the liner Scythia from a trip abroad.

PRESS ASSOCIATION NOTES

MARC A. ROSE, executive editor of International News Service, spent this week on vacation at Point Pleasant, N. J.

W. R. Smith, formerly manager of the Madison, Wis., bureau of the United Press, has been made Wisconsin manager with headquarters in Milwaukee, succeeding J. E. Helfert, resigned. R. Tormey has been sent from the Chicago bureau to succeed Smith.

Paul Simmons, of the *Greensville* (S. C.) *News,* has joined the staff of the Charlotte (N. C.) bureau of the Associated Press.

G. P. Overton, recently manager of the Denver bureau of the United Press, has been made San Francisco manager, succeeding John Palmer, who has left the service.

Max Pollard, formerly a member of the United Press, San Francisco bureau, has been made manager of the Fresno bureau, succeeding C. H. Bennett who has been transferred to Portland to become night manager.

Ben E. Titus has been made night manager of the San Francisco bureau of the United Press, succeeding H. L. Thompson, now in Honolulu, relieving H. R. Ekins. Thompson will be transferred to the U. P. business staff when he returns from the Hawaiian assignment.

MARRIED

VERNON R. FROST, editor of the *Cheney* (Wash.) *Free Press,* to Miss Bonnie Teters of Spokane, Aug. 26.

Ralph K. Williamson of the Honig-Cooper Advertising Agency, Seattle, to Miss Elizabeth L. Preston of Edmonds, Wash., Aug. 24 at Edmonds.

Kenneth H. Turner, assistant sport editor of the *Cincinnati Commercial Tribune,* to Miss Helen Baumgardner of Springfield, O., at Springfield, Sept. 1. Mr. and Mrs. Turner are now on a honeymoon in Atlanta and other Southern cities. Mr. Turner formerly was on the staff of the *Springfield* (O.) *Daily News* and the *Springfield Sun.*

William Cleveland, associate editor of the *Summersville* (W. Va.) *Nicholas Chronicle* to Miss Nellie Bean of the same place by Rev. George Cleveland, a brother of the groom.

Julian S. Starr, Jr., formerly of Rock Hill, S. C., later a reporter on the staff of the *Charlotte* (N. C.) *Observer,* to Miss Virginia Hamilton Parker, of Fort Mill, S. C. in New York, Sept. 3.

Miss Mary Louise Tuttle, daughter of Clyde Tuttle, sports editor of the *Columbus Ohio State Journal,* to Paul Gilbert McCleary of Cambridge, O.

Joseph F. McLaughlin, business manager of the *Xenia* (O.) *Gazette,* to Miss Dorothy Zell of Xenia recently.

Edmond M. Hopkins, general manager of the *Fostoria* (O.) *Daily Review,* to Miss Marguerite Kisabeth, advertising accountant on the Review, recently.

Warren L. Young, head bookkeeper of the *Boston Post* advertising department, to Miss Dorothy C. Learning of Cliftondale, Mass., at Winthrop, Mass., Sept. 3.

Basil F. Blake, correspondent of the *Boston Post* and New York papers at Rochester, N. H., to Miss Althea B. Carpenter of South Lebanon, Me., Sept. 3 at Portland, Me.

NEW PUBLICATIONS

C. M. BALES, editor-publisher of the *Davenport* (Okla.) *Dispatch* has established the *Pearson* (Okla.) *Leader* a weekly. T. H. Garris of Davenport is editor and manager.

Marion (O.) *Journal,* weekly paper, has made its appearance with W. H. Fletcher as manager and A. C. Heyde editor.

SPECIAL EDITIONS

ALAMEDA (Cal.) TIMES-STAR, special section on opening of new Hotel Alameda.

Everett (Wash.) *Daily Herald,* Highway Progress edition, Aug. 22.

Jeffersonville (Ind.) *Evening News,* Masonic Temple edition, Aug. 30.

Owatonna (Minn.) *Journal-Chronicle* 18-page state fair edition in conjunction with its regular edition on Friday, Aug. 26.

Buffalo Courier-Express, special edition commemorating dedication of new Buffalo-Fort Erie peace bridge by the Prince of Wales, Vice-President Dawes and other notables.

Sunbury (Pa.) *Daily* on Sept. 1 celebrated its 55th anniversary by issuing a 100 page souvenir edition. The Daily recently moved to its new $250,000 building.

Waterville (Wash.) *Empire-Press* special Harvest edition, Aug. 18.

Hudson (N. Y.) *Daily Star* recently ran three special sections in tabloid form, a "Back to School Edition" of eight pages, Aug. 31; and two editions on the Columbia County Fair, Sept. 1 and 3.

CHANGES OF OWNERSHIP

W. E. NICKOLL, for several years connected with the mechanical department of the *Enid* (Okla.) *News* and *Eagle* has purchased the *Wiley* (Col.) *Leader* and assumed charge as of Sept. 1.

The *Times* and the *Tribune,* two weekly newspapers at Thief River Falls (Minn.), have been merged under the management of a company known as the Thief River Falls Times, Inc. A. E. Mattson and C. W. Mattson, president and shop foreman, respectively, and owners of the Times, will continue with W. E. Dahlquist, Tribune editor, as city editor and advertising manager. Ludwig Roe of Montevideo, who was president of the Tribune, has disposed of his interests in the new company.

Walter C. Knapp of the grocery firm of Knapp & McCarthy, Dansville, N. Y., has retired from the firm to become associated with his brother, B. H. Knapp, of the *Dansville Breeze,* taking half interest in the paper.

Mt. Vernon (Wash.) *Argus* has been sold by Ray Thorpe and L. D. Angevine to Fred Orness of Mt. Vernon, Frank H. Barnett of Avon and Harry D. Matthews of Everett.

Dr. J. G. Duncan, former superintendent of the Oklahoma state bureau of identification and for the last few months editor of *The Policeman,* has bought the *Marietta* (Okla.) *Herald* and will be its editor and publisher. With him is associated Frank Crockett, formerly of the *Cherokee* (Okla.) *Messenger and Republican.*

Wenatchee (Wash.) *Sun* purchased the complete publishing and printing plant of the *Hanford* (Wash.) *Herald* which discontinued publication in December, 1926.

Ralph Wolscomb of Maplewood, N. J., has purchased the *Shippensburg* (Pa.) *Chronicle* and the *Shippensburg News,* weekly newspapers, and has begun publication of a semi-weekly, the *News-Chronicle.*

HOLDING NEW POSTS

DOUGLAS PERRY, from the copydesk, *Indianapolis News,* to instructor in journalism at Butler university, Indianapolis.

Howard Lind, from the copydesk, *Indianapolis Post,* to the copydesk, *Indianapolis Star.*

Russell Frazier, from *Washington Herald* to copydesk, *Indianapolis Star.*

Earl Jamison, from slot man, *Indianapolis Post,* to copydesk, *Indianapolis Star.*

Jack Hewson, from copydesk, *Indianapolis Post,* to staff, Hammell & McDermott, advertising agents, Indianapolis.

Tom Moore, from reporter, *Cleveland News,* to copydesk, *Buffalo Courier and Express.*

SCHOOLS

FOR the seventh consecutive year the *Indiana Daily Student,* publication of Indiana University at Bloomington, is printing a daily edition for the state fair at Indianapolis, which opened last Saturday to continue eight days. Six men and one woman are on the staff at the state fairgrounds. They write the copy and it is transported to Bloomington, where the paper is set up and printed on the Indiana University Press. Donald B. Woodward of Danville is editor and acting supervisor and W. L. Reeves of Bloomington is business manager.

Resigning as acting head of the college of journalism of the University of Washington, Seattle, Leo A. Borah has joined the U. S. Chamber of Commerce at Washington, D. C.

ASSOCIATIONS

ADVERTISING CLUB OF WORCESTER, Mass., has resumed its meetings after the summer vacation period.

Bob Kennedy and Alex Kennedy, both of the *Boston* (Mass.) *Globe,* were the first and second winners, respectively, in the Class A competition of the BOSTON NEWSPAPERMEN'S GOLF ASSOCIATION at the Bear Hill Country Club, Wakefield, Mass., Aug. 29. Eighteen members participated. C. F. Marden of the *Transcript* and R. T. Brady of the *Post* were the winners of Class B play.

Instructors in reporting and writing will hold their annual meeting at Franklin College, Franklin, Ind., Oct. 21 and 22. Their organization is known as the INDIANA JOURNALISTIC TEACHERS' AND ADVISORS' ASSOCIATION. It will meet at Franklin at the same time as the annual convention of the Indiana High School Press Association.

Members of the LIVINGSTON COUNTY PRESS ASSOCIATION were guests of Walter B. Sanders, editor and publisher of the *Nunda* (N. Y.) *News,* at a luncheon in the Mary Jemison Inn, Nunda, on Aug. 22, when the annual meeting of the association took place. Oscar Woodruff of Dansville, who retired recently as editor of the *Dansville Express,* and who is the oldest newspaper man in Livingston county, was guest of honor. Samuel T. Jennings, editor of the *Livingston Republican,* was elected president and George Haywood of Nunda, secretary.

Annual convention of the ADVERTISING SPECIALTY ASSOCIATION will be held in Chicago Sept. 19-22. A program of round-table discussions and talks on every phase of advertising specialties has been arranged for the convention, which will be held in the Hotel Sherman.

Representatives from community newspapers of every section of Cook county met at the PRESS CLUB OF CHICAGO Saturday, Sept. 3, to consider the question of a permanent organization. A committee of four, with Manuel Goldberger editor of the *North West Ledger,* Chicago, as chairman, was chosen to draw up a plan for such an organization. Henry W. Lee, editor of the *Calumet Record* and president of the Press Club, presided.

Following their business sessions at Wenatchee Sept. 15 and 16, members of the WASHINGTON PRESS ASSOCIATION will take a trip Sept. 17 up the Columbia and Okanogan rivers to Chelan where they will be entertained by the people of Chelan and the Washington Water Power Company. In the afternoon they will continue their trip up the Columbia river to the Okanogan valley and in the evening be the guests of O. H. Woody, editor of the *Okanogan Independent* at his inn, the Cariboo Inn.

Revision of its Constitution of the Advertising Club of St. Louis to conform to that of the International Advertising Association has been recently effected. Present officers of the club are: President, Harry T. Bussman; first vice-president, Douglas V. Martin, Jr.; second vice-president, William J. Johnson; third vice-president, J. L. Isaacs; secretary, Herbert J. Echle; treasurer, Frank Fuchs.

Sixteen hundred and forty-five persons were attracted to the grave of Edgar Allan Poe in Westminster Churchyard, Fayette and Green streets, during August, according to the monthly report of Edward H. Pfund, executive secretary of the BALTIMORE PRESS CLUB, which is custodian of the shrine.

FLASHES

They are showing what they call Jazz Type up at the Graphic Arts Exposition, and the guesses around here are to the effect that it probably is known as 5-pint new style.—*F. P. A. in New York World.*

Those of our earnest fellow partisans who regard a ship subsidy as a mere subvention and a third term as a second elective term are now casting about for a good name for imperialism.—*Ohio State Journal.*

Naturally, Captain Courtney had trouble in inducing his seaplane, the Whale, to rise from the water.—*Florence* (Ala.) *Herald.*

Wisconsin's state flower is the violet. That is easy to remember because it is so different from our politicians.—*J. R. Wolf in Milwaukee Journal.*

Happily the discovery that rolling stockings menaces health does not come until near the close of the summer season.—*New York Evening World.*

What people think about a man doesn't matter so much—unless they happen to be on the jury.—*J. J. Montague in New York Herald Tribune.*

COME TO CHICAGO
A.B.C. WEEK

The 14TH CONVENTION
of the
AUDIT BUREAU OF CIRCULATIONS
will be held at the new Stevens Hotel,
Chicago, Oct. 20 and 21, 1927

Thursday, Oct. 20—At 10 a.m. group meetings to discuss subjects which will be announced before the meetings. Divisional lines will not be drawn and all who are interested in the given subject are invited to take part. *This is a new feature of the Convention.*

Thursday, Oct. 20—At 2 p.m. regular divisional meetings. *Prospective members in all Divisions are invited.*

Friday, Oct. 21—All divisions will join at 9 a.m. in the general meeting as usual.

The ANNUAL DINNER will be held Friday evening in the Grand Ball Room, Stevens Hotel. Never has an A. B. C. dinner been held under such comfortable conditions as will be enjoyed this year. The Grand Ball Room will seat the entire company without crowding or overflow.

Make your reservations early

AUDIT BUREAU OF CIRCULATIONS
165 West Wacker Drive
CHICAGO

BUILDING NEWSPAPER CIRCULATION

Toledo Blade Overcame Summer Slump in Street Sales—Carolinas Circulation Managers Association to Meet—Airplane Delivery as a Stunt

THE summer slump in street sales was overcome this year by the *Toledo* (O.) *Blade* by means of a novel contest among the street boys of the paper.

Early in the summer Raphael Kest, street sales manager, announced an outing and boat ride for the street boys toward the close of the season, giving them about two months' notice. He also said that everything given on the outing was to be earned by the boys.

A system of prize awards was announced, on the ticket plan. Each boy who sold his complete allotment of papers was given a ticket. Each increase of 10 was rewarded with another ticket.

In addition to prizes awarded on the ticket plan, each boy was required to have a given number of tickets in order to be admitted to the races and other events on the outing, for each of which merchandise prizes were awarded.

One of the results of the ticket system, Mr. Kest says, was to keep out the floaters who usually flock to such events. It was a purely Blade outing, for which more than 15,000 tickets were given to the 300 Blade boys who attended.

The outing, held last week, was at Put-in Bay, where the boys were taken on a lake steamer which had been chartered for the day by the Blade. There was a full program of events, including foot races, swimming races, boxing, watermelon eating contest and pie eating contest.

Will X. Coley, circulation manager of the *Raleigh News and Observer* and president of the Carolinas Circulation Managers' Association, has sent out notices that the group's eighth annual convention will be held at Asheville, N. C., Oct. 17-18. An invitation has also been extended to the circulation managers of the daily papers in Tennessee to meet with the Carolinas association.

Members of the program committee, preparing for the meeting are: A. F. Ballentine, *Greenville* (S. C.) *News,* chairman; J. M. Blalock, *Spartanburg* (S. C.) *Herald-Journal;* and A. F. Carrere, *New Bern* (N. C.) *Sun-Journal.*

Planning entertainment are J. R. Marks, *Asheville Citizen;* R. B. Corn, *Asheville Times;* and Miss C. McCaskill, *Fayetteville* (N. C.) *Observer.*

Those planning to stunt a bit with airplane delivery may profit from the experience of Edwin B. Teller, circulation manager of the *Casper* (Wyo.) *Tribune-Herald.*

Teller recently flew with a local pilot delivering copies of his morning paper to nearby towns.

"These papers were delivered by parachute at about 3,000 feet above each town with bundles ranging from 35 to 75 papers each. The Morning Herald came off the press at 4.30 A. M. and were delivered at Greybull, Wyo., 220 miles distant at 7.40."

Mr. Teller said he would gladly furnish circulation managers with measurements of the parachutes and other details, if they cared to write him.

Sixty carriers of the *Brooklyn Times* took in the sights at Niagara Falls recently as guests of the newspaper.

Wanda Hawley, screen star, and a score of society girls of Buffalo, N. Y., sold copies of the *Buffalo Evening News* on the streets the night of Aug. 20 to aid the Buffalo Newsboys' Benevolent Association which is raising a fund for a newsboy who has been sick for a year.

The *New York World* this week entertained 46 newsboys from Springfield, Mass. James Tucculo of Springfield was in charge. Harwood Sprong, of the World, acted as guide in trips about town.

The newsboys and carriers of the *Washington* (Pa.) *Observer and Reporter* were guests of the management of the two papers at the Washington County fair on Aug. 31. W. P. Wilson, circulation manager and Campbell March, his assistant, were in charge of the arrangements.

Walter Beaudoin, county circulation manager, *Worcester* (Mass.) *Evening Post,* has resigned to enter business in California.

The *Chicago Tribune* has awarded seven $100 prizes for the best late gardens entered in the paper's home flower garden contest, and 63 smaller prizes. Four of the first-prize winners were also awarded the $100 first prizes in the early gardens competition for the best gardens in their districts.

WHAT'S WHAT IN THE FEATURE FIELD

NEA Starts Fall Drive with List of New Features—King Features Active —Ledger Offering "The Homemaker" by Nancy Carey— Airplane Feature from Graphic

NEA SERVICE, INC., New York and Cleveland, announced its new listing of fall features this week. Included were: "Bridge Me Another" by W. W. Wentworth, a question and answer piece based on bridge; "Weekly Review of Books for Children," by Mary Graham Bonner, herself a writer of children's books; a weekly stage column by Frank Lea Short, president of the American Theatre Association; "Letter Golf," and 16 stories, by Milton Bronner, on German war heroes of land and sky.

Graphic Syndicate, New York, of which Emile Gauvreau is editor, has built up a new aviation contest feature around a series on "How to Fly" articles by Lt. Walter Hinton, pilot of the NC-4 on the first successful trans-Atlantic flight.

One of the prizes to be given in a contest based on Hinton's articles will be an Alexander Eaglerock airplane with flight instruction courses.

From the King Features Syndicate, Inc., this week comes news of the following fall features: a new educational pictorial strip, "The Story of Music" by Mme. Schumann-Heink, with art by Paul Pim; 12 new "Classics In Slang" by H. C. Witwer, illustrated by Tony Sarg; and the life story of James W. Coffroth, described as "one of the sporting world's most colorful characters."

Ledger Syndicate, Philadelphia, is sending out promotion on the "The Homemaker," by Nancy Carey. It is described as an effort "to simplify rather than complicate housekeeping."

Alfred Graham Jackson has been appointed editor of *International Illustrated News* with offices in New York.

A. A. Hoopingarner, publisher of the *Dover* (O.) *Reporter,* is now representing King Features Syndicate in the Ohio sales field, having resigned from the American Press.

Seven counties border on Marion County (Indianapolis)

In all save one of these counties—

The Indianapolis Star is the favorite Indianapolis newspaper.

And Indiana has good roads, Hoosiers have automobiles, and can easily reach Indianapolis.

By using—

The Indianapolis Star
The Muncie Star
and
The Terre Haute Star

the advertiser saves four cents.

Special Representatives

KELLY-SMITH CO.

New York Chicago Boston Philadelphia

SERVICE PLUS—

THE GEORGIAN AMERICAN
DAILY SUNDAY
ATLANTA GEORGIA

July 29, 1927

Home Economics Service Corp.,
247 Park Ave.,
New York City, N. Y.

Gentlemen:-

Please accept our heartfelt thanks for your cooperation in the opening of the Georgian's "Health Kitchen" July 18th. The occasion was a signal success to which your Mrs. Crabtree, because of her charm and splendid addresses to the fine Atlanta women, contributed greatly.

It is fitting in this connection to advise you also that the Cooking School directed by you for The Georgian February 22, 23, 24 and 25 was a distinct accomplishment in advertising results. Our lineage, as I understand it, was the highest for all similar projects held this year, namely 81,682 lines.

These schools have aroused tremendous interest among the women of this city. Much of the enthusiasm now manifested in our new Health Kitchen is the inevitable result of the school. It is conservately estimated that 8,000 women attended the school in February and the present attendance in the Georgian's Health Kitchen indicates that the Goergian's auditorium, now seating 250, will be inadequate ere long to accommodate the daily attendance.

The outlook for our 1928 Cooking School as indicated by the request for space assures us of again breaking all records. In view of the foregoing it seems to me that your organization is to be congratulated for the extraordinary service you are rendering through your newspaper associates to women wherever you operate.

Again thanking you for your very gracious cooperation and with best wishes for your continued success, I am

Yours very truly,

R. M. Reynolds

Director of Advertising.
THE GEORGIAN AMERICAN

RMR:D

EXPERT SERVICE ASSURES MAXIMUM RESULTS

AN ORGANIZATION WITH THE EXPERIENCE OF THE SUCCESSFUL OPERATION OF OVER 500 COOKING SCHOOLS

BOOKING NOW FOR SEASON 1927-28

HOME ECONOMICS SERVICE CORP.

247 PARK AVENUE - - - - - - NEW YORK CITY

W. H. PORTERFIELD, PACIFIC COAST VETERAN, DIES IN SAN DIEGO

Part Owner of San Diego Sun Had Long Career with Scripps-McRae Newspapers—Published Fresno, Los Angeles and San Francisco Dailies

WILLIAM H. PORTERFIELD, 55, part owner and contributing editor of the *San Diego* (Cal.) *Sun,* died Sept. 2 after a short illness following an operation for inflammation and appendicitis. Funeral was held Sept. 3.



W. H. PORTERFIELD

Among the pall bearers were Col. Milton A. McRae, Paul C. Edwards, Walter S. Dayton, editor and business manager of the Sun, Judge W. A. Sloane, formerly of the California Supreme Court, and other friends.

Members of Mr. Porterfield's immediate family and San Diego relatives were at the bedside at his death. A month ago he was stricken with an acute intestinal disturbance, recurrence of a trouble he had experienced before. Physicians who examined him decided an operation was imperative and when he had sufficiently recovered from the attack, he submitted himself to the ordeal. Apparently the operation was successful as he rallied well immediately afterwards. Later his condition grew less favorable and from then on became progressively worse.

William Hempstead Porterfield was born in Vinton, Ia., April 26, 1872, the son of W. S. and Mary J. (Davis) Porterfield. He spent most of his boyhood in South Dakota. His father died when he was 5 years old. With his mother and sister, Mrs. M. B. Fanton, he came to San Diego, Jan. 10, 1891, and almost immediately he got a job as cub reporter and subscription solicitor for the Sun. His wages were $5 per week as cub reporter, with an additional $2 for carrying a paper route. The Sun then had five carriers and most of the delivering was done on horseback.

One year later the late E. W. Scripps bought the Sun and consolidated it with the old *San Diegan.* In 1901 Mr. Porterfield bought a half-interest in the Sun, and retained it until last year when he sold some of his holdings to local associates in the management, reducing his own share of the property to 40 per cent, which he held at the time of his death.

In 1903 he went east for the Pacific Coast group of Scripps-McRae papers as advertising manager in the Eastern field. He returned to California in October, 1904, and founded the *Sacramento Star,* becoming the president of its publishing company. In 1906 he took over the *Fresno Tribune* as publisher under Scripps-McRae control, following with the *Los Angeles Record* in 1909 and the *San Francisco News* in 1910.

From 1909 until 1913 he was editor-in-chief of the California group of Scripps-McRae papers. In 1913 he resigned and took an extensive European trip. His story of the trip was syndicated and published in many American newspapers.

He returned to San Diego in 1915 and became publisher of the Sun, with Walter S. Dayton as business manager and George H. Thomas as editor. He remained publisher until 1917. Later he went to Washington, D. C., as special writer for the Scripps-McRae papers. He remained in Washington two years and then returned to San Diego. Since that time he has written the "Notions" daily column for the Sun.

Mr. Porterfield is survived by his widow, Lotte Buck Porterfield, his daughter, Florence, two sisters, Margaret B. Fanton and Mrs. George Bidwell, a nephew, Roland Fanton, and a niece, Mrs. Byron Gilchrist, all of San Diego.

He was a stockholder in the San Diego Sun, the San Francisco News, the Southlands Corporation and numerous other local enterprises. In 1925 he founded the *Ventura County Star,* with Roy D. Pinkerton as editor and part owner.

Mr. Porterfield assisted Milton A. McRae in the preparation of his book, "My Forty Years In Journalism."

PROMINENT MONTREAL EDITOR DIES

Samuel L. Kydd Served Gazette More Than Half a Century—Rose from Compositor to Editorial Chief

Samuel Leys Kydd, for more than half a century with the staff of the *Montreal Gazette* died at his home Tuesday morning in his 75th year. Illness forced Mr. Kydd to relinquish the editorial chair of the Gazette nine months ago and since that time he has been in failing health.

He is survived by his wife, three sons and a daughter—David of Lumberton, B. C., George of Port Colborne, Thomas of the Gazette staff and Miss Helen who is living at home.

Following a service conducted at the house at 2:30 Thursday afternoon by the Rev. Malcolm Campbell, pastor of the First Presbyterian Church the funeral cortege proceeded to Mount Royal Cemetery.

The late Mr. Kydd was respected and loved by all Montreal newspapermen whose work brought them in touch with his genial personality. His wide and exact knowledge, not only of the technicalities of journalism and printing, but of public affairs and national policies, won him universal admiration in his profession. Born in Scotland Mr. Kydd was trained as a printer in Lindsay, Ont., at one time working as a fellow printer with the late Sir Sam Hughes. In March, 1874, he became a compositor with the Gazette. In 1885 he became assistant editor and ten years later he succeeded R. S. White now M.P. for Mount Royal as chief editor. A highly prized tribute was paid him in 1906 when the members of the Press Gallery at Ottawa elected him their president.

In March, 1924, the staff of the Gazette observed his jubilee of service by presenting him with a grandfather clock. When Mr. Kydd withdrew from active journalism in December of last year he brought to a conclusion 53 years of devoted and able work for a single paper. During his career with the Gazette he rose from compositor to editor in 21 years.

WILLIAM B. McCORMICK

William B. McCormick, 43, a Chicago newspaperman for 29 years, 20 of which were spent on the Hearst newspapers, died Sept. 4 at his home, following a three-day illness of pneumonia. For the past ten years Mr. McCormick was a legislative reporter for the *Chicago Herald and Examiner* in Springfield. He began his newspaper career on the City News Bureau when he was 14 years old.

G. B. S. ON PUNCTUATION

Why use quotation marks? George Bernard Shaw, noted British author, doesn't use them in editions of his printed plays. This week a woman critic asked him why. Because, the writer informed her, "you will see, if you open the nearest Bible, how much better a book looks without apostrophes than with them."

Obituary

GEORGE FEATHERSTONE, 70, died Aug. 27, at Paris, Ont. He was for 30 years owner and editor of the *Paris Star Transcript.*

SAMUEL L. MAY, Evansville (Ind.) banker who died last week from injuries suffered in an automobile accident, was a director of the *Evansville Journal* up to 1923 when the paper was sold to the *Courier.* Included in the bequests of his will, which totalled more than $1,500,000, was a $100,000 legacy to Mrs. Bessie Lauenstein, widow of Frederick Lauenstein, former owner and publisher of the *Evansville Democrat,* which was suspended during the war.

MURRAY C. ABBOTT, stereotype operator of the *Rochester Herald* and the *Rochester Democrat and Chronicle* for more than 45 years, died recently in his home in Rochester after a brief illness.

JOSEPHINE VANDERGRIFF RIGBY, 32, a news writer of Akron, O., died at her home in that city this week. She formerly wrote for N. E. A. Service, Inc., but lately had been with the *Akron Beacon Journal.*

THOMAS J. FOSTER, 56, editor of the *Ozark Fruit Grower,* Monett, Mo., for many years, died at his home near Washburn, Mo., Aug. 29.

MODERN MARKETING TRENDS

This Is Keynote Chosen for A. N. A. Meeting in New York

With the "keynote" chosen, program framers of the Association of National Advertisers will shortly announce speakers for the annual convention to be held at the Roosevelt Hotel, New York, Oct. 31, Nov. 1 and 2. The keynote is "Modern Trends in Marketing."

Members of the program committee, appointed by S. E. Conybeare, A. N. A. president, were made public this week as: Merle Banker Bates, Life Savers, Inc., chairman; Lee H. Bristol, Bristol-Myers Company; S. Bayard Colgate, Colgate & Co.; W. S. Lockwood, Johns-Manville, Inc., Carl J. Schumann, Hilo Varnish Corporation; Aldrich Taylor, Pacific Mills, and P. L. Thomson, Western Electric Company.

FIGHTING BILLBOARD CURB

Outdoor Agency President Testifies in Injunction Action

Testimony that regulations of the Massachusetts Department of Public Works have seriously interfered with the business of his company was given by Kerwin H. Fulton, president of the General Outdoor Advertising Company, at a resumption of hearings before Frank H. Stewart, master, last week at the State house, Boston, following injunction proceedings.

Fulton declared that 50 national advertisers are prevented from advertising in Massachusetts because of the lack of sites due to the department's regulations. Questioned as to the claim that billboards have been a contributing cause of automobile accidents, Fulton said he never had investigated them while viewing sites.

Walter R. Skiff, an engineer, testifying in behalf of the billboard interests, told of billboards owned by the General Outdoor Advertising Company in Springfield, and said that in his opinion they were not harmful to the public interest.

A. P. GROUP MEETS

Fourteen members of the Mississippi-Louisiana Goodfellowship Club of the Associated Press met recently at Biloxi, Miss., as guests of Walter G. Wilkes and Eugene P. Wilkes, publishers of the *Gulfport-Biloxi Daily Herald.* A boat trip was made to Isle of Caprice.

BRITISH SOCIETY MOVES

The Incorporated Society of British Advertisers has moved from 134 Fleet Street, E. C. 4, to floor 5, Aldwych House, Aldwych, London, W. C. 2. Alfred H. Angus is general secretary.

TREASURE HUNT GOOD PROMOTION FOR DAILY

3,000 Participated in Seattle Times Stunt—Prizes Were Merchandise Certificates

Co-operating with the Shell Oil company, whose gasoline stations were trimmed with signs of piracy, and where fair buccaneers were on duty, the *Seattle* (Wash.) *Times* staged a treasure hunt in West Seattle, Sunday, Aug. 28, in which about 3000 citizens, armed with spades and shovels, dug up a section of the city to unearth $6,000 worth of variegated merchandise which the newspaper had induced business men to contribute, and which it had secreted.

A comprehensive listof prizes ranging from soda water to motor-boat certificates, from shoe repair servicing, laundry work, to automobile allowances were unearthed in this pirate hunt, which for days was kept before the eyes of the people by elaborate publicity which gave full credit to those contributing towards the success of this advertising stunt.

A carnival spirit prevailed through the more than four hours of constant digging. An orchestra, composed of young women, dressed in costumes of Captain Kidd, played jazz to enhearten the perspiring diggers, who threw earth about in rhythmic motions. There was one digger for every two feet of area.

Mrs. Lambert Caspers won the capital prize with her shovel against husky muscular men. She pecked at the soil occasionally and struck a small round can with a printed number. At the booth she presented the numbered container and was told she had won the chief award of the day, two lots and complete building material for a $4,000 bungalow.

FUND SAVES ORCHESTRA

Chicago News Raises $30,000 in Nine-Day Campaign

The fund sponsored by the *Chicago Daily News* to insure a 1927-28 season of Chicago Symphony orchestra programs reached the goal of $30,000 and the continuance of the symphony for at least another season is assured. Because of a deadlock between the Orchestra association and the Chicago Federation of Musicians over the salaries of the players, it was announced July 14 that the orchestra stood disbanded. When efforts to solve the problem proved fruitless, it was decided to raise a fund independently to insure increased pay for the orchestra musicians. The fund was completed nine days after it was announced.

The Daily News started things off with a gift of $5,000 and Walter A. Strong, publisher of the paper, donated $500.

ATTEND ARMOUR RITES

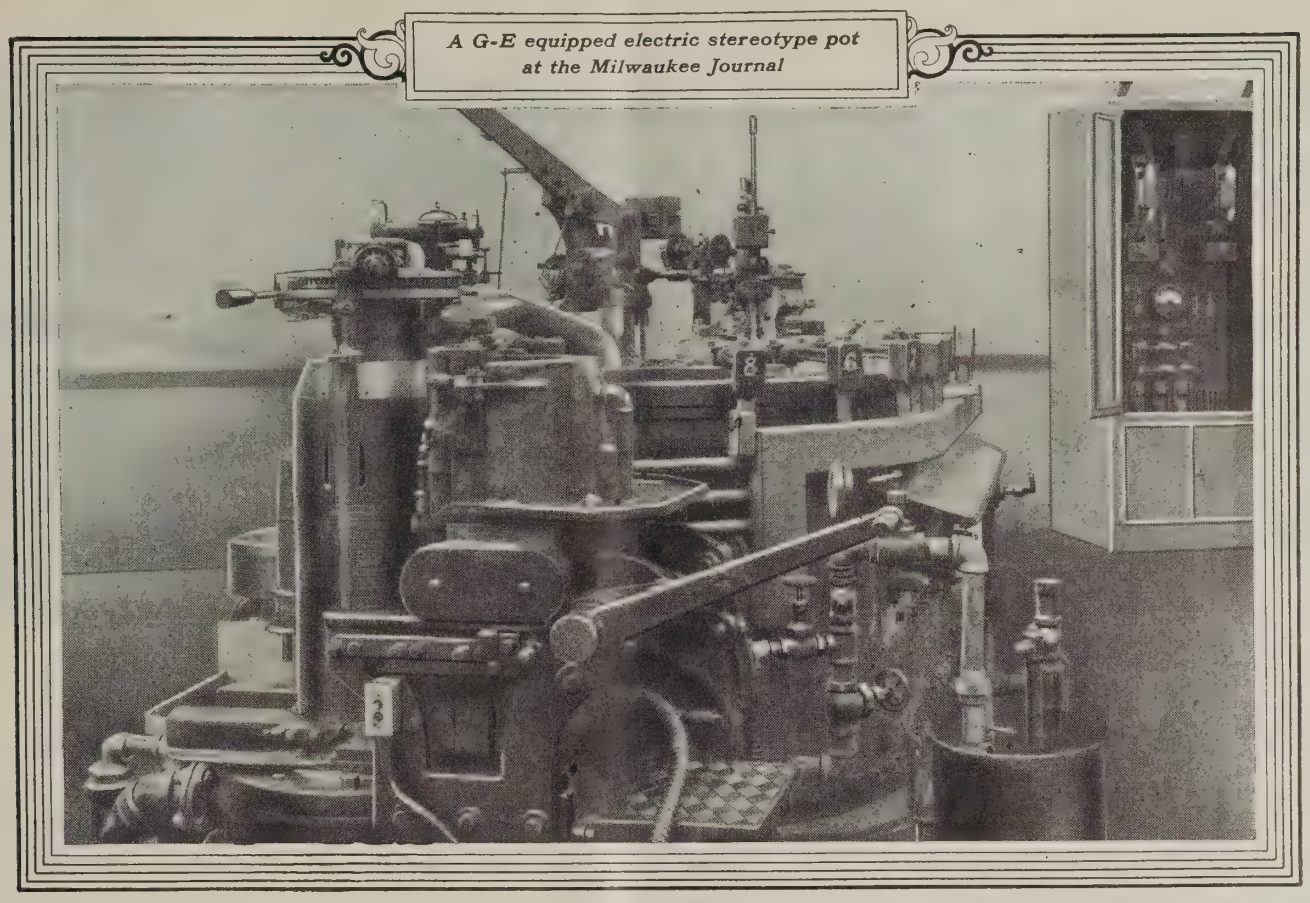
Several newspaper editors and publishers were among the honorary pallbearers at the funeral, Aug. 30, of J. Ogden Armour, Chicago packer, who died in London after a long illness. Included in the list of pallbearers were William Randolph Hearst, Arthur Brisbane, K. L. Ames, Jr., publisher of the *Chicago Journal of Commerce,* and John H. Harrison, editor of the *Danville* (Ill.) *Commercial News* and president of the Inland Daily Press Association.

NEW WAY TO MEASURE TOLLS

Gen. James G. Harboard, president of the Radio Corporation of America, this week predicted that within a year "facsimiles of messages will be sent at so much a square inch or so much a page instead of so much a word."

ISSUES CONVENTION DIGEST

The International Association of Newspaper Advertising Executives has just issued a 48-page digest of the convention proceedings of the Denver meeting of last June. It contains all the addresses and open discussions of the various sessions.



A G-E equipped electric stereotype pot at the Milwaukee Journal

What's going on upstairs?

That's what the pressmen said when the beautiful new home of the Milwaukee Journal started operation. Plate after plate coming down from the stereotype room slipped on to the presses with astonishing ease. The uniformity of the plates reduced make-ready to the minimum.

The Milwaukee Journal left no stone unturned to make its new plant a model in the industry. The stereotype room was placed directly in the line of production next to the composing room, and three G-E equipped electrically heated stereotype pots were installed.

The room is cool, clean, and comfortable. Working conditions are so ideal that the output of the operators in the adjoining composing room has been increased. The pots require practically no attention —the precise automatic control insures fastest rate of heating without overheating. The waste in metal has been practically eliminated—and that means large savings in the stereotype room.

Be the first in your community to put electric heat into your stereotype pots. Your nearest G-E office will gladly help you study the problem—with no obligation.

Although electric heat will not supplant all other forms of heat for industrial purposes, there are processes in every industry where it is the ideal heat—the most economical heat—the heat that ultimately will be used.

ULTIMATELY
ELECTRIC HEAT
IN EVERY INDUSTRY

570-48

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, N. Y., SALES OFFICES IN PRINCIPAL CITIES

CLASSIFIED ADVERTISING

A Contest Among Classified Salesmen That Worked for the New York American—It's One Way of Making 500 Orders—Told by Charles Horn, New York American

A SHORT while ago the *New York American's* classified department set itself to work to gain 500 new contract orders in a month's time. It succeeded and, in the success, is a classified contest story told this week at the request of EDITOR & PUBLISHER by Charles Horn, classified advertising manager of the American.



C. W. HORN

"There is a certain element in human nature, I have noticed, especially in dealing with sales people, that when they promise themselves to do something, they will not rest until it is accomplished, regardless of difficulties. And that was the basic secret of our successful contest," Mr. Horn declared.

"When we set out to sell 500 orders we divided the telephone soliciting department into two teams and the sales department into two teams. Each team had a captain selected by the group.

"A team prize for each of the winning teams in the two divisions was offered, as well as ten individual prizes for the high scorers in the entire department. As an additional aid to team competition we offered a captain's prize to each of the winning captains in the two divisions.

"The scoring of the contest was on a point basis. Inasmuch as we were selling orders to run all the way from one month to a year we used the following scoring plan:

"A one month order counted as 1 point, two months, two points, and on up to eleven.

"A yearly order counted 15 points.

"Any order was considered new business that was not in the paper on contract order one week prior to the start of the contest.

"The contest was originally planned for one month—that is, we set out to increase our orders to the 500 mark in a month's time.

"The contest started off well enough. Offering spurt prizes (special prizes for the teams and individuals that brought in the most orders the first week) helped to accomplish this. But by the end of the second week the contest started to drag and all customary efforts to keep up interest in the contest failed to work.

"Feeling that there must be some plan whereby we could get the department to continue the excellent effort of the first week, I hit on the novel plan of starting a contest within a contest. In other words, we did not want to dump the first contest with all the excellent work that had been done, and yet we realized that we had to make a decided departure in order to get revived interest.

"This is how we did it:

"First, we figured out how many additional orders we had to obtain. This total was 343. We then estimated that by dividing the people in the department in such a way as to get a certain number of orders from each, our quota would be reached, as follows: If five people would sell 20 orders in the remaining two weeks, five would sell fifteen, seven, ten, six, eight, five, four, fifteen, two, we could reach the mark set.

"But instead of picking out certain individuals and *assigning* these quotas to them, we called a department meeting and put them on their honor, so to speak, to sell *as many orders as they in their own minds thought they could sell!* By this plan, as above mentioned, we would have six groups, each member of each group promising to sell the number of orders necessary to be included with the group.

"We used names for these groups, which while nothing remarkable in themselves, stimulated a lot of fun, and represented high and low degrees of salesmanship. The first group we called The Wizards, the second, The Supers, the third, The Masters, the fourth, The Go-Getters, the fifth, The Hustlers, and the sixth, The Pluggers, graded in the order named.

"For each group we gave first and second prizes, and every one else that made their quota got a prize of lesser value, according to their group classification.

"We graded the prizes in accordance with the class. For example, The Wizards got more than The Supers because they had more orders to sell; The Supers got more than The Masters, and so on down to The Pluggers class, as follows:

"The Wizards group was composed of five people who were to sell twenty orders each in two weeks; The Supers (five of them) were to sell fifteen orders each; The Masters were seven people who were to sell ten orders each; The Go-Getters group of six was to sell eight each; The Hustlers group of five was to sell four each, and The Pluggers group of fifteen was to sell two each.

"We titled this so-called contest-within-a-contest, Conscience Fund for Conscience Fun. The big feature in the contest was that everybody *classified themselves,* as far as production and group classification were concerned.

"In getting the plan started we used the old Liberty Loan stunt of announcing that we needed five people to sell twenty orders, five people to sell fifteen orders, seven people to sell ten orders and so on, and that before the meeting was over we wanted everybody in the department to classify themselves and promise that they could obtain that many orders. We had a little difficulty getting The Wizards together. The Supers were less difficult, but by that time everybody had got the spirit of the plan. By the time we had finished the meeting everyone in the department had promised to get a certain numbered of orders within the next two weeks—the total representing the 500 originally planned for."

FIGHTS BOND ISSUE

Publisher Asks Injunction to Prevent Building of New Courthouse

(*By Telegraph to* EDITOR & PUBLISHER)

INDIANAPOLIS, Ind., Sept. 6.—Suit to enjoin the Howard county commissioners from selling bonds in the amount of $500,000 for erection of a new county courthouse was filed in Howard circuit court at Kokomo, Ind., today by J. A. Kautz, publisher of the *Kokomo Tribune,* who has been opposing the building of a new courthouse. The publisher contends that the appropriation of $650,000 made by the county council last spring is illegal because it was passed at a special session of the council. Unless an emergency exists, it is illegal to appropriate money at a special meeting.

The state board of tax commissioners, after a hearing held this summer, approved the appropriation on the condition that it be reduced to $500,000.

SELLS ADS ON LEGION MEET

New York Times on Sept. 7 printed a half-page of cards purchased by Paris advertisers on the strength of the convention of the American Legion.



THE INDIANAPOLIS NEWS measures up—thoroughly and precisely—to the definite requirements that the experienced advertising space buyer holds so essential for wise selections.

The largest daily circulation . . . . The most complete coverage in Indianapolis, plus the proper ratio of suburban and outlying coverage . . . . Journalistic prestige and advertising standards that command respect for every advertisement . . . . A permanent audience assured by carrier-delivered home circulation . . . . Constant leadership in local and national advertising linage . . . . Intelligent merchandising cooperation.

When the space buyer writes The INDIANAPOLIS NEWS on his list, he knows *absolutely* that he has made the correct selection.



The INDIANAPOLIS NEWS
sells The Indianapolis Radius

FRANK T. CARROLL, *Advertising Director*

New York: DAN A. CARROLL, 110 East 42nd St. Chicago: J. E. LUTZ, The Tower Bldg.

EDITOR & PUBLISHER

in a little over two months will be presenting to its readers in the 1928 edition of its

MARKET GUIDE

more than a quarter of a million facts and sets of figures in a standardized form revealing the marketing possibilities, trading conditions and resources of all kinds of more than 1,400 cities and towns in the United States and Canada.

This great reference book is universally recognized as the authoritative source of all needed information in determining where national advertising appropriations shall be made. As such it is used throughout the year by all the leading Agencies and most important General Advertisers.

Only those cities and towns are surveyed in which daily newspapers are published.

Naturally, Market Surveying and Space Buying go hand in hand. And when the data for YOUR city are looked up, the advertiser will have his attention instantaneously drawn to the merits of your paper in covering the market IF you have a message for him about your paper in close proximity to the survey of your city.

If you take time by the forelock, and make your reservations NOW, you will be assured of a strategic position in the 1928 Market Guide that will stand you in mighty good stead as you build up your Linage all through the year 1928.

Forms close in a little over a month.
Shall we tell you more about it?

Henry L. Doherty & Co. write us under date of August 18, 1927, that they find the Market Guide so valuable that they always have it BOUND IN BOOK FORM. And many other subscriber-users do the same thing.

BUSINESS OFFICE RULES MODERN PRESS LORD HEWART TELLS BAR MEMBERS

English Jurist Reiterates His Attack on Present-Day Journalism—Sees No Legal Difference Between Newspapers and Tinned Meats

SPEAKING before the American Bar Association at its annual convention last week in Buffalo, Lord Hewart, Lord Chief Justice of Great Britain, renewed his attack on the press, begun in a previous address before Canadian attorneys. As Lord Hewart began his address Judge William Howard Taft referred to the visiting jurist as a "reporter in the gallery of parliament, where doubtless, like Samuel Johnson in his reports, he was able to improve the style and English of the debates."

In that portion of his address relating to the press Lord Hewart said:

"The other matter to which I should like very briefly to refer is a certain change which seems to have taken place in the character and the aims of much of the newspaper press. It goes without saying that if self-government is to be a real and a living thing, the citizens who share the responsibility of governing, that is to say all the citizens, ought at least to have access to information upon public affairs which is both accurate and adequate.

"One of the instruments for that purpose is, or at any rate ought to be, the newspaper press. You can not expect the right verdict from the jury if the evidence is not fairly and squarely laid before it.

"To put the matter the other way round: Is it not really a kind of treason against the political sovereign deliberately to mislead the public either by active misrepresentation or by calculated suppression? Thirty years ago and more there were already signs in many newspaper offices of a contest for supremacy between what may be called the editorial department on one side and the business, which is to a great extent the advertising department, on the other side.

"During the interval the contest seems to have been decided and, in an enormous number of cases decided in favor of the business department. It was an expert in the business department who said not long ago that the real power of the press is the power of suppression.

"Side by side with this it is impossible not to observe another development—I mean the systematic and increasing concentration of the control of a great number of newspapers under one and the same hand. A multi-millionaire, it would seem, preses a button in his office, or his smoking room, or his bedroom, and straightway the nominal heads of a whole group of newspapers stand at attention, and within a few hours each one of these newspapers, purporting in every case to represent an authentic and individual opinion, asserts or denies, attacks or defends, displays or suppresses, magnifies or disparages, in accordance with the will or the whim of the invisible dictator.

"Well, there is no law at present to prevent newspapers from being treated as mere commercial commodities, as if they were so much soap or oil or tinned meat. But what of the dignity of the press and the claims of the public? And can newspapers be heard to say that these things really do not matter if nobody any longer is ready to accept a newspaper's statements or is willing to pay attention to its opinions? Here, too, there is need, is there not, for increasing vigilance? And if newspapers are indeed to be treated as mere articles of trade, if their function is to be simply to increase and to inflame the already deplorable power of mere money in public affairs, is there any reason whatsoever why, in any respect whatsoever, the law should exhibit any special tenderness towards them?"

BALTIMORE SUN NAMES PROMOTION CHIEF

Edwin A. Fitzpatrick to Direct New Department—P. J. Banker Succeeds Him as Assistant M.E.

A new position, that of promotion manager for the A. S. Abell Company, publishers of the *Baltimore Sun and Evening Sun,* has been created for Edwin A. Fitzpatrick, who has been the assistant managing editor of the Evening Sun for four years and who has been associated with the paper since it began publication April 18, 1910.

He has been succeeded as assistant managing editor by Paul J. Banker, who came from Middletown, O., to join the Sun. He was the managing editor of the *News-Signal* there, had executive newspaper experience in New York City and had important duties with the press section of the American Expeditionary Forces in France during the war.

The promotion department will be organized on new lines and will be one of the most important departments of the paper.

Mr. Fitzpatrick has risen from the position of district police reporter. He started in that capacity on the *Baltimore World,* which ceased publication before the Evening Sun began and which was a training school for many Baltimore newspaper men now holding responsible positions in various parts of the country. He joined the Evening Sun when it was started and after about a year, he was made make-up man. From this position he was transferred to a similar position on the morning paper, where the title was night editor. He was assistant editor of the Sunday Sun, was a copy-reader, head of the telegraph desk and head of the desk of the Evening Sun. About ten years ago he was made city editor of the evening paper. After serving in that capacity for six years, he was made assistant managing editor.

For several years he has had charge of many of the features having to do with promotion. He is a native of Baltimore.

Mr. Fitzpatrick's and Mr. Banker's appointments became effective Sept. 1.

Emmett P. Kavanaugh, for five years a reporter on the Evening Sun, has been made assistant circulation manager of that paper under the direction of Mr. Fitzpatrick.

ENTERS DAILY FIELD

Effective Sept. 1 the *Wilson* (Okla.) *Weekly Post* was made a daily. It is a morning paper with Pete Ray Ogdon as editor.

From the Linotype Mailbag

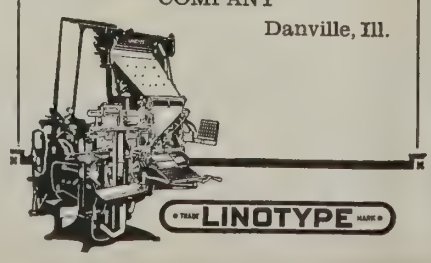
"Timely Service"

"We wish to express our appreciation of the timely service you rendered in shipping the set of keyboard buttons.

"This order was phoned to you at 9:30 on the morning of the 27th and was in our office at 3:45 the same day."

THE INTERSTATE PRINTING COMPANY

Danville, Ill.



The Champ Who Tried to Come Back

will tell the story of

The Champ Who Is Trying to Come Back

JIM JEFFRIES

will cover the

TUNNEY-DEMPSEY FIGHT

with four articles; written in collaboration with a nationally known sports writer.

1st article.—Tunney in Training. (By mail)

2nd article.—Dempsey in Training. (By mail)

3rd article.—Before the fight. Comparison of fighters, with prediction of winner. (By wire)

4th article.—Jeff's own story of the battle. (By wire)

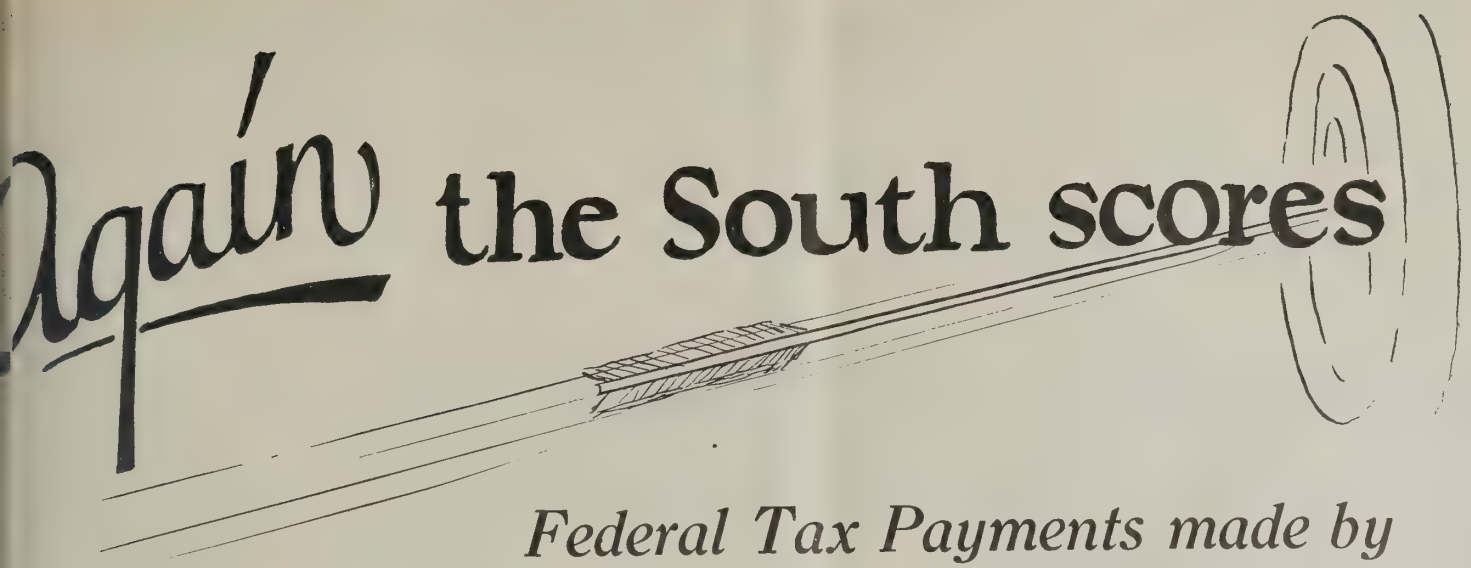
CLOSED TERRITORY

New York	San Francisco
Minneapolis	Baltimore
Pittsburgh	Washington
Cleveland	Columbus
Cincinnati	Akron
Indianapolis	Birmingham
Denver	Memphis
Toledo	Houston
Oklahoma City	Youngstown
Fort Worth	Evansville
Knoxville	El Paso
Covington	San Diego
Albuquerque	Terre Haute

UNITED FEATURE SYNDICATE

World Building New York

Again the South scores



Federal Tax Payments made by the South—increase in 1927 against a decrease in the rest of the Country- -

Is the South's progress mythical?
Are the South's industries a flash in the pan?
Does the South depend on any single crop?

If these questions where answered in the affirmative the South's Federal Tax payments would not show constant increase against the decrease in the rest of the country. From the southern states alone the Federal Government collected during the fiscal year 1927, over 738 million dollars of which 340 million was from income tax. There was an increase compared with 1926 of nearly 52 million dollars in total Federal Tax receipts, 45 million dollars of which was from income tax collections in the South.

Of striking significance is the fact that while the South paid only 52 million dollars more into the Federal Treasury in total tax in 1927 than in 1926, Federal tax collections in the rest of the country outside of the South during that period was approximately 22 million dollars less.

The state of North Carolina paid more taxes than the combined total of all the New England states, and also more than the combined total of the Pacific coast states. Virginia, Florida and Georgia paid more taxes than some of the largest eastern and middle western states.

We can go on making such comparisons to almost endless extent which would show a remarkable standing for the South in the payment of taxes as compared with what many other states paid. But what we want to prove by these statements is that the South is RICH. It is growing in tremendous buying power and unquestionably is today the outstanding market for the national advertiser.

If your product is not well represented in the South, ask these newspapers listed below to help you.

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
*Mobile News-Item (E)	13,141	.05	.05
*Mobile Register (M)	23,326	.08	.08
*Mobile Register (S)	34,630	.10	.10
FLORIDA			
†Daytona Beach News-Journal (ES)	9,083	.065	.065
*Lakeland Register (E)	7,055	.04	.04
†Miami Herald (M)	44,668	.11	.11
†Miami Herald (S)	48,751	.12	.12
*Orlando Sentinel (M&S)	10,105	.06	.06
*Pensacola News and Journal (E&M)	9,389	.07	.07
*St. Petersburg Independent (E)	12,874	.065	.065
*Tampa Times (E)	27,813	.08	.08
*Tampa Tribune (M) 41,400 (S)	53,248	.10(.14S)	.10(.14S)
*West Palm Beach Post (M)	12,081	.07	.07
GEORGIA			
*Augusta Herald (E)	14,190	.05	.05
*Augusta Herald (S)	14,797	.05	.05
†Macon Telegraph (M)	25,011	.08	.08
†Macon Telegraph (S)	25,011	.08	.08
*Savannah Morning News (M), 21,766. (S)	22,691	.06(.07S)	.06(.07S)
KENTUCKY			
*The Lexington Leader (E)	19,739	.07	.07
*The Lexington Leader (S)	19,772	.07	.07
†Paducah Sun (E)	9,695	.05	.05
NORTH CAROLINA			
*Greensboro Daily News (M)	30,066	.08	.07
*Greensboro Daily News (S)	33,311	.09	.08
*Salisbury Post (E)	7,718	.04	.04
SOUTH CAROLINA			
*Columbia State (M)	23,096	.08	.08
*Columbia State (S)	25,242	.08	.08
*Greenville News & Piedmont (M&E)	36,285	.11	.11
*Greenville News (S)	25,199	.08	.08
*Spartanburg Journal (E)	4,471 }	.05	.05
*Spartanburg Herald (M) 6,943 (S)	9,048 }		
TENNESSEE			
*Chattanooga Times (M)	31,623	.10	.10
*Chattanooga Times (S)	31,078	.10	.10
†Memphis Commercial Appeal (M)	103,168	.18	.18
†Memphis Commercial Appeal (S)	136,115	.25	.25
*Nashville Banner (E)	59,574	.11	.11
*Nashville Banner (S)	59,843	.12	.12
VIRGINIA			
*Danville Register and Bee (M&E)	15,660	.06	.06
*Danville Bee and Register (E&S)	20,919	.07	.07
*Newport News Times-Herald (E)	8,394 }	.05	.05
*Newport News Daily Press (S&M)	5,777 }		
*Roanoke Times & World News (M&E)	27,321	.08	.08
*Roanoke Times (S)	16,912	.07	.07
*Staunton News-Leader (M), Leader (E)	7,064	.035	.035

* A. B. C. Statement, March 31, 1927.
† Government Statement, March 31, 1927.

MOVING DAY FOR MANY CAPITAL BUREAUS

Twelfth Floor of New National Press Club Building Rapidly Being Occupied by Washington Correspondents

WASHINGTON, Sept. 7.—The National Press Building is humming with activity as Washington news bureaus and newspaper correspondents are beginning to settle in its spacious, beautifully finished offices.

The twelfth floor, directly under the elaborate quarters on the upper floors which are being prepared for the new home of the National Press Club, is filling rapidly with news men.

There the *Baltimore Sun* bureau and the *Philadelphia Public Ledger-New York Evening Post* bureau were among the first to establish themselves. The *New York Herald Tribune* bureau will join them shortly.

Bascom N. Timmons, Washington correspondent for the *New York Telegraph;* Paul Wooton, Washington representative of the McGraw-Hill publications; Russell Kent, Washington correspondent for a "string" of Southern newspapers; William G. Gavin and Robert B. Choate, Washington correspondents, respectively, for the *Boston Traveler* and *Boston Herald,* are among those whose shingles have already been hung out upon the twelfth floor, which promises to become the "Newspaper Row" of the structure.

The Washington office of EDITOR & PUBLISHER is being opened upon the twelfth floor. There also will be located before the end of the month the Washington bureaus of the *Philadelphia Evening Bulletin,* the *Philadelphia Inquirer,* and the *Harrisburg* (Pa.) *Patriot-News.*

The opening of the immense Fox Theatre on the F street side of the new building on Sept. 20, with "Roxie" in charge, will be preceded by a private showing the preceding night for the membership of the National Press Club. President and Mrs. Coolidge are among the distinguished guests who are expected to attend.

GENERAL ADVERTISERS DRIVING INTO TRAFFIC JAMS.

(*Continued from page 3*)

Ward Baking Company, Wednesday and Friday.
White House Coffee, Monday, Thursday, Friday.
Zuma, Monday and Wednesday.

GOODS, HOUSEHOLD

A. P. W. Satin Tissue, Monday and Thursday.
Carbona Cleaning Fluid, Monday and Wednesday.
Diamond Dyes, Monday and Wednesday.
Graybar Electric Washing Machines, usually Wednesday and Friday.
Little Boy Blue Bluing and Little Bo Peep Ammonia, Monday.
Lux Flakes, Wednesday.
Northern Tissue, Friday.
Rinso, Thursday.
Two-in-One Shoe Polish, Tuesday and Thursday.

MAGAZINES AND BOOKS

G & C Merriam Co., Sunday.
Ladies Home Journal, Tuesday.

MUSICAL INSTRUMENTS AND RECORDS

Brunswick Records, Thursday and Friday.
Victor Talking Machine Co., Sunday.

PLUMBING AND HEATING

American and Ideal Radiators and Boilers, Tuesday, Wednesday or Thursday.

JEWELRY

Westclox, Monday.

RADIO EQUIPMENT

Acme Apparatus, Sunday.
Atwater Kent, Sunday.
Briggs & Stratton "Radi-A," Sunday.
Burgess Radio Batteries, Sunday.
Carboroundum, Sunday.
Cunningham Tubes, Thursday.
No. 7111 Dry Cell Eveready Batteries, Thursday.
Eveready Radio Batteries, Tuesday.
French Radio Batteries, Tuesday.
Grebe Synchrophase Radio, Tuesday and Wednesday.
National Tuning Units, Friday.
Philco Batteries, Tuesday.
Radio Corporation of America, Tuesday, but mostly Wednesday.
Sangamo Mica Condensers, Sunday.
Stromberg-Carlson, Sunday.
Vesta Battery, Sunday.

STATIONERY AND OFFICE EQUIPMENT

Parker Pens and Pencils, Monday.
Sheaffer Pens and Pencils, Monday.

TOILET ARTICLES AND DRUGS

C. R. Acfield Foot Specialties, Sunday.
Adlerika, Tuesday, Wednesday, Thursday.
Allcock's Plasters, Sunday roto.
Allenrhu, Tuesday, Wednesday, Thursday.
Allenrhu Liquid, same but "staggered."
An-a-cin, Tuesday and Friday.
Angostura Bitters, Tuesday.
Anti Kamnia Tablets, Monday, Wednesday, Thursday.
Barbo Compound, Tuesday.
Baume Bengue, Wednesday.
Bayer's Aspirin, Heavy space Sunday, Tuesday and Friday, Thursday light, very small Saturday.
Bellans, Wednesday, Monday, Wednesday.
Black & White Beauty Creations, Sunday, Tuesday, Thursday.
Boncilla, Sunday, Tuesday, Thursday.
Brandreth Pills, Sunday roto.
Bromo Quinine, Monday and Wednesday.
Brownatone, Thursday.
Dr. Caldwell's Syrup Pepsin, Sunday, Tuesday, Thursday.
California Fig Syrup, Sunday and Wednesday.
Bulgarian Herb Tea, Sunday, Tuesday, Wednesday, Thursday.
Cuticura, Sunday, Wednesday and Friday heavier, Monday and Thursday light.
Carter's Little Liver Pills, Sunday.
Cascarets, Sunday and Wednesday.
Castoria, Monday, Tuesday, Thursday.
Chamberlain's Cough Remedy, Tuesday and Thursday.
Check Cough Remedy, Tuesday and Friday.
Coco Cod, varying.
Coty, Sunday roto.
Creomulsion, Monday, Wednesday and Friday.
Danderine, Sunday.
Dare's Mentha Pepsin, Tuesday and Thursday.
Doan's Kidney Pills, Monday or Tuesday.
Dr. Drake's Glessco, Monday, Wednesday and Friday.
Dr. Edward's Olive Tablets, Monday, Tuesday, Wednesday, Thursday, Saturday.
Eade's Pills, Monday and Thursday.
Edna Wallace Hopper Quindent Tooth Paste, Friday.
Elizabeth Arden Products, Thursday.
Father John's Medicine, Sunday and Wednesday.
Foley's Honey & Tar, Monday, Wednesday and Friday.
Forhan's Tooth Paste, Tuesday.
Fox Medicine Co., Wednesday.
Freezone, Sunday.
Gillette Safety Razor, mostly Tuesday.
Glostora, Sunday.
Gold Medal Haarlem Oil Capsules, Monday, Wednesday, Friday.
Gude's Pepto Mangan, Wednesday, Thursday.
Hair Groom, Sunday and Thursday.
Heet, Monday and Thursday.
Herpicide, Wednesday.
Hill's Cacara Bromide Quinine, Monday, Wednesday, Friday.
Howard's Buttermilk Cream, Thursday.
Hunt's Internal Bath, Monday.
Hy-Pure Products, Monday, Wednesday, Saturday.
Ice Mint, Tuesday, Wednesday, Friday.
Jad Salts, Sunday, Tuesday, Thursday, Friday.
Kemp's Balsam, Monday and Thursday.
Kolorbak, Tuesday and Sunday roto.
Kondon's Catarrhal Jelly, Monday and Wednesday.
Kotex, Monday, Wednesday and Friday.
Laxa Pirin, Monday.
Leonard's Ear Oil Wednesday.
Lifebuoy Soap, Wednesday.
Liquid Arvon, Sunday, Tuesday, Friday.
Listerine, Wednesday.
Listerine Tooth Paste, Sunday roto.
Lucky Tiger Dandruff Remedy, Sunday.
Luden's Menthol Cough Drops, mostly Monday, Wednesday, Friday.
Lux Toilet Soap, Thursday.
Mary T. Goldman Hair Restorer, Sunday roto.
Maybelline, Sunday roto.
McCoy's Cod Liver Oil Tablets, Tuesday and Friday.
Mello-Glo, Monday, Wednesday, Friday.
Mentho Sulphur, Sunday and Thursday.
Mercolized Wax, Wednesday.
Moone's Emerald Oil, Tuesday and Thursday.
Mother Gray's Sweet Powder, Tuesday, Wednesday, Friday.
Mulsified Cocoanut Oil, Sunday and Wednesday.
Musterole, Monday, Wednesday, Thursday.
Nature's Remedy, Tuesday.
Nourishine, Wednesday.
Orphos Tooth Paste, Tuesday, Wednesday.
Pape's Cold Compound, Monday, Tuesday, Wednesday, Thursday, Friday.
Pape's Diapepsin, Tuesday and Thursday.
Partola, Monday, Tuesday, Wednesday, Thursday.
Pazo Ointment, Tuesday.
Pepsodent Tooth Paste, Sunday roto and Monday.
Pertussin, Monday, Tuesday, Thursday.
Peterson's Ointment, Thursday.
Phillips' Milk of Magnesia, Monday and Thursday.
Piso, Monday and Thursday.
Plantabbs, mostly Monday and Wednesday.
Plapao, Sunday.
Pompeian Olive Oil, Friday and one other weekly insertion, Monday, Tuesday, Wednesday or Thursday.
Prim Hair Pins, Tuesday.
Pyramid, Tuesday and Thursday.
Rahnous, Monday.
Raz-Mah, Sunday and Wednesday.
Red Foot Corn and Callous Remover, Wednesday.
Rem, Sunday roto.
Rinex, Tuesday.
Dr. Scholl's Zino Pads, Tuesday, Wednesday, Thursday, Friday, Saturday.
Scott's Emulsion, Tuesday, Friday.
Sloan's Liniment, Monday, Wednesday, Friday.
Squibb's Dental Cream, Sunday roto.
Squibb's Cod Liver Oil, Monday and Thursday.
Sta-Rite, Sunday.
Stuart's Dyspepsia Tablets, Sunday, Tuesday, Thursday.
Stuart's Calcium Wafer's, Sunday, Wednesday, Friday.
Sur-Lay Hair Dressing, Thursday.
T. R. C's, Sunday, Wednesday.
Tanlac, Sunday.
Thoxine, Wednesday and Friday.
Tonsiline, Monday, Wednesday, Friday.
Tween-Toes, Tuesday, Wednesday.
Tyroler Ear Conformer Cap, Monday.
U. S. Playing Cards, Tuesday.
Van Ess Liquid Scalp Massage, Monday and Thursday.
Vick's Vapo Rub, Sunday, Tuesday, Wednesday.
Vinol, Wednesday.
Weldona, Sunday and Wednesday.
Wyeth Sage and Sulphur, Tuesday and Thursday.
Zemo, Monday and Wednesday.

This study of 148,000 agate lines national advertising placed by 227 nation advertisers in one month in one newspap reveals many interesting points.

Only 19 pieces of national copy a peared on Saturdays in this sizable da newspaper. The total Saturday nation linage was only 1,403 lines or less th 1 per cent of the month's total. Do this not indicate a remarkably good o portunity for gaining the public's atte tion.

The newspaper released 54 pieces national copy on Sunday, 58 on Monda 70 on Tuesday, 73 on Wednesday, 66 Thursday and 51 on Friday. The fo advertisers used four on Sunday, 10 Monday 17 on Tuesday, 12 on Wednesda 14 on Thursday and 20 on Friday. Su day and Tuesday were the heavy days radio. The advertisers of toilet goods a proprietaries released copy as follow Sunday 33 pieces; Monday, 33; Tuesda 37; Wednesday, 51; Thursday, 40; F day, 25; Saturday, 4.

Monday and Tuesday were the big da in number of pieces of cigaret and t bacco copy. Except for food and toi goods advertising, national users of spa showed a disposition to not run too ma insertions on Friday, which they kno to be a heavy local day.

One surprise which developed from th analysis was that, next to Saturday a Friday, Wednesday had the lightest lina of the week. While in the number pieces of copy published, it ranked hig most of them were small and the to linage was less, only 16,691 lines for t month. For some reason the tobacco a vertisers appeared to "go easy" on th mid-day of the week. The food adve tisers preferred Tuesday and Thursda The toilet goods advertisers also did n order their largest space on Wednesday

Only a few advertisers varied the schedule as to days of the week. Mo of them picked certain definite days a released copy on them religiously we after week.

Actually, Sunday proved to be the pe day of the week in national linage wi a total of 33,566, swelled by 6,272 cigarets and tobacco, 3,754 in food, 4,3 on radio and 13,697 on toilet goods a medicines. Tuesday came second with total of 32,140 lines. Food occupi 6,554 and tobacco 8,820 lines.

Thursday emerged third with 28,0 lines, of which 9,408 were on food. Mo day stood fourth in volume with 19,9 Wednesday was fifth, Friday sixth, a Saturday occupied the cellar position. would appear that some manufacture can get the jump on their competitors using their big space on Wednesday.

With fall and winter advertising sch dules about to break, now is a favorab opportunity to overhaul every detail co nected with them, among which the sele tion of the days of the week deserv detailed consideration. Keen analysi rather than blind following of traditio will prove helpful.

FOR PROMPT SERVICE

TYPE

BORDERS ∞ ORNAMENTS ∞ BRASS RULE

Printers' Supplies

KELLY PRESSES • KLYMAX FEEDERS • PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

AMERICAN TYPE FOUNDERS COMPANY

Boston	Baltimore	Pittsburgh	Cincinnati	Kansas City	San Francisco
New York	Richmond	Cleveland	St. Louis	Des Moines	Portland
Philadelphia	Atlanta	Detroit	Milwaukee	Denver	Spokane
	Buffalo	Chicago	Minneapolis	Los Angeles	

JW PHOTO-RADIO DEVICE INVENTED

iving Machine Can Be Plugged Ito Any Loud Speaker Socket, Inventor Claims—Apparatus Costs Only $100, He Says

st plug this new machine into your loud speaker socket and, if there ens to be any on the ether waves, will be able to receive a picture right e newspaper office.

is invention will be demonstrated for irst time at the Radio World's Fai ew York during the week of Sept. 18. invention, which, it is said, can be cated by radio experimenters for t $100, is that of A. D. Cooley, who been experimenting with photo-radio e laboratory of *Radio Broadcast* a en City since 1923, according to is K. Wing, editor of the magazine.

he Cooley picture receiving method signed to be applicable to any broad- receiver," said Mr. Wing yesterday. picture unit plugs into the set in- of the loud speaker, but an addi- l stage of audio amplification is used. picture producer is inexpensive. It be built by radio experimenters for oximately $100. A feature is that n pick up pictures on the wave hs used for broadcasting; that is, 200 to 550 meters. An illustration uring four by five inches can be re- d in three minutes.

he instrument is simple to operate, the quality is not perfect. It does compare with the quality of the pic- sent and received by the American phone and Telegraph Company's wire od. I should say that the quality is parable to that of music broadcast in

he big trick is in the printing. Mr. ey has developed a printing system l upon a corona discharge which af- sensitized paper. That affords d. It is a remarkable job consider- he cost is so low. The circuit itself ry simple and the novelty is found in refinement of the instrument. We l make demonstrations at the Radio ld's Fair, but wire connections will ably be used instead of broadcasting a radio station. The picture is re- ed on a revolving cylinder, which is hronized with a transmitting cylinder aining the original picture."

r. Wing said that several manufac- rs had received the specifications and photo-radio receiving units probably ld be available in about a month for experimenters, among whom the device is expected to stir up consid- le interest.

EWS MEN SAIL FOR PARIS

y Assigned to Cover American Legion Convention There

hat promises to be the greatest lus of American newspapermen to pe since the World War and the e Conference which followed it, is under way.

ther as special correspondents or as ld War veterans, a small army of ers are either on the high seas or t to sail for the American Legion ention at Paris.

he Leviathan, sailing Saturday from w York, will carry among the thou- ls of ex-soliders a number of news- rmen.

eorge R. Holmes, manager of the shington bureau of the International s Service, will be aboard, on his way over the convention.

aj. Paul J. McGahan, member of Washington bureau of the *Philadel- Inquirer* and past commander of the rict of Columbia Department of the ion, will be another Leviathan pas- er. Maj. McGahan will sail minus rand-new golf outfit, which disap- ed when his car was stolen recently in front of the National Press Club he *Washington Post* is sending mas J. Cahill; the *Washington Star*, ward S. Fisk.

Robert L. Norton, of the *Boston Post*, and Oliver McKee, Jr., of the *Boston Transcript*, are among the Washington correspondents assigned to journey to Paris to "write up" the convention. Leading newspapers throughout the country are to be represented there.

A TIP FOR AD CENSORS

Medical Council Informs Against Worthless Proprietaries

Those newspaper advertising managers wishing to keep their columns free from fraudulent and misleading proprietary advertisements may obtain information and assistance by applying to the Council on Pharmacy and Chemistry of the American Medical Association.

Functions of this council are described in a recent article in the *New York Medical Week*, official organ of the Medical Society of the County of New York. The article describes the methods for distinguishing between "the meritorious and the worthless, the good and the down-right harmful, in this flood of medicinal products, all of which proclaim themselves sure, safe and effective remedies for the various conditions they purport to treat." The council has a listing of "New and Non-Official Remedies." The article continues:

"Most medical journals of standing refuse to accept the advertisements of any product that is not included in 'New and Non-Official Remedies'. . . . The impetus this gives to reliable high grade medicaments is self-evident.

"There is no injustice worked on any deserving article by the rulings of the Council. All products submitted are analyzed and rejected ones are given an opportunity to conform to requirements.

EYESTRAIN ENDS . . .

The British delegation of trade-union representatives, who came here on Tuesday at the invitation of "The London Daily Mail" to study reasons for the disparity between the high wages and prosperous living conditions of the American worker and their own lower wage standards, gained considerable light in a tour of several industrial establishments in Brooklyn yesterday.

They were curious to know how it was that the average wage of the American toiler virtually doubled that of his British brother, and how it was possible for industries here to offer such fat envelopes to their employees and at the same time compete successfully in world markets.

After a study of the Brooklyn Edison plant and the factory methods of the Mergenthaler Linotype Company in Brooklyn, the delegates remarked that one of the vital reasons for the disparity was that the American worker was capable of producing and actually did produce more than the British toiler in a given time.

This he was enabled to do, they learned, because of the high standards of efficiency obtaining here, mass production methods, the utter perfection of organization for which the American industrialist seems always to be striving, and labor-saving devices evident on every hand.

The comments of the delegates were voiced by Sir Percival Phillips, special correspondent of "The Daily Mail," Fenton MacPherson, of the same newspaper, and William Mosses, J. P., who had a prominent part in the British Labor Ministry during the war.

Mr. MacPherson also noted that the welfare facilities offered by the American plant were much more elaborate than in England and that equipment and quarters were more beneficial. This was evidently the result, he observed, of the frequent scrapping of plants here to make way for expansion and development. His countrymen are loath, he said, to tear down a building that has served twenty years or more.

Mr. Mosses dwelt on the turnover capacity of the American employee. The average industrial worker here, he noted, was of as high moral type as his British confrere, and is much better equipped for his job both with respect to knowledge and tools. "There is no doubt," he commented, "that with this high rate of production the American worker earns his pay."

. . . . *and*
Easy Reading
Begins
when you change to
TRADE LINOTYPE MARK
IONIC No. 5

NOW
being used by
525
newspapers

MERGENTHALER LINOTYPE CO.
BROOKLYN, NEW YORK
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Representatives in the Principal Cities of the World

LINOTYPED IN THE GARAMOND FAMILY, SPECIMEN IN 7 PT. NO. 2 AND 7 PT. IONIC NO. 5



Our Own World of Letters

By JAMES MELVIN LEE

BURTON RASCOE prints in *The Bookman* for September—the first issue under his editorship—a personality sketch of his life-long friend, Keith Preston who died July 7, 1927. Preston had been formerly an associate professor of Latin at Northwestern University, but he was more widely known as the conductor of the column "Hit or Miss" in the *Chicago Daily News*. While still a professor of Latin he was a brilliant contributor to the late Bert Leston Taylor's column in the *Chicago Tribune* where he signed his contributions by the pseudonym "Pan."

Preston later brought together many of his contributions to the Tribune into a book entitled "Types of Pan." His last volume, made up of contributions to the "Hit or Miss" column of the News, carries the appropriate title "Top O' the Column." Many of Preston's admirers, however, would put first the collection of verse that appeared under the title "Splinters." In the "Outside World of Letters" Preston is best known for his book column "Periscope" which he also conducted for the News.

At the time of Preston's death he was preparing a series of articles for The Bookman on the Greek and Latin classics. These articles were to interpret classical authors in terms of modern life in such a way as to interest those who were not familiar with the Latin and Greek authors either in the original or in the translation.

Only one of this series had been completed by Preston. This one, which takes up Martial as a Roman journalist, also appears in The Bookman for September. It shows how Martial was the first Roman writer to make the public his regular meal ticket. His epigrams might have had some such column heading as "Rome Day by Day" so filled were they with wit, satire, cynicism, and more especially, a generous helping of scandal. He is said to have covered the courts and auction rooms in Rome that he might rewrite for his periodical the snappy comebacks of lawyers and auctioneers.

A Latin youth stood looking up at the Aqueduct which furnished the water for the baths of Agrippa. As he did so, he was struck by a falling icicle and killed. Preston tells how Martial reported the tragic oddity and even tacked on this Brisbanian moral:

> What may not happen when cruel Fortune wills?
> Where are we safe when aqua pura kills?

Preston then goes on to show how Martial who had come from the provinces to Rome under Nero was a journalist in the worst as well as in the best sense of the word. He shows how Martial was the first press agent and professional panegyrist and had a long list of fairly profitable accounts—but adds that the rewards of a press agent in Neroian days were pathetic when compared with the pickings in these so-called enlightened days.

Martial even though the official press agent for the imperial circuses, found good copy in the books sold in the stalls along the Appian Way. Among the samples given is the following:

> "Arms and the man" we read till dinner;
> Full fed, a man wants something thinner,
> Light verse is then extremely pat,
> So, reader, here is Vergil's 'Gnat.'"

Another point about Martial is thus emphasized:

> To balance Martial's commercial activities we may mention that he anticipated and opposed the halitosis motif in modern advertising. An epigram addressed to a man who took patent medicine to cover bad breath, assures him that the remedy is more flagrant than the disease.

This quotation from the article is sufficient to show Martial at his worst:

> No tabloid goes so far in meeting the popular taste for pornography as Martial did, and in contradiction to the modern belief that the lid was off among the dear old pagans, he was often and severely criticised for immoral verse. In reply, he rather weakly pleads that although his muse is naughty, his life is beyond reproach, and that his writings are not intended "virginibus puerisque."

One important thing that is overlooked in the article is the advertising which Martial inserted at "regular rates." In reading Martial myself, I have been repeatedly struck with the way in which Cosmos, the Colgate of Nero's day, had preferred position to advertise lip-stick, rouge, perfumes, etc., to the ladies of Rome.

* * *

ALWAYS a writer of rare charm, Earnest Elmo Calkins of the well-known advertising firm of Calkins and Holden turns in good copy to the *Atlantic Monthly* for September in an article "Insuring Insurance."

After mentioning how advertising men sometimes call advertising "business insurance" he takes up the matter of advertising insurance.

Among the campaigns which he specifically mentions—evidently with praise—are those of the Metropolitan Life and the Hartford Fire Insurance Companies.

What holds insurance companies from advertising in his opinion is partly indifference and partly ignorance. He does not hesitate to say that insurance companies which do not advertise have no conception of what advertising could and should do for them, since they think of it only as a means of immediate selling—something they say they do not need.

But if those who control the destinies of insurance companies will read this article by Mr. Calkins they may change their minds. Insurance does need advertising.

WHERE is journalism going? That i the rhetorical question asked by *Th New Republic* in an editorial in its issu for Aug. 31. The article is based upo a recent newspaper consolidation in Pitts burgh and elsewhere. EDITOR & PUB LISHER is quoted as being "The reliabl journal of the trade."

The New Republic, of course, is not i sympathy with such consolidations but i frankly admits that nothing could be mor futile than to utter jeremiads about th developments discussed somewhat in de tail in the editorial. It concedes that thes consolidations are, in the main, economi in character and hence it is useless t make gestures of moral disapprobation.

A gleam of hope, however, is found i the fact that American journalism i growing more self-conscious and self critical.

Another gleam of hope, so the editoria points out in conclusion, is that as the bi papers grow bigger, small ones may ap pear, "mushrooms among the oaks, pro duced for comparatively small groups o men who have common interests, paper operated at small expense and attainin without much difficulty a degree of eco nomic independence which insures intel lectual independence."

The last hope expressed is that journal ism will prove to be a self-bailing boat.

* * *

FOR readers of "Our Own World o Letters" the article in *The Natio* for Aug. 31 that will most appeal to them is the one that carries the caption "Hones ty in Advertising." Written by Raymon Fuller, it puts the advertisements of man companies into a test tube for a detaile analysis of how much truth they contain The results are not what those who ar interested in truth in advertising will fin especially gratifying. In many adver tisements only "traces" of truth can b found. Just what advertisements lool

* * *

THE expulsion of Joseph De Courcey correspondent in Mexico City of th *New York Times* is a subject discusse like when put under a microscope may b seen in this article.

A Daily Newspaper

COVERING
Lynbrook
Freeport
Valley Stream
Rockville Centre
Baldwin
East Rockaway
Malverne
Merrick
Roosevelt
Oceanside

The Nassau Daily Star

Covering New York's Most Prosperous Suburban Territory

The Nassau Daily Star is a consolidation of the Lynbrook New Era (semi-weekly) and the Freeport Recorder (weekly).

Eighty-five per cent of the circulation of the Nassau Daily Star is HOME DELIVERY.

Ninety-two per cent of the readers of the Nassau Daily Star OWN THEIR OWN HOMES.

With a daily delivery in a territory with a population of 100,000 this newspaper provides a selling medium that can not be duplicated in any area of equal size in the world.

"Sell Along the Sunrise Trail" through

The Nassau Daily Star

"Long Island's Home Newspaper"

Main Office: Lynbrook, Long Island, N. Y.

National Advertising Representatives: GEORGE B. DAVID CO.

110 E. 42nd Street, New York City — 1900 Wrigley Bldg., Chicago, Ill.

ially in *America*—a Catholic review e week—in its issue for Aug. 27. concluding thought in the editorial is question, "Who has forbidden the ican newspapers to publish Mexico's story?"

* * *

practical printers I want to mark or special perusal "Our Mediæval graphy" which Douglas C. McMurontributes to the *American Mercury* eptember. Mr. McMurtrie is the auof "American Type Design" and is ditor of *Ars Typographica.* He is a practical printer in Chicago but formerly director of the Columbia ersity printing office.

* * *

L. LEE in his book "U. S. S. R." Union of Socialist Soviet Republics) wo chapters of immediate interest wspaper people. They are Chapter and Chapter IX.

the former Mr. Lee tells how Rusearns of the World. Distribution ws in Russia is concentrated in one nization—known as the Tass—under direct control of the Government. ian newspapers are prohibited from ving telegraphed news except gh the Tass which distributes for- news through six subsidiary news cies operating in the respective six blics of the Soviet Union. In addi- any news sent from one republic to ther must be done through the Tass. he workings of the Tass are thus deed:

ere are 360 newspapers in Russia, with a circulation of 8,000,000. I was told that to the revolution the total circulation of spapers in the country was only about 3,000,- The Tass maintains correspondents in the important foreign cities. In addition to nformation received directly from its correlents, the Tass also controls the powerful broadcasting and receiving station at Mos- Always on duty at Tass headquarters are tors "listening in" to the news distributed stations all over the world. While in the of the Tass, I was permitted to listen in ws being given out from a station in Lon- The Tass thus listens in to what is going n the rest of the world and tells Russia it thinks its people should know.

he Tass office in Moscow is equipped with modern appliance for telegraphic duplicatactivities. It sends its news to Leningrad, t, Nijni Novgorod and Kharkov with indical telegraphic printing machines such as are by the Associated Press in New York to ey its news to the more important newsrs.

n addition, the Tass is the center of great system of radio broadcasting. e times a day important news is adcasted to all newspapers within a ius of 3,500 miles from Moscow. ividual newspapers receiving this rs broadcast it in turn to the people their respective territories. Radio wspapers in Russia are, according to . Lee, comparable to American tabds.

n interesting type of journalism is cribed by Mr. Lee when he takes up ll-newspapers. These are posted on walls of important buildings. With e exceptions, they are typewritten and the organs of the workers and emyees in a given undertaking or estabment. All the matter in these wallwspapers, including the illustrations l cartoons, comes from the workers mselves who elect their own editors.

Of the official organ this mention is de:

he official government newspaper in Moscow s the *Izvestia,* or the *News.* The official newser of the Communist Party, edited by Boukin himself, is the *Pravda,* or the *Truth.* re is a popular saying in Moscow, attributed Krassin, that "There is no news in the *Truth* no truth in the *News.*"

In Chapter IX, Mr. Lee takes up how world learns of Russia. He says:

The Foreign Office in Moscow showed me a li of all foreign newspaper correspondents loed in Russia. Any foreigner going to Russia f the purpose of gathering news must get a mit to perform just this function. Thus the overnment knows exactly who all the corresndents are, and is able, of course, not merely censor for telegraphic information, but, by owing up the newspapers themselves, to see ether any written material which has been iled out has escaped the censor.

There are some 40 newspaper correspondents the whole of Russia, representing the foreign ss, and practically all of these live in Mosw. All information concerning what occurs hin the 13,000,000 square miles of Russia ich does not happen to reach these correndents at Moscow goes to the outside world m the Tass Agency, and through Reuter, to news agencies of the world. Thus, all Russn news, outside of that gathered in Moscow, which reaches the world from Russia itself may be said to be government-made news.

Other details are thus given:

The Russian Foreign Office maintains a press bureau under the direction of the very able Mr. Rothstein. Associated with him is a Mr. Shoubin, who has spent much time and learned much of his journalism in New York City. For that matter, it should be said that the greatest of all Russian journalists, Mr. Boukharin, also held at one time the editorship of *Novy Mir* (New World), a Russian newspaper in New York City. But then, to name all the members of the present Russian Government who have either lived or worked in America would be almost to publish a roster of the Government itself.

Under the Press Bureau is the censor. The Foreign Office maintains that the censor is wrongly named; they say that his real title should be "Official to aid the foreign correspondents in obtaining correct information." The newspaper correspondents told me that the censor seldom actually (as was so frequently done during the war) cuts out parts of their dispatches. When he finds something in one of their telegrams which he thinks is wrong, he is apt to call the correspondent on the telephone and advise him that he has the situation inaccurately put down. He then "suggests" to the correspondent what the actual facts are.

The following paragraph reports how American newspapers are represented:

American newspapers and news associations maintain eight correspondents in Moscow. The Associated Press, United Press, the Universal (Hearst) Service, each have their independent representatives. The Associated Press does not obtain its information from the Tass Agency. Individual American newspapers represented by their own correspondents in Russia are: *New York Times, Chicago Daily News, Christian Science Monitor,* Boston, and *Jewish Freiheit,* New York.

England has no direct correspondent in Russia. Several correspondents for American and other newspapers supply the information that goes to newspapers in England.

* * *

A. W. HINSHAW, who is a product of the *Emporia Gazette* and hence a graduate of the William Allen White School of Journalism, is represented in *The Century Magazine* for September in a short story entitled "The Story of Frances Perkins." In this story she tells about the fight of Frances Perkins against selfishness, prejudice and vested interests.

A Rotogravure Advertiser's Story

The Canada Dry Ginger Ale, Incorporated, used rotogravure advertising for the first time in The New York Times Rotogravure Picture Section on April 29, 1923. In a letter dated August 31, 1927, this Company says:

"Results from that advertisement were so remarkable we determined to give rotogravure preference for future advertising wherever possible. Consistently adhering to that decision, we now use it from coast to coast.

"The pulling power of that first advertisement in The New York Times was so convincing that in the short period we have been in business, approximately a million dollars have been spent in this form of advertising."

The New York Times, pioneer in in the rotogravure field in the United States, leads all publications throughout the world in volume of rotogravure advertising. The Times published 838,592 agate lines in eight months this year, over half a million lines more than any other New York newspaper.

The Sunday net paid sale of The Times is in excess of 650,000 copies.

The New York Times



The Nations Sales Market!

CROP diversification has made Illinois one of the richest agricultural states in the nation. There is hardly a crop of any importance that Illinois doesn't rank among the leaders in production. How many people know that this state is one of the leading producers of corn, oats, potatoes, wheat, rye, barley, clover seed, etc? When you total up the value of Illinois crops you find that she's on the top of the list, ranking second.

Strategically situated on the Great Lakes with river and transportation facilities second to none. Illinois is the center of the Nation's agricultural commerce.

The farm wealth of Illinois when figured in the terms of buying power, compares with the buying power of any section of the United States.

You can reach this buying power direct through the local newspapers listed below.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Alton Telegraph	(E)	11,035	.05	.05
†Aurora Beacon-News	(E)	19,440	.07	.07
**Belleville Advocate	(E)	6,840	.03	.03
†Chicago Daily Journal	(E)	125,007	.26	.24
**Freeport Journal-Standard	(E)	9,791	.05	.05
†Joliet Herald News	(E)	20,107	.07	.07
†Matton Journal Gazette	(E)	5,857	.04	.04
**Moline Dispatch	(E)	12,292	.05	.05
**Monmouth Daily Review Atlas	(E)	5,574	.035	.035
**Peoria Star	(S) 23,872 (E)	31,103	.085	.07
**Waukegan Daily Sun	(E)	5,666	.035	.035

**A. B. C. Statement, March 31, 1927.
†Government Statement, March 31, 1927.

METHODS SUGGESTED FOR CURBING RECKLESS NEWSPAPER DRIVING

Drivers Should Be Enjoined from Throwing Bundles Without Stopping Trucks—Governors Urged to Check Speeding—"Rush Buyer" Over-estimated Is Belief

By ARTHUR E. TUCKER
(Managing Editor, The American Accountant)

IT is indeed good news, this movement on the part of newspaper publishers to cut the insurance rate on trucks they operate, to which reference was made in last week's EDITOR & PUBLISHER.

Enforcement of a few simple rules will go a great way toward curbing the recklessness of drivers and helpers on newspaper delivery trucks.

For instance, drivers and helpers should be strictly enjoined from making a delivery of a bundle of papers without first bringing their truck to a complete stop. It is not fair to the public, no matter how eager prospective readers may be to obtain copies of late editions, to permit a truck to race down the center of a busy thoroughfare, with a helper standing in the rear, tossing heavy bundles of papers to the sidewalks, in front of news stands.

I have no way of knowing how many injuries result from this practice, nor in fact, whether any injuries have been caused in that way, but it would be easy to cripple a man, woman or child for life by hitting the person on the sidewalk with one of these wildly thrown bundles.

The helpers pride themselves on their accuracy in throwing off the bundles. It is a game with them. They take joy in getting the bundle somewhere near the store or news stand which is to retail the newspapers. I know the feeling they have, for when a boy I carried a route for a newspaper and learned how many steps were to be saved by throwing a paper to a porch. Even with but a single paper it was possible, by rolling it tightly, to knock over a flower pot or to put a dent in a screen door. How much more efficacious a bundle of twenty-five or fifty papers must be, in breaking up inanimate objects, to say nothing of fracturing people's bones!

Would a baker's truck be permitted to dash wildly down a busy thoroughfare, tossing off baskets of fresh bread or hot rolls, on the plea that by thus speeding up delivery to the retail shops it was made possible for consumers to obtain their bread or rolls while still hot? Wouldn't the police put a stop to that procedure quite promptly?

If the proprietors of newspapers really want to put a stop to speeding, on the part of their drivers, why not put governors on the trucks, preventing them from proceeding at a rate faster than 15 miles an hour?

The newspapers have shown the public now what they can do in the way of speedy handling of edition after edition. It has been a very convincing demonstration. But is the need for speed really as great as the drivers and those in charge of the distribution of papers would like to have us believe?

The insurance rates tell their own story. Evidently newspaper trucks are causing much damage to persons and property, else the insurance companies would not have to be reimbursed so heavily for the protection they give the newspaper proprietors.

In addition to the safety first work and the educational work with drivers, the offering of prizes for careful driving, and the like, which are suggested, might it not be advantageous for publishers to check the delivery schedules which now call for covering so much ground by trucks in such a short time?

The issue seems to be, is the early delivery of newspapers worth what it costs in injuries and property damage? The public is not so much interested in these early deliveries as are the newspapers themselves. A few minutes one way or another will not make difference to the consumer-reader. Has a study ever been made of the period of time covered by the sale of a given edition? If that period is found to be two hours, how much of the sale of that particular edition takes place in the first half hour, the first hour, the last hour? If these figures could be compiled accurately it would probably be found that the "rush" buyer, who presumably is standing around waiting to grab each new edition as it is delivered, is in a minority as compared with the regular, daily buyer who likes a certain paper and buys it at a stated time each day.

This appears to be mostly an afternoon newspaper problem. The rushing done by drivers of morning newspapers is usually done to catch trains, and at a time when the streets are not crowded.

If there is really the demand for speed which circulation managers seem to think exists, why not paint the delivery trucks red, equip them with whistles and bells, and give them right of way over ordinary traffic. That would at least give the driver and pedestrian due notice of the approach of the speeders, just as the fire apparatus announces its approach. This is said in all seriousness. If there is the demand for speed that the driving of trucks today would seem to indicate, why not recognize it and take steps to make it more safe for all concerned?

The newspapers are simply inviting regulation by the authorities under the present method of operation. Would it not be better to do the regulating before the authorities are compelled to step in?

IDAHO USING AUTOMOBILE PLATES FOR ADVERTISING

THE state of Idaho is advertising its famous product, the Idaho potato, by a novel method. The legislature has passed a bill which allows the 1928 automobile license plates to be cut in the form of a potato and colored a light brown. Citizens of other states will be reminded of the Idaho product every time they see an Idaho car.

The plan is to advertise a different product each year.

TOKIO EDITOR VISITS N. Y.

H. Aizawa, editor on education, Tokio Kokumin Shimbun, visited in New York last week preparatory to sailing for London Sept. 7, on a continuation of a round the world trip he is making in company with a Tokio educator. Mr. Aizawa is visiting American newspaper plants and studying the educational system of this country. He arrived in San Francisco June 27. He attended the World Educational Conference at Toronto recently.

STILL USING HAND PRESS

Palo Pinto (Tex.) Star Printed Ev Week on Venerable Machine

Down in the West Texas town of P Pinto an old Washington hand press still being used to get out the wee newspaper, the *Palo Pinto Star*, p lished, edited and owned by J. C. S The paper is all "hand-set" and prin on the old hand press, the age of wh is hardly known. According to Son press has been in constant use in print the Star every Friday for 51 years.

The plant is typical of the early d of the newspaper business. The printer still uses the high stool and pl away at his cases, setting up clean pr with a speed that would surprise the fl man in a modern print shop. The pr is clear and clean.

The first paper was published June 1876, and has not missed an issue sin

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

Gains again in August
making the eighth consecutive month of circulation and advertising gains for the
BALTIMORE NEWS
Largest circulation of any daily paper in the South
CIRCULATION GAIN
Net paid August
NEWS 144,374
Evening Sun 123,549
ADVERTISING GAIN
(local) first 8 months 1927
NEWS gained 181,104 lines
Eve. Sun lost 643,651 lines
Post lost 193,285 lines
NOTE: The NEWS has shown a gain in local advertising for each of the last 8 months compared to the monthly losses of the other two evening papers.

One newspaper—the Pittsburgh PRESS—blankets the great Pittsburgh market, the fifth largest market in the United States. The PRESS has overwhelming leadership. At one cost, through a single newspaper, the advertiser quickly and thoroughly sells both dealer and consumer.
THE PITTSBURGH PRESS
A Scripps-Howard Newspaper
Represented by Allied Newspapers, Inc.
New York Chicago Detroit Atlanta San Francisco Los Angeles Seattle Portland

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
Cline-Westinghouse Double Motor-Drive with full automatic push button control
is used by
Elkhart Truth
Elkhart, Ind.
Ask them about it
CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

Our Customers Write Our Ads
Jackson, Miss., Daily News Says—
"We have never had a serious delay or accident of any kind in five years' operation of our 24-page DUPLEX TUBULAR press."
DUPLEX PRESSES
FOR ALL NEWSPAPERS
Duplex Printing Press Co.
BATTLE CREEK, MICH.

Space is space—but the BEST Classified Advertising publicity justifies its daily appearance in your newspaper
THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

first! in OHIO
Dispatch Sets the Pace
During the first six months of 1927 The Columbus Dispatch carried more paid advertising than the second Columbus paper by 4,639,750 agate lines.
For years The Columbus Dispatch has enjoyed the distinction of being first in Ohio in paid advertising volume.
NET PAID CIRCULATION
City 60,216
Suburban 28,937
Country 24,525
Total Circulation 113,678
Columbus Dispatch
OHIO'S GREATEST HOME DAILY

The Rising Tide

National advertising is a rising tide. Each year larger sums are invested in newspaper advertising.

One newspaper, in 1926, carried more than 8,000,000 lines of national advertising. And of this newspaper's total linage, national advertising was *more than* 25 *per cent.* Many other papers carried in excess of 4,000,000 lines of national with substantial increases each year.

National newspaper advertising is playing an increasingly important part in building the sales of automobiles, washing machines, vacuum cleaners, phonographs, furniture, pianos, jewelry, radio and other lines.

Million dollar newspaper advertising appropriations are becoming almost as common as millionaires.

The newspaper which today records an annual volume of 8,000,000 lines of national advertising, may record 15,000,000 or 20,000,000 within five or six years.

National advertising in daily newspapers is a rising tide. Possibly it will be 30%, 40% or 50% of a newspaper's total volume within a decade or less.

What is your newspaper doing toward securing a share of this revenue?

Advertise your market and your medium in the NEWS paper of the newspaper publishing and advertising fields.

EDITOR & PUBLISHER

"The Newspaper Advocate"

1700 Times Building, 42nd St. and Broadway
New York City



By MARLEN PEW

ON a sultry mid-summer evening we leave the printing office for an hour and wander through an East-side park, swarming with happy children and their mothers. This is the center of the Italian section of the metropolis, the dress of the people is picturesque and the passion of the kids for play is evidenced by their delighted shouts and squeals. Swarthy women wreathed in red bandannas sit on easy benches, nursing their babes and gaily gossiping with their neighbors. A thousand youngsters are developing their arms and legs and backs on swings and slides. We pass an occasional youth and maiden, roaming hand in hand, happy in thoughts of love. The grass is green and smooth as a billiard table; birds twitter in the trees and there is the silvery tinkle of a fountain. It is with a start that I recall that as a young reporter I met on this site the greatest local newspaper writer New York ever saw, that this charming park was at that time the foulest slum in America, that this one man's magnificent sympathy for the poor poured out in print was responsible for the magic change in these city blocks and that this park now bears his honored name—Jacob A. Riis.

* * *

SOME men are in the newspaper business to make money, some to gain fame, some for romance, some for social prestige, many as a mere means of livelihood and many more because they recognize the power of the press for good and desire to play a part in advancing the cause of civilization. Jacob Riis exemplified better than any reporter I have ever known the latter theory. His life work was a public benefaction and the poetic justice of giving his name to a park that was once Mulberry Bend is sublime. When I knew Riis he was a reporter for *New York Sun*. He was assigned to Police Headquarters and most of his time was spent in the little row of houses, opposite Mulberry Street Headquarters, where the reporters held forth. At that time his fame was already wide. He did not cover the general news, as did other men, but would watch the police slips—bulletins posted in a window in the basement of headquarters for the benefit of the newspaper men—and when a story in his line would crop up he would go out on it, or send some young fellow on the staff to get the facts, and then would write one of those masterful column-and-a-turn articles that were his specialty—a story which would be thrilling in human interest, would preach a sermon without one word of sentimental gush, would harpoon lazy or corrupt politicians or incompetent public institutions without one word of editorializing and would do more to reform the evil conditions abounding in New York's slums than all other agencies of the city combined. That was the genius of Jacob Riis and almost unbelievably wonderful were his achievements. He died 13 years ago, at the age of 65. His name should be an inspiration to every man who writes for the daily press. His example is a model for all youth which strives for unselfish ideals.

* * *

EARLY in his newspaper work—he served as a reporter for *New York Tribune*, Associated Press and later for the Sun—Jacob Riis said: "The slum stands for ignorance, want, unfitness, mob-rule on the one hand and for hard-heartedness, indifference, self-seeking greed on the other. We are brothers, whether we own it or not, and when the brotherhood is denied in Mulberry street we shall look vainly for good citizenship on Fifth avenue." What Mulberry Bend was when Riis first began to tell the public the unvarnished truth about it is in the memory of many newspaper men of this day.

* * *

THE curbs were lined by tiers of shabby, filthy, overcrowded tenements, lacking ventilation, lighting, water and devoid of privacy or domesticity. There were rows of rear houses built back to back with other buildings, with unventilated, narrow black courts and alleys. Here swarmed poor immigrants and their children, tramps, stale beer bums and vagabond women. Men and women lived in cellars deep down in the ground. Riis found 34 families living in rooms which had been built to accommodate only four or five families. He found children sleeping in wet cellars and scores of rooms where untrapped soil-pipes opened into every floor and poisoned the tenants. He described the old-fashioned barracks, frame buildings, as "dens of death." He told the public that these houses had been built to sell and as a result of his exposé of the greed of landlords and builders one of the latter was sent to Sing Sing for ten years for manslaughter as the result of one, a shaky tenement, falling and killing many people.

Riis, on one occasion, wrote of a house that had been built on speculation, wherein sewer pipes were run into a 3-foot cesspool in a basement, resulting in 20 cases of typhoid fever within a single year. As a result of some of his stories about blind tenement rooms, the Board of Health compelled landlords to cut more than 40,000 windows, letting in the daylight and air, within a single year. These facts merely suggest the extent of his reform.

* * *

JACOB RIIS was a native of Denmark, received a Latin school education in his native land and came to New York as an immigrant in 1870. He plunged into any kind of work he could get to do, once as a truck farmer, later as a coal miner and still later as a book agent. He told the story of how after wandering all day through Brooklyn streets with his dog, attempting to sell copies of Dickens' "Hard Times," he sat down on a doorstep to rest and was presently accosted by a genial old gentleman whom he recognized as the principal of a school of telegraphy which Riis had attended for a short time when he had sought to master that art.

"What are you doing?" asked the old man. "I am trying to sell copies of this book," Riis replied, handing out a volume of Charles Dickens' celebrated Coketown story. He admitted that the title was appropriate for he had had no sale that day. His friend advised him that he had only just learned that a job at $10 per week was open for a reporter on the New York City News Association and as fast as his legs could carry him Riis hastened to 23 Park Row to claim the situation. That was the start of his newspaper work. He covered general assignments for a time but made his hit when he began to write sympathetically of political and social conditions as they affected the poor of the East side.

* * *

ALL of Riis's reforms were worked out while he served as a reporter. Many editorships and political jobs were offered to him and he wrote a number of valuable books and occasionally lectured, but he never claimed nor wished to be anything better or worse than a newspaper reporter. His unremitting fight was against unwholesome, unhealthy tenements as the breeding places of disease, crime and human defeat in every form. It was R who exposed the city's water supply contaminated and thus brought about t purchase of the vast Croton water-she He forced the destruction of rear ten ments. His nagging pen, after more th 25 years, wiped out Mulberry Bend a several other cesspools of vice, disea and crime and turned them into parl Riis spoke the word that incited The dore Roosevelt, then police commission to abolish the evil police station lodgi houses. For years he fought for a finally secured a truant school. Truan once were imprisoned as juven criminals. He fought basement bakesho and overcrowded clothing sweat-sho He liberated thousands of children w toiled in box factories and paper-flow shops located in tenement rooms. He d manded light for dark tenement hall-wa and thus opened hundreds of places whe crime, vice and filth lurked. For eve story he wrote for the emancipation child labor he wrote another one in fav of playgrounds for schools and the ope

Have you a friend in Kansas City

Ask him if he doesn't read The Kansas City Star

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

in
Detroit—
Free Press circulation reaches 31,000 more than the total number of families owning their own homes.
The "Free Press"
"Starts the day in Detroit"
With a stable, uninflated, liberal pursed circulation productive of greater advertising returns at lower cost.

The insignia that represents GOOD service.
Over 400 newspapers discovered a simple and practical solution to their checking proof problems, when they accepted our NEW and *Complete* Checking Proof Service. Under this plan *the Publishers' office is relieved entirely of all detail work.*
Less expensive—
Greater results.
(Two months' trial test offer)
The Advertising
CHECKING BUREAU Inc.
79 Madison Ave. NEW YORK
538 So. Clark St. CHICAGO

If Quality
of circulation is your first consideration.
The Evening Star
With Sunday Morning Editions
Washington, D. C.
will have your preference—same as it has the preference of practically everyone in the National Capital.
The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.
N. Y. Office—110 E. 42nd St.
Dan A. Carroll
Chicago Office—Tower Building
J. E. Lutz

Largest Circulation
and
Largest Volume of Advertising
of any Daily west of the Missouri river
LOS ANGELES
EVENING HERALD
REPRESENTATIVES
Chicago, JOHN M. LEDERER, 910 Hearst Bldg.
San Francisco, A. J. NORRIS HILL, 610 Hearst Bldg.
New York, HERBERT W. MOLONEY, 604 Times Bldg.

ROTO-GRAVURE
Sections
for
Newspapers & Magazines
STANDARD
Gravure Corporation
LOUISVILLE, KENTUCKY

of school-rooms for boys and girls wished to study at night. Jacob reared his family in comfort, but was y poor in pocket, but no man richer ntiment and love of his fellows has dwelt in the metropolis. His philanpies have been compared with those ockefeller and Carnegie, but he gave his pen and forced the great city of York to pay the bill—now acknowld to have been splendid civic invests.

* * *

a local reporter Riis had no equal, when the subject was within his of interest. He would go to Police dquarters and sit at a desk where he ld spend hours writing, perhaps the ter of a book, or a Sunday story. e reporter would come in and anice that there had been a suicide in ter street. Riis might, or might not to the scene. If he did not go, he ld get the facts from some young reer on the staff of the Sun or some r friendly reporter. He would then vel a story, so full of imagination, pathy and understanding of the backnd fundamentals that it would stand in print as a "beat." His power was is deep feeling for his fellow-man and is wonderful ability to express his tion without violating any of the ciples of good newspaper writing. writer has truly said of him: "The ld has played upon his sensibilities as oes upon the soul of a musician and e his feelings found no expression in they went off, not as with most men is temperament, in weird dissipation, ay sermons, but in action."

* * *

FTER thirty years newspaper service in Mulberry street, center of Ameri- biggest "melting pot," where he had mately known every form of human and had witnessed almost every phase he human struggle, Jacob Riis retired ill-health to his home in a nearby urb and just before his death wrote of supreme happiness. "It is easy for to preach contentment," he said. ith a mother who prays, a wife who the house with song, all my dreams e, or coming true, why should I not be tent? I know of no better equipment making dreams come true than faith God to make all things possible that right; faith in man to get them done; enough in between to keep them from iling or running off the track into use- crankery. The longer I live the re I think of humor as the saving se. * * * Looking back into thirty rs it seems to me that never had man ter a time than I. Enough of the tor chaps there were always to keep up spirit."

PRINTING "ADITORIAL" SECTION

The *Maple Falls* (Wash.) *Leader* is senting to its readers each week an ertising supplement called The Adial. The supplement contains guaran- advertisements from dealers in Maple ls and the neighboring city of Bellingn, and short sketches of their organins, a few being covered each week.

AIDED 46,000 CHILDREN

The *Chicago Daily News* Fresh-Air nd Sanitarium, which ministers to the ies of needy Chicago families, closed forty-first season of open-air work in ncoln Park, Saturday, Sept. 3, with a al attendance for the summer of 46,-, a gain of 3,824 over the year before.

NEWSPAPER ENGINEERING

An organization specializing in newspaper buildings, all phases of newspaper engineering, operation and production problems, analytical surveys and valuations.

S. P. WESTON, INC.

Newspaper Buildings, Production, Operation Surveys, Valuations.

420 Lexington Avenue, New York

FOSSILS INCORPORATE IN BROOKLYN

Queer Old Society Perpetuates Friendships Made in Amateur Journalism Days—Edison, Daniels, Moses, Curtis Are Members

A certificate of incorporation was obtained in Brooklyn late last week by The Fossils, a society whose members have sworn to perpetuate friendships formed forty or more years ago among "amateur journalists."

Among the Fossils whose names were listed on the certificate of incorporation signed this week by Supreme Court Justice Charles J. Druhan were Thomas A. Edison, James M. Beck, Cyrus H. K. Curtis, United States Senator George H. Moses and Josephus Daniels.

The aims of The Fossils, Inc., in addition to perpetuating old friendships, are "to keep alive the memory of those years by occasional reunions; to defray the maintenance expenses of a library in which printed relics of their earlier literary efforts are now bound, indexed and stored, and otherwise to benefit by community of fellowship and loyalty in their old friendships as youthful printers."

Fifty thousand papers bound in volumes and stored in the library of the organization, at 150 Nassau street, testify to the industry of the Fossils-to-be between 1860 and 1890. The pages are yellow now, and there is a Victorian ring to the early love poems of staid present-day members of the bar, physicians, aldermen and prosperous business men.

During this period boys and girls who called themselves amateur journalists printed little papers of different sizes and varying degrees of editorial excellence. Everything was discussed, from current political happenings to the profoundest problems in religion and sociology. During one period in the '80s several thousand of these papers were published by journalistic aspirants. They exchanged courtesies, had their editorial squabbles and criticized without mercy the grammatical slips of rival editors.

In July, 1876, sixty-two boys who published these papers or contributed to them, met in Philadelphia and organized the National Amateur Press Association. Mr. Beck, known as "Becky" to the members of the convention, was the youngest boy in attendance. For years afterward the Press Association held its annual convention in different cities. Besides publishing papers, the boys and girls turned out little books, samples of which are on exhibit in the library on Nassau street. This was during the "dime novel" period and Indian themes and talks of wild adventure by sea and land were popular. Some of the titles are lurid echoes of this type of story. Others are reminiscent of Oliver Optic and Horatio Alger.

Some of the booklets are good examples of printer's art turned out on the small presses of the period, which found a ready sale among the boy journalists. In 1873 three of the boys went to the Vienna Exposition and printed a paper, *The American Youth,* once a week while it lasted. They paid their own expenses by writing dispatches to the papers in America on the exposition.

All three are dead but The Fossils, Inc., feel that their exploits deserve to be chronicled as an epic incident in the history of boyhood journalism.

On July 3, 1926, after the passing of fifty years, the survivors of the 1876 convention assembled at Philadelphia. The ranks were considerably thinned, but Mr. Beck delivered the address of welcome, as he had done at the first meeting.

The certificate of incorporation provides that the territory embraced by the organization will be the United States of America; the office will be in Manhattan; there will be twenty-five directors, and the annual meeting will be held on the last Saturday in April.

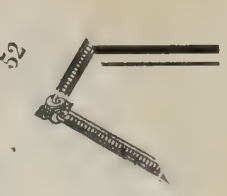
The president of the Fossils is Dr. Charles W. Richardson, of Washington, physician to President Coolidge. The vice-presidents are Frank White, David W. Jagger and J. D. P. Wingate. The treasurer is Joseph Dana Miller.

The twenty-five incorporators are: Mr. Beck and J. Edson Briggs, of Washington; Charles H. Class, Mr. Curtis, Mr. Daniels, Mr. Edison, Charles K. Farley, Carl Fique, J. Austin Fynes, Charles C. Heuman and Frederick E. Ives, of Philadelphia; Owel M. Jefferds and William A. Kelsey, of Washington; Frederick W. Koch, of Bloomfield, N. J.; Frank J. Martin, Mr. Miller, Senator Moses, Dr. Richardson, Frank L. Searer and William G. Snow, of Meriden, Conn.; Dr. E. B. Swift and Leonard E. Tilden, of Marlboro, N. H.; John F. Walsh, Jr., Frank White and Louis C. Wills.

DAILY ABSORBS WEEKLY

The *Suffolk* (Va.) *News,* a daily, has purchased the *Suffolk Herald,* a weekly established in 1876, and combined it with the Suffolk News under the name of *Suffolk News-Herald.*

BIG AUT



Private aut
a limited su
ment at le
the indus
reports
holding
waiting
the Ford
This week th
was 1,000 units
week. Sales are slac
pects apparently wantin
Ford is heard from.

PARIS SERVICE STATIO

The *Chicago Daily News* office in Paris, at No. 10 Boulevard Des Capucines, in the Place de l'Opera, has offered its facilities to members of the American Legion in Paris for the convention this month. Capt. Eugene Morgan, conductor of the "Hit or Miss" column in the Daily News, is being sent to Paris as special correspondent to report the convention.

ADVERTISERS who understand the Iowa situation know from experience that the consumers' market there cannot be properly sold without the use of newspapers in these twenty-one key cities.

IOWA DAILY PRESS ASS'N
DAVENPORT, IOWA.

Ames Tribune	Iowa City Press Citizen
Boone News-Republican	Keokuk Gate City
Burlington Gazette	Marshalltown Times-Republican
Burlington Hawk-Eye	Mason City Globe-Gazette & Times
Cedar Rapids Gazette	Muscatine Journal & News-Tribune
Centerville Iowegian & Citizen	Oelwein Register
Council Bluffs Nonpareil	Oskaloosa Herald
Davenport Democrat & Leader	Ottumwa Courier
Davenport Times	Sioux City Journal
Dubuque Telegraph-Herald	Sioux City Tribune
Fort Dodge Messenger & Chronicle	Washington Journal
Fort Madison Democrat	Waterloo Courier
	Waterloo Tribune

REACHING
the Entire Family

EIGHTY-ONE percent of its circulation is distributed after 3 P. M., when New Yorkers begin to go home with their newspapers. This is a larger percentage than that of any other New York newspaper.

The Sun is equally effective for advertisers who want to reach women and for those who want to reach men.

The Sun.
280 Broadway, New York

A STOCK OF MERCHANDISE IN SALT LAKE CITY

means quicker delivery to and more business from the ten thousand dealers of Utah, Idaho, Wyoming and Nevada.

The Salt Lake Tribune
THE S. C. BECKWITH SPECIAL AGENCY
New York — Chicago — Detroit
St. Louis — Kansas City — Atlanta
M. C. MOGENSEN & CO., Inc.
San Francisco — Los Angeles
Seattle — Portland

A NEW DEAL IN PITTSBURGH

America's fourth largest market

The Sun-Telegraph
Evening and Sunday

—The evening issue combining the former Evening Chronicle Telegraph and Evening Sun.

—The Sunday issue combining the former Sunday Post and Sunday Gazette Times.

National advertising representatives: Paul Block, Inc., 247 Park Avenue, New York; Century Bldg., Chicago; General Motors Bldg., Detroit; Little Bldg., Boston; Commonwealth Trust Bldg., Philadelphia.

After All
It's not so much how many read your story as how many put credence in it.
THE PHILADELPHIA RECORD
Goes not only into the homes but also into the hearts of 150,000 substantial families daily.
Second Largest Morning Daily in Philadelphia
Always Reliable

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write John G. Earhart, Director, Personnel Bureau of Sigma Delta Chi, 836 Exchange Ave., Chicago, Ill.

NO CHARGE TO EMPLOYERS

,000 BUILDING-AN DRIVE URGED

ess of California Companies Cited Speaker in Suggesting Co-operative Drive—Business Increased 89 Per Cent

The building-loan associations of the United States should have a fund of at least $1,000,000 a year to carry on a consistent, nation-wide advertising campaign, A. A. Anderson, secretary of the Pacific Coast Building-Loan Association of Los Angeles and secretary Building-Loan Secretaries Association of Southern California, told the Pacific States Savings and Loan Conference at its recent convention in Los Angeles. Two hundred building-loan officials from ten western states attended the meeting.

According to Anderson, the building-loan associations of the United States, which now number more than 13,000, with assets of approximately $6,000,000,000 and 12,000,000 members, have an unequalled record in co-operative endeavor, community service and in the promotion of thrift and home-ownership, as individual associations.

"But there is no business in the United States of the magnitude of the building-loan business and which is conducted along the same fundamental lines in every section of the country that has made such little progress in a co-operative way, to bring before the people the facts about their business, as these mutual savings institutions," he said.

In his appeal for a national advertising campaign Anderson cited the results of the first six months of the co-operative campaign now being carried on by the building-loan associations of Southern California at a monthly cost of $3,000.

"According to data compiled from the State Commissioner's reports, the building-loan associations in Los Angeles, where most of the advertising was done, showed an increase in assets during the first six months of the co-operative advertising campaign, Oct. 30, 1926, to April 30, 1927, of $10,948,887.66, or an 89 per cent increase over the increase in assets for the six month period immediately preceeding the campaign, when the gain was $5,776,619.85.

"The data also shows that the 102 associations in Southern California during the first six months of the campaign showed an increase in assets of $22,740,538.12 which is a 46 per cent gain over the growth recorded for the previous six months.

"The tremendous effect of consistent, co-operative advertising is seen when the increase of 89 per cent for Los Angeles associations only and 46 per cent for Southern California associations is compared with the gain of only 4.6 per cent over the increase in assets by associations in the state other than Southern California, during the same six month period."

Consistent use of newspaper space was recommended by the Los Angeles man as being the most effective and economical way to acquaint the public with the business and increase the size and prestige of the associations.

Anderson called attention to the advertising policies of several nationwide business concerns which are using newspaper space to the exclusion of all other forms of advertising. "These great companies have learned, from the expenditure of millions of dollars just what medium brings the greatest result. In the swaddling clothes of our advertising effort, we can well give consideration to these facts," he said.

"The larger portion of the amount spent in the Southern California campaign was for newspaper space," Anderson said.

HEALY CONFERS WITH HEARST

John S. Healy, production manager of the Hearst Newspapers, left New York this week for California, where he will confer with William Randolph Hearst. Mr. Healy returned last month from a European trip during which he studied newspaper conditions, particularly the use of dry mats in printing.

SAID CHARLIE TO CHARLIE

Levine and Hand of New York American Become Friends in Paris

"Hello, Charlie! This is Charlie. I've just flown over here to London!"

Thus Charles A. Levine spoke to Charles Hand, political writer of the *New York American*, over long distance telephone from London to Paris, shortly after the owner of the Columbia had completed his sensational solo flight across the English channel. The two Americans had met and become friends at Le Bourget field, where Mr. Levine entertained the New York newspaper man at dinner. Hand is confident that if Levine starts out on a westward trans-Atlantic hop he will make his objective.

"He's just that sort of man," said Hand, who returned to New York this week after a month's vacation in Paris.

Mr. Hand explained what he said was the inside story of the break-up with Drouhin, the French aviator.

"Levine was worried about flying next to a man who couldn't speak English," he declared. "Percival Philip of the *New York Times* Paris staff had prepared a chart with different questions and answers all numbered written in French with their English translations. It had been the plan to paste this chart on the dashboard of the 'plane and Levine was to point out the English question which Drouhin was to understand from reading the translation of the corresponding number. Then he was to reply by pointing to another numbered line on the chart.

"This didn't suit Levine, and he wanted to break off with Drouhin diplomatically. He asked me to help him draw up a statement which I did. Before we gave out the statement, Levine took matters in his own hands and hopped to London."

Hand returned to this country on the same ship with Lee Ettleson, managing editor of the New York American, Mrs. Ettleson and their two children, Benn Lee and Emily. The Ettlesons had spent a month in Britanny.

CHASING "WE BOYS"

Harry M. Friend Writes Exposé on Ad Gag for N. Y. World

New York's latest "We Boy" advertising gag took a flop this week, when Harry M. Friend was assigned by the *New York World* to chase down the "Judge's Manuel."

Solicitors, who said they represented this publication, were telephoning New York advertisers in the following vein:

"This is Judge Leonard talking. We are just compiling the 'Judge's Manuel' and are counting on you for a little advertisement. If I can ever do yo favor, drop around to City Hall and on me. Thank you very much. Goo

Special favors and privileges promised prospective advertisers. newspaper reporter found that "Ju Leonard was an ex-Justice of the P of Perth Amboy, N. J. The gross come derived from the "Judge's Ma was estimated at $30,000. Similar g cost business men more than $300,0 New York last year, Friend discov

Said H. J. Kenner, vice-presiden the New York Better Business Bur "The chief and sole aim of these tended business organizations is garnering of an advertisement for annual publication that comes to minds. These profits go into the poc of the promoters of the scheme, the sociations, salesmen and the officer counsel with pretended political pull.

"They cannot exist following an posé and I am pleased to see a n paper like the World take this initia It is a real public service."

1500 ENTER SWIM MEET

Nearly 1,500 contestants represen associations throughout the United St competed Saturday, Aug. 27, in the annual National Amateur Athletic eration swimming championships unde auspices of the Chicago Daily News.

Supplies and Equipment



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Factory Rebuilt Presses for Immediate Delivery

21-in. Col. Goss High Speed Octuple Press.

22-in. Col. Hoe Right Angle Sextuple Press with colors.

22-in. Col. Goss Five-Decker 40-page Press.

22-in. Col. Goss High Speed 4-Decker, 32-Page Press.

22-in. Col. Goss High Speed Octuple Press.

22-in. Hoe High-Speed Super-Imposed Unit-Type Octuple Press.

Others for Early Shipment
LET US KNOW YOUR WANTS

The Goss Printing Press Co.
Main Office & Factory Chicago, Ill.
New York Office 220 W. 42nd St.
San Francisco Office 646 Call Bldg.

Stereotype Room Efficiency
Means quick production of good plates and the elimination of re casts as far as possible.

Moulding Blankets
Hard and Soft Cork Blankets
Heavy Wool Moulders
Light Wool Moulders
Thin Wool Moulders
(All Sizes)

Space Packing Felt
4 Thicknesses—No. 25, No. 35, No. 40, No. 50
Easy to tear, quick to place

New England Newspaper Supply Company
Worcester, Mass., U. S. A.
Cable Address NENSCO
Worcester, Mass.

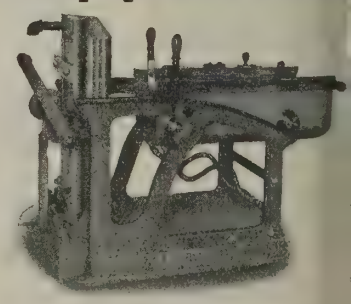
Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

Hoe Patented Duo-Cooled Equipoise Curved Casting Mould



"It is essential to Success to be the first out with the news—and Minutes count."

This Hoe Curved Casting Mould is a time-saver, designed especially for Speed and Efficiency. Cold Water circulating through the stationary Lid and the concave Side, gives quick cooling for rapid Casting.

IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC. 504-520 Grand Street, New York City
7 South Dearborn Street CHICAGO, ILL.
Pere Marquette Bldg. NEW ORLEANS, LA.
7 Water Street BOSTON, MASS.

Employment—Equipment—Services

ITOR & PUBLISHER Classified Advertising Information RATES

SITUATIONS (Cash with Order)
1 Time — .50 per line
3 Times — .40 per line
ALL OTHER CLASSIFICATIONS (Cash with Order)
1 Time — .75 per line
4 Times — .60 per line

ite space charge at same rate per line insertion as earned by frequency of inon. Minimum Contract space, three . The Editor & Publisher reserves the to classify, edit or reject any adverent.

ADVERTISING

Supplies

ing Sheets for Art work and Benday ef-. Bourges Service, Inc., 144 West 32nd t, New York.

SINESS OPPORTUNITIES

Brokers

s Paper in South for $15,000, or two-thirds est for $10,000. Established high-grade cation with fine opportunity. Chance for rtising man. Harris-Dibble Co., 345 ison Ave., New York.

lle West Properties—Exclusive listings. damaging publicity. Personal service in deal. Everything confidential. High newspaper bonds for sale. Clyde H. s, 851 Board of Trade, Kansas City, Mo.

ka! Eureka! An evening paper occupying sive field; circulation over 7,000; modern ate plant; gross business more than $100,- net earnings around $20,000; price $140,- one-half cash. J. B. Shale, Times Bldg., York.

Interest for Sale

ld a Three-fourths Interest in a new hly magazine in a non-competitive field int you? Complete dummy now ready—pre- l by a magazine expert of 15 years' broad, tical experience in every phase of monthly cation promotion. Seeking capital or agive publishing organization with capital. ess C-944, Editor & Publisher.

Loan Wanted

-Klan Democratic newspaper weekly es loan repayable monthly. Address C-948, or & Publisher.

Newspapers Wanted

Buy Weekly in northwestern or middlestern state, in exclusive field grossing to $30,- Have $18,000 to invest. Will consolidate romising field. Address C-943, Editor & isher.

kly or Small Daily wanted in growing nunity. Consider control of sizeable daily. business. C-959, Editor & Publisher.

CIRCULATION

Promotion

ulation—When quick, additional circulation rage becomes necessary, remember that twenty years in this one line of endeavor our proof against experimenting. Write or . Pacific Coast Circulation Service, Bell k, Cincinnati, Ohio.

ulation Builders—Blair & Austin, 1504 Cenave., Reading, Penn. Originators of Salesship Club Campaigns.

the Man Who's Had One! In over 20 s of nation-wide experience, we have proved elves always able to produce greater results dollar expended. Our circulation building paigns, large or small, have all expert mangnent and attention. Address us now, care of World-Herald, Omaha, Nebr., or at any at Box 288, Waterloo, Iowa. Myers' Cirtion Organization.

ulation Builders—A Clean-cut, self-finance personally conducted campaign that will e you more money now and for years to e; 20 years' experience. The Alward Synte, 453 W. 9th street, Erie, Pa.

erior Circulation Builders—The W. S. Ken Company, 104 North Bailey Ave., Louis, Kentucky. The circulation-building orization that has set the standard for aggres, successful circulation campaigns for nearly nty years.

World's Largest Circulation Building Orization—The only circulation-building servin Newspaperdom furnishing publishers' davits of the exact results of its every paign. The Charles Partlowe Company, idental Building, Indianapolis.

onto Star 160,090 offering dolls. Report ellent results. Clarence Eyster wires, sh me three dozen to start." Our 30-in. doll $3.00 the most wonderful buy in country. Pinkney, 307 6th Avenue, New York, N. Y.

EDITORIAL

Correspondents

European Articles—Englishman, Staff Correspondent London and New York Dailies, resident 25 years Italy, Spain, France and Portugal, offers services. Subjects: Finance, Trade, Engineering, Political, General Industries. Martin, Villa Cristy, Ospedaletti Ligure, Italy.

EMPLOYMENT

Help Wanted

Advertising Salesman for semi-weekly near Atlantic City in a rapidly developing field. Permanent. State experience, previous or present connection, salary, etc. Pleasantville, New Jersey, Press.

Advertising solicitor of ability and vision to handle local accounts on metropolitan morning Daily and Sunday in eastern city of over a million population. State age, experience and references in detail. Only high type man need apply. All communications confidential. C-956, Editor & Publisher.

Circulator wanted with experience, to take charge of city department of morning and evening paper. Morning edition leader in field. Experienced man wanted. Fine opportunity for a worker. State experience in application. Address C-960, Editor & Publisher.

Circulation—We want best canvassing crew in United States; six to ten men, hard house-to-house plugging. No contests, but premiums or other inducements permitted. C-921, Editor & Publisher.

Reporter, afternoon, Northwest. Must be fast, digger, rapid on typewriter, capable some desk work. Must be western man. Getting news absolute requirement, or out of job. No loafers need apply. Will fill job on basis deliver or quit. Tell all first letter. C-938, Editor & Publisher.

Salesman, experienced, wanted for selling a children's feature to newspaper publishers. Address, The Daily News Feature Syndicate, Hamilton, Ohio.

Situations Wanted

Accountant—Circulation Manager—Young man, 28, eight years' experience as circulation manager and assistant. Practical experience in auditing and accounting. Knowledge of newspaper accounting and cost finding. Desires position as accountant or circulation manager. Willing to combine both on small daily. Excellent references. C-930, Editor & Publisher.

Advertising Manager—Twelve years' experience, including one year each New York and Chicago, national fields; 6 years executive, both local and national. Thorough organizer and intensive salesman, accustomed to keen metropolitan competition. Intimate knowledge retail and national merchandising. Especially equipped to create large volume of new business. Excellent reason for desiring new opportunity. Six years present employers. Splendid record and best references. Correspondence invited in strict confidence. Age 33, married. Protestant. Address C-801, Editor & Publisher.

Advertising—Management, sales and sales promotion, research and merchandising—Young college man with eight years' successful experience, now employed, would welcome new opportunity as newspaper advertising manager, advertising agency executive, or sales and advertising manager for national advertiser. Available 30 days after reaching agreement. C-937, Editor & Publisher.

Advertising, display solicitor, young man 25 years of age, six years experience, proven results, good references. Available immediately. Address C-955, Editor & Publisher.

Business Manager or assistant to General Manager; 7 years on Eastern and Mid-West daily as office manager, circulation manager and treasurer. Qualified newspaper accountant. Knows credits and collections. Originated classified collection system that increased collections 75% first month. Prefer Eastern location. At liberty October 1st. Salary $75. Married, family. Age 33. Best of recommendations. Address C-983, Editor & Publisher.

Business Manager — Experienced, practical. Organizer, producer. Record for efficiency. Knows work; isn't afraid. Qualified to fit into temperamental organization. Eastern City, 50,000 to 100,000 preferred. Ready now. C-951, Editor & Publisher.

Business Manager or assistant to acting Publisher. Accountant and statistician. Experience covers advertising, circulation, financial management, purchasing, office management, credits and collections, control of mechanical departments. Can show successful record of a hard worker who wishes to connect with a producer at a fair salary. C-958, Editor & Publisher.

Circulation Manager wants permanent position, where honesty, system, service, and getting the money is appreciated. Your confidence and cooperation solicited. C-957, Editor & Publisher. All inquiries will be respected as confidential.

EMPLOYMENT

Situations Wanted

Circulation Manager, 20 years' experience, familiar with all methods promotion and A. B. C. records, etc. Can produce under adverse conditions. Reasonable salary. References. C-920, Editor & Publisher.

Circulation Manager, 34, employed. Not seeking. Awaits inquiries. C-934, Editor & Publisher.

Composing Room Foreman or Superintendent wishes a permanent position; can give reference as to ability, character and reliability; experienced in large and medium plants; 14 years in one place. Address C-868, Editor & Publisher.

Circulation Manager, 30 years experience, seeks change. Record of successful achievements on largest Metropolitan daily newspapers. C-953, Editor & Publisher.

Desk Man, telegraph editor, copy reader, desires position on Southern afternoon daily. C-940, Editor & Publisher.

Desk and Re-write Man—Newspaperman with 15 years' experience seeks position on Eastern daily. Accurate, speedy, efficient. Unusually good at producing humorous features. C-929, Editor & Publisher.

Editorial—Experienced man of Eastern, Western and Metropolitan service, wide reading, extensively informed and able to write fluently, who has held desk and managerial positions, desires to make change from place now filled for temporary personal reasons to one with the advantage of utilizing his varied training and equipment. Especially strong on heads, news, make-up and purposeful editorial handling. Just the man for news editorship or managing editor in cities up to 100,000, either farming or industrial community. C-903; Editor & Publisher.

Editorial—Versatile news executive, 17 years' experience, seeks connection with afternoon daily in city under 100,000 in East or weekly where results will mean future reward. Capable, industrious, loyal. Writes fluently, fast copy reader. Can handle staff. Excellent references and available at once. C-963, Editor & Publisher.

Financial and Business Writer of broad experience seeks whole or part time connection with paper, magazine or financial institution requiring publicity or financial and economic reviews and analyses. Permanent connection desired. References exchanged. C-954, Editor & Publisher.

In Any Capacity—Young woman, college graduate, with major in English, and work in education and political science, desires position with daily in small city. Nine months' work with live country weekly. Willing to do anything that will give me a wider experience in newspaper work. C-942, Editor & Publisher.

Managing Editor with two successes, best of recommendations, seeks chance to strengthen fall news campaign of small eastern daily. Write C-945, Editor & Publisher.

Managing Editor wishes to locate in the central West. Now has place but desires change. In newspaper work over twenty years. Ready to move on month's notice. Address C-947, Editor & Publisher.

Managing Editor now employed on morning paper desires to locate on afternoon daily in Pacific Northwest. Record and references gladly furnished. C-961, Editor & Publisher.

News, Make-Up Editor, executive, practical, now editor of class publication under contract and averaging more than $8,000 a year, wants position of responsibility and opportunity, preferably with small but ambitious daily in North or East. Salary not first consideration if opportunity is there. Best of references. C-950, Editor & Publisher.

News Executive, editorial writer, columnist of wide experience; can produce cheaply, paper of which you'll be proud; more interested in opportunity than starting salary; now employed; seeks permanent place, Southeast. C-935, Editor & Publisher.

Reporter—
Who?—Reporter, a cub, but trained.
What?—Wants a job.
When?—Starting now.
Where?—Anywhere.
Why?—He is ambitious. Aims his guns at reporting. Now ready to pull the trigger and fire away at his chosen field. References. C-926, Editor & Publisher.

Reporter, beginner, 22, university training, wants position to learn the profession, anywhere. Salary secondary. C-952, Editor & Publisher.

Publishers!

We can put you in touch with go-getters—men who have made records and are ambitious for further achievements.

CLASSIFIED SERVICE
Editor & Publisher

EMPLOYMENT

Situations Wanted

Reporter, 24, three years' varied experience, seeks desirable connection. C-949, Editor & Publisher.

Reporter, Desk, or editorial writer. Missouri journalism graduate. Three years' general experience. C-941, Editor & Publisher.

MECHANICAL

Equipment for Sale

For Sale—24 Page Hoe Press and complete stereotyping outfit, in excellent condition, at a fraction of the value of the stereotyping equipment alone.

Bought this equipment at bankruptcy sale, being a part of the plant of the Clearwater Morning Herald at Clearwater, Florida.

Outfit can be seen on floor but must be moved quickly regardless of price realized. Write or wire H. A. Orrell, Mech. Supt. Times, St. Petersburg, Florida.

For Sale—One complete photo-engraving plant. Miles Machinery Co., 64 West 23d St., New York.

Hoe Sextuple Press for sale, capable of doing very finest grade of work. Will print all products by 2's up to 24 pages, and by 4's from 28 to 48 pages. Running speed 24,000 up to 24, and 12,000 over 24 pages. Brand new Cline Electric drive, costing approximately $4,000, goes with press for $10,500 cash. Time payments may be arranged. Address Box C-962, Editor & Publisher.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffman Type & Engraving Co., 114 E. 13th St., N. Y. City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 153 So. Paulina St., Chicago, Ill.

Equipment Wanted

Wanted—To Purchase a one man engraving plant. In answering this please list the kind of equipment, size of camera plates, length of time equipment has been used and present condition, and price asked. Address C-946, Editor & Publisher.

WE CONNECT THE WIRES

WANTED: Experienced advertising managers, salesmen and copy writers for positions now open in display and classified departments of well-known daily newspapers East and Middle West. Write fully. Registration free.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Newspaper Properties Bought, Sold and Appraised

All negotiations confidential

PALMER, DEWITT & PALMER

Business Established in 1899
350 Madison Ave. New York
Pacific Coast Representative:
M. C. Moore, 515 N. Canon Drive, Beverly Hills, Calif.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

DOLLAR $ $ $ $ PULLERS

One Dollar will be paid for each idea published. Send clipping for payment.



Payroll Builders page

A FULL page spread made up of about 50 different advertisements comprising the firms that make up the payroll bulders of Indianapolis, published recently in the *Indianapolis News,* is attracting considerable comment.—THORA EIGENMANN.

In order to stimulate the sale of farm products grown or manufactured in Minnesota, an organization of Minneapolis business men, "Minnesota Boosters," are getting advertisers to run copy on exclusively Minnesota products. A recent full page placed by the Minneapolis Alllied Grocers offered housewives bargains on all-Minnesota products. A four column box in the copy read: "Every product made and grown in Minnesota, marketed in this territory, means increased community purchasing ability for other merchandise. The farmers are the only American producers of raw materials who share in the ultimate selling price of the manufactured article. Boost community and state prosperity by using Minnesota products."—P. O. NARVESON.

Due to the fall primaries and November general election, advertising departments should have little difficulty securing political advertising.

One of the biggest and most informative space ads that can be used is that of publishing a specimen primary or general election ballot, with an impressive X voting mark aside the politician who is inserting the ad.—FERD W. COLEMAN.

Work up interest among the raw milk producers of your city to advertise. Cooperative campaigns may be inaugurated by these small dealers who as a rule have no pasteurization equipment or machinery, but who may advertise collectively to exemplify the health qualities in raw milk. There is much to be said for it.—C. M. L.

Have you rounded up your local antique dealers lately? A little corner once or twice a week devoted to their interests will bring you extra revenue.—JAMES M. MOSELY.

OLD PAPER FOUND

A perfect facsimile of the first newspaper ever printed in America, the *Boston News-Letter,* has been discovered in the walls of a building, that is being demolished, at Poughkeepsie, N. Y. The copy of the paper was discovered in an envelope. The paper is dated "From Monday, April 17, to Monday, April 24, 1704." It contains news from abroad that was received and rewritten in news form by John Campbell, postmaster of Boston.

PUBLISHER HOST TO STAFF

Staff members of the *Washington* (N. C.) *Daily News* spent a day recently as guests of publisher W. D. W. Bishop and Mrs. Bishop at their summer home in Morehead City, N. C. It was the fifth annual staff outing.

HUNCHES

One Dollar will be paid for each idea published. Send clipping for payment.

THE *Rochester* (N. Y.) *Democrat and Chronicle* is offering cash prizes in a "Hunting Scenes Gravure Contest." With the hunting season in the offing this would be a good way of arousing interest among the sportsmen. The pictures include any phase of hunting such as stalking deer, fox, bear and moose, pointing dogs in action, etc. The first prize is $5 with $1 for each picture used in the Gravure section.—D. P.

One woman called the police to pull a dog out of an ice cream freezer and another wanted the cops to call her husband every morning while she was on vacation. A story about the telephone calls that come into the police station in your town should be interesting and amusing as well as educational. They call headquarters for the time, railroad schedules, locations of fire, etc.—LAWRENCE L. JACOBS.

In its monthly remittance envelope to correspondents the *Lancaster* (Pa.) *News Journal* encloses a card with suggestions as to why some of their personals letters have been cut. This monthly reminder serves to check up on the correspondent and at the same time lets him know that the editor is watching what he sends in.—W. W. D.

Do you make it a point to have some member of your staff keep in close touch with the mail carriers in your city? They are known to hundreds of persons and stories of their individual activities will often make good news.—DEAN H. ASHTON, Trenton, N. J.

Do you vote a straight party ticket? If not, why not? Why did you join your party when you first registered? Such questions will tend to liven up your pages with letters and verbal replies both from male and female readers. Any number of other political questions may be asked.—PAUL M. WILDRICK.

The *Andalusia* (Ala.) *Star* recently obtained the cooperation of the Superintendent of Education to issue a "Special School Edition" which carried a brief write-up of the 83 rural schools in the county. It proved to be a very popular and constructive feature, and will be repeated each year.—OSCAR M. DUGGER, JR.

To every girl whose name appears in the marriage license list, a New England newspaper sends a beautifully engraved card stating that a copy of the paper will be delivered at her new home each day for six months, without charge, with the best wishes of the paper, if new address will be sent to the circula department. The stunt can be depe upon to build circulation if accu records are kept and the free subscrip is followed up as soon as it expire B. W. T.

January and October are the ba thrift months, so says an investigator a national thrift magazine, but banks give some enlightening on savings h of their depositors during other mo of the year. The investigator found January savings are made for sum vacations, while October thrift is pro ed by the approaching holiday sea Varying conditions may be found in ferent localities.—A. C. R.

The *Cleveland Press* is running a s feature, a daily interview with a suc ful business man who was once promi in college athletics. "The Thrill I member" is the caption to the article explains the climax of the business n college career.—T. C. M., Cleveland.

The World's Best Available News Writers

Supply Speedy, Accurate Telegraph News Through

INTERNATIONAL NEWS SERVICE

63 Park Row New York City

What Do You KNOW ?

A Great Questions and Answers Feature

New Questions Daily

King Features Syndicate, Inc.

New York City

The Greatest Feature of the Day

Lieut. Walter Hinton's Complete Aviation Series

A scientific story of Air Development running thirty-two chapters.

IMMEDIATE RELEASE— IMMEDIATE RELEASE

The Strongest Circulation Boomer Ever Offered for Publication.

A Chance To Win An Aeroplane
A Chance For Your Readers To Win
A Course In Aviation

WIRE US

Graphic Syndicate, Inc.

350 Hudson Street New York, N. Y.

A FEATURE SERVICE THAT APPEALS TO ALL

DAILY HEALTH TALKS

by Dr Frank McCoy

They tell your readers in an interesting manner how to get well — how to stay well — by just following simple and common-sense laws of Health and Diet.

Written by McCoy—the leading authority on Health Subjects

Write or wire McCOY HEALTH SERVICE

Brack Shops Bldg. Los Angeles, Cal.

NEA Service newspictures are always on top of the news— *or ahead of it.*

NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO



Over 260,000 Homes i Michiga served b Booth Newspap

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN
50 East 42nd Street
New York City

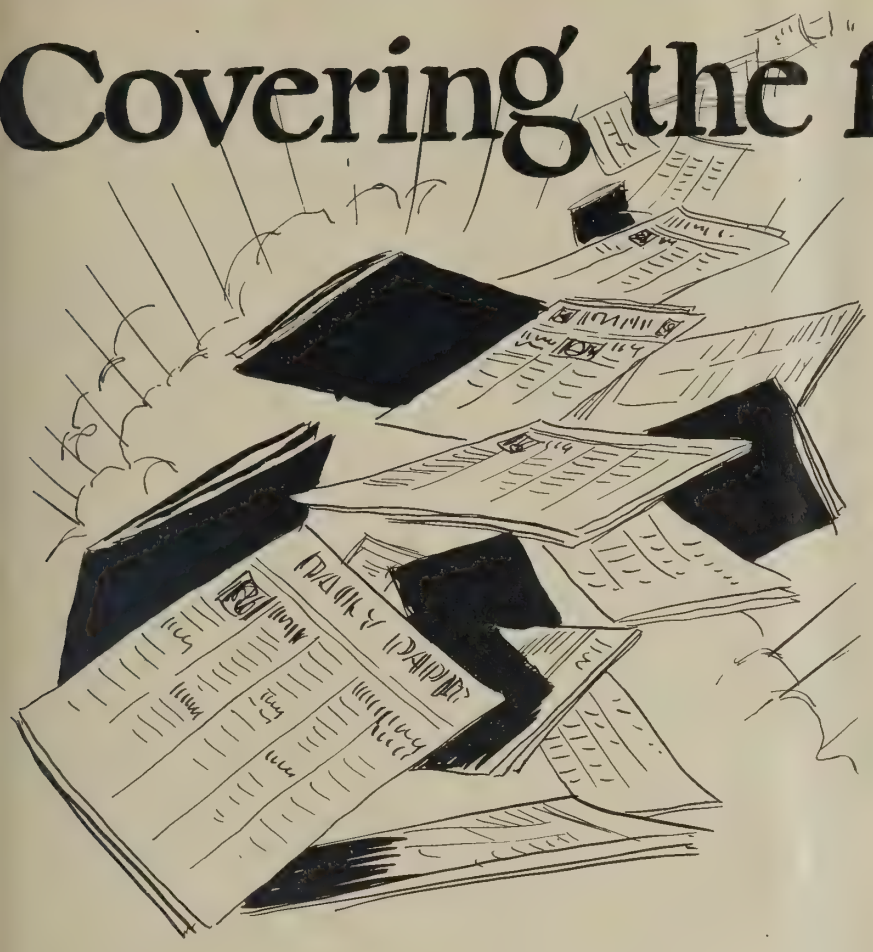
J. E. LUTZ
6 N. Michigan
Chicago, Ill.

THE WELFARE COMMITTE
of the
INTERNATIONAL CIRCULATION MANAGER ASSOCIATION

Can supply you with com petent circulation men capacity and ability capabl to take entire charge of you department or to fill impo tant posts in the depar ment.

Address the Secretary Treasurer please, Mr. Cla ence Eyster, care Sta Building, Peoria, Ill.

Covering the first Market...



of course means — NEW YORK STATE.—And where can you find so ideal a market for greater buying power and better means of coverage than in the Empire State?

New York State offers the advertiser 11 million consumers, all living in a small concentrated area. These people pay over a quarter of the nation's taxes. They are users and buyers of every commodity that the world grows, or manufactures.

These people are reached by a group of papers second to none. In the group listed below you will find dailies whose coverage is national and international, whose prestige as molders of public opinion is recognized the world over. These are the newspapers that influence this great buying power.

Where can you find then a more effective market as an outlet for your products, and better means of reaching this market, than thru these outstanding newspapers.

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News.....(E)	44,444	.13	.13
**Albany Knickerbocker Press .....(M)	35,073	.12	.12
**Albany Knickerbocker Press .....(S)	57,820	.17	.17
**Amsterdam Recorder-Democrat .....(E)	7,845	.04	.04
††Auburn Citizen-Advertiser Journal....(E)	10,295	.065	.055
**Brooklyn Daily Eagle .....(E)	77,991	.24	.24
**Brooklyn Daily Eagle .....(S)	90,532	.24	.24
**Buffalo Courier Express .....(M)	110,686	.22	.22
**Buffalo Courier Express.....(S)	161,164	.30	.30
**Buffalo Evening News .....(E)	149,773	.25	.25
**Buffalo Evening Times.....(E)	109,285	.21	.21
**Buffalo Sunday Times .....(S)	128,158	.21	.21
**Corning Evening Leader .....(E)	9,029	.05	.05
**Elmira Star-Gazette Advertiser....(E&M)	34,213	.11	.11
**Geneva Daily Times .....(E)	5,627	.04	.04
**Gloversville Leader Republican.....(E)	7,177	.035	.035
††Ithaca Journal-News .....(E)	7,711	.05	.05
**Jamestown Morning Post .....(M)	11,705	.04	.035
**Mount Vernon Daily Argus.....(E)	9,866	.05	.05

	Circulation	2,500 Lines	10,000 Lines
**Newburgh Daily News .....(E)	12,506	.08	.08
**New Rochelle Standard-Star .....(E)	8,458	.04	.04
**The Sun, New York .....(E)	265,440	.65	.60
**New York Times .....(M)	375,249	.80	.784
**New York Times .....(S)	653,427	1.05	1.029
**New York Herald-Tribune.....(M)	239,674	.693	.672
**New York Herald-Tribune .....(S)	366,220	.7425	.72
**New York World .....(M)	302,199	.595	.58
**New York World .....(S)	593,383	.72	.58
**New York Evening World .....(E)	305,746	.505	.69
**Niagara Falls Gazette .....(E)	21,817	.07	.07
**Port Chester Item .....(E)	5,065	.045	.035
**Poughkeepsie Star and Enterprise....(E)	13,411	.06	.06
**Rochester Times-Union .....(E)	73,856	.21	.20
**Troy Record .....(M&E)	22,426	.07	.07
††Watertown Standard .....(E)	17,825	.07	.07

** A. B. C. Statement, March 31, 1927.
†† Government Statement, March 31, 1927.



For the second time in eight years, David Lawrence took a vacation this summer and the busy typewriter in the Traffic Room of the Consolidated Press (which didn't even pause when the camera flashed) was silent.

DAVID LAWRENCE is back on the job and the wires are again carrying his daily dispatch on National Affairs into every state in the Union.

Page One of the story that is being written, edited and filed in the picture was on the way to copy-desks in newspapers throughout the country before "D. L." had typed his initials on the last page.

The wire part of the job took only a few minutes. But the other part took longer; hours of consultation, interview, research, collection and rejection of material, and years —nearly twenty—in learning how to get and write "the big story of the day" for some seven million readers.

The David Lawrence Dispatch is a success because it tells the *how* and *why* of National Affairs so that the expert is satisfied and the man in the street knows what it's all about.

The David Lawrence Dispatch is typical of the Eight Hour Day Leased Wire Service of

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Third Floor	Third Floor	Fourth Floor
World Building	Daily News Bldg.	Bulletin Bldg.	19 Rue d'Antin

THIS ISSUE: SEMI-ANNUAL TABULATION OF ADVERTISING LINAGE

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1927

MEMBER A.B.C.

MEMBER A.B.P.

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N.Y., under the Act of March 3, 1879.

Vol. 60. No. 17 NEW YORK, SEPTEMBER 17, 1927 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign. 10c Per Copy

DO NOT REMOVE FROM THIS ROOM
LIBRARY

Over 400 Independent Neighborhood Stores Use The Chicago Daily News *Exclusively*

THERE'S keen competition for neighborhood business. In price, quality, service and advertising methods the neighborhood storekeeper must march step by step with his larger and more highly organized competitors. Naturally, when the neighborhood stores of Chicago began to organize into co-operative buying and advertising associations, they followed the lead of the successful large retailer and concentrated their advertising in The Daily News.

FOUR ASSOCIATIONS:

The Federated Department Stores . . . . . (43 stores)
The Neighborhood Houseware Stores . . . . (246 stores)
The Consolidated Hardware Stores . . . . . (51 stores)
The Winchester Stores . . . . . (87 stores)

. . . . representing over 400 independent neighborhood stores, located in every section of Chicago and its suburbs, have been formed. In the first seven months of 1927 they placed 46,055 agate lines of advertising, their entire advertising appropriation for Chicago, with The Daily News.

The advertising practice of these enterprises is evidence that The Daily News produces results that can be measured definitely in daily profits. These business men are "close to the ground" in Chicago business affairs. Their reliance upon the block-by-block, neighborhood-by-neighborhood effectiveness of The Daily News is a significant indication of the advertising situation in Chicago.

Outlying department stores . . . . the largest independent out-of-the-loop retailers, serving primarily neighborhood and sectional areas . . . . placed 936,622 lines of advertising with The Chicago Daily News during the first seven months of 1927 . . . . more than twice the volume in any other newspaper.

THE CHICAGO DAILY NEWS

Publishing More Advertising Than Any Other Chicago Newspaper

Advertising Representatives:	NEW YORK J. B. Woodward 110 E. 42d St.	CHICAGO Woodward & Kelly 360 N. Michigan Ave.	DETROIT Woodward & Kelly 408 Fine Arts Building	SAN FRANCISCO C. Geo. Krogness 253 First National Bank Bldg.

Average Daily Net Paid Circulation for Six Months Ending June 30, 1927—441,414
—95 Per Cent in Chicago and Suburbs

Editor & Publisher for September 17, 1927

The IOWA NEWS

Vol. 1, No. 6 | September 17, 1927 | Price, Two Minutes

1927 STATE FAIR SETS NEW RECORD

Creamery Industry Grows 100% Since 1920

IOWA PRODUCES 15% OF NATION'S BUTTER

Exports Amounted to 142,666,000 Pounds in 1926

With 455 creameries, making 172,257,863 pounds of butter annually, Iowa is nearing top rank among the butter-producing states of the United States. In 1920, the last available government figures rank Iowa seventh in this industry. Since that time, the production of Iowa creamery butter has doubled while the national output increased but 20 per cent.

Shows Remarkable Growth

The table at the head of this article shows the remarkable growth of this industry in Iowa. The figures are taken from the fortieth annual report of the dairy and food division of the Iowa Department of Agriculture which comments as follows: "The increase in the making of butter here in Iowa has in a sense been marvelous, yet it has been taken care of by the trade and there is every indication that the consumption demand will take care of further increases."

The value of Iowa creamery butter produced last year is estimated at $75,322,441. Iowa exported 142,666,000 pounds of butter during 1926 which brought $60,000,000 into the state.

YEAR BY YEAR GROWTH OF BUTTER OUTPUT

Year	Number of creameries	Number of pounds creamery butter
1920	399	89,179,612
1921	414	98,740,419
1922	422	124,168,089
1923	429	132,878,353
1924	445	140,497,549
1925	448	165,834,574
1926	455	172,257,863

87½% Is Creamery Butter

Eighty-seven and one-half per cent of the Iowa output is made in creameries. When the farm-produced butter is added to the creamery output, 197,257,863 pounds represents Iowa's contribution to the industry in 1926. This was 15 per cent of the nation's butter for that year.

The butter industry covers the state, with practically every one of the ninety-nine counties deriving an important part of its income from dairy products.

STATE SAVES FARMERS $650,000 IN TAX-CUT

Iowa Executive Council Makes 3% Reduction in Land Valuations

Iowa farmers will have approximately $650,000 more to spend this year than last as a result of the 3 per cent reduction of farm land valuations for taxation purposes made last month by the state executive council.

In the hearings before the council, President Hearst of the Iowa Farm Bureau federation presented reports from more than 1,000 farms throughout the state, showing that they were not producing a return in keeping with the valuations which had been placed on them for taxation purposes.

Farm leaders here stated that this was a move in the right direction and brought farm lands more nearly on a par with other classes of taxable property from the standpoint of the amount of taxes which had to be paid.

This is a reduction from an average of $68.20 an acre to $66.20 an acre. Livestock valuations, reduced in 1926, were left at about the same figure as last year.

COMPARATIVE RECORD OF FAIR ATTENDANCE

	1926	1927
Wednesday ..	8,517	9,044
Thursday	14,065	15,143
Friday	65,507	66,338
Saturday	43,752	45,272
Sunday	23,358	31,207
Monday	49,153	70,363
Tuesday	57,562	66,759
Wednesday ..	49,094	62,266
Thursday	36,848	37,398
Friday	14,331	25,261
Grand Totals ..	362,187	429,051

PROGRESS CONTINUES IN HARD ROADS WORK

Paving Hastens Rural Improvements, Says Editor

Ames, Sept 17—Paving, gravelling, tiling, bridge and culvert construction contracts totaling $1,182,226.06 for work in twelve Iowa counties were awarded the first of this month by the Iowa state highway commission.

These contracts mark a continuation of the state-wide program of road construction which, when completed, will provide a network of hard-surfaced highways throughout the state.

"Compared with many other states, a far greater proportion of the total amounts of these contracts are for actual paving, and less for grading and collateral work," according to Reece Stuart, Jr., editor of The Central Constructor. "Iowa is fortunate in having already completed a large proportion of the work on curves and on grades which should precede paving. As a result, the paving program can be put into effect more quickly than would otherwise be possible."

In Mr. Stuart's opinion, the state-wide highway program is hastening public improvements in small towns and rural communities.

"Towns without surfaced streets will pave so as to have suitable connection with the paved primary roads.

"Before a large number of these towns, especially those of 500 population or less, can lay any paving, they will have to install sewage systems and water-works," concludes Mr. Stuart. "Thus paving of the primary roads leads to further progress in bringing city living conditions into the communities formerly classed as 'rural.'"

ATTENDANCE SHOWS BETTER CONDITIONS, SAY BUSINESS MEN

Interpret Record Crowd as Indicative of Good Outlook

NOTE BUYING ATTITUDE

Exhibitors Comment on Interest Shown by Farmers

The Iowa State Fair, regard by business executives as an accurate barometer of the business outlook of Iowa, this year broke all previous fair attendance records with a grand total of 429,051. In establishing this new record, the 1927 fair exceeded by 20,688 the mark set by the 1925 fair, which previously held the all-time attendance record. The attendance this year was 66,864 greater than that in 1926.

Pass 60,000 Four Times

More than 60,000 went through the turnstiles on four different days this year; and on August 29, a new single-day attendance mark was set when 70,363 persons entered the grounds. This year the Iowa Fair earned a net profit of more than $70,000, a margin surpassed only by the 1920 fair at which time the admission charged was fifty per cent higher than it was this year. Even with a higher admission, the 1920 fair earned only $5,000 more than this year's.

The total receipts of the fair this year were $355,533.87 or $59,939.26 greater than the 1926 income which was $295,594.61.

From the record attendance and unusual interest, exhibitors at the fair, especially among the farm machinery companies, draw two important conclusions:

First, that the past twelve months have brought a marked improvement in the Iowa business situation.

Second, that the buying attitude is more noticeable than for some years past.

More Interest in Equipment

"Undoubtedly there was more interest in our exhibit this year than in any of the four or five preceding years," states R. E. Jaquier, branch manager, International Harvester Company. "Over former records we made a substantial increase in live prospects obtained."

Similar reports were received from the John Deere Plow Company, where it was also stated that there was less price-objection talk among the farmers this year than ever before.

ADVERTISERS who understand the Iowa situation know from experience that the consumers' market there cannot be properly sold without the use of newspapers in these twenty-one key cities.

IOWA DAILY PRESS ASSOCIATION
DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette & Republican
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat & Leader
Davenport Times
Dubuque Telegraph-Herald and Times Journal
Fort Dodge Messenger & Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times-Republican
Mason City Globe-Gazette & Times
Muscatine Journal & News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

Complete in Ads and in News—

¶ A man wants a complete newspaper—a newspaper that will give him the news of his city, his state, his country and other countries in properly balanced proportions.

¶ In Baltimore only the Sunpapers measure up to this specification.

¶ A woman wants a complete newspaper, too. But her idea of completeness is often determined by the advertising columns. She wants the newspaper in which the department stores and specialty shops tell their stories in the fullest detail—listing every offering of every department.

¶ In Baltimore only the Sunpapers carry the full and complete advertisements of all the leading stores.

¶ Through the columns of the Sunpapers—Morning, Evening and Sunday—those who know Baltimore best reach the homes of Baltimore in the quickest, surest, most economical way.

¶ Your campaign in Baltimore can be complete only through the use of the complete newspapers—the Sunpapers.

Average Net Paid Circulation for Month of August, 1927

Daily (M. & E.) . . . 250,247

Sunday 194,765

Gain of 4,257 Daily and 5,346 Sunday Over August, 1927

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York
GUY S. OSBORN
360 N. Michigan Ave., Chicago
C. GEORGE KROGNESS
First National Bank Bldg.,
San Francisco

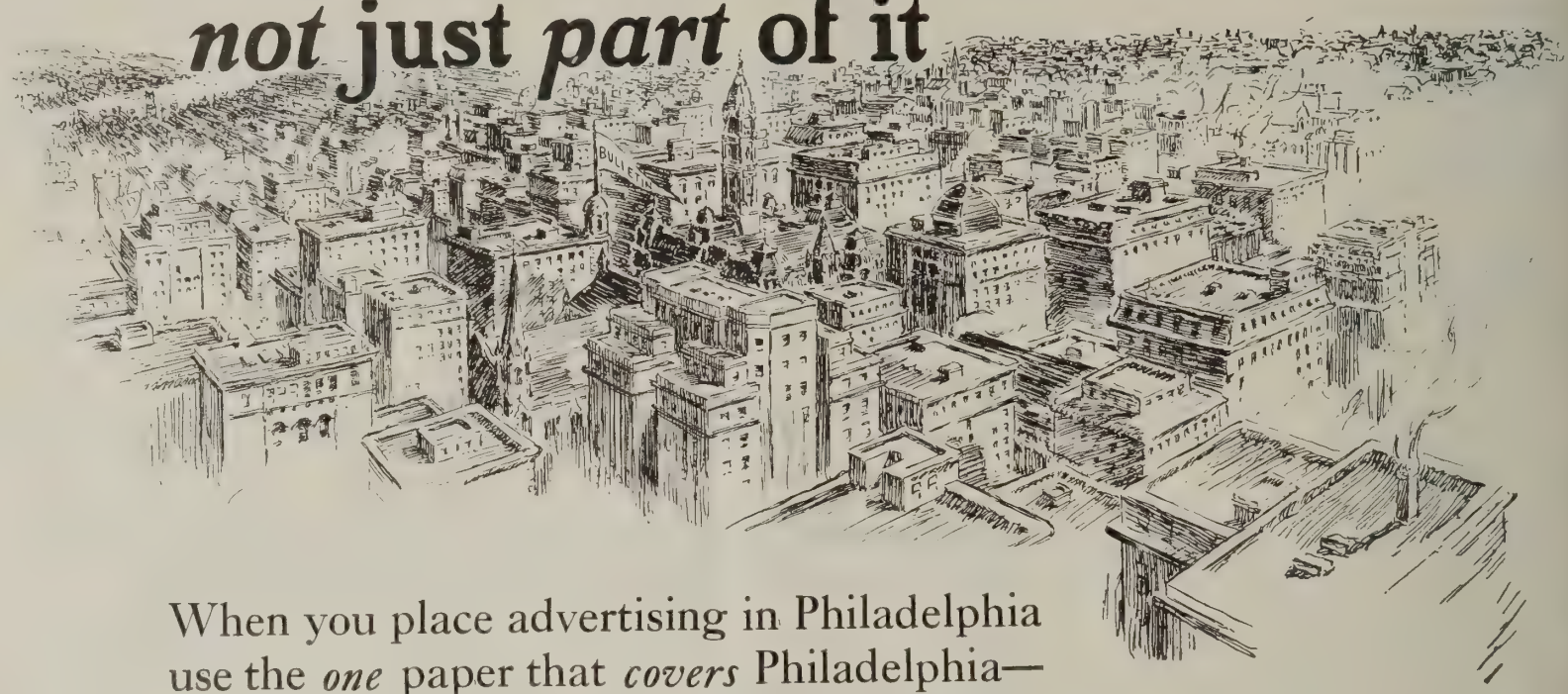
Everything in Baltimore Revolves Around

THE SUN

MORNING **EVENING** **SUNDAY**

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

Go after PHILADELPHIA *not* just *part* of it



When you place advertising in Philadelphia use the *one* paper that *covers* Philadelphia—the Bulletin. "In Philadelphia nearly everybody reads the Bulletin." In this retail trading area there are more than 550,000 homes and the Bulletin averages *546,527 copies! And that's the whole story in a nut shell.

DOMINATE PHILADELPHIA } Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

"In Philadelphia nearly everybody reads The Bulletin"

The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

"The Evening Bulletin is sold on its merits as a newspaper; no prize, premium, coupon, guessing contests, or other methods of artificially stimulating circulation have been used."

New York . . . . . 247 Park Avenue (Park-Lexington Building)
Chicago . . . . . Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit . . . . . C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco . . . . . Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

*Audit Bureau of Circulation's report of net paid daily average circulation for the six months ending March 31, 1927.

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Member of Associated Pre

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication, by The Editor & Publisher Co.
J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway,
New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau
of Circulations. Member Associated Business Papers Inc.

Vol. 60 — NEW YORK, SEPTEMBER 17, 1927 — No. 17

Linage Drop, Chiefly In Classified, Cuts Newspaper Revenue Only 2.3 Percent

Steady Progress of Smaller Newspapers and General Rate Increases, Largely Offset Volume Recession, Survey of 1,300 Newspapers' Six Months' Total Indicates

By ARTHUR ROBB

OSS of only 2.3 per cent in newspaper advertising revenue from the record tal of 1926 is indicated by the most mprehensive linage statistics ever gath-ed by EDITOR & PUBLISHER. These gures, printed elsewhere in this issue, clude the reports for the first six months 1927 for 1,247 daily and Sunday news-apers in the United States, published in 0 cities, which have a total population excess of 56,000,000. Canadian figures ver 16 morning, 41 evening, and 3 Sun-ay newspapers published in 34 cities the Dominion.

Total linage of the United States daily ewspapers was 2,859,245,685 agate lines, which 238 morning (and morning and unday) newspapers printed 880,055,231 gate lines, and 687 evening (and evening nd Sunday) newspapers carried 1,979,-0,454 lines.

Comparison of these figures with the mi-annual tabulations printed since 1923 dicates that the total investment in news-aper advertising of all kinds during the resent year will approximate $768,000,-0, against an estimated total for 1926 of 786,000,000, the drop being, as stated, out 2.3 per cent.

This is surprisingly small in view of ie monthly reports from the larger cities hich have chronicled an average total cession of about 4 per cent. This picture as been more or less accurate as an dex of the metropolitan markets, but is not so true a portrait of the smaller ties, many of which have been holding ven with, or running ahead of their 1926 ıage.

Rate increases have been general, the fference between the average rate of all ewspapers as of June 15, 1927, and Dec. , 1926, being about 7 per cent. The te increases, of course, do not apply orizontally on a newspaper's linage ructure; their first and principal effect usually upon the general, or national lvertising, which will average less than per cent by volume of the total linage. heir influence on local display and assified income is slower and dispersed er a larger volume of business. Rate creases, however, have apparently suc-eded in halving the loss in revenue dicated by the linage reports.

Much of the loss reported by metro-litan newspapers has fallen in the classi-ed columns, reflecting the duller tone of siness since last October. "Help anted" is said to be far below last ar's early volume and "situations anted" offset neither in volume nor in venue the deficiency. Other classifica-ons are also off, even the columns fering used automobiles for sale. Dis-ay columns, as a whole, have not fallen r behind last year's marks, though radio lvertising has not come up to the ex-ctations that 1926 records nourished, d automobile advertising is also below e 1926 level. Uncertainty as to Ford's ans is believed to have been the principal ctor in curtailing automobile publicity, d men in touch with this field expect e forthcoming Ford announcement to art a new avalanche of automotive copy. eports are current that every newspaper in the country will be on the Ford lists, but no confirmation of this report or any other of the myriad rumors can be obtained from Detroit or from N. W. Ayer & Son, in charge of Ford's advertising.

Tobacco copy has more than held its own with 1926 and is now one of the most important elements in national linage. Food advertising is becoming increasingly important and the linage devoted to refrigeration, heating appliances and other household supplies has not lost any of its impressive bulk. Building is not proceeding at the rate seen in 1925 and 1926 and in some localities the supply of roofs has apparently overtaken the demand, but the market for the newer household appliances retains its absorbtive capacity. The great manufacturing enterprises which control a large portion of this class of goods are beginning to use newspaper advertising on a scale commensurate with their production. They are working on the principle of large volume and small unit profit and find that widespread newspaper advertising sells volume at a low unit sales cost. They have found no other road to market which fits their needs.

Local display advertising is also approximately equal to last year's figures, though department stores are not using multiple page displays so frequently as in past years, or rather are not using so many pages in their largest announcements. The multiple page idea is still popular, both in the local and national fields, and many new uses will be found for it. It lends itself especially to the new automobile era in which individual manufacturers are making two, three or more, grades of cars to fit varying tastes and incomes. It has been used effectively and profitably by department stores for a type of advertising which smacks of the terse unvarnished merchandising of the mail order catalog. It was recently used by a store in Dallas, Tex., to solicit by name thousands of new charge accounts. It can be used, as it has been by some national advertisers, to present an institutional message which could not be delivered adequately in a single page or double-truck. It is, of course, always available for co-operative special advertising efforts, though the "special page" idea is losing its favor among many newspaper advertising managers.

Linage records achieved by stunts and one-time efforts were deprecated by practically every advertising manager who spoke at the convention of newspaper men held this week in Jamestown, N. Y. Many of them frankly stated agreement with the merchants who regarded the special stunt pages as donations to the publisher. Mammoth editions built around an occasion unimportant in itself, solely for the purpose of gaining volume linage were also in disfavor. One advertising manager stated that his publisher called for his weekly linage reports with stunt linage, which he called "forced" eliminated from the regular totals and stated separately.

Possibly this is not general. EDITOR & PUBLISHER still receives each week a large number of special editions issued for every conceivable occasion and sometimes of evident merit and benefit to the community. More frequently they are the familiar combination of blatant advertising and more blatant puffs of the advertisers, the space evidently having been sold with the understanding that a write-up was part of the contract. In fact, a letter recently reached this office, addressed to an advertiser and signed by a publisher, in which the bold-type statement was made that the advertiser had the privilege of writing his own puff, to be published as written without the interference of the editorial department.

Few defenders will be found for that type of journalism, but its practice in less extreme, if more hypocritical form, is not unknown in excellent newspaper circles. Its doom will probably come from close analysis of cost sheets, for the present structure of newspaper rates will not permit immense rebates in the form of free space to one-time advertisers.

The meeting of state advertising managers, at Jamestown, N. Y., this week

EDITOR & PUBLISHER SEMI-ANNUAL LINAGE TABULATION, JAN. 1 — JUNE 30, 1927

(Copyright 1927, by EDITOR & PUBLISHER Co.)

NEWSPAPERS IN CITIES OF OVER A MILLION POPULATION

City	Paper	Published	Total Linage	National	Local	Classified
Brooklyn	*Citizen*	(es)	2,784,813	837,286	1,416,862	354,064
	(Total includes 186,601 lines—legal.)					
Brooklyn	*Eagle*	(e)	6,150,503	1,081,265	2,711,125	2,358,113
	Sunday ed.	(s)	2,876,942	810,792	1,348,806	717,344
	Total	(es)	9,027,445	1,892,057	4,059,931	3,075,457
	(Total includes legal, 524,480 lines daily.)					
Brooklyn	*Standard Union*	(e)	2,984,560	492,743	977,509	884,414
	Sunday ed.	(s)	508,576	138,204	304,848	65,624
	Total	(es)	3,493,136	630,947	1,282,357	950,038
	(Total includes legal, 629,794 lines daily.)					
Brooklyn	*Times*	(e)	2,738,733	531,116	1,383,650	823,957
	Sunday ed	(s)	648,543	185,476	378,675	84,392
	Total	(es)	3,387,276	716,592	1,762,325	908,359
	(Total includes 556,330 lines legal, daily.)					
Chicago	*American*	(e)	7,260,825	1,579,194	4,740,801	940,830
Chicago	Herald & Examiner	(m)	3,627,330	903,694	1,764,575	959,061
	Sunday ed.	(s)	3,065,610	934,779	1,848,591	282,240
	Total	(ms)	6,692,940	1,838,473	3,613,166	1,241,301
Chicago	*Journal*	(e)	2,704,224	520,920	1,484,499	698,805
Chicago	*News*	(e)	10,798,182	2,043,941	6,613,531	2,140,710
Chicago	*Post*	(e)	2,746,092	760,188	1,773,396	212,508
Chicago	Tribune	(m)	10,130,532	2,396,370	4,712,940	3,021,222
	Sunday ed.	(s)	6,202,041	1,611,942	3,047,193	1,542,906
	Total	(ms)	16,332,573	4,008,312	7,760,133	4,564,128
Cleveland	Plain Dealer	(m)	5,575,322	1,453,490	2,454,560	1,631,827
	Sunday ed.	(s)	3,360,944	1,140,668	1,490,283	729,559
	Total	(ms)	8,936,266	2,594,158	3,944,843	2,361,386
	(Total includes 35,445 lines daily, 434 lines Sunday legal.)					
Cleveland	*Press*	(e)	7,507,251	1,561,343	4,501,113	1,444,795
	(Total includes 24,093 lines—legal.)					
Detroit	Free Press	(m)	5,190,892	1,442,322	2,361,772	1,386,798
	Sunday ed.	(s)	2,945,236	802,522	1,292,788	849,926
	Total	(ms)	8,136,128	2,244,844	3,654,560	2,236,724
Detroit	*News*	(e)	11,514,020	1,742,216	7,541,212	2,230,592
	Sunday ed.	(s)	4,047,834	983,990	1,695,596	1,368,248
	Total	(es)	15,561,854	2,726,206	9,236,808	3,598,840
Detroit	*Times*	(e)	4,739,800	1,013,225	2,935,616	788,501
	Sunday ed.	(s)	1,388,769	384,273	661,043	340,453
	Total	(es)	6,128,569	1,397,498	3,596,659	1,129,267

(*Continued on page* 18)

may indicate a realization by the intelligent publishers and advertising managers of New York State newspapers that linage in itself will not make a newspaper more deserving of support from the reading and advertising public and that linage sought and won solely for its own sake is likely to defeat the objects sought by advertiser and publisher. It takes great courage to show a linage loss and in addition to take the loss in gross revenue that comes from abandoning stunt pages and editions, but several men at this meeting informed the writer that they had assumed the risk and found that their efforts bent toward obtaining new national and local accounts had changed the feared revenue losses into gains. They feel that they have substituted solid business which will benefit the advertiser for ephemeral linage which often could not help the people who paid for it. Little, if any, additional expense has been incurred.

If the meeting at Jamestown reflects a new spirit among the men who build the advertising columns of newspapers, if it means that the insane race for linage, for, of, and by itself, is near its end, it is evident that the newspaper business has golden days ahead of it. Perhaps the great volume of 1926 was the peak for all time so far as linage is concerned, but there is little reason to predict that now. If so large a volume could have been attained when no small portion of it resulted from the efforts of men who had the sole object of getting volume business, without regard to its merchandising possibilities for the purchaser, why should not a considerably greater volume follow when these men turn their efforts to developing advertising that will have genuine value in making sales for the space-buyer. Some of the men who were present at the New York meeting are keeping in day-to-day touch with their local retail outlets for nationally-advertised goods, maintaining records that are a continuous survey of local merchandising conditions in important lines.

Volume linage is of little importance in the space-buyer's eyes if the publisher is ready instead to talk in matter-of-fact words about local merchandising conditions vitally affecting the advertiser's welfare, stating facts that will stand the repeated proof of sales and keeping his facts abreast of changing conditions. The advertising manager who related his merchandising plan in detail told inquirers that the additional expense was a $30 a week man, plus promotion outlay totalling $900 in a year. His efforts had landed in that period 75 new national accounts!

Rates are of slight importance, either, when the space-buyer is shown such a road to his market, paved smoothly and marked legibly. His selling expense is reduced to a minimum by the newspaper's mapping of the sales area, and the newspaper does not need to assume any of the burdens that belong primarily in the advertiser's budget, nor to undertake the sale of the goods.

The present controversy over combination rates will fade like a puff of smoke in a gale if the publishers will abandon their defensive attitude and boldly demonstrate to advertisers their operations are economically sound, that their resources permit market investigations beyond the reach of smaller units, that no advertiser can afford to overlook the broad highway to sales and profits afforded by their low-priced unduplicated circulation. This ideal has not yet been realized by all combination publishers, but it is true of many. Few of them have devoted effective promotion to their principle of operation and the same general terms which describe the economically sound unit have been used with equal force by combination establishments which are not so firmly rooted. The use of these general terms by all, with the possibility that they can be refuted in the case of a few, has enabled the campaign of the Association of National Advertisers against the combination rate idea to gain a strength which is not inherent. It can be overcome by straightforward statements of fact by publishers to whom the A.N.A. charges do not apply. It cannot be overcome, but will probably be strengthened by the practice of a few combination publishers in issuing misleading linage reports.

These are now very rare, as inspection of the tables that follow will reveal, but a few remain who count their morning and evening linage twice, even though both editions are sold and billed as a unit. EDITOR & PUBLISHER has refused to validate such totals whenever it has it has been possible to obtain more detailed information, and now receives few requests for such listing, but a few publishers remain who will supply their information in no other form. Leaders in total volume follow:

Chicago Tribune (ms)	16,332,573
Detroit News (es)	15,561,854
New York Times (ms)	14,993,853
Washington (D. C.) Star (es)	14,553,553
Los Angeles Times (ms)	13,140,834
Pittsburgh Press (es)	12,872,832
Baltimore (Md.) Sun (es)	12,614,011
St. Louis Post-Dispatch (es)	11,882,080
Los Angeles Examiner (ms)	11,220,291
Chicago News (e)	10,798,182
Newark (N. J.) News (es)	10,696,976
Columbus (O.) Dispatch (es)	10,657,355
Philadelphia Inquirer (ms)	10,511,630
New York Herald Tribune (ms)	9,655,694
Philadelphia Bulletin (e)	9,566,646
Oakland (Cal.) Tribune (es)	9,404,420
San Francisco Examiner (ms)	9,284,245
Kansas City (Mo.) Star (es)	9,271,967
Indianapolis News (e)	9,261,090
New Orleans Times-Picayune (ms)	9,201,951
Milwaukee (Wis.) Journal (es)	9,178,097
Brooklyn Eagle (es)	9,027,445
Cleveland Plain Dealer (ms)	8,936,266
Birmingham (Ala.) News (es)	8,830,682
Dayton (O.) News (es)	8,762,914
Los Angeles Herald (e)	8,622,376
Rochester (N. Y.) Democrat & Chronicle (ms)	8,614,243
New York Sun (e)	8,465,552
Boston Globe (ms)	8,349,856
Seattle (Wash.) Times (es)	8,323,676
Baltimore (Md.) Sun (ms)	8,296,420
Akron (O.) Beacon-Journal (e)	8,296,142
Boston Herald (ms)	8,244,293
Flint (Mich.) Journal (es)	8,223,936
Detroit Free Press (ms)	8,136,128
Grand Rapids (Mich.) Press (e)	8,071,322
Toronto (Ont.) Star (es)	8,046,995
Hartford (Conn.) Times (e)	7,921,940
Cincinnati (O.) Times-Star (e)	7,878,689
New York World (ms)	7,844,494
Miami (Fla.) Herald (ms)	7,824,838
San Diego (Cal.) Union (ms)	7,775,930
Toronto (Ont.) Telegram (e)	7,717,352
Toledo (O.) Blade (e)	7,715,758
Philadelphia Public Ledger (ms)	7,637,457
Akron (O.) Times-Press (es)	7,618,590
Buffalo (N. Y.) News (e)	7,563,818
Philadelphia Evening Ledger (e)	7,562,110
Houston (Tex.) Chronicle (es)	7,521,388
Cleveland Press (e)	7,507,251
Atlanta (Ga.) Journal (es)	7,475,090
Canton (O.) Repository (es)	7,453,554
Dallas (Tex.) Times-Herald (es)	7,412,142
Montreal (P. Q.) Star (e)	7,396,273
New York Journal (e)	7,297,046
Denver (Colo.) Post (es)	7,277,070
Chicago American (e)	7,260,825
St. Louis Globe-Democrat (ms)	7,255,587
Louisville (Ky.) Courier-Journal (ms)	7,230,587
Memphis Commercial Appeal (ms)	7,221,774
Minneapolis Journal (es)	7,203,504
Rochester (N. Y.) Times-Union (e)	7,137,799
Minneapolis Tribune (ms)	7,177,726
Providence (R. I.) Bulletin (e)	7,063,521
New Haven (Conn.) Register (es)	7,058,736
Vancouver (B. C.) Province (es)	7,035,461
Portland (Ore.) Oregonian (ms)	6,962,480
Jacksonville (Fla.) Times-Union (ms)	6,850,452
Winnipeg (Man.) Free Press (e)	6,843,919
Scranton (Pa.) Times (e)	6,835,374
Allentown (Pa.) Call (ms)	6,798,730
Buffalo (N. Y.) Times (es)	6,776,195
Chicago Herald & Examiner (ms)	6,692,940
San Diego (Cal.) Tribune (e)	6,685,942
Boston Traveler (e)	6,660,715
Indianapolis Star (ms)	6,624,010
Denver News (es)	6,582,390
Utica (N. Y.) Observer-Dispatch (es)	6,573,658
Camden (N. J.) Courier (e)	6,510,829
Houston (Tex.) Post-Dispatch (ms)	6,504,610
New York American (ms)	6,443,284
Portland Oregon Journal (es)	6,432,958
Youngstown (O.) Vindicator (es)	6,381,890
Elizabeth (N. J.) Journal (e)	6,365,366
Louisville Times (e)	6,351,475
San Jose Mercury-Herald (ms)	6,338,934
Boston Post (ms)	6,192,610
Richmond (Va.) News-Leader (e)	6,183,226
Winnipeg (Man.) Free Press (m)	6,184,351
Omaha (Neb.) World-Herald (ms)	6,146,904
Detroit Times (es)	6,128,569
San Antonio (Tex.) Light (es)	6,101,254
Tampa (Fla.) Tribune (ms)	6,085,084
Wilkes-Barre (Pa.) Record (m)	6,040,208
Pittsburgh Chronicle-Telegraph (e)	6,031,480
Columbus (O.) Citizen (e)	6,029,954
Altoona (Pa.) Mirror (e)	6,022,800
Johnstown (Pa.) Tribune (e)	6,003,662

LEADERS IN NATIONAL
Morning and Sunday

Chicago Tribune	4,008,312
New York Times	3,470,763
New York Herald Tribune	2,952,451
Boston Herald	2,932,374
Cleveland Plain Dealer	2,594,158
Philadelphia Public Ledger	2,430,004
St. Louis Globe-Democrat	2,358,540
Los Angeles Examiner	2,317,224
Los Angeles Times	2,289,938
Detroit Free Press	2,244,844
Boston Globe	2,038,740
Jacksonville Times-Union	1,853,271

LEADERS IN NATIONAL
Evening and Sunday

Pittsburgh Press	2,731,344
Detroit News	2,726,206
Milwaukee Journal	2,499,515
St. Louis Post-Dispatch	2,489,200
Brooklyn Eagle	1,892,057
Seattle Times	1,820,079
Minneapolis Journal	1,816,585
Denver Post	1,737,010
Birmingham News	1,729,448
Washington Star	1,677,614
Columbus Dispatch	1,672,930
Atlanta Journal	1,478,260

LEADERS IN NATIONAL
Evening, 6-Day

Newark News	2,717,511
Philadelphia Bulletin	2,339,844
Boston Traveler	2,245,494
Indianapolis News	2,176,332
Chicago News	2,043,941
New York Sun	2,012,304
Philadelphia Public Ledger	1,951,680
Detroit News	1,742,216
Pittsburgh Press	1,729,070
Columbus Dispatch	1,672,930
Toledo Blade	1,646,310
New York Journal	1,641,152

LEADERS IN LOCAL
Morning and Sunday

New York Times	8,472,9
Chicago Tribune	7,760,1
Los Angeles Times	6,443,2
New York Herald Tribune	5,723,4
Philadelphia Inquirer	5,587,8
New Orleans Times-Picayune	5,353,2
Los Angeles Examiner	5,057,0
*Wilkes-Barre Record	4,726,3
Rochester Democrat & Chronicle	4,514,8
Memphis Commercial Appeal	4,212,4
Boston Globe	4,183,5
*Camden (N. J.) Post	4,138,0

*No Sunday edition.

LEADERS IN LOCAL
Evening and Sunday

Washington Star	10,037,9
Detroit News	9,236,8
Pittsburgh Press	7,640,0
St. Louis Post-Dispatch	7,180,6
Columbus Dispatch	7,003,6
Flint Journal	6,223,1
Birmingham News	6,129,4
Dayton News	5,769,6
Kansas City Star	5,517,0
Oakland Tribune	5,451,0
Akron Times-Press	5,383,6
Dallas Times-Herald	5,355,7

LEADERS IN LOCAL
Evening, 6-Day

Detroit News	7,541,2
Washington Star	7,315,6
Chicago News	6,613,5
New York Sun	6,354,7
Pittsburgh Press	6,127,1
New York Journal	5,643,2
Newark News	5,504,5
Los Angeles Herald	5,418,1
Indianapolis News	5,390,3
Baltimore Sun	5,346,9
Akron Beacon-Journal	5,310,3
Cincinnati Times-Star	5,308,5

LEADERS IN CLASSIFIED
Morning and Sunday

Chicago Tribune	4,564,1
Los Angeles Times	4,407,6
Los Angeles Examiner	3,855,9
New York World	3,497,9
Philadelphia Inquirer	3,085,2
Rochester Democrat & Chronicle	3,060,5
New York Times	3,010,3
Baltimore Sun	2,785,9
San Francisco Examiner	2,653,4
Cleveland Plain Dealer	2,361,3
Detroit Free Press	2,236,7
New Orleans Times-Picayune	2,198,7

LEADERS IN CLASSIFIED
Evening and Sunday

Detroit News	3,598,8
Brooklyn Eagle	3,075,4
Washington Star	2,837,9
Oakland Tribune	2,756,5
Pittsburgh Press	2,444,0
Kansas City Star	2,216,3
St. Louis Post-Dispatch	2,212,2
Milwaukee Journal	2,031,6
Columbus Dispatch	1,967,6
Houston Chronicle	1,951,6
Seattle Times	1,919,0
Akron Times-Press	1,570,5

LEADERS IN CLASSIFIED
Evening, 6-Day

Newark News	2,474,8
Brooklyn Eagle	2,358,1
Detroit News	2,230,5
Washington Star	2,211,7
Chicago News	2,140,7
Philadelphia Bulletin	1,921,2
Baltimore Sun	1,751,9
Buffalo News	1,733,1
Indianapolis Star	1,694,3
Kansas City Star	1,473,5
Houston Chronicle	1,457,3
Cleveland Press	1,444,7

CHARACTER OF AGENCY SERVICE IS TAX ISSUE

Fuller & Smith, Seeking Refund of Levy Paid Under Protest, Contend Their Income Is from Personal Service Not from Capital in Hearing Before Federal Judge

THE question of whether an advertising agency is a corporation or a professional service was argued in court this week when the suit of Fuller & Smith, widely known Cleveland advertising agency, against Internal Revenue Collector Carl F. Routzahn of the 18th Ohio district to recover $20,811 income taxes paid under protest was tried before Federal Judge D. C. Westenhaver in Cleveland. The case was submitted to the judge under mutual agreement on Tuesday.

Suit was filed March 24, 1927, by the law firm of which Newton D. Baker, former Secretary of War, is the head, and the government was represented by Ralph E. Smith, John H. Pigg and D. L. Bergerson of the general counsel of the Internal Revenue Office, Washington.

Fuller & Smith presented more than 20 exhibits and several witnesses were examined in their behalf. The government had no witnesses and rested its case after cross-examining the plaintiff's witnesses, who included Tim Thrift, Cleveland advertising counsellor; Harry Dwight Smith and Patrick W. Murphy of the plaintiff firm; E. M. Statler, head of the Statler Hotel chain; Clarence L. Madden, Paul E. Zimmerman, William G. Chaney.

The government had some exhibits regarding the Craig Tractor Company which was financed by the plaintiff concern. Plaintiffs contended they are not subject to the capitalistic tax collected—that they render professional service—that their income is derived from special fees and commissions paid by clients.

The answer of the collector denied most of their contentions. It was filed by District Attorney Bernstein.

Two causes of action were taken by Fuller & Smith. First, one seeking to collect $1,382 paid under protest for January, 1918. The collector fixed the firm's income for that month at $3,374 and first imposed a total tax of $2,129, or more than 59 per cent of the net income. By application of sections 327 and 328 of the Revenue Act the tax was subsequently cut to $1,313.

On Oct. 7, 1926, the collector determined a deficiency against the concern for $1,313 covering January, 1918. No appeal was made to the federal board of tax appeals within the period allowed by law. The collector assessed additional income excess profits and war profits for the month in question to the extent of $1,313, with $68.49 interest. On Jan. 30, 1927, the company paid the total claimed under protest, doing so to prevent the imposition of further penalties, informing the collector all legal means possible would be resorted to in the federal courts to recover the alleged excess tax paid.

The second cause of action covers the 12-month period ending Jan. 31, 1919. The plaintiffs set up that the present corporation succeeded a partnership formed under Michigan laws, asserting that the seven former firm members all became stockholders in the company and were active in rendering service to clients. These include the American Multigraph Company, the Burrows Adding Machine Company, National Carbon Company, the Glidden Company, the Hotel Statler, Inc., the National Lamp Works, the General Electric Company, the Timken Roller Bearing Company, the Westinghouse Electric and Manufacturing Company, the Beaver Board Company, the Willard Storage Battery Company.

In setting out that the firm renders professional service the plaintiffs contended:

First—they are engaged primarily in writing advertising.

Second—in placing this advertising, making space purchases for clients, etc.

Third—are engaged in preparing advertising messages to the buying public.

Fourth—are engaged in checking and verifying the advertising thus planned.

Fifth—and are otherwise engaged professionally in counselling clients as to best methods to promote sales campaigns through properly worded and placed advertisments in newspapers, magazines and trade publications.

They alleged 100 per cent of their income comes through special fees and commissions, that the stockholders all signed an agreement whereby in the event of death or leaving the concern the shares held would revert to the remaining stockholders—that the capital stock of the concern is no factor in bringing profits—that the firm had no government contracts when the alleged excessive tax was imposed.

On Jan. 27, 1927, a claim for a refund was filed. It was rejected March 12, 1927.

The income taxed for the 12-month period was $50,757.24, and the total tax first levied was $30,931, or more than 60 per cent of the income.

Subsequently the collector under sections of the tax law already cited, cut the whole to $18,466, but caused another assessment of an equal amount, and an additional interest charge of $962, because of nonpayment. the plaintiffs paid the whole to avoid further entanglements.

The suit asked for the return of $1,382, with interest at 6 per cent from January 20, 1927, and for $19,429, with interest at 6 per cent from the same date.

The collector's contention was that the capital of the concern was a factor in its earnings, contended that 100 per cent of the firm's income is not from professional service, and asserted that the plaintiffs did not set forth sufficient data to prove their suit plea. He admitted the firm had no government contracts when he imposed the burdensome tax, and the tractor deal financed by the plaintiff figured considerably in the hearing.

Judge Westenhaver asked many questions and assisted materially in clearing of the atmosphere of the whole contention of the plaintiff.

William G. Chandler of New York, general business manager for the Scripps-Howard Newspapers, testified in behalf of the Fuller-Smith concern. He said that an advertising agency such as the one in court is not derived from invested capital but "from personal service to clients."

"Financial responsibility is not the main consideration of an advertising agency," he said, "but the kind of service rendered is its main asset. As an illustration, the Scripps-Howard papers do not consider the financial ability of an advertising agency but they do investigate thoroughly the standing and responsibility of the advertiser.

"No matter how strong an advertising agency might be financially the Scripps-Howard Newspapers would not publish preferred advertisements of an irresponsible firm."

Rudolph Norberg, vice-president of the Willard Storage Battery Company of Cleveland, testified that the services of the Fuller-Smith concern and similar agencies are entirely personal and that such an agency can not be classed as capitalistic.

In cross-examination, P. W. Murphy, secretary-treasurer of Fuller & Smith answered questions by Ralph Smith representing the government in trying to show that the agency is capitalistic as a corporation as well as a personal service institution because of its financing the now defunct Craig Tractor Company in 1917.

Murphy admitted that Fuller & Smith invested $68,000 in the tractor concern. He said that Norman Craig advanced the idea that tractors were built along the wrong lines and testified that his concern put up $28,008 for experimental equipment and subsequently advanced further financial aid for the purpose of acquiring a factory site in Cleveland and the erection of a building.

He said that when the concern collapsed the stockholders received but nine cents on the dollar invested.

Newton D. Baker contended in his arguments that only capitalistic corporations are subject to the tax levied on Fuller & Smith.

Elsworth M. Statler, representing the Statler Hotels, clients of Fuller & Smith, testified that services of an advertising agency are similar to those of an architect.

Tim Thrift testified along similar lines. No witnesses were called by the government which relied on cross-examination of the petitioners' witnesses. The scope of the contention of the Fuller & Smith agency involves a broad principle and millions of dollars. The case will be carried upon an appeal if Judge Westenhaver decides adversely.

Briefs will be filed by both sides.

Ralph E. Smith, representing the government, sought to bring forth facts indicating the concern derived its income from invested capital. The court is asked to determine whether Fuller & Smith come within the personal classification of the income tax law or should be classed as a corporation. The question involves vast sums of money throughout the country and will probably come to trial in every district federal court. Murphy, with Baker's law firm, has been working on the case for many weeks. Murphy is secretary-treasurer of the firm, and Rudolph Norberg, vice-president of the Willard Storage Battery Company, Statler and others testified that the concern renders personal service.

WE WONDER IF IT GOT AWAY



"Yessir, he was that big!" says J. F. Bresnahan, business manager of the *New York World*, who has just returned from his camp in Connecticut.

FRANCIS WITH BROOKLYN DAILY

N. Y. World Veteran Now Advertising Manager, Brooklyn Citizen

James A. Francis, a member of the *New York World's* business staff since 1890, has been named advertising manager of the *Brooklyn Citizen*, succeeding P. J. Flannery.

Mr. Francis organized the World's Resort Information Bureau in 1897, and assisted Bert Chapman in creating that newspaper's merchandising department. George Larke sent Mr. Francis to New England, where for four years he developed accounts in that territory. He was later made supervisor of national advertising and in addition cared for the renewals of department store contracts.

FEDERAL TRADE CASE RESUMES OCT. 3

Commission Summarizes What Suit Against A. A. A. A., A. N. P. A., S. N. P. A., A. P. A. and Six Point League Involves

Resumption of the hearings in the agency commission case before the Federal Trade Commission was set for Oct. 3 in Chicago in an announcement issued to newspapers Sept. 15 by the trade body in Washington. The hearings will be at 2243 Transportation Building, Chicago, and John W. Addison, trial examiner, will preside. Eugene W. Burr, attorney, will represent the Federal Trade Commission. Respondents in the case are the American Association of Advertising Agencies, American Newspaper Publishers Association, Southern Newspaper Publishers Association, Six Point League, and American Press Association.

In its statement the Federal Trade Commission summarized the case as involving the following points:

"(1) Alleged agreements by these associations upon a minimum rate of commission to be received by advertising agencies for advertising service with provision that advertising agencies shall not do business with advertisers at figures lower than this rate.

"(2) Alleged refusal by the publishers' associations to recognize advertising agencies that share with the advertiser any part of the commission paid to recognized agencies, or, to permit the commission received by recognized advertising agencies to be paid to agencies that share with the advertiser any part of such commission.

"(3) Rights of advertisers and publishers to do advertising business on a market free of artificial regulation of commissions.

"These alleged practices are being investigated by the commission on the basis of unfair competition in trade."

Negotiations were entered into at the request of the American Newspaper Publishers' Association several weeks ago by the respondents and the Federal Trade Commission in an effort to settle the case by stipulation, but the respondent organizations did not agree to certain conditions laid down by the commission regarding jurisdiction. The commission then considered the negotiations closed and ordered a trial of the case.

ADVERTISING PRAISED AT BABSON MEETING

Abbott, Executive Director, American Institute of Steel Construction, Calls Ads Most Constructive Economic Forces Existing Today

Advertising was described as "one of the most constructive economic forces in existence today" by Charles F. Abbott, executive director of the American Institute of Steel Construction, addressing the 14th annual National Business Conference at Babson Park, Mass., this week.

"Advertising I consider the third essential element of an intensive and unintermitting effort to turn the product into cash or accounts receivable," he said. "The powerful influence of advertising has been proved many times during recent years, both in the cultivation of old markets and the development of new. I am not an advertising man, but in my opinion advertising is one of the most constructive economic forces in existence today. Intelligently directed, it will tend to stabilize prices, improve profits and smooth the road for the salesman."

Some of the examples he quoted were:

"The British fruit trade in 1926 boosted the sales of fruit by $10,000,000 by an expenditure of a $200,000, or $50 in sales for every dollar spent in advertising.

"The tremendous increase in sales of Chevrolets is at least partly explained by the fact that the Chevrolet led all makes of cars in newspaper linage during the first four months of 1927.

"In 1923 the sale of India tea in the United States was 4,000,000 pounds. Between 1923 and 1925 $400,000 was spent in advertising. In 1925 the sales amounted to 17,500,000 pounds. Until a little over a year ago Japanese tea was not advertised, and even then the advertising was confined to eight Middle-Western States. The importation of Japanese tea is less than half what it was thirty years ago."

Mr. Abbott listed the following steps for developing markets:

"Formulate and adopt selling policies in keeping with conditions which are fair to all concerned; employ research workers to develop new uses for the products, and aid in the cultivation of old and new markets; initiate aggressive selling methods, using care in the selection and training and supervision of salesmen; base sales approach on service of product rather than price; establish price with regard to fundamental cost and fair profit; take advantages of tremendous possibilities offered by intelligent advertising; organize the industry on a co-operative basis to undertake projects beyond single concerns."

BROUN "NEITHER FOOL NOR IDEALIST"

So Former N. Y. World Columnist Declares of Himself in His First Article for The Nation

By James Melvin Lee

Vol. I, No. 1 of "It Seems to Heywood Broun" appears in *The Nation* for Sept. 14. In making his bow to his new public Mr. Broun says:

> Kind friends have said: "You are a fool. Newspaper work's your own line. Why don't you go back to the *World*, which is ready to forgive and forget?" Others have passed the epithet "Idealist." But I'm not altogether a fool, and I haven't earned the other classification either. By following the line of least resistance, I came to be a personal journalist. Some years ago I discovered that it was easier to write about myself than any other subject. Less home work was required. I might still write about myself and be happy enough on some paper or other if only I were sufficiently fertile in humorous notions. Editors might be bored, but they were never angry if I wrote about my fish, my child, or even my fingernails. But when something burns inside and that comes out, the situation's very different. Newspapers don't like their men to get mad about things.

Broun, however, then goes on to say that American newspapers are much more fair than they were 20 or 30 years ago. As they have grown bigger they have become more courteous. Most of them no longer reflect the opinion of a single editor, but rather that of a group of editorial writers. Doubtless he was speaking of the World when he commented as follows:

> Upon the paper which I know best, important editorial policies depended upon debates in which several men participated. When there was sharp differences of opinion a compromise was inevitable. The view expressed often represented the opinion of no single member, but merely a policy for which all could summon a grudging assent. A composite opinion, like a composite photograph, is apt to be a little vague and misty round the jowls.

Mr. Broun believes that those who would pursue the pleasant calling of personal journalism must own the papers to which they contribute. But even such a condition does not offer an infallible way because of the popular feeling that newspapers prosper by careful refraining from anything that will offend any considerable group of people. The Catholics would not like this and the Methodists would not like that are phrases not unknown in editorial conferences, according to Mr. Broun. On the other hand, he believes that the harmfulness of irritating readers has been greatly exaggerated—from a strictly business point of view. Readers will forgive "a newspaper for doing almost anything but boring them."

BIRCHALL BACK THIS WEEK

F. T. Birchall, acting managing editor of the *New York Times*, returned from a European trip this week on the S. S. Berengaria, landing Friday, Sept. 16.

EDITOR & PUBLISHER CALENDAR

Sept. 21-23—Mississippi Press Assn., annual meetings, Clarksdale, Miss.

Oct. 3-4—New Jersey Press Assn., newspaper institute, sixth annual meeting, Rutgers University, New Brunswick, N. J.

Oct. 6-8—Tri-State Editorial Assn., annual convention, Sioux City, Ia.

Oct. 17-18—International Insurance Advertising Conference, meeting, Chicago.

Oct. 17-18—Agricultural Publishers Assn., annual convention, Stevens Hotel, Chicago.

Oct. 17-18—Association of Newspaper Advertising Excutives, meeting, Chicago.

Oct. 17-18—National Assn, of Teachers of Marketing and Advertising, annual convention, Chicago.

Oct. 17-18—Direct Mail Advertising Assn., meeting Chicago.

Oct.17-19—Associated Business Papers, Inc., meeting, Chicago.

Oct. 18-19—Inland Daily Press Assn., meeting, Morrison Hotel, Chicago.

Oct. 18-19—Carolinas Circulation Managers Assn., annual convention, Asheville, N. C.

Oct. 20-21—Audit Bureau of Circulations, annual convention, Stevens Hotel, Chicago.

$155,000 SUIT AGAINST UTICA (N. Y.) PRESS

Mat Service Claims Violation of Contract When Store Uses Mats Outside Its Territory

The *Utica* (N. Y.) *Morning Press* is named defendant in a suit for $155,000 damages brought by the Standard Corporation, Chicago advertising firm, papers for which have just been filed in the United States district court at Utica, N.Y. This was announced by George J. Hatt, Albany attorney, who is counsel for the Standard company.

A suit for a similar amount also has been filed against the H. G. Munger & Company, department store of Herkimer. Both are charged with violation of contract.

The Standard company sells a mat and cut service for advertisers to supply to newspapers along with their advertising copy. It is alleged that the Munger company was sold this service with the stipulation that it was to be used only in Herkimer and the surrounding territory. The suit alleges that such cuts and mats as sold by the Chicago concern were used in Munger advertisements which appeared in the Utica Press.

When these were seen in the Press by members of a Utica company which also had bought the exclusive Utica rights to the Standard company's service a complaint was made.

The action is being brought under the Federal statute covering the violation of copyright.

DAILY BUYS PRIZE BEEF

Sioux City Tribune Then Presents It to Local Charity Homes

The *Sioux City* (Ia.) *Tribune*, represented by John H. Kelly, editor, this week purchased one of the prize winning baby beeves exhibited at the Sioux City Interstate Baby Beef Show and sale and announced that the meat will be distributed among children's homes of the city.

The steer, which tipped the scales at 950 pounds, will be slaughtered by a local packing company and be given to the Boys' and Girls' Home, St. Anthony's Orphanage Home of the Good Shepherd and the Florence Crittenton Home.

NEW YORKERS ASKING A. B. C. PROXIES

Last Year's Committee of Bresnahan, Walker and Martin Reappointed to Attend Chicago Meeting—No Specific Object in Mind

Letters went out from New York this week notifying newspaper members of the Audit Bureau of Circulations that the same committee which represented the Publishers Association of New York at last year's A. B. C. convention has been re-appointed to attend the sessions next month in Chicago.

Members of the committee are J. F. Bresnahan, business manager of the *New York World*, Fred A. Walker of the executive council of the *New York Sun*; and Edwin G. Martin, business manager of the *Brooklyn Eagle*.

Mr. Bresnahan, the chairman, informed Editor & Publisher, that although the committee has no specific objects in mind, proxies are being asked from Bureau members unable to attend the October convention.

"Last year, after the A. B. C. convention," Mr. Bresnahan said, "more than 100 publishers who sent proxies to us wrote suggesting that the committee attend all A. B. C. conventions and we believe in keeping faith."

Text of the letter sent out by the Publishers Association of New York follows:

"The Publishers Association of New York has authorized the same committee that attended the A. B. C. convention last year to attend the sessions next month in Chicago.

"The committee does not know of anything extraordinary that may come up at the A. B. C. convention, but something may arise affecting the interests of newspaper members. If you were satisfied with the work of that committee last year, you may care to send your proxy to the committee again this year. You may rest assured that their best efforts will be made to represent you adequately.

"Obviously, your proxy in the hands of newspaper members may serve you better than if sent elsewhere.

"We are enclosing proxy for your signature, and if you send us the proxy we suggest that you make certain that later proxies may not be sent to others, thus avoiding some confusion which occurred last year."

The convention program follows:

Thursday, Oct. 20, 10 A. M.—Group meetings to discuss subjects which will be announced before the meetings. Divisional lines will not be drawn and all who are interested in the given subject are invited to take part. This is a new feature of the convention.

Thursday, Oct. 20, 2 P. M.—Regular divisional meetings.

Friday, Oct. 21.—All divisions will join at 9 A. M. in the general meeting as usual.

The annual dinner will be held Friday evening in the Grand Ball Room, Stevens Hotel.

WASHINGTON HERALD SUED

Springfield, O., Man Asks $100,000 Damages in Libel Action

Dr. Edwin C. Dinwiddie, of Springfield, O., and temporarily residing in Washington, D. C., has filed suit in the Supreme Court of the District of Columbia against the *Washington Herald*, demanding $100,000 on account of an alleged libel, published in July.

The alleged libel charged, according to the details of the complaint, that Dr. Dinwiddie had misapplied the greater part of an appropriation of $10,000 voted by Congress to the State Department for the purpose of entertaining the 15th Annual World's Congress Against Alcoholism which was invited to meet in Washington in 1914.

HUGE MAP UNVEILED

The largest relief map of North America ever made was unveiled last week by the *Chicago Tribune* in the Tribune Tower. The map fills a panel 17 feet high and 12 feet wide.

FINANCIAL GROUP HOLDS ANNUAL MEET

Teaching Public Thrift Biggest Present-Day Problem, Speaker Says —Snodgrass Offers a Speech

With amazing prosperity in the United States and the trend of the times being to "make money fast and spend it now," financial advertising experts are confronted with the problem of inculcating the message of thrift in the public mind, according to Walter S. Greenough, assistant to the president of the Fletcher Savings and Trust Company, Indianapolis, speaking before the annual convention of the Financial Advertisers' Association in West Baden, Ind., this week.

Taking as his theme, "What Business Is Profitable?" the Indianapolis banker pointed out specific instances of helpful service being performed by the American Bank at little cost to the institution.

"Financial advertising," he explained, did its part to make the bank a great service station for the public in the handling of commercial and family finances. The banking business is operated on the most permanent basis of any industry in the country."

Tuesday was "Indianapolis Day" at the Convention, with a large number of speakers from the Hoosier capital and the evening's entertainment provided by Indianapolis bankers.

With more than $100,000,000 being spent annually for advertising by the country's 30,000 banks, trust companies and bond houses, much significance was attached to this twelfth annual meeting of the association, which drew representatives of financial institutions from all parts of the United States.

Prominent financial publishers in attendance at the convention held an interesting meeting Tuesday to further plans of the Financial Publishers Association during the coming year. Temporary officers elected included Clifford De Puy of Des Moines, Ia., president of De Puy Publications, as president, and Richard A. Durham of New York City, publisher of *The Bankers Magazine,* as secretary.

Among those in attendance at the meeting were George Edwards, publisher of *The Coast Banker,* San Francisco; Prather Knapp, editorial director of *The Bankers Monthly;* Irving Vivian, publisher of *The Commercial West,* Minneapolis; Mortimer L. Stevens, president, and Joseph Solomon, vice-president of the *Midwestern Banker,* Milwaukee; Haynes McFadden, of Atlanta, publisher of the *Southern Banker;* M. I. Harshberger, publisher of the *Florida Banker;* Herbert Schryer, of Detroit, managing editor of the Burroughs Clearing House, and William H. Mass, of Chicago, vice-president of the De Puy banking magazines.

Speaking on "Newspaper Co-operation," Owen Connor, financial editor, *Philadelphia Public Ledger,* said:

"Co-operation among financial institutions and newspapers which specialize in financial news has become so valuable to both groups that it may be regarded as a necessity.

"The more you succeed in making the name of your bank or investment firm well known in your community the more will the financial editor look to you for news. In other words, you will have started an endless chain in obtaining public attention. Then it becomes doubly important to make news. Be sure that you keep yourselves active, for in the first essential, action is news. You float a new bond issue, you join in the organization of a news business in your community such as a subway or a new bus line, or you subscribe as an individual to some worthy civic project. Do it and tell the editor about it. He will be glad to get the news and you will win the indirect but sure return that comes from keeping your name before the public in favorable light.

"Right here, please let me urge upon you and all of you that you should not call your items before the editor as 'publicity.' The word has become hateful to the men in a newspaper office. If it is publicity in the proper sense it is advertising and belongs in the paid columns of the paper. If it is news you only cast suspicion upon the item you offer when you call it publicity. The suggestion applies mainly to ordinary occurrences in interest. When something big is to happen in your bank, it is wise to notify the editor in advance and let him send a good reporter to cover it. When a reporter writes the story it is a certainty that the item escapes completely from any danger that it might be classed as publicity.

"Co-operation then, consists in the newspaper publishing all the complete, reliable, worthy financial news and in barring its advertising columns to the unworthy, at the same time that the banker opens his doors to the reporter and helps the reporter to obtain facts that will make interesting reading. With a clear mutual understanding of what is news and of what is advertising and with the will to help each other co-operation becomes easy."

"There is one big mistake which we make with regard to advertising," Rhey T. Snodgrass, advertising manager of the *Minneapolis Journal,* said in his address before the association Wednesday, "and that mistake is that we are accustomed to regard advertising as an item of expense and to refer to the sum spent in advertising as an appropriation."

FAREWELL TO CARROLL

Associates Honor Indianapolis Executive Joining Pittsburgh Daily

Frank T. Carroll, advertising director of the *Indianapolis News,* was tendered a farewell dinner at the Columbia Club, Sept. 9, by friends and business associates. Mr. Carroll is leaving the News to become assistant business manager of the *Pittsburgh Press.* Curtis A. Hodges, general manager of the News, was toastmaster.

Among those who spoke were Don U. Bridge, who becomes advertising manager; Dan Carroll, brother of Frank Carroll and New York special representative; Hilton U. Brown, John E. Lutz, Chicago representative of the News and Mrs. L. M. Abbott of the classified advertising department

SEARCH FOR OLD GLORY DESCRIBED BY BROOKLYN TIMES EDITOR

By JOHN N. HARMAN

John N. Harman, editor of the Brooklyn Times, was the only newspaper man on the steamer Transylvania when that vessel made her memorable search for the wrecked monoplane, Old Glory, in which Hill, Bertaud and Payne were lost.

WHEN I went into the dining salon of the steamer Transylvania about eight o'clock on the morning of Sept. 7 with Mrs. Harman, I had no idea that I was soon to experience one of those rare sensations which only a newspaper man could either feel or adequately understand. Within a very short time I realized that I was the only newspaper man approaching a point in mid-Atlantic upon which the attention of the whole world was centered and that it might be my good fortune to send from that lonely spot on the waste of waters the news that the trans-Atlantic plane, Old Glory, had been discovered and her crew and passenger rescued, or the sadder story that they had been engulfed in the sea.

When I went on deck I found that we were plowing along through an expanse of gray waters roughened by a sharp gale. The sky overhead was a solid mass of gray cloud. The air was clear, however, and vision could easily traverse space in any direction. This was not my first voyage on the Transylvania and I was on terms of personal friendship with Captain Bone and his officers. I found, however, that on receipt of the distress call from the airplane all these officers, usually communicative and friendly, had become silent and preoccupied.

It was 9:40 when we arrived at the spot where, according to Captain Bone's calculations, Old Glory must have struck the water. That was 49.55 north and 40.39 west. There were 14 men on lookout duty and the crews of all the life boats were standing by. There was intense excitement among the passengers. I was, of course, highly desirous of getting off to the Brooklyn Times the message which would indicate that Old Glory was lost. I went to the radio room and wrote the following dispatch: "Transylvania on spot. No trace of Old Glory. Search being continued. Harman." The radio man told me that he would have to call up the Captain and in a few seconds I heard him at the telephone telling Captain Bone that one of the passengers wanted to get off a dispatch to his newspaper. Then he turned to me with the announcement that the dispatch could not be sent as Captain Bone had given orders that the radio should be used only for signals between ships and official messages bearing upon the search. My protest that radio messages from the shore were coming in was unavailing.

It was a decidedly uncomfortable situation for a newspaper man with a story for which the whole world was waiting. I went out and tried to get the attention of Captain Bone, but every time I signaled to him from the deck he was looking in another direction. It was not until close to noon that I finally caught his eye and received permission from him to join him on the bridge. We argued for a long time before he reluctantly gave me permission to inspect a message he had dictated to the purser for transmission to the Anchor and Cunard lines, the contents of which I might use in a short message to the Brooklyn Times. The result was the snapping out from the antennæ of the Transylvania of the message which was the world's first news that Old Glory could not be found.

I have since learned that our managing editor, Mr. Hebb, and our publisher, Mr. Fremont C. Peck, knowing that I was on the Transylvania had been eagerly expecting this communication which was published in our noon edition. Mr. Hebb called up the United Press office and communicated the contents of the message to that agency. As a result I received a radio message from the United Press in New York requesting a story and with some difficulty prevailed upon Captain Bone, who meanwhile was receiving messages from the New York and London newspapers, to allow me to send off about 200 words, including his description of the search.

It was the Captain's opinion that the newspapers were showing bad taste in deluging him with radio messages, while he was engaged on an humanitarian errand. I did not discuss the ethics of the matter with him, but having in the meanwhile received requests for information from the Associated Press and from some of the English newspapers, I was glad when after dinner, he sent for me and showed a more considerate attitude toward the requirements of the press. It was then not so difficult for me to convince him that after all the object of the newspapers in disclosing the news of the search and its result to a world hungry for information was not entirely unworthy. The *Westminster Gazette* had radiographed me a request for 150 words, and as by this time I was sending far more extended messages to the United Press and the Associated Press, I let the London newspaper have 1,000, which cost them 50 pounds in tolls.

After the search was over Captain Bone and his officers were again communicative and friendly and one of them prepared for me the illuminating chart published in the Brooklyn Times on Monday, Sept. 12. The experience was one which, as a newspaper man, I shall always recall with pleasure.

BUSINESS BUREAUS TO MEET NEXT WEEK

Frank Gannett, of Gannett Newspapers, Will Be Speaker at Annual Sessions in New York—Organization Problems to Be Discussed

The annual conference of the National Better Business Bureaus will be held in New York Monday to Thursday of next week with delegates from the 42 bureaus in the country attending. Conferences will be held at the Bar Association, in West Forty-fourth street. The Commodore will be the official hotel for delegates.

James C. Auchincloss of New York is president of the organization and also chairman of the New York City Bureau. Carl T. Finn of Cleveland is chairman of the program committee. A newspaper speaker during the sessions will be Frank E. Gannett, publisher of the *Rochester Times-Union* and president of the Gannett Newspapers.

The Monday conference has been arranged for bureau officers, directors and counsel. Two meetings will be held for this group on the first day. Bank executives and bureau men will talk. Tuesday will be devoted to financial subjects with talks given by financiers prominent on the New York Stock Exchange and officials of the National Better Business Bureau. Wednesday will be given over to merchandise subjects and Thursday, the last day of the conclave, will be occupied with discussions of organization problems.

The National Better Business Commission is an affiliation of the National Better Business Bureau and the recognized local Better Business Bureau. It functions as the co-ordinating body for the independently incorporated bureau.

Edward L. Greene, managing director of the national bureau, is chairman of the board.

NEW MAGAZINE TARIFF

Canada Imposes 25 Per Cent Duty on Fiction Publications

The Canadian Department of Internal Revenue has announced that 49 magazines published in the United States and hitherto free from duty, will hereafter be subject to a 25 per cent duty and classified as unbound novels.

The department held that "magazines not containing a reasonable amount of critical and descriptive matter" were not entitled to the non-dutiable class.

Tariff item 184, providing for the free admission of quarterly, monthly, and semi-monthly magazines, will not apply to fiction magazines unless they contain a reasonable amount of additional articles, it was announced.

STAFF MAN BUYS STOCK

F. W. Rucker Now Part Owner of Independence (Mo.) Examiner

William Southern, Jr., proprietor of the *Independence* (Mo.) *Examiner,* recently transferred to Frank W. Rucker a block of stock of the Examiner Publishing Company which makes Mr. Rucker almost an equal shareholder in that newspaper. Mr. Rucker is vice-president and general manager. Mr. Southern is devoting all of his time to editorial writing.

The paper was started by Mr. Southern in February, 1898. Mr. Rucker joined the Examiner in 1913.

COAST DAILY SOLD

Santa Rosa (Cal.) Republican Now Owned by Press-Democrat

Sale of the *Santa Rosa* (Cal.) *Republican,* afternoon paper, owned by G. Lansing Hurd, to Ernest L. Finley, publisher of the *Santa Rosa Press-Democrat,* morning paper, has been announced.

The price was not disclosed, but was understood to have been in the neighborhood of $100,000. Mr. Finley stated that the evening paper would be continued.

J. W. BAKER TO DIRECT OLEAN (N. Y.) HERALD

Purchase of Paper in Partnership with Frank Gannett Realizes His Youthful Dream of Becoming Its Owner

Acquisition of the *Olean* (N. Y.) *Herald* last week by Frank E. Gannett of the Gannett Newspapers and John W. Baker, vice-president and general manager of the *Ithaca Journal-News,* of the Gannett group, marked the realization of a lifelong dream of Mr. Baker to own the Olean paper.



J. W. Baker

It was on the Olean Herald that Mr. Baker first worked as a full-fledged compositor, after serving his apprenticeship on the *Smethport* (Pa.) *Miner.* After working on the Herald Mr. Baker said: "I want to own this paper some day." As co-owner his dream is now realized.

Since he started dreaming, he became associated with Mr. Gannett 15 years ago in the Ithaca enterprise. For the last thirteen years he has been vice-president and general manager of the *Ithaca Journal,* subsequently the Ithaca Journal-News. The merger came in 1919. Mr. Baker has been made publisher of the Herald.

The paper, nearly 50 years old, was bought from the Olean Herald Company, of which Silas H. Velie has been president for the last two years. The purchase included the real estate as well as the plant. Mr. Baker plans to leave the Ithaca Journal-News as soon as a change can be made in the personnel of that plant and assume entire charge of the Herald.

Mr. Baker was for two years president of the New York Press Association. He is chairman of the education committee of the New York State Publishers Association in which position he has had direct supervision of the Empire State School of Printing and Engraving sponsored by the Association at Ithaca.

Frank E. Gannett began his newspaper career at the bottom of the ladder as a newsboy for one of the papers which he now owns. He worked his way through Cornell University as a campus reporter for the Ithaca Journal-News which he also came later to own.

Plans for immediate additions to the mechanical facilities as well as the personnel of the Herald are being made. New make-up is on the way as well as a reorganization of the entire plant.

A. N. A. APPOINTS MANN

Former Member of Z. L. Potter Agency to be Advertisers' Research Director

Appointment of Walter Mann, formerly head of the market research department of the Z. L. Potter Agency, as research director of the Association of National Advertisers was announced this week by Arthur Ogle, secretary.

Prior to his advertising agency connection, Mr. Mann was connected with the advertising department of the Butterick Publishing Company, advertising manager of *House and Garden,* and in business for himself as research counsel.

Mr. Mann is author of business articles and of a treatise on time payment selling, issued by the Butterick Publishing Company under the title, "Midas Gold."

The appointment of Mr. Mann follows the recent decisions of the A. N. A. board of directors to expand the research functions of the Association which resulted in the formation of the Research Council.

The function of the research department will be to co-operate with this Council as well as to continue and to expand the work of the A. N. A. headquarters office in making surveys in the various phases of advertising and selling.

AWARDED CONTROL CONTRACT

The Cutler-Hammer Manufacturing Company, Milwaukee, has been awarded the order for the press drives, press control and newspaper conveyors for the new *Chicago Daily News* building, which is probably one of the largest orders for electrical apparatus ever placed by a newspaper. The equipment in the present Daily News plant was also furnished by Cutler-Hammer.

INSURANCE COMPANY USING NEWSPAPERS

National Campaign by Illinois Bankers Life Association, in American Weekly and Three Dailies Started Sept. 6—Pulling Results

An insurance company has at last captured the spirit of successful department store advertising, and a campaign using smashing headlines and making a bargain offer was started in newspapers Sept. 6 by the Illinois Bankers Life Association of Monmouth, Ill.

Four days after the first copy appeared A. W. Barnes, advertising manager of the company, told Editor & Publisher, he was "already receiving large numbers of applications as a direct result." Mr. Barnes described the drive as "an attempt to determine the practicability of marketing life insurance through newspaper advertising."

"The policy itself is designed to take advantage of the popularity of installment buying and to put life insurance into popular priced packages," Mr. Barnes declared. "So far as we are aware, no other insurance company has attempted to sell life insurance on any large scale direct through newspaper advertising, although it was tried with success in the accident insurance field, in which newspapers have had a part."

The policy advertised, paying benefits on natural death and also on accidental death, is being offered at the flat basis of $1 a month at all ages from 15 to 50. The amount of coverage is graded according to the age at entry, instead of the premiums graded as usual.

Copy in the campaign, which is running in the *American Weekly, Kansas City Star and Times, Dallas News,* and *Oklahoma City Daily Oklahoman and Times,* is being prepared largely by the McJunkin Advertising Company. It is notable for its commanding space.

KEEN GIVES LUNCHEON

Robert Scripps and George B. Parker Guests at London Affair

Ed Keen, vice-president and general European manager of the United Press, gave a luncheon on Sept. 14, at the Savoy Hotel in London to Robert P. Scripps, president, and George B. Parker, editorial director, of the Scripps-Howard newspapers.

Guests included: Lord Riddell, chairman of the London Newspaper Proprietors Association; Ralph D. Blumenfeld, managing editor of the *London Daily Express;* W. Lints Smith, manager of the *London Times;* Tom Clark, managing director, *London Daily News;* Douglas Crawford, foreign editor, *London Daily Mail;* W. N. Ewer, foreign editor of the *London Daily Herald;* M. J. Woolworth, managing director and James Fairlie, general manager of the Central News Association; and C. M. Crandall, general manager and Herbert Baillie, managing editor, of the British United Press.

OGDEN REID AND ROYAL CORTISSOZ DECORATED BY BELGIUM



Ogden Reid, editor of the *New York Herald Tribune* (left) and Royal Cortissoz, art critic for that paper (right) after being decorated by the Belgian government through Robert Silvercruys, Belgian charge d'affaires, Washington, (center) in recognition of their services to Belgium

BELGIUM DECORATES EDITOR AND CRITIC

Ogden Reid of N. Y. Herald Tribune and Royal Cortissoz Honored for Services to Foreign Country at King's Order

Ogden Reid, editor of the *New York Herald-Tribune,* and Royal Cortissoz, art critic of the paper, were decorated on Sept. 12 by the Belgian government in recognition of their services to Belgium. Mr. Reid received the insignia of Commander of the Order of Leopold II and Mr. Cortissoz that of Knight of the Order of Leopold, the awards being conferred at the offices of the Herald-Tribune by Robert Silvercruys, Belgian Charge d'Affaires at Washington.

The awards were made in the presence of executives of the newspaper, including Mrs. Ogden Reid, Arthur Draper, Geoffrey Parsons, Armistead R. Holcombe, Grafton Wilcox and Mrs. William Brown Meloney.

On presenting the decorations, Mr. Silvercruys said King Albert had requested him to make the awards in appreciation of the services rendered by Mr. Reid and Mr. Cortissoz to Belgium and Belgian art in particular.

DAILY'S EDITORIAL RILES SENATOR

Robinson of Indiana Demands Retraction Within Three Days from Boyd Gurley of Indianapolis Times

(*By Telegraph to* Editor & Publisher)

Indianapolis, Ind., Sept. 13—Senator Arthur R. Robinson today made public a letter addressed to Boyd Gurley, editor of the *Indianapolis Times,* demanding within three days a retraction of an editorial asserting Senators James E. Watson and Robinson should resign "because they went into office as beneficiaries of a system which was not known to all the people."

In the letter, which Senator Robinson said was delivered to Gurley the junior senator declared he is speaking only for himself in demanding the retraction as he has not been in communication with Senator Watson, who is a patient at a hospital in Rochester, Minn.

The text of the letter is as follows:

"In a leading editorial published in the Indianapolis Times on Sept. 12, 1927, appears this language:

" 'The machine created in these days of super government is the one which sent Watson and Robinson back to the Senate. Of course, they will not resign. They should, inasmuch as they went into office as beneficiaries of a system which was not known to all the people. They are in the position of receiving office under false pretenses.'

"Senator Watson is ill in the city of Rochester, Minn., and I have not been able to confer with him with reference to this editorial. I can, therefore, speak only for myself. So far as I am concerned, the statement quoted above is absolutely false and grossly libels me. I demand, therefore, that it be retracted within three days from this date, the retraction to be given as much prominence in your newspaper as was given the statement complained of.

"I am making this demand on you and through you on the Indianapolis Times Publishing Company."

Senator Robinson was appointed to the Senate by Governor Jackson to succeed the late Senator Samuel M. Ralston. The appointment was to fill the vacancy until the election of 1926. Last year Senator Robinson was elected for the unexpired term of Senator Ralston.

THREE JOIN N. Y. WORLD

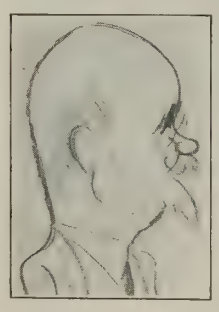
John O'Brien and Eleanor Kellogg, formerly of the *New York Daily News,* have joined the staff of the *New York World.* Ernest Lindley has returned to the staff of that newspaper.

LEAGUE COUNCIL TO STUDY PRESS CENSORSHIP

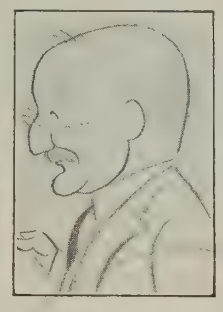
Adopts Unanimously Resolutions Passed at Conference of Press Experts Favoring Co-operation with Journalists and Opposing Peace Time Control of News

By ALBIN E. JOHNSON
(Geneva Correspondent, **EDITOR & PUBLISHER**)

Derso, whose caricatures illustrate this article, while little known in the United States, is perhaps the most famous European political cartoonist. He is a Hungarian by birth but has spent much time in Paris, Berlin, Rome and other European capitals and has "lampooned" statesmen at every international conference since Versailles. His best known books—illustrations of prominent events—deal with Versailles, the Dawes Conference, the Locarno Conference and League Council meetings and Assemblies. Derso plans to come to the United States for the 1928 *political campaign.*



F. T. Birchall, Acting Managing editor, *New York Times.*



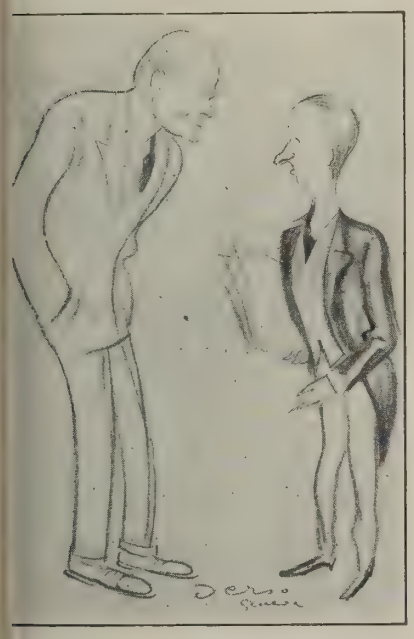
Lord Burnham, Publisher of the *London Daily Telegraph* and president, International Press Conference.



M. de Naléche, President of the Syndicate de la Press Parisienne.



M. Koenigsberg, President, International News Service.



Karl Bickel, president United Press Associations and Sir Roderick Jones, of Reuters Agency.

ENEVA.—When M. Yanez, of Chile, at a previous Assembly presented a esolution calling for an International ress Conference, little did he realize the xtent of the movement he had started. o disclose a secret, M. Yanez, somewhat ored and wanting to start something that ould give the newspaper men a story to rite (he was a newspaperman himself), nceived the idea of an International ress Conference. The resolution was bmitted. The League, always sensitive public reaction, recoiled from the idea, earing the world press would consider it s an attempt to harness their publicaons into the service of the League.

To make a long story short, the conerence materialized—and passed off with success that exceeded the hopes of veryone connected with it. Also it apears, it started echoes which will reerberate for years to come if the steps aken by the Forty-sixth Council, and the ighth Assembly, now in session, indiate the direction.

Paradoxes are frequent around the League, and the International Press Conerence added its share. The question of peace-time" censorship and "facilities or journalists" were two of the items n the Agenda which caused League Ofcials no little concern. Likewise most f the governmental opposition which ranspired was motivated through fear of hese subjects. All through the Conference itself the "steering" agencies of the League sought to soft-pedal resolutions dealing with censorship.

But the report just submitted to the Council by M. Vandervelde, foreign inister of Belgium, and adopted unaniously by that body, attaches such imortance to censorship that the two resoutions were placed on the agenda of the December session of the Council and repesentations to the different governments vill be made in the meantime. Only the talian delegate indicated opposition to he resolution, and his protest was inudible.

The two resolutions stressed in M. Vandervelde's report, and which occaioned considerable debate in the Assembly Commissions, read as follows:

"Art. VII.—The Conference adopted he following preamble and resolutions:

"The Conference does not ask for the ranting or extension to journalists of ny favor the acceptance of which would ntail the risk of infringing the indefendence of the press or the free judgment of journalists. . . . On the other hand, it strongly urges that all possible facilities should in all circumstances be granted to journalists in pursuit of their calling so that they may fulfill their duties more thoroughly and rapidly in both acquiring and transmitting news."

The Article then deals with press censorship, expulsion of correspondents, double taxation abroad, scholarships, transportation, passport and visa courtesies, equality of treatment, etc.

The other resolution deals strictly with peace time censorship, which is stigmatized as one of the greatest sources of international misunderstanding. It is worth quoting in detail.

"Whereas it is the principal theory and reason for being of this Conference, that the free and prompt interchange between peoples of news of events and conditions makes for mutual understanding and, consequently, peace;

"Whereas it is obvious that news dispatches must, to be effective in this sense, be popularly accepted as true in the countries in which they are published;

"And, whereas the Conference declares itself opposed in principle to every restriction on the liberty of the press, it considers that censorship should not be established or maintained except for really vital reasons and in circumstances which can only be exceptional. Without wishing to interfere in the internal affairs of any state, it nevertheless expresses the general desire to see the reestablishment of normal intellectual communications among the peoples by the rendering milder or suppression of censorship laws wherever the situation permits.

"It is the unanimous conviction of the Conference that censorship in peacetime, whether it is carried on openly or—what is worse—in a disguised form, is a fundamental obstacle to the exchange of international information and as such renders more difficult understandings between nations."

The resolution then asks minimum guarantees which include the censoring of dispatches (where necessary) by trained specialists in news, that journalists be informed of deleted sentences, that dispatches be not delayed, that telegraph tolls on deleted words be reimbursed and that complete equality of facilities and treatment be granted all journalists."

While no specific example was cited, the governments chiefly guilty of the practices which were frowned upon by the Conference, are Italy, Roumania and Russia. Various clashes occurred during the sessions which proved that "international susceptibilities" are far from assuaged.

In a spirit of levity, but with a concealed barb which penetrated the skins of the Roumanian delegates, M. Veszi, editor of the *Budapest Pester Lloyd* related an incident where the Roumanian censorship against Hungarian newspapers is so strict that even King Ferdinand of Roumania had to get his copies through the diplomatic pouch.

Copies of the Pester Lloyd, regularly subscribed to by the Roumanian legation in Budapest, were dispatched through the mails addressed to "His Majesty, the King of Roumania, the Royal Castle, Bucharest," M. Veszi explained. There came a complaint to the circulation department from the Roumanian Minister accredited to Budapest that His Majesty was not receiving his papers, except sporadically. Investigation showed that they were held up by Roumanian Customs officials and destroyed.

"The surmise that the Roumanian frontier officials wanted to protect their sovereign from the infection caused by the poisonous germs spread in Hungarian newspapers is correct," explained M. Veszi, "but do you suppose that this regulation, the absurdity of which was demonstrated in such conspicuous a manner was cancelled then and there? Not a bit of it. The Roumanians ordered the King's copies sent thereafter through the diplomatic pouch." M. Veszi then declared that there are 14,000,000 Hungarians separated from their mother-land by the Treaty of Trianon who are deprived of news from home—although they live but a few miles away from the border—by censorships of the Succession States.

The Roumanian representative, M. Mavrodi, explained the censorship was necessary because the Hungarian newspapers kept alive the Irredentist sentiment of the inhabitants of their former territories.

Incidents of the kind were plentiful.

The resolution sent to the Secretary General of the League, for transmission to the Conference, signed by the former editors of five of the biggest suppressed Italian newspapers, including *Avanti, Il Popolo, La Justicia, Il Voce Republicana*—papers of the assassinated Matteotti and Ex-Minister Amendola, and the Socialist leaders Turati, Nelli and others who are refugees in France, Switzerland and Belgium—was suppressed for obvious reasons. It was outside the "agenda" according to Lord Burnham, who nevertheless read the resolution and stated, as his private conviction, that if such conditions existed in any country the government which enforced them was doomed to destruction eventually. Other delegates of the Conference likewise had an opportunity of learning of Fascist methods of ruthless suppression of the opposition press, although they did not have to express specifically their views on the subject because of the chairman's ruling.

The action of the League Council on the report, however, and the trend of the Assembly debates, where it was decided that the periodical conferences recommended by the Conference should not only be made feasible but encouraged, showed the importance attached to this previously "toned-down" feature.

Couched in diplomatic language the resolution officially adopted by the Council reads as follows:

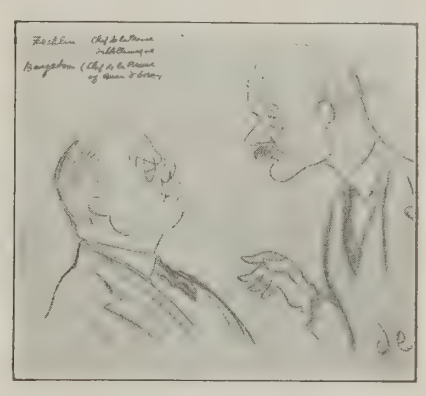
"The Council—

"1. Tenders its warmest thanks to the President, Lord Burnham, to all members and experts who have attended the Conference, and to all organizations and persons who assisted in the preparatory work;

"2. Requests the secretary-general to ask the Organization for Communications and Transit to continue with the help of the press groups interested, the technical study of the first group of resolutions adopted (those relating to rates, code telegrams, improvements in communications, the conveyance of newspapers and identity cards for journalists) by the conference of Press Experts;

"3. Adjourns until its December session consideration of the action to be taken on the other resolutions;

"4. Communicates to the Assembly the resolutions of the Conference and requests it to include in the budget of the Organization for Transit and Communications the supplementary credit necessary for the inquiries and other work entailed by these resolutions."



M. Zechlin, press expert of Wilhelmstrasse and M. Bargeton, chef de la presse of Quai d' Orsay—German and French foreign offices, respectively.

HEADS GENEVA WRITERS

Williams, of New York Times, President of League's Journalistic Society

Wythe Williams, Geneva correspondent of the *New York Times*, has been elected president of the International Association of Journalists accredited to the League of Nations.

In newspaper work since 1905 when he started as a reporter for the *Minneapolis Tribune* after leaving Ohio Weslyn University, Mr. Williams has at various times been connected with the *Milwaukee Journal, Chicago Examiner, Chicago Daily News, New York World, Collier's Weekly,* and *Saturday Evening Post.*

He first went abroad as London correspondent of the World in 1910, transferring to the Times in 1913. During the war he was correspondent with the allied forces from the first day until the last.

PROPRIETARY MEDICINE ADVERTISERS STUDY COPYWRITING THAT SELLS

Homely Words Bring More Results Than Pure English and "Prettified" Layouts, Speaker Declares at New York Convention

A COURSE in "copywriting that sells goods" was given this week to members of the United Medicine Manufacturers of America, holding their annual convention in New York. The lecturer in the "course" was Charles W. Green, M.D., a New York doctor, who writes medical copy for the Wylie B. Jones Advertising Agency, and who formerly wrote copy for the Postoum Company, Inc.



CHARLES W. GREEN, M. D.

At the same convention of the patent medicine manufacturers a tentative advertising campaign "to broaden and defend the market of patent medicines" was discussed by the 50 delegates attending. W. E. Woodward, of the International Druggists' & Chemists' Laboratories, and president of the association, a speaker at the convention, defended the patent medicine industry and answered an attack made on it in "Your Money's Worth," a book recently published.

"We all know that there is some one thing to tie to—some particular appeal of advertising value for each individual product, which once found is the real keynote of success," Dr. Green said. "The repetition of that idea, once it is found, is what makes greater and greater sales.

"If you haven't found that specific appeal with your article (and perhaps you think you have found it when in reality you haven't), be careful in the claims made by your literature. I do not refer particularly to that literature which is a part of the label, but your newspaper advertisements as well; although with the latter greater liberty can be taken, merely because the life of a newspaper advertisement is a short one, and if one does make error, the killing of that particular type of copy is a small matter which does not interfere with business particularly, and unless the case be an aggravated one no great jeopardy is experienced from it.

"Don't forget that you can make truthful statements as strong as false statements. It is the language you use in expressing your claims that most counts.

"There is a knack in copywriting which few copywriters possess. It hinges on old-fashioned expression, homely way of presentation, with not too much regard for perfect English. When you come across a high-brow copywriter who is exceedingly careful to put his appeal in model, correct English, beware of him.

"During a long copy service with the Postum Cereal Company, whose products were proprietary foods having much the same character as proprietary medicines, I frequently used words that were grossly incorrect and some of them weren't even in the dictionary. People understood them, however, and the advertising sold the goods. That was best evidenced by the fact that during a period of 7 years, under a dictation of copy which was wholly mine, a large business, then $5,000,000 gross per annum, was increased to a gross of $22,000,000.

"As regards the use of incorrect English, I dare say the space occupied by punk English phrases used by me would show a cost of $100,000 or $200,000 in a total of some $17,000,000 which it was my pleasure successfully to expend.

"So don't let the wise copy man frighten you off from expressive English, whether it be correct or incorrect according to his ideas. Homely language is the best. Get the message over and make your first sale and with a good product the rest follows, for with that good product comes that most potential of all advertising—the word of recommendation of a satisfied user.

"I am not going to talk much about the abuses of space. Small ads are often more effectual than large ads. The know-how of placing copy is a tremendous thing and very few space-buyers know as much as they should about it.

"This last week I was called in on a case where one of the largest and oldest proprietaries of the country was concerned. A new style of copy had been lately used. It was a compromise between old-time proven reader copy and an effort to pretty that up. I have little patience with such situations and when I was asked to make an analysis as to the reason for a drop in sales, I told the client that it was entirely due to his efforts to beautify his copy.

"There was no other reason and it is a perfectly safe gamble to bet that with an abolition of this attempt to be beautiful in copy appeal and a restoration to old appearance, sales will return with a bound. He is going to do it, and if I could see you three months from now, I could confirm this opinion.

"People care nothing for beauty in an advertisement. They want type and it is amazing how fine the newspaper print is that they will read."

Mr. Woodward called attention to "Your Money's Worth," a recently published book, selected, he said, by the Book-of-the-Month Club for its 40,000 readers, in which is contained a chapter "purporting to be an exposé of package medicines in general."

"It certainly is a violent denunciation of them," Mr. Woodward said, "based on data principally obtained from the ancient and obsolete and undoubtedly biased archives of the American Medical Association." A part of the chapter, quoted in Mr. Woodward's report, follows:

"The domain of the modern medicine man is not so much a wonderland as a rotting miasmal swamp. It touches the uttermost limits of human degradation. For those who trade for profit on the hope and despair of the sick and ailing—who deliberately throw stones at those floundering in pain and anguish—no stricture, no contempt is too great. They, above all others, are the vultures of modern civilization."

In his defense of the manufacturers, Mr. Woodward said he knew of no industry "that is so restricted and hemmed in by Governmental regulations and requirements as is ours, and none that is so constantly being combated by such powerful, well-organized and well-financed foes.

"I am sure there is not a man nor a member of our association, nor, indeed, scarcely a package medicine manufacturer in the country, who does not regard his business as entirely honest and legitimate in every way and himself as a self-respecting citizen serving humanity in general quite as fully as does the manufacturer of cotton thread or washing machines."

James F. Pickett, Secretary of the manufacturers' association, delared that "the avenues of distribution of ready package medicine must be kept open, and unreasonable restrictions must not be placed on our merchandise. We resent the action of retail pharmacists in attempting by legislation to restrict the sale of our products to registered pharmacists only."

Dr. Green also defended proprietaries in his address.

"There is an important feature concerning proprietaries in general which some of us are apt to overlook. That is their actual need in the current condition of human affairs. Leaving aside the well-known fact to which all medicine caters—the fact that humanity loves to diagnose and treat its own ills—we must keep in mind that there are literally millions of people to whom a doctor is not readily accessible and were it not for proprietary medicines, a great deal of actual suffering would result.

"The proprietary of necessity has taken the place of the old roots and herbs which hung in the long-ago kitchen or cupboard, ready for use for each and every ill to which mankind is heir. Nothing has taken the place of these except proprietary medicines and the government takes a broad view of that situation and isn't such a terribly wicked and browbeating government as some people sometimes think.

"With a good preparation, fitted to a real human need, the proprietor of such an article is 100 per cent safe, if he hedges himself about with proper precaution, for the government is sometimes wrong and when the government is wrong all its forces cannot make that wrong a right.

"Furthermore, you will find that the government is quick to mend the error of any too officious executive, once it is proved that executive is wrong. Therefore, the proper way to deal with government bureaus is in straightforward man-to-man fashion, correcting faults if they exist and defending one's self when one knows he is right."

ATTENTION TO ARTISTIC DETAILS BROUGHT SUCCESS TO BRITISH ADVERTISING SHOW



Booth of Sir Charles Higham, president of Charles F. Higham, Ltd., London advertising agency, at British Advertising Exhibition. The booth is typical of the other booths in construction and shows the artistic effect attained by the architect who designed the show.

THE recent British Advertising Exhibition held at Olympia, near London, attained a success far beyond the expectations of its backers, according to Barrington Hooper, joint managing director of Industrial Newspapers, Ltd., London. The exhibition attracted more than 200,000 paid admissions and showed a profit of $50,000.

In a letter to EDITOR & PUBLISHER Mr. Hooper said primary credit for the success of the undertaking must be given the architect, who planned the booths and the decorations for Olympia Hall.

"From the moment one entered the Hall it was felt that something new was being looked at," Mr. Hooper wrote.

The scrambled haphazard effect which characterizes many exhibits was conspicuously lacking.

A. A. A. A. IS FINDING WORK FOR JOBLESS

Average of Two People Placed in Advertising Positions Every Day, Says James O'Shaughnessy, Association Secretary

In New York a free employment agency is now placing an average of two people a day in lucrative advertising positions. It is the Clearing House of the American Association of Advertising Agencies, and James O'Shaughnessy, secretary, this week estimated for EDITOR & PUBLISHER that in the nine years the "house" has been in operation nearly 5,000 men and women have been furnished with jobs.

"These jobs have ranged from the ownership of an agency to the third assistant checking clerk of an advertising company," Mr. O'Shaughnessy said. "A job we fill frequently is that of managing director of associations.

"If a person has training and experience in advertising agency work, he is easily placed, we find; but the trouble is that a large number of the applicants don't know what it is all about.

"For a long time young college boy graduates caused us no end of trouble. They wanted to write the back page advertisements on the *Saturday Evening Post* their first day on the job. We took it up with college authorities and now the men with their brand new degrees do not expect to become copy wizards immediately.

"College men get the preference even though they are top-lofty in their expectations. College is good training for any kind of work. The most desirable experience we find is that of newspaper reporting.

"Poets made good copywriters and we have found jobs for a number of celebrated workers in this field. Because they are schooled in condensation and precision, poets usually write beautiful advertising copy. An agency doesn't employ a poet's imagination, but it does engage his exactitude of phrasing.

"Salaries of the various positions we fill here vary considerably. We find it is easier to place a $15,000 a year man than one accustomed to making $5,000 a year. Skill is desired in the advertising business and advertising men will pay big money to skill."

Mr. O'Shaugnessy declared his clearing house was very strict against liquor drinkers.

"A man can't drink and work for an advertising agency these days," he said.

PACIFIC FLIGHTS TESTED HAWAIIAN NEWS MEN

taffs Worked Night and Day Under Difficulties to Report Aviators' Successes and Disasters—Checking Rescue Rumors a Huge Task

(*Special to* EDITOR & PUBLISHER)

IONOLULU, HAWAII, Aug. 24.—Any newspaperman who thinks that e in the "South Seas" is leisurely and ft ought to be on the "receiving end" a trans-Pacific flight.

That's where we newspapermen of onolulu, Hilo and other points in mid-acific have been for the past few weeks, d we rise to remark that our brethren no covered Lindbergh, Chamberlin, yrd and the rest of them on the East ast had a fairly simple time of it com-red to the job which was thrust upon .

Also, to our fellow-newspapermen of e West coast, who started a flock of ers out toward the setting sun, we use to assert that sending off the avia-rs is one little thing but keeping track their progress over the Pacific, and vering them if and when they land, is ite another.

This city and this outpost territory have d three distinct "flights" since late ne. Also, an attempted flight from awaii to the Pacific coast that flopped, d an attempted flight from the Coast Hawaii that failed, with probable agedy.

We can blame part of it on "Lucky" ndbergh, and the glamour with which u newspapermen of the States sur-unded his achievement.

Consider, for an instant, a bit of ography. Hawaii is a tiny speck on a ther large and spacious ocean none too ickly covered with islands and mighty inly speckled with ships.

Lindbergh, Byrd and the rest of the ans-Atlantic fliers had a continent to oot at. The chaps trying their wings er the Pacific were compelled to stick a course so narrow that if they were it a fraction of a degree early in the ght, and didn't get back on, they'd obably sail clear past Hawaii and on t into the boundless ocean spaces.

That is, the speck which is Hawaii oks mighty small from the Pacific ast viewpoint. "Covering" that speck, r the arrival of a flier, is another thing ain.

It's 330 miles from the northwest to the utheast tips of the main Hawaiian ands—Kauai on the north, Hawaii on e south. In this stretch there are vast ckless spaces of mountain, jungle and evasse. There are some sizable lava serts. There are wild forests.

There is plenty of rough coast-line, ere cliffs called "palis" tower hundreds feet above the crashing surf.

The largest mountain-mass on Ameri-n soil is in Hawaii, Mauna Loa, which casionlly cuts lose with first-page ption stuff.

The channels between the islands are ywhere from 25 to 50 miles of tossing ater.

Over much of this expanse of archi-lago communication is meager. Many lated villages, tiny hamlets—are not t linked up by telephone.

There is a good telephone system on ch main island but it can't cover the untain and the jungle where a spent ne might fall, or the miles of lonely re where a drifting plane might land. en there's a far larger area where nes in trouble might be rescued. This ludes the shoals, islets, rocks and fs around the Hawaiian archipelago—a ittle matter of a stretch of 1,530 miles, ughly north to south.

The only way to cover this expanse sely is by vessel—steamer, submarine, ooner or fishing-sampan.

Consider, too, that the resources of awaii's newspapers to cover the arrival trans-ocean fliers are not exactly those New York, Paris, London or San ancisco. Staffs are comparatively all, facilities far less complete.

The press associations all have corre-ndents here. The Associated Press



Camera men at Wheeler Field, Oahu, Hawaii

headquarters are in the office of the *Honolulu Star-Bulletin;* the United Press has headquarters at the office of the *Honolulu Advertiser.* The International News Service has a correspondent here, and many of the big mainland papers have special correspondents. Most of the latter are on the staffs of the two Honolulu dailies, the Star-Bulletin (evening); and the Advertiser (morning.)

All of the flights from the Pacific Coast were scheduled to end at Wheeler field, island of Oahu. This is the army's most accessible flying field in Hawaii. A single highway, well-paved but winding and at times narrow, with deep gulches and abrupt turns, connects Wheeler field with Oahu.

By arrangement with the army, which did everything possible for the press, Honolulu newspapers and the press associations arranged rapid-fire connections between Wheeler field and Honolulu. The Star-Bulletin and the Associated Press for instance, put in a direct telephone line, open all the time, and a direct telegraph line.

"Flashes," bulletins, leads and running stories were sent by telegraph from Wheeler field to Honolulu and instantly transmitted to the office of the Radio Corporation of America, thence being shot to the mainland.

Hangars at the field were transformed into field offices for the newspapers, with wires, typewriters, automobile service, and even airplane service. The army put airplanes into service to carry films from the field to Fort Shafter, army headquarters in the outskirts of Honolulu. There the films were picked up and rushed by automobile to the newspaper offices.

Well, the first flight we had to cover was that of the army lieutenants, Lester J. Maitland and Albert F. Hegenberger, in their big army Fokker-built plane. They hopped off from Oakland June 28 and arrived here at dawn June 29. Thanks to thorough preparation and the efficiency of their machine, they gave the newspapermen comparatively little trouble. They started, they kept on coming, they arrived about on expected time, and the big story was covered and over. It meant a sleepless night for all newspapermen and staffs, a rush of extras, a large volume of cable and wireless stuff to get off, the dash for pictures, and all the rest of the phases of covering a big story for ourselves and our mainland associations and connections.

But there was nothing particularly unexpected about the Maitland-Hegenberger flight, and advance plans were mostly carried through.

We had a taste at that time that the world was anxiously waiting for news and pictures of the fliers; and a wave of requests for wireless, cable and mail stories, and for pictures. The requests came from newspapers and picture companies not represented here by their special men. But this wave was like a rivulet alongside the Mississippi flood compared to the deluge later when the big stories of disaster to fliers began breaking.

While the army men were getting ready to hop from the coast, Dick Grace, stunt aviator from Hollywood, arrived here by steamer carrying two things—a plane and a great idea. The idea was to fly from Hawaii back to the coast and reap the reward that air heros are getting now in large chunks.

It was a good idea, for Grace and his backers, but not for hard-working newspapermen.

To begin with, Grace's plans were surrounded by a thick wall of secrecy. It didn't seem to be his fault, but every effort was made to keep newspapermen and news agencies from learning what was going on, and particularly from getting pictures. He was taken to the naval station here and preparation for his flight was made at the naval air station, which is on a well-guarded island in the middle of Pearl Harbor. There he made his plane ready to go to the island of Kauai, a short flight away, where was the only runway long enough for a plane to get into the air loaded with enough gasoline for a trans-Pacific flight.

You brethren of the newspaper profession don't need to be told that not only did we get the news of what was going on at Pearl Harbor but pictures also. How we did it will be revealed some day in Marlen Pew's entertaining "Shop Talk At Thirty"—but not just now, no, not just now. We might want to get out some other news and pictures.

Grace and his immediate entourage went from Pearl Harbor to the island of Kauai and set up shop in a wide, sandy stretch of country along the seashore known as "Barking Sands." And, always under the urge of backers who wanted the young aviator to get going before Maitland and Hegenberger had all the glory, Grace tried it early on the morning of July 4 and crashed into the brush, lucky to get down without killing himself.

But meanwhile he'd given us a lot more sleepless nights. Newspapers and news associations had to send representatives out to Barking Sands to watch for the takeoff and to chronicle the preparations. They were on the job more than a week, day and night, much of it sleeping in the sand—or trying to, and it was a tough job. It was finished when Grace cracked up in the trees—his plane damaged beyond all hope of repair.

The next flight was that of Ernie Smith, air mail carrier, and Emory Bronte. These young men had tried to beat the army fliers to it and take off from Oakland in late June but various things prevented it.

They finally hopped from Oakland airport July 14, came along nicely until about six or seven hundred miles off Hawaii. Then, about four in the morning, they flashed by radio the statement, afterward so much questioned, that they were out of gasoline and coming down in the sea.

Then followed a terrific seven hours until they were found—found in the famous kiawe tree on the shore of the island of Molokai.

From Molokai they were picked up in army planes and brought to Wheeler field, Oahu.

To reach them on Molokai required herculean efforts. To get the pictures and the news back to Honolulu required more. And all the while wireless and cable messages were pouring in from mainland newspaper and news association offices. That story was about cleaned up by the night of July 15.

Next on the list of tasks and troubles was the Dole flight, whose tension is not yet over, inasmuch as, at this writing, three planes are missing on the Pacific (probably lost) and with them six men and a girl.

Four planes hopped off from Oakland airport last Tuesday, August 16, and two landed the next day. The two which came through were piloted by Art Goebel and Martin Jensen.

The other two planes were the Miss Doran (with two men and a Michigan girl, Mildred Doran, aboard) and the Golden Eagle, the plane entered by George Hearst, publisher of the *San Francisco Examiner,* piloted by Jack Frost.

Their loss created, in addition to the expected rush of emergency work, a literally incredible volume of rumors and reports to be run down.

Literally hundreds of reports of this plane being seen drifting at sea, that plane being spotted falling into the mountains poured in on Honolulu newspapers and news agencies for three days, Aug. 17, 18, 19. And for days afterward wild reports continued, though in dwindling number. Even today at least a dozen such rumors have been heard, and are being investigated.

The trouble of it is that almost any such report might be true. Circumstantial statements backed by alleged witnesses were given Honolulu newspapers about a plane being seen falling into the sea off Waikiki beach; people telephoned that they had seen a plane dropping headlong into a great reservoir back of the city of Honolulu; flares at night, signal smokes; glitter of the sunlight of drifting wreckage; all such things were reported, and all had to be run down.

Few newspapermen got more than a wink or two of sleep in Honolulu for three nights, and none in the daytime. Newspaper plants ran on a 24-hour schedule, ready to issue extras at any time.

In the midst of this rush, Capt. William P. Erwin, with Gordon Scott as navigator, hopped off from Oakland airport for Oahu on a second attempt. He had been one of the original Dole flight entrants, but an accident just after the start had caused him to turn back. Now, on Aug. 19, he tried again—and is still missing.

Erwin's navigator sent out a frantic wireless call late Friday evening, when they were only a few hundred miles off the California coast, indicating that the plane was in a tailspin, its second such difficulty within a few minutes. Then silence—and another long watch for the newspapers and corespondents.

Another rush of messages from the mainland, too, ordering special stories and pictures. Another deluge of queries

(*Continued on page* 57)

ADAMS AND GURLEY TRIUMPH AS INDIANA GOVERNOR IS INDICTED

Vincennes and Indianapolis Editors Have Waged Long Fight Against Corruption—Governor's Aides Also to Be Tried

By RICHARD P. OVERMYER

INDIANAPOLIS, Ind., Sept. 12.—Climaxing eleven months of grand jury investigations started after charges of political corruption were made by one Indiana newspaper editor and were relentlessly pressed by another, the Governor of Indiana and two of his close political allies were indicted by the Marion county grand jury Friday, Sept. 9, on a charge of conspiracy to bribe and the mayor of Indianapolis was indicted for violation of the corrupt practices act.



Boyd Gurley

Governor Ed Jackson, George V. Coffin, chairman of the Marion county and Indianapolis city Republican central committees, and Robert I. Marsh, attorney for the Ku Klux Klan and former law partner of the Governor, will be arraigned Monday, Oct. 3, in Criminal Court to plead to the charge of offering Warren T. McCray, Governor in 1923, $10,000 and a promise of immunity from prosecution if he would appoint James E. McDonald prosecutor of Marion county instead of William H. Remy. McCray refused the offer and was shortly convicted of using the mails to defraud and sentenced to ten years in the Federal penitentiary at Atlanta, Ga. He was paroled Aug. 17 after serving three years and four months of his sentence.

Mayor John L. Duvall went on trial this morning in the Criminal Court on another charge of violating the corrupt practices act, filed in an affidavit several months ago by Prosecutor Remy and his special assistants, Emsley W. Johnson and John W. Holtzman. Seven affidavits were filed against Duvall at the same time, one of them charging he had failed to list a $10,000 campaign contribution. The one on which he is being tried now specifically charges him with having promised William H. Freeman a place on the board of public works before election, and William H. Armitage the privilege of naming two members of the board of works and of choosing the city civil engineer.

Examination of 29 men, eighteen of whom were excused, failed to bring about selection of a jury in the case today, and Special Judge Cassius C. Shirley ordered the drawing of 50 more veniremen.

The indictments returned last Friday by the grand jury are declared by many to have been the direct result of a copyrighted story printed in the *Indianapolis Times* some weeks ago which deliberately charged Governor Jackson with offering McCray the bribe. Jackson was secretary of state in 1923 when McCray was Governor. When the story appeared Jackson refused to comment but last week he wrote a letter to Boyd Gurley, editor of the Times, denying the charge.

Gurley, who has been tireless in his editorial advocacy of the long probe, immediately replied in a letter demanding that Jackson appear before the grand jury. Jackson did not appear, but two days later the indictments were returned. Gurley was before the grand jury two weeks ago, and although Coffin and Marsh were not involved in his original story in the Times, it is thought he expanded on details of the alleged bribery conspiracy before the grand jury.

Although return of the indictments marks the climax in the long investigation, it does not mark the end, according to an announcement from the grand jury foreman and word from prosecuting officials.

The indictments brought a flood of editorial comment from all parts of the country deploring the state's political ills of the last three years and applauding the efforts to clean house.

Thomas H. Adams, whose charges of corruption really started the probe, on Saturday, September 10, demanded wholesale resignations of Republican party leaders and several officeholders.

Mr. Adams, commenting editorially on the indictments, said, in part:

"Maybe a touch of clean government has reached first call in Indiana after a year of the most wretched criminality and conspiracy that ever affected a state.

"In the indictments of Jackson, Duvall and Coffin the crust of the big conspiracy has been touched.

"This newspaper has warned from the start that the fabric of state and federal government was terribly involved.

"We center again the mind on two grand juries fixed in that Marion county courthouse. The whole corrupt political machine is involved.

"I faced this battle alone for days. Sparse support was given me by the press, pulpit or people. I charged criminal conspiracy against the highway commission and drove the indictments to silence.

"We do not rejoice in the downfall of any man, but there is to be a beginning of a new day in Indiana. The back of the rule of lawbreaking is broken. There are far worse offenses than the present indictments yet to be exposed. The political parasites are through."

Thomas H. Adams, editor of the *Vincennes Commercial*, broadcast the charges that started the investigation in October, 1926. He made them on the basis of a note smuggled from the Indiana state prison by D. C. Stephenson, former head of the Ku Klux Klan in Indiana who is serving life sentence for the murder of Miss Madge Oberholtzer of Indianapolis.

Adams' charges rocked the state and were given great space in the press from coast to coast. The grand jury was instructed to investigate, but after eleven weeks of probing, during which time more than two hundred witnesses were examined, a no-indictment report was returned on Dec. 27.

The present grand jury, the third, after disposing of routine business, last month turned its attention to the political corruption charges. Since the beginning of its probe, charges have flown thick and fast. Letters and documents purporting to have come from Stephenson and tending to show his connection with various political leaders were published by the Times. One of the documents published was said to be a check for $2,500 from Stephenson to Governor Jackson. After a long silence, Jackson said the check was given in exchange for a saddle-horse he sold the ex-Klan leader. Stephenson, it is said, declared the check was part payment of campaign expenses.

Various other letters, documents, checks and lists of campaign contributions, supposed to have come from Stephenson, were printed by the Times and involved scores of men in state and local public office.

Governor Jackson, Mr. Coffin and Mr. Marsh will be in court on the regular arraignment day, the first Monday of the month, and will be accorded the same treatment as all others under indictment, according to Judge James A. Collins of Criminal court. It was reported today that ex-Governor McCray, who is living here with his family since his parole last month, will be summoned to testify against Jackson.

COOLIDGE AS COPY CREATOR

President Averaged 1,000 Words a Day While at Summer White House

President Coolidge worked and played at the Summer White House at Rapid City at a rate of 1,000 words a day in each newspaper of the nation, according to an estimate made by a *New York Times* editorial writer this week.

The estimate was based on the fact that during the President's 87 days in the Black Hills and adjacent parts the telegraph instruments clicked off more than 2,100,000 words of news about him. This comes to approximately 25,000 words a day, and the editorial writer divides the figure by the 25 press association men and special writers covering Coolidge to arrive at his 1,000 words a day average.

The editorial warned "the impetuous reader" against rushing into print with the "indignant query whether any man in history has been deserving of 25,000 words of daily publicity over a period of nearly three months."

BRITISH WRITERS ARRIVE FOR CHICAGO BOUT



Photo shows (left to right): Trevor C. Wignall, *London Daily Mail;* and F. A. Dartnell, British boxing experts and correspondents who are here to cover the Tunney-Dempsey fight for English newspapers.

WHO, WHAT AND WHY? AT BIG FIGHT

Hosts of News Writers Gathering in Chicago for Dempsey-Tunney Battle of Three Millions—Menke, Chief Ghost Writer Ready

"Great minds of the pen and typewriter will be in at the death," Davis J. Walsh, sports writer for International News Service, reported to Editor & Publisher this week, furnishing an advance account of how the Dempsey-Tunney "Battle of Three Millions" will be covered in Chicago, Sept. 22.

"Among those at the ringside who will labor far into the night," he wrote, and he himself will be there, "will be Irvin Cobb; Tom Mix; W. O. McGeehan, *New York Herald Tribune;* Jack Sharkey; Grantland Rice; Jack Kearns; and Louella Parsons of the *New York American;* but why continue?

"All the literati will be there, painting the lily and splitting the infinitive with equal abandon. Even the two principals of the evening locked in the throes of their deathless strife, will not neglect their readers. Dempsey is being advertised as ready to write a very learned piece on the outcome of the fight, and Tunney, the man of few words but big ones, is training to beat him at this game.

"Meanwhile, Frank Menke, president of the Ghost Writers Union, is preparing to spend the evening writing masterpieces.

"Powerful stories will be committed to posterity by Benny Leonard, the *New York World's* expert, James J. Corbett, Louis Fink and Frank Moran.

"Among others whose strained, alert faces will be seen at the ringside will be: Harry Cross, Don Skene, and Ishbel Ross, *New York Herald Tribune;* Ray Campbell, Ed Bang and George Carleton, *Cleveland News;* Richard Vidmer, John Kieran, James Harrison, James P. Dawson and Frank Daly, *New York Times;* Hype Igo, Vincent Treanor, Ed. Van Every and Robert Edgren, *New York Evening World;* Sid Mercer and Bill Corum, *New York Journal;* Gene Fowler, Universal Service; Barry Faris and myself of I. N. S.; Henry Farrell and Frank Getty of United Press; Alan Gould, Charles Dunkley and Ed Neil, Associated Press.

"Ed Frayne, Arthur 'Bugs' Baer, *New York American;* Jack Farrell, Paul Gallico, Grant Powers, *New York Daily News;* Murray Lewin, *New York Daily Mirror;* Sam Taub, *New York Telegraph;* Jack Kofoed, Walter Trumbull, Robert Ripley, William Morris, Frank Wallace and Tim Byrne, *New York Evening Post;* Joe Villa and Wilbur Wood, *New York Sun;* Joe Williams and George Underwood, *New York Telegram;* Ed Sullivan and James W. Jennings, *New York Graphic.*

"Westbrook Pegler, New York representative, *Chicago Tribune;* Herbert Corey, Associated Newspapers; Trevor Wignall, *London Daily Mail;* Fred Dartnell, *London Telegraph;* Frank G. Menke and Herbert Westen, King Features Syndicate; Pat Frayne, *San Francisco Call;* Harry E. Smith, *San Francisco Chronicle;* Tom Laird, *San Francisco News;* Harry Grayson, *Los Angeles Record;* Mark Kelly, *Los Angeles Examiner;* and H. M. Baggerly, *San Jose Mercury.*

"Frank McDonnell, *Detroit Times;* Harry Salsinger, *Detroit News;* Harry Bullion, *Detroit Free Press;* Bill Cunningham, *Boston Post;* Nick Flatley, *Boston American;* Dave Egan, *Boston Globe;* Sec. Taylor, *Des Moines Register;* A. J. Schinner, *Wisconsin News;* George Berton, *Minneapolis Tribune;* Charles Johnson, *Minneapolis Star;* James Gould, *St. Louis Star;* Ed Wray, *St. Louis Post-Dispatch;* Sid Keener, *St. Louis Times;* and Ted Von Ziekursch, *Philadelphia Daily News.*"

SPECIAL RADIO SUPPLEMENT

The *New York Evening World* will issue a special Radio World's Fair Number, Sept. 19. Capt. Robert Scofield Wood is the radio editor.

KEY TO CONSUMER BUYING ABILITY

Statistical Rating of Kentucky Counties and Cities for Products of General Appeal, in Six Major Classes of Quality and Cost—An Original Simplified and Tested Formula from Basic Data

By NELSON H. SEUBERT

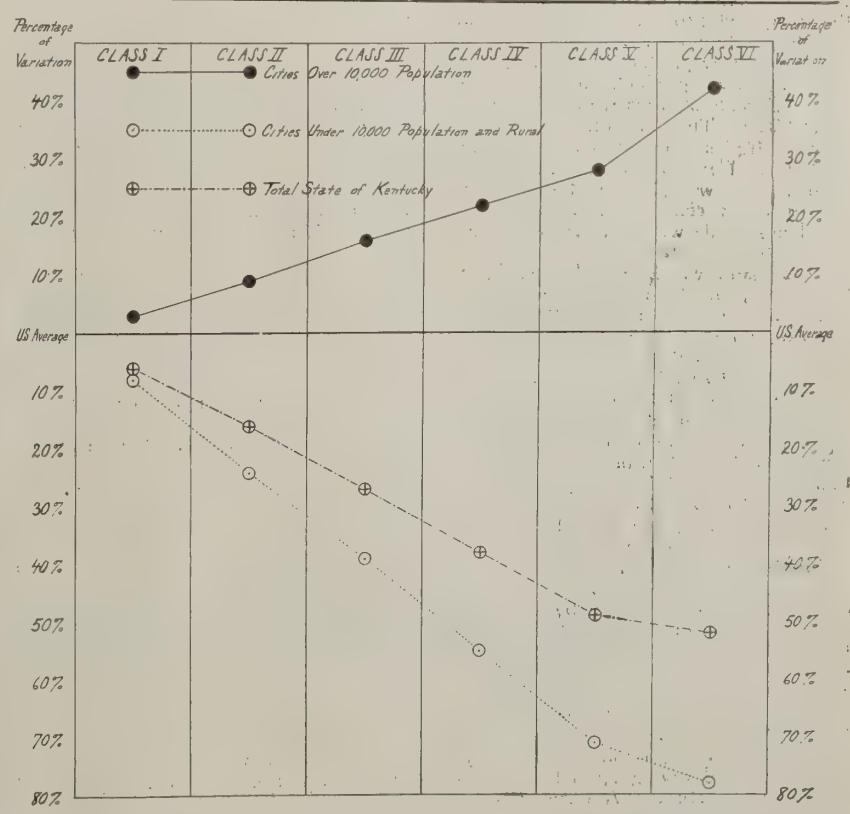
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BUYING POWER ANALYZED BY PRODUCT CLASSES FOR KENTUCKY

Note: Figures below represent percentages of U. S. total carried out to four places: To use, mark off four places and insert decimal point.

Counties in bold face capitals—Cities in capitals and lower case

	CL No. 1	CL No. 2	CL No. 3	CL No. 4	CL No. 5	CL No. 6
KENTUCKY	20686	18283	15881	13478	11076	10524
ADAIR	141	110	79	48	17	16
ALLEN	142	112	83	53	23	16
ANDERSON	73	60	46	32	19	19
BALLARD	87	69	51	32	14	10
BARREN	203	164	124	84	46	33
BATH	87	69	52	34	16	13
BELL	305	262	218	174	131	103
BOONE	78	64	50	35	21	23
BOURBON	161	150	138	127	117	71
BOYD	287	286	284	283	282	269
Ashland	218	225	231	237	244	229
BOYLE	129	119	108	98	89	98
BRACKEN	75	61	48	34	20	12
BREATHITT	179	142	105	70	33	27
BRECKINRIDGE	143	114	86	58	29	27
BULLITT	68	57	46	35	24	11
BUTLER	109	85	62	38	14	12
CALDWELL	104	89	74	58	43	18
CALLOWAY	171	136	100	66	31	30
CAMPBELL	585	642	700	758	815	376
Newport	277	316	355	394	433	199
CARLISLE	60	47	35	23	10	7
CARROLL	69	58	47	36	25	18
CARTER	182	145	107	71	34	27
CASEY	144	112	81	49	17	16
CHRISTIAN	268	231	193	155	118	89
CLARK	138	129	118	108	100	95
CLAY	166	130	94	57	21	22
CLINTON	70	55	40	24	9	8
CRITTENDEN	95	76	57	37	18	18
CUMBERLAND	88	69	50	31	12	13
DAVIESS	307	270	232	195	158	145
Owensboro	189	178	167	156	145	128
EDMONSON	89	70	51	32	13	13
ELLIOTT	293	228	162	97	33	33
ESTILL	145	129	112	96	80	23
FAYETTE	518	524	531	537	544	675
Lexington	425	452	479	505	532	662
FLEMING	113	90	67	43	20	16
FLOYD	261	212	163	114	66	36
FRANKLIN	148	134	119	104	91	115
FULTON	131	114	97	80	63	32
GALLATIN	34	27	21	14	7	15
GARRARD	103	83	64	44	24	11
GRANT	76	62	49	35	21	12
GRANES	238	196	154	112	71	72
GRAYSON	144	115	85	55	26	20
GREEN	82	64	47	29	11	13
GREENUP	173	151	128	106	85	26
HANCOCK	50	40	30	20	10	6
HARDIN	203	164	124	86	47	33
HARLAN	364	327	292	256	220	119
HARRISON	117	100	83	65	48	27
HART	149	116	84	52	19	20
HENDERSON	206	177	148	120	92	89
Henderson	107	100	93	86	79	74
HENRY	98	79	61	42	23	11
HICKMAN	74	58	43	27	11	12
HOPKINS	257	225	192	160	128	147
JACKSON	97	76	55	33	12	11
JEFFERSON	2963	3112	3261	3409	3558	5002
Louisville	2765	2912	3059	3206	3353	4714
JESSAMINE	89	74	59	44	29	24
JOHNSON	168	138	107	77	47	40
KENTON	704	789	874	959	1044	506
Covington	554	637	719	801	884	426
KNOTT	97	76	55	34	13	11
KNOX	202	161	119	79	38	50
LARUE	73	58	43	28	13	15
LAUREL	143	113	84	54	24	19
LAWRENCE	129	105	81	56	32	49
LEE	107	86	65	44	23	15
LESLIE	85	66	48	29	10	9
LETCHER	262	217	171	126	82	36
LEWIS	114	91	67	43	20	13
LINCOLN	120	96	73	49	25	28
LIVINGSTON	70	55	40	25	10	8
LOGAN	173	142	110	79	48	26
LYON	64	51	38	25	12	14
McCRACKEN	330	312	295	278	261	203
Paducah	230	235	241	246	251	192
McCREARY	95	76	57	38	19	11
McLEAN	91	72	53	34	15	10
MADISON	194	163	131	100	69	60
MAGOFFIN	112	89	66	43	20	23
MARION	114	93	73	52	31	34
MARSHALL	111	88	65	42	19	12
MARTIN	63	50	38	26	13	7
MASON	133	116	99	82	65	81
MEADE	68	53	39	25	10	8
MENIFEE	41	32	23	14	5	8
MERCER	124	103	83	62	41	13
METCALFE	72	56	40	24	8	8
MONROE	115	90	65	40	15	13
MONTGOMERY	91	78	65	52	39	70
MORGAN	133	104	75	46	17	15
MUHLENBERG	292	242	192	142	93	98
NELSON	119	98	78	57	36	31
NICHOLAS	72	58	45	31	17	12
OHIO	192	153	113	75	36	25
OLDHAM	65	56	47	38	29	39
OWEN	90	71	52	32	13	10
OWSLEY	56	44	32	19	7	6
PENDLETON	86	69	53	57	20	9
PERRY	284	247	209	171	135	34
PIKE	485	407	330	252	176	67
POWELL	56	44	33	21	9	6
PULASKI	282	232	181	130	81	45
ROBERTSON	28	22	16	9	3	3
ROCKCASTLE	127	101	76	50	24	18
ROWAN	76	61	46	31	16	19
RUSSELL	98	76	55	33	11	11
SCOTT	113	96	78	60	43	19
SHELBY	152	127	101	76	51	18
SIMPSON	81	66	50	34	19	13
SPENCER	63	50	37	23	10	7
TAYLOR	99	79	59	39	19	25
TODD	114	92	70	47	25	13
TRIGG	102	81	59	37	16	22
TRIMBLE	43	34	25	15	6	5
UNION	134	113	92	71	50	29
WARREN	257	226	193	161	131	80
Bowling Green	90	95	99	103	108	58
WASHINGTON	122	97	73	48	23	21
WAYNE	132	104	76	47	19	15
WEBSTER	153	128	102	76	51	31
WHITLEY	235	204	172	140	110	64
WOLFE	63	50	37	24	11	7
WOODFORD	88	76	64	52	40	52



This chart shows the relative variation of the State of Kentucky above or below the United States average for cities of 10,000 or more population, cities of less than 10,000 and rural population and the entire State of each merchandising class.

NEW YORK STATE NEWSPAPERS OPPOSE SPECIAL EDITIONS AND AD STUNTS

Speakers at Advertising Departmental Favor Selling Merchants Campaigns Instead of the One-Time Idea— Speidell Heads Group

SPECIAL editions and stunt pages are losing favor with publishers as a method of increasing newspaper linage, according to several executives attending the convention of the Advertising Departmental of the New York State Publishers Association, held at Jamestown Sept. 12 and 13. With the stunt page regarded by many advertisers as a "hold-up," and often an unprofitable and inconvenient addition to the newspaper operation, the advertising managers are devoting their principal efforts to making regular advertisers of the local merchants formerly regarded as stunt prospects.

L. G. Speidell, *Mount Vernon* (N. Y.) *Argus,* was elected president of the group. Mr. Speidell this week completed his 25th year in newspaper work.

M. K. Miller of the *Batavia News* was named vice-president and R. C. Harris, *Utica Press,* secretary and treasurer.

Service to national advertisers along lines which few small city dailies have developed was outlined by M. Bradley Norton, advertising manager of the *Niagara Falls Gazette,* who also expressed himself strongly in favor of selling local merchants the campaign rather than the special one-time idea.

Mr. Norton told the score or more advertising managers at the meeting how his newspaper had gained more than 70 new advertising accounts, with an increase of 31.4 per cent in national advertising during a period when many newspapers were losing business or having difficulty in maintaining past records.

The Gazette, he said, had employed a young college graduate at a salary of $32.50 per week for the sole purpose of making contact with retailers and jobbers in Niagara Falls and the Buffalo district. This man sells no space, but keeps in constant touch with the retail market, learning what is in the minds of the men through whom nationally advertised goods reach the public and instilling a friendly feeling toward the Gazette as a medium for the nationally advertised goods they handle.

Part of his work was represented in what Mr. Norton called an inventory of the drug and grocery markets, showing the distribution of nationally advertised merchandise by products and the rank of the respective products in volume of sales. Similar surveys were made of the cigar trade. The calls on the drug and grocery trades covered about one-third of the total number of stores and the cigar survey was the result of calls on 100 of the various cigar outlets, selection being made with a view to giving a true picture of all the city's districts.

These surveys were embodied in attractively printed booklets, the cover of which was a front-page of the Gazette carrying a banner line on an increase in the city's population following the annexation of two suburban areas with an airplane picture of the city and the falls imposed on the printed page. The latest survey, covering in four pages the coffee distribution situation in the city, was highly commended for completeness, accuracy and brevity by one manufacturer, Mr. Norton said, and brought two new coffee accounts to the paper.

Another development of the service was an agreement between the local druggists and the Gazette by which the former agreed to display and stock articles advertised in the newspaper. The Gazette, as recently described in EDITOR & PUBLISHER, has also organized the Niagara Falls Grocers' Association, combatting the chain stores with a chain of independents using regular space in the newspaper and giving special display to goods so advertised. A dozen new national food accounts have resulted from these efforts, Mr. Norton declared.

Grocery route lists are issued every three months for eight districts of the city and are kept up to date daily with the help of the local food inspector, sealer of weights and measures, and health inspectors, who are furnished postcards by the Gazette for the reporting of changes in the location and management of the food stores.

The *Niagara Falls Gazette Advertiser* is issued monthly, giving the dates of all national campaigns scheduled for the Gazette, announcements of new deals, new products, new distributors, etc. Puffs are kept out of its columns by strict editorial supervision. The Gazette advertising department will not dress windows, nor sell goods, but it offers to check window displays within the city limits, and to display nationally advertised goods in its office window. It will send our broadsides if the advertiser pays the cost of printing and postage, but prefers to give space to describing the campaign in the Advertiser.

This has been accomplished, Mr. Norton said, with the addition of only the contact man at $32.50 (later $30) per week and a promotion printing and postage bill of $900. The paper has its own job plant, but the advertising department is charged for all work at commercial rates.

A. W. Fell, of Williamsport, Pa., manager of the Pennsylvania Newspaper Publishers Association, endorsed Mr. Norton's views and urged the advertising managers to avoid mere production of linage by special pages, which, he said, were often legitimate, but more often overdone. Help the local advertiser to make his use of space more effective, he advised, by getting a close acquaintance with the merchandising problems of all lines and being able to render expert consultation service.

Transformation stunts into regular space was also the theme of B. LeRoy Woodbury, advertising manager of the *Worcester* (Mass.) *Telegram-Gazette.* When the publisher requested that linage reports be furnished him with special stunt linage separated from regular business, the advertising staff undertook the task of creating new regular advertisers.

Promotion of the paper's own columns to its readers as a medium for advertising was first undertaken, followed by promotion directed to retailers of shoes, apparel and furniture. The paper's promotion was directed in its own columns to the attention of the small advertiser and prospects.

The staff was then sent out to get fixed-space contracts. As a good part of their business had been on special efforts, with resultant large commissions that would no longer be payable with the abandonment of special pages, the paper proposed a bonus for new contract business. A total of $500 was made available, with prizes of $100, $75, and $50 for the solicitors making the best record in number of contracts and volume of business and the remainder being apportioned on a point system. Fifteen men qualified for prizes, after the three top rewards had been given out. More than 200 fixed space contracts were obtained ranging from 50 inches to 2,500 inches and many of them from new advertisers.

Special rate inducements were held out for the fixed-space contracts. An advertiser who agreed to use four inches once a week for six months was given the equivalent of the paper's 1,500-inch rate. For 4 inches twice a week for 52 weeks, the rate earned was the equivalent of the 2,000-inch rate. The advertiser who contracted for a minimum of four inches 4 times a week for a year earned the same rate accorded to the department stores.

Instructions in preparation of copy for small advertisers were given to the staff and special positions were created by changing the make-up from a right-hand pyramid to a pyramid from both sides of the page toward the centre. Large advertisements were placed at the bottom, with small copy on top at both sides of the page, leaving the top centre of the page clear for news display. Only 12 cancellations have been received in nine months and the majority of these were cancelled by order of the newspaper's credit department.

In a general discussion which followed Mr. Woodbury's paper, one advertising manager brought out the experience of a local firm which had formerly advertised heavily on Friday and Saturday and now spread his copy throughout the week. His sales were ahead of former records, but the week-end business, which had formerly been the week's highest, was now behind the old records, indicating a direct connection between sales and linage.

Mr. Woodbury in answer to a question, stated that his paper had overcome the "week-end traffic jam" of national copy by refusing position except when the advertiser gave the publisher the option of inserting the copy on one of several days when local copy was not so heavy as on Friday.

The discussion also brought out that tie-up advertising in which copy of local dealers was published in conjunction with that of a national advertiser was not resulting happily for the newspapers. One manager reported that he had obtained for the Perfection Stove Company last year a volume of local tie-up copy several times in excess of the amount on the national account and that his reward had been this year a drastic reduction in the size of the national copy. Other managers reported that they were refusing to solicit local copy to tie up with current magazine advertisements, the principal object of the tie-up being to call attention to the magazine.

Use of automobiles by solicitors was the subject of several speakers' remarks from the floor. One manager, whose force had formerly been supplied with office cars, which they kept at home and used for personal as well as office service, found that the expense was inordinate.

The office car which had been delegated to him showed an unkeep cost in excess of $1,000 for a year, he stated, and the discovery had changed the system. The office now allows each solicitor $60 per month for the use of his own car, except when weather conditions do not permit its employment, and then the office defrays his expense for other transportation means.

William H. Rankin of the William H. Rankin Advertising Agency, one of the speakers, praised the newspaper as a medium, saying:

"Advertising in the daily newspaper at present rates is the most economical way to reach every member of the home. There is no other advertising medium that has such possibilities for increasing sales."

C. H. Waterbury, sales manager of Lehn & Fink, Inc., spoke on the Lysol anti-substitution campaign.

CRITICS RETURN FROM ABROAD

William F. McDermott, dramatic editor, and James H. Rogers, music critic, of the *Cleveland Plain Dealer,* have returned from their annual all-summer pilgrimage to the music and theatrical centers of Europe.



Advertising in the Florida Times-Union Helped Make Cohen Brothers

"The Big Store"

SIXTY-FIVE years ago Cohen Brothers established "The Big Store" in Jacksonville. In 1910 they built the St. James Building, the largest retail store building in the city.

Since then their business has so rapidly increased that in the past year they have again greatly increased their floor space.

Throughout its history "The Big Store" has advertised consistently in the Florida Times-Union. Here is what its General Manager says of this publication:

"We rely to a great extent upon this (Times-Union) advertising to carry the message of 'The Big Store' to persons who live in Jacksonville's trading territory.

"In addition to local patrons we find that such advertising brings us thousands of mail-order customers living outside of this city."

Such testimony from Jacksonville's largest department store is convincing evidence of the leadership of Florida's largest newspaper:

The Florida Times-Union
JACKSONVILLE, FLA.

Leader in advertising volume

Leader in quality of advertising carefully censored

Leader in volume of quality circulation in the leading market of the world

IN EIGHT MONTHS this year The New York Times published 18,825,590 agate lines of advertising, 6,792,392 lines more than any other New York newspaper. In August The Times printed a total volume of 1,920,182 agate lines, 738,978 lines more than any other newspaper.

Special attention is called not so much to the volume as to the quality of The Times censored advertising. The Times advertising columns are trustworthy, dependable, because The Times censorship excludes whatever is false or misleading.

The Times net paid sale is now at the highest point in its history. The average sale of the daily edition exceeds 390,000 copies; of the Sunday edition, the sale exceeds 650,000 copies. The gain over this time last year, daily, averages more than 35,000 copies, Sundays, 80,000 copies.

No such number of intelligent, thinking readers has ever been assembled by any other newspaper in the world.

The New York Times.

MEN RESPONSIVE TO HUMAN INTERESTS WRITE STORIES THAT SELL PAPERS

This Is Conclusion of Joseph Mulcahy, New York Evening Journal, Who Condemns "Hard-Boiled Reporters"—Big Headlines Defended as Accommodation to Readers

By PHILIP SCHUYLER

EDITORIAL efficiency and prestige, screaming headlines, mechanical equipment, distribution facilities, the weather and many another detail contribute to the successful business of selling newspapers, but to Joseph Mulcahy, managing editor of the *New York Evening Journal,* nothing counts quite so much as the "human interest" which a reporter does or does not get into a story.

"You can't define human interest, in spite of what the schools of journalism and their professors say," Mr. Mulcahy declared this week. "But it certainly is in every story that sells a paper and, just as important, it is in the man who writes the story.

"It is a story that Tom, Dick and Harry will read; a story that aroused the man who wrote it. There's stuff that interests every human being in virtually every news story that breaks. The trouble is that our writers become newspaper men, hardboiled and cynical, and forget they are human beings. They fail to respond to stories. Nothing spoils a good story so quickly as the hard-boiled attitude.

"Of course we don't want to lose all our cynicism. We don't want our reporters to think that the birth of a daughter is news because an important advertiser is concerned. We don't want our papers over-written. Still it is true that when an editorial and news writing staff is responsive, easily aroused by human actions, a paper will be produced which will outclass its stodgy, cold rival, that is utterly devoid of human interest."

Mr. Mulcahy has been 30 years in newspaper work. Most of that time he has spent on Hearst newspapers in New York and Detroit where the order has been for volume circulation. Newspapers on which he has worked under the direction of Arthur Brisbane have been extraordinarily good circulation getters. When Mr. Brisbane bought the *Detroit Times,* for instance, that paper had a book circulation of 26,000 and an actual circulation of something like 12,000. Mr. Brisbane had bought at a receiver's sale. Mr. Mulcahy was made managing editor. In three months time orders were being rushed for a new press. The circulation had climbed to 75,000.

Reporters who could see and write down human interest, coupled with big headlines to tell it to the people, were responsible for this newspaper success, according to Mr. Mulcahy.

He gave this definition of a successful reporter:

"The successful reporter knows no fear. He is not a braggart; but he is confident and a little cocky. He knows when he is right and how far he can go. He always gets the truth and tells the truth in his stories. Above all he sticks to facts, and doesn't let his imagination run away with him."

The greatest human interest stories reporters have written in some time, and therefore the stories that have sold more newspapers have been the Lindbergh flight and the death of Valentino.

When Lindbergh landed in Paris on May 21 the Evening Journal sold 850,000 copies at 5 cents a copy. It was a Saturday and the Journal carried a color section. The order had been given for the printing of about 740,000 of the color sections. The circulation over this figure was without this special supplement and bought simply for the Lindbergh news.

Mr. Mulcahy, anxious to be first with the Lindbergh story, got out early with what editors of other New York newspapers called a faked story which landed the aviator in France away ahead of actuality. The fact was that the Journal's story was not true, but the Journal claims it was not issued as a counterfeit or an attempt to deceive. Mr. Mulcahy relied on Naval Communications. Located at the battery in New York, Naval Communications picks up the radio chatter of ships at sea and land stations. While the officials in charge won't give out the text of the messages they tap in this way, they will give out to newspapers the context.

At 10:30 Saturday morning of May 21, when a Journal reporter called up Naval Communications he was told that a message had been intercepted which placed Lindbergh over Valentia, Ireland. Two hours later news services carried the same tidings. At 1:30 in the afternoon Naval Communications reported that Lindbergh was within sight of Paris. The Journal had a "flash" page all ready and Mulcahy ordered it released. Thus the Journal had Lindbergh in Paris four hours before the wheels of the Spirit of St. Louis actually touched the ground at Le Bourget.

For the first hour, Mr. Mulcahy thought he had a beat. As time passed he realized Naval Communications had gone back on him. Luck was with the Journal, however. If Lindbergh had crashed, that 850,000 circulation might not have helped the Journal a great deal.

"I was playing a hunch," Mr. Mulcahy admitted this week. "It's not a good thing to do, but I was fortunate, this time. I went out to the flying field to see Lindbergh when he first arrived from San Diego by way of St. Louis. He impressed me as a fellow who would win out. Probably that is why I believed the reports from Naval Communications."

Second to the Lindbergh story in point of sales recorded was the death of the screen idol, Rudolph Valentino. This story chalked up an 833,000 record for the Journal. The Sacco-Vanzetti story boosted the Journal to 750,000, an increase of about 50,000 considered good for the summer season.

The government statement issued by the Journal on April 1 of this year gave the paper's circulation as 686,740. How big stories will jump a metropolitan daily's circulation is shown by the following table of approximate figures:

Edward West Browning testifies in divorce suit, Jan. 31, circulation goes to approximately 735,000.

Snyder-Gray verdict and Nungesser-Coli lost, two stories on same day, May 10, circulation goes to approximately 786,000.

Lindbergh reaches Paris, May 21, circulation goes to approximately 850,000.

Chamberlin and Levine land in Germany, June 6, circulation goes to approximately 775,000.

Dempsey beats Sharkey on a foul, day after fight, July 22, circulation goes to approximately 765,000.

Mr. Mulcahy was brought up on big headlines and he won't concede that they need any defense. He traces the history of the "screamers" back to the Spanish-American war days when Mr. Brisbane first became connected with the Journal after leaving the *World.*

"The first big headlines were designed by Mr. Brisbane with Ed Matthews, then news editor of the Journal who died a dozen years ago," Mr. Mulcahy recalled. "When the war started the Journal was only about six months old. Declaration of war was announced by the one word, WAR, in type that ran from the top of the page to within an inch of the bottom.

"I don't think big headlines need to be defended. I don't think that people read only the headlines.

"As I see it, the headline is the direct descendant of the old town crier. Probably the crier yelled loudest when there was something important to yell about. But the people were always waiting to hear what he was yelling. If he didn't yell loudly and they missed him they were anxious and worried that perhaps he had shouted at the top of his lungs and they had simply failed to hear him. Probably they grumbled to themselves, 'why doesn't that fellow yell louder, I didn't hear what he said.' We consider it is an accommodation to the people to yell out loud all the time. There is always news big enough to be shouted. News isn't hot one day and cold the next. If an editor cares to see it and play it, there is hot news every day in the year."

Mr. Mulcahy started his work "chasing copy" on the *New York Evening World* in 1896. He joined the staff of the Journal shortly after it started, and with the exception of a short period on the *Chicago Herald-Examiner* in 1914 and on the Detroit Times from 1921 to 1925 has been connected with the same paper ever since.

Mr. Mulcahy's father was a newspaper man, working in the mechanical departments of New York newspapers, and Mr. Mulcahy would like to see his own two sons, Jack and Charlie, follow in his footsteps.

"I'd like the Mulcahy family to own their newspaper, somewhere out in the prosperous middle west," he said this week, "I know they would make a success of it."

The two Mulcahy boys are old enough to work on newspapers and both of them are at work on the writing side of the business. Charlie has been on the staff of the *New York Mirror* and Detroit Times, while Jack is doing publicity work.

"There is nothing better for building character than a job as reporter," the Journal's managing editor concluded. "It is too bad that our reporters do not always get what they deserve. You will find that the most successful reporters from a financial point of view are those who have left newspaper work and have climbed to high positions in other lines of industry."

MAGAZINE SECTION

Front cover in four colors
Back cover in two colors
Ten black-and-white pages

NEA

NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

Whenever you see a dispatch signed by

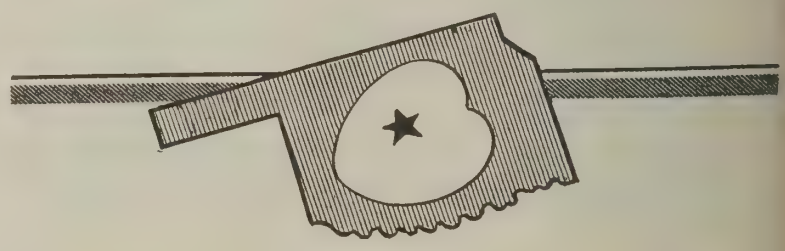
Lawrence Perry,

football and all amateur sports,



you know the paper that prints it has the exclusive city-of-publication rights of the sports service of

CONSOLIDATED PRESS



Oklahoma's Prosperity

Reflected by Income Tax Payments

Indicating the rapidly increasing prosperity of the people of Oklahoma, official figures show that income tax payments in the state grew from $9,820,419.90 for the year ending June, 30, 1925, to $15,788,615.86 for the fiscal year 1926, and $23,256,879.35 for 1927.

This shows a gain of 47% in federal income tax payments in this state for 1927 over 1926 and about 137% over the payments in 1925.

Only the state of Delaware showed a greater percentage of increase last year and its increase for the two-year period was only 118%, compared with the 137% for Oklahoma.

728,624 of these prosperous people live within the A. B. C. trading area served by the Daily Oklahoman and Oklahoma City Times.

Daily Circulation, 150,323; Sunday, 91,141

The Daily Oklahoman
Oklahoma City Times

Represented by E. Katz Special Advertising Agency,
New York, Chicago, Detroit, Kansas City, Atlanta, San Francisco.

BROADCASTING

Through
THE NATIONAL BROADCASTING CO.
Over the Greatest Station Hook-up in the History of Radio.

. . . . . The
New York Telegram
and 25 other
Scripps-
Howard
Newspapers will
Broadcast
The Tunney-Dempsey Fight
from CHICAGO Sept. 22

NEW YORK . . *Telegram* CINCINNATI . . . . *Post*
CLEVELAND . . . *Press* INDIANAPOLIS . . *Times*
BALTIMORE . . . . *Post* DENVER . *Rocky Mt. News*
PITTSBURGH . . . *Press* DENVER . . *Evening News*
SAN FRANCISCO . . *News* TOLEDO . . . *News-Bee*
WASHINGTON . . . *News* COLUMBUS . . . *Citizen*
COVINGTON *Kentucky Post—Kentucky Edition of Cincinnati Post*



AKRON . . . *Times-Press* OKLAHOMA CITY . *News*
BIRMINGHAM . . . *Post* EVANSVILLE . . . *Press*
MEMPHIS . . *Press-Scimitar* KNOXVILLE *News-Sentinel*
HOUSTON . . . . . *Press* EL PASO . . . . . *Post*
YOUNGSTOWN . *Telegram* SAN DIEGO . . . *Sun*
FORT WORTH . . . *Press* TERRE HAUTE . . *Post*
ALBUQUERQUE . . . *New Mexico State Tribune* .

SCRIPPS-HOWARD NEWSPAPERS

EDITOR & PUBLISHER LINAGE TABULATION

(*Continued from page 3*)

City	Paper	Published	Total Linage	National	Local	Classified
Los Angeles	Examiner. ..	(m)	16,637,458	1,323,952	2,434,215	2,879,191
	Sunday ed. ...	(s)	4,592,833	993,272	2,622,791	976,770
	Total	(ms)	11,220,291	2,317,224	5,057,006	3,855,961
Los Angeles	*Express*	(e)	4,838,568	1,109,612	3,238,522	490,434
Los Angeles	*Herald*	(e)	8,622,376	1,503,978	5,418,182	1,700,216
Los Angeles	Illustrated News	(m)	1,631,672	137,774	1,087,688	406,210
Los Angeles	Times	(m)	8,121,456	1,310,218	3,621,254	3,189,984
	Sunday ed. ..	(s)	5,019,378	979,720	2,822,022	1,217,636
	Total	(ms)	13,140,834	2,289,938	6,443,276	4,407,620
New York.....	American ...	(m)	2,318,442	501,260	1,095,916	721,266
	Sunday ed. ...	(s)	4,124,842	1,203,804	2,674,272	246,766
	Total	(ms)	6,443,284	1,705,064	3,770,188	968,032
New York.....	*Home News*	(es)	3,040,725	623,688	1,692,410	707,827
New York.....	*Graphic* (tab)	(e)	1,788,632	246,024	1,283,862	258,746
New York.....	Herald Tribune ...	(m)	6,035,386	1,696,821	3,747,429	591,136
	Sunday ed. ...	(s)	3,620,308	1,255,630	1,975,986	388,692
	Total	(ms)	9,655,694	2,952,451	5,723,415	979,828
New York.....	*Journal*	(e)	7,297,046	1,641,152	5,643,261	12,633
New York.....	Mirror (Tab)	(m)	1,619,013	353,378	1,265,567	.....
New York.....	News (tab) .	(m)	2,889,257	788,909	2,100,054	.....
	Sunday ed. ...	(s)	1,554,090	309,996	1,244,094	.....
	Total	(ms)	4,443,347	1,098,905	3,344,148	.....
New York.....	*Post*	(e)	2,869,752	793,432	1,936,126	140,194
	(Total includes 125,344 lines—legal.)					
New York.....	*Sun*	(e)	8,465,552	2,012,304	6,354,742	98,506
	(Total includes 2,845 lines—legal.)					
New York.....	*Telegram*	(e)	2,994,071	451,176	1,157,705	1,385,190
	(Total includes 27,129 lines—legal.)					
New York.....	Times	(m)	8,859,993	1,742,879	5,438,471	1,678,643
	Sunday ed. ...	(s)	6,094,101	1,727,884	3,034,499	1,331,718
	Total	(ms)	14,993,853	3,470,763	8,472,970	3,010,361
	(Total includes 39,759 lines—legal.)					
New York.....	World	(m)	4,474,892	746,843	1,227,089	2,550,594
	Sunday ed ...	(s)	3,369,602	664,170	1,758,092	947,340
	Total	(ms)	7,844,494	1,411,013	2,985,181	3,497,934
	(52,008 lines legal included in total)					
New York.....	*World*	(e)	5,001,039	889,902	4,097,997	11,498
	(1,642 lines legal included in total)					
Philadelphia	*Bulletin*	(e)	9,566,646	2,339,844	5,302,209	1,921,236
Philadelphia	Inquirer	(m)	6,539,905	1,097,700	3,651,300	1,775,700
	Sunday ed ...	(s)	3,971,725	725,700	1,936,500	1,309,500
	Total	(ms)	10,511,630	1,823,400	5,587,800	3,085,200
	(Total includes 15,230 lines—legal.)					
Philadelphia	Public Ledger ...	(ms)	7,637,457	2,430,004	3,512,521	1,620,172
Philadelphia	*Evg. Ledger* .	(e)	7,562,110	1,951,680	4,382,827	1,226,483
Philadelphia	*News* (tab) ..	(e)	2,291,882	116,956	1,884,868	550,736
	(Total includes 239,322 lines—legal.)					
Philadelphia	Record	(ms)	4,466,500	676,135	2,655,370	1,134,995
Philadelphia	Sunday Item	(s)	202,462	46,780	96,917	11,965
	(Total includes 46,800 lines—legal.)					
Philadelphia	Sunday Transcript .	(s)	163,148	23,685	117,168	14,427
St. Louis	Globe-Democrat .	(m)	4,846,800	1,610,409	2,487,591	748,800
	Sunday ed. ..	(s)	2,408,787	748,131	1,021,155	639,501
	Total.	(ms)	7,255,587	2,358,540	3,508,746	1,388,301
St. Louis	*Post-Dispatch*	(e)	7,805,560	1,616,720	5,178,880	1,009,960
	Sunday ed. ..	(s)	4,076,520	872,480	2,001,720	1,202,320
	Total	(es)	11,882,080	2,489,200	7,180,600	2,212,280
St. Louis	*Star*	(e)	3,211,247	618,694	2,394,722	190,178
St. Louis	*Times*	(e)	1,917,500	343,500	1,401,200	172,800

NEWSPAPERS IN CITIES OF 750,000 TO 999,999 POPULATION

Baltimore, Md....	American	(m)	1,532,996	243,729	622,558	666,709
	Sunday ed ...	(s)	1,479,768	106,285	1,117,920	255,563
	Total	(ms)	3,012,764	350,014	1,740,478	922,272
	News	(e)	2,151,889	822,589	2,533,119	698,398
	(Total nicludes 97,783 lines—legal.)					
	Sun	(m)	4,215,444	1,421,628	885,166	1,908,650
	Sunday ed ...	(s)	4,080,976	534,454	2,669,239	877,283
	Total	(ms)	8,296,420	1,956,082	3,554,405	2,785,933
	Sun	(e)	8,533,035	1,434,126	5,346,946	1,751,963
	Total	(es)	12,614,011	1,968,580	8,016,185	2,629,246
Boston	Globe	(me)	4,887,417	1,382,388	2,616,891	888,138
		(s)	3,462,439	656,352	1,566,701	1,239,386
	Total ...	(mes)	8,349,856	2,038,740	4,183,592	2,127,524
Boston	Herald	(m)	5,786,836	2,095,160	2,484,085	1,207,591
	Traveler ..	(e)	6,660,715	2,245,494	3,267,100	1,148,121
	Sunday Herald	(s)	2,457,457	837,214	816,188	804,055
	Total	(ms)	8,244,293	2,932,374	3,300,273	2,011,646
Boston	*Transcript* ...	(e)	3,682,268	1,342,524	1,074,040	1,265,704
Boston, Mass....	Post	(m)	4,663,448	1,575,735	2,898,633	189,080
	Sunday ed ...	(s)	1,529,162	680,334	722,992	125,836
	Total	(ms)	6,192,610	2,256,069	3,621,625	314,916
Boston, Mass....	*Christian Science Monitor* ...	(e)	3,545,723	761,743	1,582,521	1,201,459
Pittsburgh. Pa...	*Chronicle-Telegraph* ..	(e)	6,031,480	1,396,836	4,099,046	485,562
	(Total includes 50,036 lines—legal.)					
	Gazette Times	(m)	2,750,678	818,552	1,443,288	388,220
	Sunday ed ...	(s)	2,088,632	577,052	1,024,310	487,270
	Total	(ms)	4,839,310	1,395,604	2,467,598	875,490
	(Total includes 100,618 lines—legal.)					
	Press	(e)	9,337,426	1,729,070	6,127,128	1,424,094
	Sunday ed ...	(s)	3,535,406	1,002,274	1,512,924	1,019,942
	Total	(es)	12,872,832	2,731,344	7,640,052	2,444,036
	(Total includes 97,783 lines—legal.)					

NEWSPAPERS IN CITIES OF 500,000 TO 750,000 POPULATION

Buffalo, N. Y....	Courier-Express ...	(m)	2,921,244	764,799	1,621,255	360,891
	Sunday ed ...	(s)	2,115,365	785,890	1,180,325	149,020
	Total	(ms)	5,036,609	1,550,689	2,801,580	509,911
Buffalo, N. Y....	*News*	(e)	7,563,818	1,651,638	3,179,055	1,733,125
	(29,780 lines legal included in local)					
Buffalo, N. Y....	*Times*	(e)	5,120,927	835,525	3,675,420	609,982
	Sunday ed ...	(s)	1,655,268	463,677	1,025,582	166,009
	Total	(es)	6,776,195	1,299,202	4,701,002	775,991
Cincinnati. O....	*Post*	(e)	5,017,530	833,378	3,042,578	1,141,574
Cincinnati, O....	*Times-Star* ..	(e)	7,878,689	1,595,713	5,308,576	974,400
Kansas City, Mo.	Star	(m)	5,035,690	994,651	2,594,592	1,446,447
Kansas City, Mo.	*Star*	(e)	6,002,328	1,003,223	3,525,534	1,473,571
	Sunday ed ...	(s)	3,269,639	353,896	1,991,471	742,808
	Total	(es)	9,271,967	1,357,119	5,517,005	2,216,379
	(191,464 lines rotogravure advertising included in total)					
Kansas City, Mo.	Journal	(m)	1,636,538	444,656	515,706	667,973
	Sunday ed ...	(s)	1,156,491	319,100	629,993	206,499
	Total	(ms)	2,893,029	763,756	1,145,699	874,472
	(9,102 lines legal included in total)					
Kansas City, Mo.	*Post*	(e)	2,478,954	646,463	1,167,667	663,620
	(1,204 lines legal included in total)					
Long Island City, N. Y....	*Star*	(e)	2,652,091	264,905	1,637,660	669,157
	(80,369 lines legal included in total)					
Milwaukee, Wis.	*Journal*	(e)	6,519,861	1,615,580	3,608,847	1,295,434
	Sunday ed ...	(s)	2,658,236	883,935	1,038,120	736,181
	Total	(es)	9,178,097	2,499,515	4,646,967	2,031,615

(*Continued on page 20*)

Figures Do *Not* Lie!

Do FACTS mean anything to you?

First!

in the United States in

NATIONAL
5,041,145 agate lines

AUTOMOBILE
2,248,803 agate lines

CLASSIFIED
5,184,723 agate lines

SECOND
in Total Advertising
21,200,163 agate lines for Six-Day Newspapers

Conscientious advertisers desiring to completely cover the Metropolitan Market will seriously consider the

Newark Evening News

because of its 90% home delivered circulation — a circulation covering all of Northern New Jersey — an area conceded to be the richest and most populous in the Metropolitan District.

Advertisers, recognizing this super-influence and pulling power, have given the NEWARK EVENING NEWS a place high in the ranks of newspaperdom. Evidence of their confidence is best shown in the enviable records attained during 1926 as in preceding years.

Newark Evening News

Eugene W. Farrell
Business and Advertising Manager
215-221 Market Street
Newark New Jersey

O'MARA & ORMSBEE, *Inc.*
General Advertising Representatives
New York Chicago Detroit San Francisco

Which is the Leading Daily Newspaper in Boston - - - - - - ?

This question is often asked by advertising agencies and advertisers. Here is the answer given by the advertising as published for the first seven months of 1927 in the three Boston daily newspapers leading in advertising. These figures represent the principal merchandise groups with their totals of display advertising printed in week-day issues.

LOCAL Display Advertising

(Retail Stores)

(Agate Lines)

POST . . . 3,157,717
Globe . . . 2,842,550
Herald . . . 2,712,163

POST IS FIRST—Leading Globe by 315,167 lines
—Leading Herald by 445,554 lines

These figures are up to date—including Aug. 5.

NATIONAL Miscellaneous Display Advertising

(Includes all National Advertising, except Automobile, Financial, Publications)

(Agate Lines)

POST . . . 1,413,010
Herald . . . 1,306,754
Globe . . . 1,160,415

POST IS FIRST—Leading Herald by 106,256 lines
—Leading Globe by 252,595 lines

These figures are up to date—including Aug. 5.

AUTOMOBILE Display Advertising

(Excluding Used Cars)

(Agate Lines)

Post 247,036
Herald 207,067
Globe 191,874

POST IS FIRST—Leading by 39,969 lines

Furniture and Household Articles

(Agate Lines)

Post 453,786
Herald 431,772
Globe 256,971

POST IS FIRST—Leading by 22,014 lines

Men's Apparel

(Agate Lines)

Post 448,702
Herald 273,838
Globe 188,807

POST IS FIRST—Leading by 174,864 lines

Amusement Advertising

(Agate Lines)

Post 151,428
Herald 100,111
Globe 94,242

POST IS FIRST—Leading by 51,317 lines

Groceries and Food Products

(Agate Lines)

Post 658,817
Globe 557,375
Herald 528,859

POST IS FIRST—Leading by 101,442 lines

Drug Stores and Proprietary Articles

(Agate Lines)

Post 203,419
Globe 114,456
Herald 104,108

POST IS FIRST—Leading by 88,963 lines

Toilet Articles

(Agate Lines)

Post 88,349
Globe 58,961
Herald 41,034

POST IS FIRST—Leading by 29,388 lines

Steamships and Travel

(Agate Lines)

Post 37,289
Herald 30,960
Globe 21,163

POST IS FIRST—Leading by 6,329 lines

RADIO Display Advertising

(Agate Lines)

Post 144,562
Herald 83,490
Globe 75,862

POST IS FIRST—Leading by 61,072 lines

Jewelry

(Agate Lines)

Post 104,263
Herald 62,216
Globe 48,189

POST IS FIRST—Leading by 42,047 lines

Hotels and Restaurants

(Agate Lines)

Post 30,262
Herald 26,260
Globe 21,302

POST IS FIRST—Leading by 4,002 lines

Florists

(Agate Lines)

Post 10,346
Globe 6,939
Herald 6,479

POST IS FIRST—Leading by 3,407 lines

All the above tabulations compiled from reports of the Boston Newspapers' Statistical Bureau.

Circulation Figures Confirm the Answer:—

☛ Advertisers should know the facts, so they can appreciate the important difference between CIRCULATION and DISTRIBUTION. The POST, Boston's leading daily, gives the maximum number of INDIVIDUAL READERS—never the sale of many editions to the same readers—and, withal, leads heavily in total sales.

From Latest Sworn Net Paid Circulation Statements

Boston Post 394,851

Globe (Morning) . . . 125,531
Herald (Morning) . . 102,410 } 227,941

Globe (Evening) . . . 160,805
Traveler (Evening) 152,688 } 313,493

Among Boston morning newspapers:

Two Gain—One Loses—in Net Paid Circulation

—but note Post's overwhelming gain:

Boston Post (Morning) 394,851
A GAIN of 17,408 copies per day compared with a year ago

Boston Globe (Morning) 125,531
A Gain of 1,505 copies per day compared with a year ago

Boston Herald (Morning) 102,410
A Loss of 4,853 copies per day compared with a year ago

*Thus, it will be seen that **every weekday the Post sells---***

166,910 more copies than the Morning Globe and Morning Herald combined
139,753 " " " " Morning Herald and Evening Traveler combined
108,515 " " " " Morning Globe and Evening Globe combined
81,358 " " " " Evening Globe and Evening Traveler combined
14,222 " " " " Morning Globe, Herald and Traveler combined
6,105 " " " " Morning and Evening Globe and Morning Herald combined

Reprinted from the Boston Post, Aug. 7, 1927.

Special Representatives Kelly-Smith Co., New York, Chicago, Philadelphia, Boston. R. J. Bidwell Co., Los Angeles, San Francisco, Seattle.

EDITOR & PUBLISHER LINAGE TABULATION

(*Continued from page* 18)

City	Paper	Published	Total Linage	National	Local	Classified
Milwaukee, Wis.	*Leader*	(e)	1,382,784	227,090	871,174	172,516
	(112,004 lines legal included in total)					
Newark, N. J.	*News*	(e)	10,696,976	2,717,511	5,504,585	2,474,880
Newark, N. J.	Sunday Call	(s)	1,801,158	1,448,464	256,791	.....
	(National and local figures combined)					
San Francisco, Cal.	*Bulletin*	(e)	3,035,886	404,320	1,755,992	259,602
	(615,972 lines legal included in total)					
San Francisco, Cal.	*Call*	(e)	5,262,489	1,413,437	3,378,218	470,834
San Francisco, Cal.	Chronicle	(m)	3,813,684	938,406	1,865,962	1,009,316
	Sunday ed	(s)	2,036,748	811,314	811,748	413,686
	Total	(ms)	5,850,432	1,749,720	2,677,710	1,423,002
San Francisco, Cal.	Examiner	(m)	5,219,640	1,490,893	1,974,505	1,754,242
	Sunday ed	(s)	4,064,605	1,057,227	2,008,124	899,254
	Total	(ms)	9,284,245	2,548,120	3,982,629	2,653,496
San Francisco, Cal.	*News*	(e)	3,850,366	716,743	2,484,025	649,598

NEWSPAPERS IN CITIES OF 400,000 TO 499,999 POPULATION

Indianapolis, Ind.	Commercial	(m)	405,443	32,238	78,618	.....
	(Total includes 294,587 lines—legal.)					
	News	(e)	9,261,090	2,176,332	5,390,379	1,694,379
	Star	(m)	3,729,886	799,867	1,891,284	1,038,735
	Sunday ed	(s)	2,894,124	740,808	1,635,330	517,986
	Total	(ms)	6,624,010	1,540,675	3,526,614	1,556,721
	(65,181 lines—legal not in total.)					
	Times	(e)	2,628,136	391,020	1,836,324	400,792
	(Legal included in classified linage.)					
Minneapolis, Minn.	*Journal*	(e)	5,575,331	1,325,022	3,577,276	673,033
	Sunday ed	(s)	1,628,173	491,563	751,883	384,727
	Total	(es)	7,203,504	1,816,585	4,329,159	1,057,760
	(Local includes 5,403 lines—legal.)					
	Star	(e)	2,791,462	312,314	2,326,185	129,485
	(Total includes 23,478 lines—legal.)					
	Tribune	(me)	5,167,807	1,108,221	3,051,738	1,005,600
	Sunday ed	(s)	2,009,919	626,953	881,986	500,980
	Total	(ms)	7,177,726	1,735,174	3,933,724	1,506,580
	(Total includes 2,248 lines—legal.)					
New Orleans, La.	Times-Picayune	(m)	6,173,102	1,072,480	3,769,111	1,331,511
	Sunday ed	(s)	3,028,849	577,441	1,584,178	867,230
	Total	(ms)	9,201,951	1,649,921	5,353,289	2,198,741
	States	(e)	3,350,192	447,305	2,560,450	342,437
	Sunday ed	(s)	1,107,906	144,465	772,566	190,875
	Total	(es)	4,458,098	591,770	3,333,016	533,312
Washington, D. C.	Herald	(m)	1,994,184	370,305	1,083,848	540,031
	Sunday ed	(s)	830,917	106,537	567,202	157,178
	Total	(ms)	2,825,101	476,842	1,651,050	697,209
	(Legal included in classified linage.)					
	Post	(m)	2,921,120	526,605	1,801,435	593,080
	Sunday ed	(s)	2,359,030	234,123	1,951,761	173,146
	Total	(ms)	5,280,150	760,728	3,753,196	766,226
	Star	(e)	10,835,521	1,308,112	7,315,649	2,211,760
	Sunday ed	(s)	3,718,032	369,502	2,722,348	626,182
	Total	(es)	14,553,553	1,677,614	10,037,997	2,837,942
	(Legal included in classified linage.)					
	Times	(e)	3,592,602	608,865	2,442,009	541,178
	(Legal included in classified linage.)					
	United States Daily	(m)	166,607	166,607	.....	.....

NEWSPAPERS IN CITIES OF 300,000 TO 399,999 POPULATION

Columbus, O.	*Citizen*	(e)	6,029,954	699,763	4,431,083	887,068
	Total includes 12,040 lines—legal.)					
	Dispatch	(e)	7,891,403	1,334,193	5,233,735	1,310,565
	Sunday ed	(s)	2,765,952	338,737	1,769,935	657,130
	Total	(es)	10,657,355	1,672,930	7,003,670	1,967,695
	(Total includes 13,060 lines—legal.)					
Denver, Colo.	Rocky Mt. News	(m)	3,074,760	541,890	1,273,590	1,186,830
	Evening News	(e)	4,453,380	592,530	2,334,000	1,211,130
	Sunday ed.	(s)	2,129,010	355,890	1,057,560	710,280
	Total	(ms)	5,203,770	897,780	2,331,150	1,897,110
	Post	(m)	1,640,440	144,260	693,560	802,620
	Evening Post	(e)	5,082,270	1,151,980	3,078,040	852,250
	Sunday ed.	(s)	2,194,800	585,030	990,160	619,610
	Total	(es)	7,277,070	1,737,010	4,068,200	1,371,860
Jersey City, N. J.	*Journal*	(e)	3,698,524	1,161,042	1,837,730	511,046
	(Total includes 188,706 lines—legal.)					
Louisville, Ky.	Courier-Journal	(m)	4,130,373	1,239,828	1,948,364	933,835
	Times	(e)	6,351,475	1,245,407	4,142,934	934,717
	Sunday ed.	(s)	3,100,214	497,065	2,270,553	331,456
	Total	(ms)	7,230,587	1,736,893	4,218,927	1,265,291
	(Total includes 37,903 lines—legal.)					
Oakland, Cal.	*Post-Enquirer*	(e)	5,350,814	711,046	3,342,178	853,160
	(Total includes 444,430 lines—legal.)					
	Tribune	(e)	7,014,494	1,069,856	3,896,676	1,999,620
	Sunday ed	(s)	2,389,926	74,200	1,554,364	756,952
	Total	(es)	9,404,420	1,143,856	5,451,040	2,756,572
	(Total includes 52,752 lines—legal.)					
Portland, Ore.	*Journal*	(e)	5,102,426	934,864	3,299,268	868,294
	Sunday ed.	(s)	1,330,532	284,494	630,392	415,646
	Total	(es)	6,432,958	1,219,358	3,929,660	1,283,940
	News	(e)	2,935,170	572,170	2,092,440	269,976
	Oregonian	(m)	4,592,098	1,123,416	2,120,650	1,348,032
	Sunday ed.	(s)	2,370,382	655,382	981,554	733,026
	Total	(ms)	6,962,480	1,779,218	3,102,204	2,081,058
Providence, R. I.	Journal	(m)	3,060,185	605,893	1,350,372	1,103,920
	Bulletin	(e)	7,063,521	1,193,399	4,765,513	1,104,609
	Sunday Journal	(s)	2,058,813	603,571	1,182,486	272,756
	Total	(ms)	5,118,998	1,209,464	2,532,858	1,376,670
	(Total includes 128,699 lines—legal.)					
Providence, R. I.	*News*	(e)	2,335,557	487,923	1,725,972	121,662
	(Total doesn't include 52,176 lines—legal.)					
	Tribune	(e)	1,850,905	267,506	1,447,555	105,844
	Sunday ed.	(s)	376,291	59,234	295,875	21,182
	Total	(es)	2,227,196	326,740	1,773,430	127,026
Rochester, N. Y.	Democrat & Chronicle	(m)	6,218,460	675,604	3,309,823	2,177,770
	Sunday ed.	(s)	2,395,783	308,025	1,204,988	882,770
	Total	(ms)	8,614,243	983,629	4,514,811	3,060,540
	(Total includes 55,263 lines—legal.)					
	Journal-American	(es)	4,547,274	484,361	3,022,058	771,249
	(Total includes 269,606 lines—legal.)					
	Times-Union	(e)	7,137,799	1,182,090	5,071,702	847,900
	(Total includes 36,107 lines—legal.)					
Seattle, Wash.	Post-Intelligencer	(m)	3,608,346	865,298	1,980,034	763,014
	Sunday ed.	(s)	1,630,916	478,212	478,212	378,224
	Total	(ms)	5,239,262	2,343,510	2,754,514	1,141,238
	Times	(e)	5,826,698	1,232,948	3,487,716	1,104,297
	Sunday ed.	(s)	2,496,978	587,131	1,095,129	814,718
	Total	(es)	8,323,676	1,820,079	4,542,845	1,919,015
	Union Record	(e)	862,176	140,736	573,400	140,800
Toledo, O.	*Blade*	(e)	7,715,758	1,646,310	4,812,766	1,149,960
	(Total includes 106,722 lines—legal.)					
Toledo, O.	Times	(m)	1,599,794	144,004	1,183,350	272,440
	Sunday ed.	(s)	2,450,826	134,974	2,049,362	266,490
	Total	(ms)	4,050,620	278,978	3,232,712	538,930

(*Continued on page* 22)

A. B. C.

Statement for year ending June 30, 1927,

29,049

Twice the circulation of any other newspaper in

ALTOONA

Many local merchants use the Mirror exclusively and practically all national advertisers.

The ALTOONA MIRROR
ALTOONA, PA.

Business Direct Fred G. Pearce, Adv. Mgr.

257 National
Advertisers Concentrate
in the
ST. PAUL DISPATCH and PIONEER PRESS

Successful National Advertisers in All Lines Use These Papers Exclusively for St. Paul Advertising.

Exclusive National Advertisers, First 7 Months of 1927

AUTOMOBILES
Chandler
Kissel Kar
Overland
Pierce Arrow

AUTO ACCESSORIES
Champion Spark Plug
Eagle Oil Company
Pyro
Simoniz
Splitdorf Spark Plug
Steelcote
Triple Wear
Vacuum Oil Co.

AUTO TRUCKS
Federal Trucks
G. M. C. Trucks
Reo Trucks
White Trucks

BEVERAGES
Calport
Canada Dry Gingerale
Cliquot Club
Coca Cola
Gesundheit Malt
Silver Spray
Thompson's Malted Milk
Val Blatz

CIGARS AND TOBACCOS
Dutch Masters
Harvester Cigar
H. Taryton
Webster Cigars
Van Dyke Cigar

ELECTRICAL
Automatic Washer
Thomas A. Edison
Eureka Vacuum Cleaner
Eveready Battery
General Electric Co.
Sunbeam Iron
Syracuse Washer
Westinghouse Electric Co.

FINANCIAL
A. C. Allyn and Co.
American Appraisal Co.
American Bond and Mortgage Co.
Associated Gas and Electric Co.
Babson Statistical Organization
Blair & Company
Blyth-Witter & Co.
H. M. Byllesby & Co.
P. W. Chapman & Co., Inc.
Cont'l and Comm'l Banks
Crane Company
Dillon, Read & Company
H. L. Doherty and Co.
Goldman, Sachs & Co.
Guaranty Trust Company
Halsey, Stuart & Co.
Harris Trust Co. of New York
Hoaglund, Allum & Co.
Lee, Higginson & Co.
F. J. Lisman & Co.
Marshall Field, Ward, Glore & Co.
Merril, Lynch & Co.
National City Company
G. L. Ohrstrom & Co.
Poward's Grain Service
Public Service Corp. of N. J.
F. H. Smith Co.
Spencer-Trask & Company
S. W. Straus and Co.

FOODS
Armour & Company
Armour's Packing Co.
Associated Salmon Packers
Aunt Jemima Flour
Bean Hole Beans
California Prunes
Carnation Milk
Clark Canning Company
Cream of Barley
Del Monte
Gold Bond Coffee
Hire's Extract
Holiday Nut Margarine
Japan Tea Company
Jenny Wren Flour
Johnston Cookies
Kraft Cheese
Libby's Pickles
M. J. B. Coffee
Meat Trade
Muffets
Post Bran
Ralston Purina Co.
Sunkist Oranges
Sun Maid Raisins
Sunshine Biscuit Co.,
Wright's Dressing.

HARDWARE & HOUSEHOLD GOODS
American Radiator Co.
Armstrong Linoleum
Celotex
Copper and Brass Research Assn.
Crane Company
Dutch Cleanser
Frigidaire
Gold Seal Congoleum
Barrett Roofing Co.
Holland Furnace
Johns-Mansville
Johnson's Wax Polisher
Kewanee Boiler
Kitchen Klenser
Kraeuter Pliers
Lux
Mason Fibre Company
Nat'l Council of Better Plaster
Rain King
Rit
The Rome Company
Simmons Beds

HOTELS AND RESTAURANTS
All Year Club of So. Calif.
Californians, Inc.
Grace Dodge Hotel
Miami, Florida
New Bismarck Hotel
Portland Chamber of Commerce
Seattle Chamber of Commerce
Hotel Virginia
Winnipeg Tourists' Bureau

MEDICAL
Absorbine, Jr.
Arzen
Aurine
Chase Tablets
Chichester Pills
O. W. Dean
Forhan's Tooth Paste
Gold Medal Pine Tar
Herpicide
Ice Mint
Joint Ease
Keeley Institute
Leonard's Ear Oil
Liggett's Drug Co.
Lyko Medicine Co.
Dr. McCleary
New Science Laboratory
Piso
Rapao
E. M. Pullen
W. S. Rice
Sergeant's Dog Remedies
Vegex

MEN'S APPAREL
Arrow Collar
B. V. D. Company
Big Yank Shirts
Interwoven Hose
Lanpher Hats
Sealpax
Van Heusen
Washington Shirt

MISCELLANEOUS APPAREL
Boston Garters
Hickory Products
Paris Garters
Sawyer's Slickers
Tower's Slicker

OFFICE FIXTURES
American Lead Pencil Co.
Parker Pen Company
Royal Typewriter
Sheafer's Pens
L. C. Smith

PUBLICATIONS
Country Gentleman
Good Housekeeping
Liberty Magazine
Literary Digest
A. C. McClurg
Pictorial Review
Smart Set

RADIO AND ACCESSORIES
Atwater Kent
Burgess Battery
Cunningham Tubes
Elkon Works
Federal Radio Co.
Charles Freshman Co.
Kellogg Radio Co.
Prest-O-Lite
Radio Corp. of America
Teletone

RAILWAYS
Chicago & Alton Ry.
Chi., Indianapolis & Louisville
Florida East Coast
M. K. T. Railway
Southern Pacific Ry.

ROTOGRAVURE
Allcock's Plaster
Bean Hole Beans
Bissell Carpet Sweeper
Brandreth Pills
California Prunes
Coty Company
Eastman Kodak
Eugene, Ltd.
Fleischmann's Yeast
Forhan's Tooth Paste
Listerine
Melba, Inc.
Pepsodent
Raynboots
Santa Fe Railway
Simmons Beds
Sun Maid Products
Wander Company
Warner Company

SHOES
Dixie Shoe
W. L. Douglas Shoe
French, Shriner & Urner.
Glove Brand Rubbers
Ground Gripper Shoes

STEAMSHIPS
Chicago, Duluth, Georgia Bay
Cunard Line
French Line
Gates Tours
Holland American Line
North German Lloyd
Red Star Line
Scandinavian Line
Raymond Whitcomb
White Star Line

TOILET ARTICLES
E. Arden
Chaser
D.D.D. Lotion
Glo-Co Hair Tonic
Glostora
Golden Peacock
Life Buoy Soap
Lucky Tiger
Marinello
Mornatalc
Mum
Non Scent
Orphos
Palmolive
Superdent
Van Ess

WOMEN'S APPAREL
Kleinerts

MISCELLANEOUS
A. P. W. Paper Co.
American Fountain Supply
Black Flag
El Vampiro
Firestone Rubber Co.
Flit
Fly Tox
S. S. Kresge
Kroydon
Larvex
Northern Paper Mills
Olson & Enzinger
Peterman's
A. G. Spalding
Tanglefoot
Tintex
Western Clock Company
Whiz

Total National Advertising
First 7 Months of 1927

St. Paul Dispatch and Pioneer Press, Daily and Sunday Issues 2,025,766 Lines

Second St. Paul Paper, Daily and Sunday Issues 965,804 Lines

EDITOR & PUBLISHER LINAGE TABULATION

(Continued from page 20)

NEWSPAPERS IN CITIES OF 250,000 TO 299,999 POPULATION

City	Paper	Published	Total Linage	National	Local	Classified
Atlanta, Ga.....	*Georgian-American*	(e)	2,640,498	556,542	1,718,766	365,190
	Sunday ed	(s)	1,087,352	172,326	731,822	183,204
	Total	(es)	3,727,850	728,868	2,450,588	548,394
	Journal	(e)	5,642,140	1,052,170	3,808,553	772,590
	Sunday ed.	(s)	1,832,950	426,090	1,042,860	363,594
	Total	(es)	7,475,090	1,478,260	4,851,413	1,136,184
Birmingham, Ala.	Age-Herald	(ms)	3,470,880	726,936	2,320,164	423,780
	News	(es)	8,830,682	1,729,448	6,129,424	971,810
	Post	(e)	3,246,586	390,068	2,404,738	356,762
	(Total includes 95,018 lines—legal.)					
St. Paul, Minn.	*News*	(e)	3,917,186	655,242	2,863,000	398,944
	Sunday ed.	(s)	833,098	130,634	543,074	159,390
	Total	(es)	4,750,284	785,876	3,406,074	558,334
	Pioneer-Press	(m)	3,390,842	1,247,470	1,290,422	708,568
	Dispatch	(e)	4,977,560	1,249,248	3,023,258	698,628
	Sunday ed.	(s)	1,494,346	508,018	654,178	332,010
	Total	(ms)	4,885,188	1,755,488	1,944,600	1,040,578
	(Total includes 150,948 lines—legal.)					

NEWSPAPERS IN CITIES OF 200,000 TO 249,999

Akron, O.	*Beacon Journal*	(e)	8,296,142	1,410,110	5,310,300	1,377,426
	(Total includes 198,306 lines—legal.)					
	Times-Press	(e)	5,821,970	506,646	4,180,064	1,135,260
	Sunday Times	(s)	1,796,620	157,766	1,203,594	435,260
	Total	(es)	7,618,590	664,412	5,383,658	1,570,520
Dallas, Tex. ...	News	(m)	3,702,067	857,839	2,054,786	789,442
	Sunday ed.	(s)	2,270,415	358,081	1,464,459	447,875
	Total	(ms)	5,972,482	1,215,920	3,519,245	1,237,317
	Times-Herald	(e)	5,313,284	945,727	3,798,449	569,109
	Sunday ed.	(s)	2,098,858	311,582	1,557,273	230,002
	Total	(es)	7,412,142	1,257,309	5,355,722	799,111
	(Total includes 149,844 lines—legal.)					
Houston, Tex. ..	*Chronicle*	(e)	5,021,576	1,087,114	2,477,160	1,457,302
	Sunday ed.	(s)	2,499,812	389,578	1,615,908	494,326
	Total	(es)	7,521,388	1,476,692	4,093,068	1,951,628
	Post-Dispatch	(m)	4,188,254	729,470	2,209,718	1,249,066
	Sunday ed.	(s)	2,316,356	256,536	1,728,104	331,716
	Total	(ms)	6,504,610	986,006	3,937,822	1,580,782
	Press	(e)	3,906,658	361,648	3,007,074	495,586
	(Total includes 42,350 lines—legal.)					
Memphis, Tenn..	Commercial-Appeal	(m)	4,595,794	1,077,517	2,637,138	859,040
	Sunday ed.	(s)	2,625,980	596,855	1,575,238	449,176
	Total Morn.	(ms)	7,221,774	1,674,372	4,212,476	1,308,216
	Evg. Appeal	(e)	3,555,389	752,220	1,893,752	858,179
(Totals include Sunday.)	legal—22,099 lines Morning; 49,238 lines Evening; 4,711 lines					
Memphis, Tenn..	*Press-Scimitar*	(e)	4,406,703	587,615	3,204,523	581,966
	(32,599 lines legal included in total)					
New Haven, Conn.	*Register*	(e)	5,209,826	1,122,447	3,378,289	647,225
	Sunday ed.	(s)	1,848,910	355,540	1,326,634	160,028
	Total	(es)	7,058,736	1,477,987	4,704,923	807,253
	(Total includes 68,573 lines—legal.)					
New Haven, Conn.	Journal-Courier	(m)	3,176,333	589,048	2,272,424	314,861
	(Total includes 78,882 lines—legal.)					
Omaha, Nebr. ..	Bee-News	(mes)	3,839,045	1,114,869	2,215,395	382,137
	(Total includes 126,644 lines—legal.)					
	World-*Herald*	(me)	4,382,526	1,114,715	2,551,647	717,164
	Sunday ed.	(s)	1,764,378	374,318	946,372	443,688
	Total	(mes)	6,146,904	1,489,033	3,498,019	1,160,852
San Antonio, Tex.	Express & Evening *News*	(mes)	10,293,944	1,961,985	5,667,825	2,664,134
	Light	(e)	3,771,339	724,625	2,363,614	683,158
	Sunday ed.	(s)	2,329,915	507,289	1,441,574	381,052
	Total	(es)	6,101,254	1,231,914	3,805,188	1,064,210
Worcester, Mass.	*Post*	(e)	2,944,459	485,093	2,036,825	377,783
	(Total includes 44,758 lines—legal.)					

NEWSPAPERS IN CITIES OF 150,000 TO 199,999

Bridgeport, Conn.	Herald	(s)	526,775	56,790	425,550	44,435
Bridgeport, Conn.	Post-Telegram.	(me)	3,919,993	939,003	2,483,609	444,604
	Sunday ed.	(s)	753,883	164,589	482,884	103,088
	Total	(es)	4,673,876	1,003,592	2,966,493	547,692

(Continued on page 24)

AN eight months lead such as the Syracuse, N. Y. Herald has experienced during 1927 is conclusive evidence of the choice of the Local and National Advertisers.

When you add to this a continuous and outstanding lead which the Herald has enjoyed for very many years there is only one conclusion to draw. The Herald is first choice. It has readers with buying power. It has concentrated circulation in Syracuse and the Suburban field, the major market and the field of least resistance to sales.

Syracuse Newspaper Lineages
8 months ending August 31, 1927

	HERALD	POST STANDARD	JOURNAL
Local	4,315,914	2,644,155	3,109,927
National ...	1,090,593	895,473	858,862
Automobile	740,591	663,503	502,451
Total	6,147,098	4,193,131	4,471,240

(De Lisser Bros., Inc., Figures)

SYRACUSE HERALD

SYRACUSE, N. Y.

National Representatives:

PRUDDEN, KING & PRUDDEN, Inc.

270 Madison Avenue, New York — Park Square Bldg., Boston — 28 E. Jackson Blvd., Chicago

507 Montgomery St., San Francisco, California — Leary Building, Seattle, Washington — Chamber of Commerce Bldg., Los Angeles, California

THE Pittsburgh PRESS covers the Pittsburgh market thoroughly and completely. In advertising linage, too, the PRESS has overwhelming leadership. The PRESS, alone, puts the advertiser in contact with the huge buying power of America's fifth largest market.



SCRIPPS-HOWARD

PITTSBURGH PRESS

A Scripps-Howard Newspaper

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Chicago Detroit Atlanta San Francisco Portland Seattle

EDITOR & PUBLISHER LINAGE TABULATION

(*Continued from page 22*)

City	Paper	Published	Total Linage	National	Local	Classified
Bridgeport, Conn.	*Times-Star*	(e)	2,231,934	113,526	1,950,702	167,706
Dayton, O.	*Herald*	(e)	5,534,142	642,404	4,051,712	824,082
	Journal	(m)	2,191,112	354,536	1,125,124	558,376
	Sunday ed.	(s)	2,890,112	293,594	1,231,510	365,008
	Total Morn.	(ms)	5,081,224	648,130	2,356,634	923,484
Dayton, O.	*News*	(e)	6,792,422	1,143,576	4,448,024	1,115,982
	Sunday ed.	(s)	1,969,492	248,724	1,321,600	398,720
	Total	(es)	8,762,914	1,392,300	5,769,624	1,514,702
Des Moines, Ia.	Register	(m)	2,561,322	1,214,212	606,567	723,758
	Sunday ed.	(s)	1,330,030	602,932	772,240	354,802
	Total Morn.	(ms)	3,891,352	1,817,144	1,378,807	1,078,560
	Tribune-Capital	(e)	5,091,140	1,380,301	3,011,235	688,534
(Totals include legal—16,785 lines Morning; 11,070 lines Evening; 56 lines Sunday.)						
Fort Worth, Tex.	*Press*	(e)	2,971,990	323,960	2,182,530	465,500
Fort Worth, Tex.	Record-*Telegram*	(m)	2,645,718	1,081,948	959,924	503,846
	Star-Telegram	(e)	3,344,412	1,115,530	1,737,564	491,318
	Sunday ed.	(s)	1,758,824	320,334	1,200,000	238,490
	Total Evg.	(es)	5,103,236	1,435,864	2,937,564	729,808
Grand Rapids, Mich.	*Press*	(e)	8,071,322	1,374,142	5,567,338	1,129,842
Hartford, Conn.	*Times*	(e)	7,921,940	1,325,484	5,390,831	1,205,625
Norfolk, Va.	*Ledger-Dispatch*	(e)	4,869,270	944,328	3,468,052	456,890
Norfolk, Va.	Virginian-Pilot	(m)	2,471,854	415,576	1,651,412	404,866
	Sunday ed.	(s)	1,886,080	233,534	1,521,310	131,236
	Total	(ms)	4,357,934	649,110	3,172,722	536,102
Richmond, Va.	*News-Leader*	(e)	6,183,226	1,014,118	4,221,588	947,520
Richmond, Va.	Times-Dispatch	(m)	3,052,196	466,886	2,015,054	480,872
	Sunday ed.	(s)	2,039,044	253,778	1,544,200	233,772
	Total	(ms)	5,091,240	820,664	3,559,254	713,644
(Total includes 97,678 lines—legal.)						
Scranton, Pa.	Republican	(m)	4,358,408	506,621	3,414,893	330,868
(Total includes 106,026 lines—legal.)						
Scranton, Pa.	*Times*	(e)	6,835,374	1,238,580	5,042,352	511,504
(Total includes 42,938 lines—legal.)						
Syracuse, N. Y.	*Herald*	(e)	4,331,616	738,365	2,964,825	624,826
	Sunday ed.	(s)	1,429,342	272,345	941,178	215,818
	Total	(es)	5,760,958	1,010,711	3,906,003	844,244
Syracuse, N. Y.	*Journal*	(e)	3,362,513	656,196	2,093,399	518,825
	Sunday ed.	(s)	572,782	53,697	380,646	138,194
	Total	(es)	3,935,295	709,893	2,474,045	657,019
Syracuse, N. Y.	Post-Standard	(m)	3,223,705	599,901	1,847,994	698,754
	Sunday ed.	(s)	1,065,215	199,178	665,417	200,396
	Total	(es)	4,288,920	799,079	2,513,411	899,150
(Total includes 77,280 lines—legal.)						
Youngstown, O.	*Telegram*	(e)	5,508,969	974,514	3,712,299	822,156
Youngstown, O.	*Vindicator*	(e)	5,190,628	877,517	3,456,269	776,430
	Sunday ed.	(s)	1,191,262	338,778	649,223	202,928
	Total	(es)	6,381,890	1,216,295	4,105,492	979,358
(Total includes 80,745 lines—legal.)						

NEWSPAPERS IN CITIES OF 100,000 TO 149,999 POPULATION

City	Paper	Published	Total Linage	National	Local	Classified
Albany, N. Y.	Knickerbocker Press	(m)	2,816,170	625,708	2,190,468	.....
	Sunday ed.	(s)	1,629,138	325,696	1,303,442	.....
	Total	(ms)	5,413,126	951,398	3,493,910	925,848
(Total includes 242,970 lines—legal.)						
Albany, N. Y.	*News*	(e)	3,863,565	592,522	2,500,245	736,708
(Total includes 34,090 lines—legal.)						
Albany, N. Y.	*Times-Union*	(e)	3,667,820	709,486	2,006,797	724,557
(Total includes 226,970 lines—legal.)						
Camden, N. J.	*Courier*	(e)	6,510,829	808,201	4,883,266	689,148
	Morning Post	(m)	5,414,370	555,862	4,138,065	687,971
(Totals include legal—32,472 lines Morning; 130,214 lines Evening.)						
Canton, O.	*News*	(es)	4,403,849	399,679	3,266,578	667,536
(Total includes 70,056 lines—legal.)						
Canton, O.	*Repository*	(e)	5,838,494	945,234	3,914,415	978,845
	Sunday ed.	(s)	1,615,060	265,527	1,074,515	275,018
	Total	(es)	7,453,554	1,210,761	4,988,930	1,253,863
(Total includes 123,721 lines—legal.)						
Chattanooga, Tenn.	*News*	(e)	3,602,133	789,751	2,358,706	453,676
Chattanooga, Tenn.	Times.	(m)	2,369,406	469,057	1,523,829	376,520
	Sunday ed.	(s)	1,137,567	205,067	768,362	164,138
	Total	(ms)	3,506,973	674,124	2,292,191	540,658
(Total includes 26,690 lines—legal.)						
Duluth, Minn.	News-Tribune	(ms)	3,579,408	597,898	2,183,881	603,435
(Total includes 194,194 lines—legal.)						
Elizabeth, N. J.	*Journal*	(e)	6,365,366	783,216	4,598,552	983,598
El Paso, Tex.	Herald.	(m)	1,586,716	683,576	616,084	269,189
	Sunday ed.	(s)	924,956	261,695	564,988	97,809
	Total morn	(ms)	2,511,672	945,271	1,181,072	376,998
	Times	(e)	2,638,202	968,149	1,294,453	368,961
(Totals include legal—17,867 lines Morning; 6,839 lines Evening; 464 lines Sunday.)						
El Paso, Tex.	*Post*	(e)	1,923,762	292,292	1,373,602	257,868
Erie, Pa.	*Dispatch-Herald*	(e)	3,850,867	650,375	2,529,683	585,972
	Sunday ed.	(s)	1,090,036	254,511	683,240	152,222
	Total	(es)	4,940,903	904,886	3,212,923	738,194
(Total includes 84,900 lines—legal.)						
Erie, Pa.	*Times*	(e)	3,678,214	980,854	2,697,360	112,512
(Total includes 95,116 lines—legal.)						
Flint, Mich.	*Journal*	(e)	6,894,818	979,818	5,124,000	789,600
	Sunday ed	(s)	1,329,118	85,064	1,099,126	146,328
	Total	(es)	8,223,936	1,064,882	6,223,126	935,928
Fort Wayne, Ind.	Journal-Gazette	(m)	3,863,910	420,252	2,379,784	931,532
	Sunday ed	(s)	1,844,606	191,912	1,286,538	365,358
	Total	(ms)	5,708,516	612,164	3,666,322	1,296,890
(Total includes 133,140 lines—legal.)						
Fort Wayne, Ind.	*News-Sentinel*	(e)	5,689,992	1,092,021	3,752,833	760,102
(Total includes 85,036 lines—legal.)						
Gary, Ind.	*Post-Tribune*	(e)	5,677,381	652,559	4,327,480	697,342
Honolulu, T. H.	Advertiser	(m)	2,119,521	312,295	1,807,226	.....
	Sunday ed	(s)	1,098,370	239,546	858,824	.....
	Total	(ms)	3,217,891	551,841	2,666,050	.....
(Local Display includes Classified.)						
Honolulu, T H.	*Star-Bulletin*	(e)	2,940,217	694,509	1,937,313	308,395
Jacksonville, Fla.	*Journal*	(e)	3,328,836	524,538	1,975,092	745,598
(Total includes 83,608 lines—legal.)						
Jacksonville, Fla.	Times-Union	(ms)	6,850,452	1,853,271	3,337,306	1,133,671
(Total includes 526,204 lines—legal.)						
Kansas City, Kan.	*Kansan*	(es)	2,683,617	655,634	1,492,813	506,561
(Total includes 28,609 lines—legal.)						
Knoxville, Tenn.	Journal	(ms)	4,556,410	651,266	3,405,738	499,406
Knoxville, Tenn.	*News-Sentinel*	(e)	3,336,666	713,868	2,210,703	412,095
	Sunday ed	(s)	1,225,162	231,396	853,994	139,772
	Total	(es)	4,561,828	945,264	3,064,697	551,867
(Total includes 14,944 lines—legal.)						

(*Continued on page 26*)

How Fast Against Tide?

That's how old salts judged a ship. A good method to measure newspaper progress. During 1927, while advertising linage is ebbing, the Courier-Post has

Greatest Linage Gains

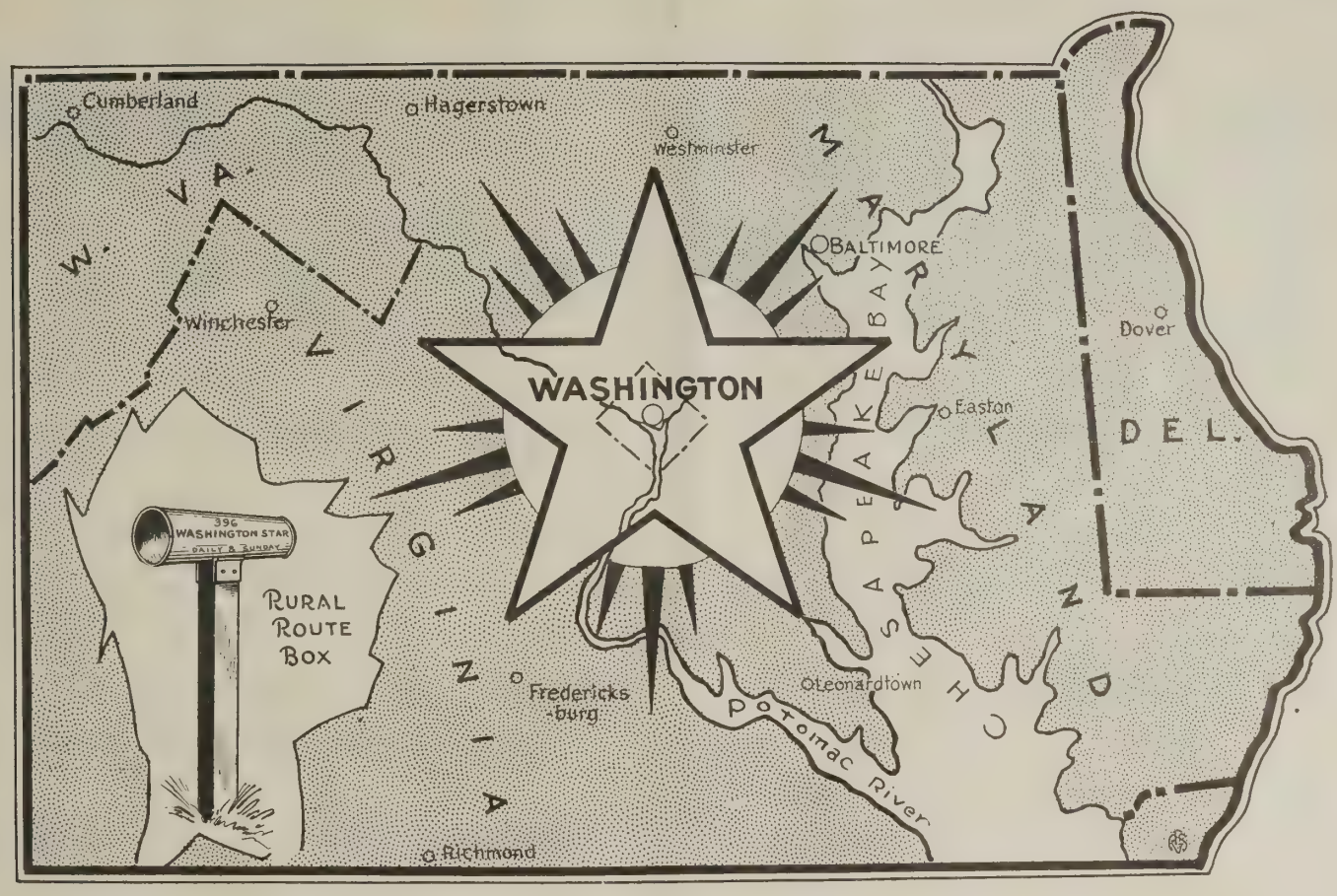
First 6 Months	August '26-'27
16% gain	***20% gain***
1927 11,925,199	1926 1,751,431
1926 10,266,899	1927 1,468,809
Gain **1,658,300**	Gain **282,622**

COURIER-POST

CAMDEN, N. J.

Covers South Jersey

National Representatives—STORY, BROOKS & FINLEY



An "Over-flowing Market"

and How To Reach it

Washington (D. C.) the market, includes not only the Capital City of the Nation but a 25 mile radius into the adjoining counties of Maryland and Virginia—as shown by the map.

Within this territory are nearly 800,000 people—with that variety of wants which cultivated tastes, and the means to gratify them, demand—users of commodities—buyers of luxuries.

Reaching this large market is both easy and economical. The Star — Evening and Sunday — is the one and ONLY paper needed to cover completely every nook and corner of this territory—and every issue goes by special carrier or rural mail DIRECTLY INTO THE HOMES.

Our Statistical Department will be glad to send any details which will aid you in a better understanding of this market—its true extent and possibilities.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Member of The Associated Press

Eastern Representative
Dan A. Carroll
110 East 42nd Street
New York, N. Y.

Western Representative
J. E. Lutz
1110 Tower Building
Chicago, Ill.

EDITOR & PUBLISHER LINAGE TABULATION

(*Continued from page 24*)

City	Paper	Published	Total Linage	National	Local	Classified
Little Rock, Ark.	*Arkansas Democrat*	(e)	2,811,906	426,132	1,987,094	362,502
	Sunday ed	(s)	881,964	126,568	650,282	99,906
	Total	(es)	3,693,870	552,700	2,637,376	462,408
	(16,914 lines legal daily and 1,232 Sunday)					
Little Rock, Ark.	Gazette	(m)	3,756,136	870,926	2,353,910	473,662
	Sunday ed	(s)	1,686,054	456,652	1,061,822	164,850
	Total	(ms)	5,442,190	1,327,578	3,415,732	638,512
Long Beach, Cal.	*Press-Telegram*	(e)	4,454,798	720,301	2,717,410	1,017,087
	Sunday ed	(s)	1,373,503	277,559	859,087	236,857
	Total	(es)	5,828,301	997,860	3,576,497	1,253,944
Lowell, Mass.	Courier-Citizen & *Leader*	(me)	2,813,882	535,059	1,957,114	255,984
	(Total includes 65,725 lines—legal.)					
Lynn, Mass.	*Item*	(e)	3,262,208	518,000	2,644,208	.....
Lynn, Mass.	*Telegram-News*	(e)	2,800,672	363,062	1,974,448	463,162
	Sunday ed	(s)	733,334	91,154	462,784	179,396
	Total	(es)	3,534,006	454,216	2,437,232	642,558
Miami, Fla.	Herald	(m)	6,046,138	1,005,445	2,750,979	1,202,348
	Sunday ed	(s)	1,778,700	287,133	1,137,654	333,200
	Total	(ms)	7,824,838	1,292,578	3,888,633	1,535,548
	(1,087,366 lines legal daily and 20,713 Sunday included in total)					
Miami, Fla.	*News*	(e)	3,969,758	668,668	2,559,704	433,016
	Sunday ed	(s)	1,016,640	179,957	729,952	97,515
	Total	(es)	4,986,398	848,625	3,289,656	530,531
	(Total includes 317,586 lines—legal.)					
Nashville, Tenn.	Banner	(e)	2,965,368	801,234	1,809,388	354,746
	Sunday ed	(s)	1,536,612	282,366	1,099,742	154,504
	Total	(es)	4,501,980	1,083,600	2,909,130	509,250
New Bedford, Mass.	*Standard* & Mercury	(em)	2,641,086	708,092	1,722,966	210,028
	Sunday ed	(s)	660,030	129,570	486,724	43,736
	Total	(es)	3,301,116	837,662	2,209,690	253,764
New Bedford, Mass.	*Times*	(e)	2,206,140	138,858	1,832,593	234,689
Oklahoma City, Okla.	*News*	(e)	2,776,064	477,298	1,861,660	437,106
Oklahoma City, Okla.	Oklahoman	(m)	3,257,982	999,082	1,412,880	831,292
	Sunday ed	(s)	1,562,596	424,158	768,796	369,054
	Total Morn	(ms)	4,820,578	1,423,240	2,181,676	1,200,346
	Times	(e)	3,941,154	1,109,402	2,000,342	828,338
Passaic, N. J.	*News*	(e)	3,407,196	608,942	1,964,387	352,960
	(Total includes 81,503 lines—legal.)					
Paterson, N. J.	Call	(m)	5,129,660	652,537	3,574,976	813,584
	(Total includes 88,563 lines—legal.)					
Paterson, N. J.	*Press-Guardian*	(e)	4,827,124	679,730	3,433,366	714,028
	Sunday ed	(s)	928,604	226,754	571,038	130,812
	Total	(es)	5,755,728	906,484	4,004,404	844,840
Reading, Pa.	*Eagle*	(e)	5,012,252	1,103,858	3,099,782	808,612
	Sunday ed	(s)	922,430	246,596	527,596	146,608
	Total	(es)	5,934,682	1,350,454	3,627,008	955,220
Reading, Pa.	Times	(m)	3,509,310	365,022	2,718,506	359,058
	(Total includes 66,724 lines—legal.)					
St. Petersburg, Fla.	*Independent*	(e)	3,334,646	402,416	2,450,196	482,034
St. Petersburg, Fla.	Times	(m)	4,749,632	446,866	3,097,360	1,114,092
	Sunday ed	(s)	1,000,790	134,708	621,264	222,502
	Total	(ms)	5,750,422	581,574	3,718,624	1,336,594
Sacramento, Cal.	Union	(ms)	2,738,410	155,634	2,064,762	440,566
	(Total includes 77,448 lines—legal.)					
Salt Lake City.	*Deseret News*	(e)	2,269,344	461,188	1,392,426	364,798
	(Total includes 50,932 lines—legal.)					
Salt Lake City.	*Telegram*	(e)	2,541,370	365,512	1,754,746	340,774
	Sunday ed	(m)	496,496	112,476	275,324	96,684
	Total	(es)	3,037,866	477,988	2,030,070	437,458
	(Total includes 92,400 lines—legal.)					
Salt Lake City.	Tribune	(m)	3,853,542	933,828	1,861,986	978,334
	Sunday ed	(s)	2,034,858	438,466	1,285,620	301,616
	Total	(ms)	5,888,400	1,372,294	3,147,606	1,279,950
San Diego, Cal.	*Sun*	(e)	5,605,348	611,156	4,108,496	885,738
San Diego, Cal.	Union	(ms)	7,775,930	1,410,472	4,479,916	1,858,542
	Tribune	(e)	6,685,942	1,303,876	4,465,398	913,668
Schenectady, N. Y.	Gazette	(m)	5,220,796	902,552	3,639,090	646,382
Schenectady, N. Y.	*Union-Star*	(e)	3,658,306	459,647	2,771,327	419,738
South Bend, Ind.	*Tribune*	(e)	4,933,299	883,248	3,256,179	553,870
	Sunday ed	(s)	977,437	244,117	598,741	134,579
	Total	(es)	5,910,736	1,127,465	3,854,920	688,449
Spokane, Wash.	*Press*	(e)	1,659,784	386,834	1,033,522	233,380
Spokane, Wash.	Spokesman-Review	(m)	2,503,900	586,334	1,031,072	886,494
	Sunday ed	(s)	1,574,440	496,510	782,852	295,078
	Total Morn	(ms)	4,078,340	1,082,844	1,813,924	1,181,572
	Chronicle	(e)	5,222,471	897,918	3,483,494	840,959
Springfield, Mass.	Republican & *News*	(me)	3,438,582	1,004,696	1,838,508	595,378
	Union	(me)	3,596,558	1,004,696	1,996,484	595,378
	Sunday ed	(s)	1,230,124	397,012	640,766	192,346
	Total	(mes)	4,826,682	1,401,708	2,637,250	687,724
Tacoma, Wash.	Ledger	(m)	1,413,090	263,816	667,492	338,030
	Sunday ed	(s)	1,638,840	274,876	902,804	435,456
	Total	(ms)	3,052,930	538,692	1,570,296	773,486
Tacoma, Wash.	*News-Tribune*	(e)	4,734,872	1,052,996	2,730,630	943,330
	(Total includes 7,916 lines—legal.)					
Tacoma, Wash.	*Times*	(e)	2,641,128	434,518	1,569,904	513,626
	(Total includes 123,080 lines—legal.)					
Tampa, Fla.	*Times*	(e)	4,108,426	620,522	2,876,510	611,394
Tampa, Fla.	Tribune	(m)	3,369,062	913,220	1,857,660	798,182
	Sunday ed	(s)	2,716,022	315,798	1,134,882	265,342
	Total	(ms)	6,085,084	1,229,018	2,992,542	1,063,524
Tulsa, Okla.	*Tribune*	(es)	5,130,370	917,238	3,331,342	805,140
	(Total includes 76,650 lines—legal.)					
Utica, N. Y.	*Observer-Dispatch*	(e)	5,795,820	1,048,264	4,039,168	668,738
	Sunday ed	(s)	777,938	143,500	518,462	115,976
	Total	(es)	6,573,658	1,191,764	4,557,630	784,714
Utica, N. Y.	Press	(m)	4,183,354	527,581	3,655,773	694,330
Waterbury, Conn.	*Democrat*	(e)	3,276,251	300,148	2,657,294	318,809
	(Total includes 23,355 lines—legal.)					
Waterbury, Conn.	Republican	(m)	3,444,120	712,509	2,252,268	479,343
	American	(e)	4,303,556	926,058	2,875,169	502,329
	Sunday ed	(s)	1,172,485	221,636	830,198	120,651
	Total Morn	(ms)	4,616,605	944,145	3,082,466	599,994
(Total includes legal—13,077 lines Morning; 19,206 lines Evening; 1,640 lines Sunday.)						
Wilmington, Del.	*Every Evening*	(e)	3,087,965	556,356	2,058,204	430,716
	(Total includes 42,689 lines—legal.)					
Wilmington, Del.	News	(m)	1,597,432	477,765	667,076	430,534
	(Total includes 22,057 lines—legal.)					
Wilmington, Del.	*Journal*	(e)	4,299,258	975,998	2,707,498	553,025
	(Total includes 62,637 lines—legal.)					
Wilmington, Del.	Star	(s)	1,167,841	.....	.....	.....
Yonkers, N. Y.	*Herald*	(e)	2,801,470	496,846	1,701,378	557,046
	(Total includes 46,200 lines—legal.)					

NEWSPAPERS IN CITIES OF 75,000 TO 99,999 POPULATION

City	Paper	Published	Total Linage	National	Local	Classified
Allentown, Pa.	Call	(m)	6,148,150	1,023,680	3,402,798	592,144
	Sunday ed	(s)	650,580	95,466	442,316	111,230
	Total	(ms)	6,798,730	1,119,146	3,845,114	703,374
	(Total includes 131,096 lines—legal.)					
Allentown, Pa.	*Chronicle & News & Item*	(e)	4,152,024	210,014	3,484,616	387,548
	(Total includes 69,846 lines—legal.)					

(*Continued on page 28*)

The Daily Illini

Benefits by Using the Ludlow System

Herbert A. Rice, of the Illini Publishing Company, Champaign, Ill., in telling about his experience with Ludlow service, says:

"Its use in our plant has thoroly convinced us that Ludlow composition is quicker, cleaner, and better than the one-type-at-a-time system.

"The advantages of having an unlimited supply of new type, as needed, are so obvious it is unnecessary to comment upon them.

"The size of the paper no longer causes any concern in the composing-room and without exception, all of our compositors are convinced of the superiority of Ludlow composition."

Let us show you what the Ludlow can do for you.



Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago

Boston: 470 Atlantic Avenue
New York: 63 Park Row
Atlanta: 41 Marietta Street
San Francisco: 5 Third Street

LUDLOW QUALITY SLUG COMPOSITION

AGAIN

Los Angeles Examiner

CHARACTER QUALITY — AMERICA FIRST! — ENTERPRISE ACCURACY

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE — THE GREAT NEWSPAPER OF THE GREAT SOUTHWEST

Leads the Entire Field in Radio Advertising

Los Angeles Fifth Annual Radio Show, in attendance and number of exhibits, second only to the New York and Chicago shows, opened Sunday, September 4th.

The Los Angeles Examiner in its issue of September 4th, carried in its Radio Show Beautiful Section

30,079 lines of Display Advertising

or 5,362 lines more display advertising than all five other papers in Los Angeles. HERE'S THE RECORD:

LOS ANGELES EXAMINER 30,079

Other papers

Second Paper	9,905 lines	
Third Paper	8,834 lines	
Fourth Paper	2,954 lines	
Fifth Paper	1,778 lines	
Sixth Paper	1,246 lines	24,717 lines

EXAMINER'S EXCESS 5,362 LINES

All of which goes to prove that the right paper—with the right cooperation—combined with the largest Morning and Sunday circulation West of the Missouri is recognized for its ability to deliver the goods for its advertisers.

Los Angeles Examiner

CHARACTER QUALITY — AMERICA FIRST! — ENTERPRISE ACCURACY

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE — THE GREAT NEWSPAPER OF THE GREAT SOUTHWEST

"Greatest Salesman in the West"

More than 195,000 Families Daily

Largest Home Delivered Circulation of Any Newspaper in Los Angeles

More than 425,000 Families Sunday

EDITOR & PUBLISHER LINAGE TABULATION

(*Continued from page 26*)

City	Paper	Published	Total Linage	National	Local	Classified
Easton, Pa.	*Express*	(e)	5,124,406	854,798	3,770,158	396,970
	(Total includes 102,480 lines—legal.)					
East St. Louis, Mo.	*Journal*	(e)	2,822,892	358,667	2,023,345	409,680
Evansville, Ind.	Courier	(ms)	4,885,202	933,144	2,431,428	560,630
	Journal	(e)	2,096,430	578,296	1,096,494	421,750
Evansville, Ind.	*Press*	(e)	3,570,588	544,936	2,608,256	517,396
	Sunday ed	(s)	1,058,652	43,470	844,884	130,298
	Total	(es)	4,629,240	588,406	3,494,140	547,694
Harrisburg, Pa.	*Telegraph*	(e)	2,837,076	660,055	1,828,117	348,904
Lansing, Mich.	*Capital-News*	(e)	2,335,956	211,372	1,910,482	185,318
	(Total includes 28,784 lines—legal.)					
Lansing, Mich.	*State Journal*	(e)	5,517,834	958,433	3,837,575	694,610
	(Total includes 27,216 lines legal.)					
Manchester, N.H.	Union & *Leader*	(me)	5,455,324	1,451,575	3,424,196	579,553
Pawtucket, R. I.	*Times*	(e)	5,085,782	765,502	3,874,890	390,185
	(55,205 lines legal included in total)					
Peoria, Ill.	Transcript	(m)	3,174,325	825,931	1,625,538	688,551
	Journal	(es)	5,577,238	1,041,320	3,604,624	887,693
(Total includes legal—34,305 lines Morning; 45,601 lines Evening and Sunday.)						
Peoria, Ill.	*Star*	(e)	4,340,730	884,798	2,674,717	683,575
	Sunday ed.	(s)	1,186,712	141,705	851,913	191,466
	Total	(es)	5,527,442	1,026,503	3,526,630	857,041
	(Total includes 99,268 lines—legal.)					
Sioux City, Ia.	*Journal*	(mes)	2,915,584	632,814	1,912,554	336,210
	(Total includes 34,006 lines—legal.)					
St. Joseph, Mo.	*Gazette*	(m)	1,576,082	314,482	1,054,004	117,979
	Sunday ed.	(s)	1,148,807	137,382	914,900	86,407
	Total	(ms)	2,724,889	451,864	1,968,904	204,386
	(Total includes 99,735 lines—legal.)					
St. Joseph, Mo.	*News-Press*	(e)	3,279,274	1,015,378	1,809,416	354,480
Troy, N. Y.	Record	(me)	3,449,297	909,368	2,224,191	289,607
	(Total includes 26,131 lines—legal.)					
Wichita, Kan.	*Beacon*	(e)	3,614,350	467,808	2,478,333	626,837
	Sunday ed	(s)	1,141,308	96,900	839,198	205,096
	Total	(es)	4,755,658	564,708	3,317,521	831,933
Wichita, Kan.	Eagle	(ms)	4,943,113	972,671	2,564,408	1,331,897
	(Total includes 74,137 lines—legal.)					
Wilkes-Barre, Pa.	Independent	(s)	1,595,277	48,636	1,482,564	34,345
	(Total includes 29,732 lines—legal.)					
Wilkes-Barre, Pa.	*News*	(e)	3,351,894	440,201	2,725,350	110,714
	(Total includes 75,629 lines—legal.)					
Wilkes-Barre, Pa.	Record	(m)	6,040,208	584,549	4,726,393	728,266
Wilkes-Barre, Pa.	*Times-Leader*	(c)	5,952,954	782,558	4,846,646	323,750

NEWSPAPERS IN CITIES OF 50,000 TO 74,999 POPULATION

City	Paper	Published	Total Linage	National	Local	Classified
Altoona, Pa.	*Mirror*	(e)	6,022,800	831,971	4,504,234	686,595
	Tribune	(m)	3,986,884	260,328	2,237,337	489,219
	(Legal included in classified.)					
Amarillo, Tex.	News	(m)	2,930,900	489,804	1,871,660	569,436
	News-Globe	(s)	1,432,606	232,876	1,043,644	156,086
	Total	(ms)	4,363,506	722,680	2,915,304	725,522
	(Legal included in local.)					
	Globe	(e)	2,865,840	485,982	1,809,948	570,010
Asheville, N. C.	Citizen	(ms)	4,459,154	830,914	2,955,540	572,544
	(Total includes 100,156 lines—legal.)					
Atlantic City, N. J.	Press & *Union*	(me)	4,265,939	815,943	2,635,663	714,396
	Sunday ed.	(s)	1,117,699	65,760	817,270	233,314
	Total	(ms)	5,383,108	881,703	3,452,933	947,710
	(Total includes 98,914 lines—legal.)					
Augusta, Ga.	Chronicle	(ms)	2,031,764	427,000	1,417,598	187,166
	Herald	(e)	1,818,859	574,165	1,080,909	132,586
	Sunday ed.	(s)	764,706	171,849	519,649	71,924
	Total	(es)	2,583,565	746,014	1,600,558	204,510
	(Total includes 32,483 lines—legal.)					
Bay City, Mich.	*Times-Tribune*	(e)	3,395,448	593,138	2,520,882	281,428
	Sunday ed.	(s)	749,896	101,052	591,080	57,764
	Total	(es)	4,145,344	694,190	3,111,962	339,192
Beaumont, Tex.	Enterprise & *Journal*	(mes)	7,211,473	1,797,407	4,504,160	909,905
Bethlehem, Pa.	*Globe-Times*	(e)	4,155,032	614,670	3,247,580	292,782
Binghamton, N. Y.	*Press & Leader*	(e)	5,286,297	1,021,432	3,510,521	754,344
Brockton, Mass.	*Enterprise*	(e)	2,805,404	581,896	1,708,714	470,834
	(Total includes 43,960 lines—legal.)					
	Times	(e)	1,978,610	141,078	1,566,800	250,026
	(Total includes 20,706 lines—legal.)					
Cedar Rapids, Ia.	*Gazette & Republican*	(e)	3,301,466	833,868	2,132,970	275,100
	*Sunday ed	(s)	359,646	19,152	309,456	29,092
	Total	(es)	3,661,112	853,020	2,442,426	304,192
*(Sunday edition started April 25, 1927. Total includes 61,474 lines—legal.)						
Charleston, W. Va.	Gazette	(m)	3,184,839	661,710	1,946,532	486,318
	Sunday ed.	(s)	1,337,511	166,320	1,039,773	127,484
	Total	(ms)	4,522,350	828,030	2,986,305	613,802
	(Total includes 94,213 lines—legal.)					

(*Continued on page 37*)

again in 1927

The **Columbus Dispatch**

held an envied position in the front rank with America's Greatest Newspapers--

6th place

in the evening, and evening and Sunday morning fields

A full page advertisement in Printers' Ink Weekly, issue of August 18, over the signature of the Chicago Tribune showed the Columbus Dispatch was one of the six greatest evening and evening and Sunday morning newspapers in America in advertising volume during the first six months of 1927.

Detroit News	15,561,854
Washington Star	14,553,553
Pittsburgh Press	12,872,832
St. Louis Post Dispatch	11,832,080
Chicago Daily News	10,798,164
COLUMBUS DISPATCH	10,657,255

In meriting such close advertising comparison with newspapers published in cities two to seventeen times larger than Columbus, the Dispatch has given Columbus and the Great Central Ohio Market the distinction of being *the most important market of its size in America.*

This attainment, not of a few months, but of a decade, certainly speaks volumes for the strength of the Columbus Dispatch and the richness of its market.

City Circulation	Suburban Circulation	Country Circulation
60,216	28,937	24,525

Total Net Circulation - - - 113,678

GOOD WORK
GOES INTO IT

TRADE **LINOTYPE** MARK

GOOD WORK
COMES OUT
OF IT



"They allow me three thousandths variation . . . but I make them RIGHT"

This particular adjustment does not call for extreme accuracy as accuracy goes in the Linotype factory. Three thousandths of an inch—the thickness of a sheet of No. 16 bond—is close enough for all practical purposes, but this man scorns any such tolerance. He likes to see his micrometer barrel come to a stop precisely on the mark. That spirit, carried through every Linotype operation, has had much to do with building up the Linotype's reputation for long life and trouble-free operation.

MERGENTHALER LINOTYPE COMPANY
BROOKLYN, NEW YORK

CHICAGO SAN FRANCISCO CANADIAN LINOTYPE LIMITED
NEW ORLEANS TORONTO, CAN.

Representatives in the Principal Cities of the World



Charles J. Lawson

Machinist in Charge
Memphis, Tenn., *Commercial Appeal*

. . . . "We never have to do any cutting or filing on Linotype parts to make them fit. They always fit right and work right no matter what machine we put them on. That means a big saving in time and time is money in a newspaper plant."

LINOTYPED IN GARAMOND AND GARAMOND BOLD

THE MILL CONDITIO

IS REVOLUTIONIZING

BEC

1. It is humidified in the mill where made by a scientific process and contains the *same moisture content* throughout. It is not humanly possible to uniformly condition dry mats in the stereotype foundry, day in and out.
2. It thus gives a deep and even mold with less pressure on the roller and wear of molding blankets. It cannot injure type. Without any preparation whatever it is easier to mold than any other dry mat—Stereotypers please note.
3. The plates cast from such a mold necessarily give better printing. This is especially noticeable in printing half tones. The printing is sharp and black.
4. It saves from 1/4 to 1/2 inch more print paper than any other dry mat—and remember your heaviest cost of production is the bill for newsprint. WOOD mats (conditioned in the newspaper plant) have always effected a *greater* saving of paper than any other make of mat. And the *mill conditioned* WOOD mat further increases this saving without narrowing the margins of the page. No matter what dry mat you may be using you will save more print paper with it.
5. An outstanding feature of the WOOD dry mat is its bulldog stayback. Visits to any large newspaper plants will show that the WOOD mat saves an enormous amount of time and physical labor over other dry mats in the important operation of packing-out the blanks before casting. The WOOD mat may be molded to the full depth of the form, does not cut through, and will hold its full molded depth until the plate is cast.

   Stated as a simple fact and not as a criticism, dry mats of other makes cut through on the column rules and crack on the bolsters if molded deep. They are spongy, do not hold the impression, and the shallow molds resulting need exceedingly close packing to escape smudgy printing—a great waste of precious time and manual labor.

   The *mill conditioned* mat has remarkable stayback, and, without cutting or cracking, the impression may be driven into it to the backbone and will stay put.
6. The *mill conditioned* mat eli mats. It makes the preparat altogether unnecessary. moistening machines and s of the stereotyper. It *reache* scientifically worked out de that just *had* to come *has no*
7. We guarantee it is not affect well in extremely hot or bit such guarantee would be ne matter thought, but it is petitors, which appears to absence of vulnerable point on some timid managers an

   Here are the names of a fe *conditioned* mats only and n from among many users to showing that *mill conditione* the climate is cold, hot, dry

THE JOURNAL,
EDMONTON, CANAD
THE STAR,
TORONTO, CANAD
THE NEWS,
BATAVIA, N. Y
THE UNION LEADER,
MANCHESTER, N. H
THE POST BULLETIN,
ROCHESTER, MINN
THE TELEGRAM,
NEW YORK, N. Y
THE JOURNAL,
DAYTON, OHI
THE BULLETIN,
PHILADELPHIA, PA
THE INQUIRER,
PHILADELPHIA, PA
THE NEWS DISPATCH,
WILMINGTON, N. C

WOOD FLONG

STILLWATE

ED WOOD DRY MAT

E DRY MAT PROCESS

E—

0% of troubles with dry
ts in the newspaper plant
way with humidors and
time and all the worries
ly to use out of the box—a
t of the dry mat process
l.

nate and will work equally
weather. Ordinarily no
o anyone who gives the
he criticism of our com-
this absurd claim in the
ck, may have had effect
pers.

apers which use our *mill*
kind. They are selected
the extremes of weather,
ork equally well whether

HERALD,
EL PASO, TEXAS
JOURNAL,
JACKSONVILLE, FLA.
JOURNAL,
ATLANTA, GA.
TRIBUNE,
CHEYENNE, WYO.
AMERICAN PRESS,
LAKE CHARLES, LA.
TRIBUNE,
OAKLAND, CALIF.
REPUBLICAN,
PHOENIX, ARIZ.
POST-DISPATCH,
ST. LOUIS, MO.
ITEM,
NEW ORLEANS, LA.
STAR,
MERIDIAN, MISS.

POLICY AND PURPOSE

WOOD FLONG CORPORATION created and developed the dry mat process in America. For years it has enjoyed a substantial revenue from the sale of WOOD HUMIDORS. It demonstrated beyond question that a good humidor was needed to properly condition any dry mat on the market *until now.* It has now perfected a dry mat which *needs no humidor, nor any kind of newspaper plant conditioning.* It still sells WOOD HUMIDORS to any who want them, but has not permitted their sale to prevent it from making a better dry mat for newspapers and to simplify the process.

It may be assumed that we would not have deliberately discarded our income from the sale of humidors without having first made sure that our *mill conditioned mat* does everything we claim for it.

With due consideration for the irritated feelings of our competitors we reserve the right to further improve and simplify the dry mat process when and as we can.

We particularly recommend the *mill conditioned* dry mat to newspapers which are using dry mats of other than WOOD make, but those who use WOOD mats and condition them in their own plant will find the *mill conditioned* mat a better and cheaper proposition.

As this development concerns the peace of mind of your stereotyper and lightens his burden, please call to his attention.

ORPORATION
W YORK

EDITORIAL



GOOD SHIP 1927

THE final quarter of the business year is upon us—a year concerning which there was some pessimism in January. EDITOR & PUBLISHER'S regular semi-annual compilation of linage records indicates that the newspapers' revenue for 1927 will be approximately 2.3 per cent less than in 1926. This is not surprising. That the current year would not show the averages that prevailed in last year's phenomenal peak was a fact discounted many months ago.

Newspaper circulations have held wonderfully well this year, a splendid flow of news, largely concerning aviation, having in many instances wiped out the usual mid-summer slump which is usually depended on to pull down averages.

By and large it has been a good year to date and the promise to us seems fair. Reports from manufacturing industries and retail and wholesale trade are that fall business is opening with goods in excellent demand, calling for larger merchandise schedules than had been anticipated. All the familiar barometers indicate a good Autumn and Winter, such as car-loadings, bank clearances, abundant crop yields, often at better than usual prices, and generally satisfactory conditions elsewhere throughout the field of industry. The present estimate is that this year's total volume of production and sales of automobiles will be about ten per cent less, in point of units, than in 1926. Ford's shutdown is the principal reason for the production drop.

The commodity price level has been steady and is now rising. No cloud is visible on the horizon and the good ship 1927 bids fair to make the voyage that was generally expected of her.

Many a college athletic team has been driven home to victory by a good cheer leader on the side-line and many a newspaper is made to win popular success because its management is wise enough to encourage in the whole staff the spirit of unity, loyalty, enterprise and just reward.

CITY TRAFFIC JAM

NO American city has solved its traffic situation and with many there is no serious plan of relief for the amazing congestion which increases year by year. Surely, there is no larger local responsibility for newspaper editors. The strain that some twenty-three millions of registered automobiles are putting on narrow streets not designed for such traffic, has become acute. The annual increase of the number of automobiles is something like two million cars. Henry Ford has estimated that the saturation point will be reached when thirty million cars were in operation. Can the streets of your city accommodate a third more cars?

Editors must think of city traffic jams not only as a huge economic waste, immensely costly to mercantile life, but as one of the great menaces to human life, since in 1926 the death toll of the automobile was more than 20,000, besides half a million injured.

Such a ghastly record cries out for correction and if the traffic jam is to increase year by year nothing is left for the cities to do but rebuild, at vast expense, their principal thoroughfares or invent some means of safe distribution of vehicular traffic.

The American Academy of Political and Social Science has just brought out an excellent symposium of articles by experts on city traffic, dealing most comprehensively with every phase of the question and detailing the most approved means of relief. It would be a useful contribution to any newspaper editor who is writing on the subject. The editorial offices of the Academy are at 3622 Locust Street, Philadelphia and EDITOR & PUBLISHER takes the liberty of suggesting that students of the subject obtain copies of this excellent series of articles.

"The newspaper habit has caught every worth-while American and he buys and reads his daily paper. Any message, therefore, in the newspaper comes to him fresh and welcome."—J. C. McQuiston, Advertising Manager of Westinghouse.

He that is slow to anger is better than the mighty; and he that ruleth his spirit than he that taketh a city.—Proverbs, XVI; 32.

LORD HEWART'S ASSAULT

DOES the business office rule the modern newspaper as Lord Hewart, Chief Justice of Great Britain, charged before the American Bar Association? That great lawyer holds it is so, largely by reason of advertising control, and logically asserts that as the newspaper has become merely a commercial article of trade, "like so much soap, oil or tinned meat," it deserves no special privilege.

Yes, it is true—of a section of the press. There are newspapers that are as commercial as any meat tinnery of their towns. There are publishers who trade on constitutional privilege and do not deserve the special tenderness of government because of anything they contribute to the people. Yes, it is true that there are editors who suppress news for advertisers and others who puff any person or enterprise when advertising patronage is in the offing. Every newspaper man knows this is true, that it has always been true in America and in England and in Europe and wherever newspapers are published.

But, broadly speaking, Lord Hewart's charge is an unconscionable libel on the general press of America, of Britain and of other countries in Europe, South America, Japan and elsewhere. For one publisher who sacrifices honor for greed there are many who practice within a voluntary ethical code, based on the rights of the reader, more scrupulously by far than does the average member of the bar within the code of his guild which is protected by prescribed penalties for violations. We assert this without the slightest question of its accuracy. Never in the history of our press have editors been so free as now to print the truth as they find it. Never has news been printed in such volume or detail. Suppression? Of what, please? Will the gentleman specify? Suppression of important news is so rare that when it happens in this country it is a scandal that the rank and file of newspaper men expect EDITOR & PUBLISHER to expose.

The veriest tyro in elemental political economy knows that there is no freedom in the modern world that is not solidly based on economic independence. The American press is free by reason of the very element that the British Chief Justice assigns as the source of its alleged downfall. Through the development of the science of advertising, itself now generally purged of the old forms of fraud and deception that made it objectionable, the newspaper press has become prosperous and independent. It possesses means by which to render efficient public service. It is economically beyond the reach of subsidy or any other venal approach. This is not only the logic of the situation, it is the general fact. There are abuses, which we admit, but it is unfair to use them as the basis of sweeping charges against "the press."

English friends advise us not to take Lord Hewart too seriously, as he is famous at home for sharp-tongue wit, delighting in causing some to squirm that others may smile. If he thought to ingratiate himself with the American bar the joke is rather on him, it seems to us, since the average lawyer here jolly well knows from daily experience how much he can trifle with the average local editor when the subject is news that belongs to the people. Our own belief is that Lord Hewart is humorous like a fox. He may very well foresee the day when the free press will take the lid from a legal system whose circumlocution, incompetency and corruption are so notorious that the average man distrusts it and if possible avoids it as though it were the plague.

A WORTH-WHILE FIGHT

ALABAMA offers a situation which challenges the attention not only of the nation's press but of all American citizens who regard constitutional rights as the basis of freedom. In Alabama masked and hooded ignorance has drunk deep of the wine of governmental power and has gone on a wild and reeling spree that is certain ultimately to wind up disastrously in a muddy ditch, which would be perfectly all right if it were not also inevitable that before the crash comes some damage will have been done to the reputation of a great estate.

Alabama is ruled by the Ku Klux Klan. Under this shelter there have been instances of mob brutality in the state that have shocked the nation. Self-appointed "guardians" of the public have engaged in shameful floggings and other lawless practices which would have been winked and blinked at by the state's officials were it not for the courageous protests of good newspapers whose editors know right from wrong. As many of our readers are doubtless aware the answer of the K.K.K. to the protesting newspaper press was legislative action which would give any city or incorporated town, any county, or the State itself, power to prosecute any newspaper in which "libelous matter" is published in reference to such locality. The newspaper could be prosecuted in any jurisdiction where it has circulation and fined up to $25,000, or condemned to pay damages to be assessed by a jury. It was also provided that "no other court shall have any authority to mitigate or reduce" such damages. The proposed law, which was to run retroactively for a year, was reported favorably by the Alabama house, but the bill failed to come to a vote before the legislature adjourned. However, at the next session of the legislature it is to be pressed, according to its excited proponents.

The attitude of a majority of the Alabama newspapers to this outrageous attempt to answer legitimate newspaper criticism of the state's government by statutory enactments plainly calculated to persecute free newspapers and silence truth, is very well stated by the *Birmingham News* which has been a leader in the fight. Recently, in an editorial review of the entire matter, the editor said: "The News is not one whit awed by what has come to pass under the present administration of this state's government. It did not cower before the attempt of the Governor and his legislature to tear up the American Bill of Rights guaranteeing freedom of the press, as though that constitutional provision were a mere 'scrap of paper.' It knew, and it still knows, that back of all legislative or executive tyrannies are this country's courts, federal as well as state, ready and able to protect the inalienable rights of its citizens. * * * If the voices of newspapers, speaking in defense of elemental decency and fundamental justice in the country's life are to be silenced by legislative and executive tryannies like the Frey libel bills of the Alabama Legislature, then this state and this country should know the reason why."

If we know the newspaper men of Alabama as well as we think we do they will give these audacious political thugs who are so free to trifle with constitutional rights the dose they are looking for. Alabama journalism will not only tear off the mask but plant a solid fist in the smirking, cowardly face it conceals.

Men live by processes of the mind—exist by processes of the body.

TIES THAT DON'T BIND

TIE-UP advertising—local firms supporting a national campaign in their local daily—is now working to the advantage of newspapers which enthusiastically support it. Energy displayed in getting volumes of local distributors to rally round the national copy gets its reward the next year. National space is halved, or more drastically reduced, and the newspaper is told to get the difference out of the local tie-ups. The tribute is flattering to the power of newspaper copy, but hardly favorable to increasing profits. It is something to be handled vigorously by newspaper managers and their national representatives, for the tie-up idea is a natural development and should not be killed by abuse.

PERSONAL

VICTOR H. HANSON, publisher of the *Birmingham News and Age-Herald,* spent the week in New York on business.

Roy W. Howard, chairman of the board of the Scripps-Howard Newspapers, returned to New York last Saturday after a summer spent on the Pacific Coast.

F. A. Miller, president and editor of the *South Bend Tribune,* and Mrs. Miller are in Atlantic City, N. J., for a vacation. From there they will go to New York, to remain a few days before returning home.

George E. Hosmer, publisher of the *Fort Myers* (Fla.) *Press,* was in New York this week on business. While in the city he attended the National Graphic Arts Exposition at Grand Central Palace.

Lafayette Young, Jr., former publisher of the *Des Moines* (Ia.) *Capital,* which was sold late in 1926 to the *Des Moines Register-Tribune,* was chief speaker at the welcoming ceremonies for Col. Charles A. Lindbergh when the aviator visited Des Moines recently.

William F. Metten, publisher of the *Wilmington* (Del.) *Every Evening,* is on a business trip to the middle west this week.

John C. Shaffer, publisher of the *Chicago Evening Post,* accompanied by his wife, has returned from an extended trip to his ranch, Ken-Carroll, near Denver.

Jess E. Long, editor and manager of the *McKeesport* (Pa.) *Daily News,* has returned from a month's vacation trip on the Pacific coast which included a visit to several California cities, and stops at Lake Louise and Banff on the return trip. He was accompanied by Mrs. Long and their two daughters.

William R. Lynett, assistant to the publisher of the *Scranton* (Pa.) *Times,* has returned after spending two months abroad.

Merris Taylor, editor emeritus of the *Wilmington* (Del.) *Every Evening,* is on a trip to Canadian cities.

Col. James C. Wickes, editor and publisher of the *Dover* (Del.) *State News,* has been appointed by Governor Robinson of Delaware a member of the Delaware Water Front Commission.

George Carter, editor of the *Wilmington* (Del.) *Evening Journal,* has recovered from a recent illness and has resumed his duties.

IN THE BUSINESS OFFICE

FRANKLIN D. SCHURZ, of the *South Bend Tribune,* who spent a month at Lake Minnewaska, N. Y., has returned to his desk.

A. J. Mitchell, business manager of the *Ballard Tribune* of Seattle, Wash., has left for the East, and will attend the Tunney-Dempsey fight in Chicago.

Gerald Ednie, credit manager of the *New York World,* spent his vacation at West Catskill, N. Y.

Maurice L. Platt, of the advertising staff of the *Albany* (N. Y.) *Times-Union,* has been promoted to head of the advertising department's service bureau.

George M. Rogers, general manager of the *Cleveland Plain Dealer,* spent his vacation in the Georgian Bay district of Canada.

Patrick M. Donahue, former treasurer and manager of the *Boston* (Mass.) *Post,* and son of its founder, Patrick Donahue, is at the Boston City Hospital in a dangerous condition following a long illness.

IN THE EDITORIAL ROOMS

J. DUNCAN-CLARK, chief editorial writer for the *Chicago Evening Post,* has returned to his desk following a vacation spent in Canada.

Robert B. Choate, Washington correspondent for the *Boston* (Mass.) *Herald;* and Mrs. Choate returned recently from abroad.

Vivian J. Gray, rod and gun and assistant Sunday and feature editor of the *Cleveland Plain Dealer,* is spending his vacation in Montreal.

S. L. A. Marshall, city editor of the *El Paso Herald,* conductor of the "Slam Bangs" and "Tom Tom" columns, has resigned to join the *Detroit News.* Mr. Marshall and family left El Paso Sept. 11 driving through to Detroit.

Frank Cipriani, who for the past five years has covered the Criminal Court Building for the *Chicago Evening Post,* has resigned to enter Harvard.

Edward D. Fales, who has been a member of the *Albany* (N. Y.) *Evening News* staff for the last few years, and recently appointed assistant city editor, has resigned to enter college.

Horatio Crowell, special writer of the *Halifax* (N. S.) *Chronicle* is spending two weeks flying over Nova Scotia gathering material for a book on the Maritime Provinces viewed from the air.

Rev. Robert Plumb, formerly a reporter on the staff of the *Hartford* (Conn.) *Courant,* has been named an assistant rector at All Saints' Church, Worcester, Mass.

Farmer Smith, children's editor of the *New York Evening Graphic* is spending a two weeks' vacation at Cranberry Lake, N. J.

James Collins, day city editor of the *Cleveland Plain Dealer,* is back at his desk after spending his vacation with his wife and children on the shore of Lake Erie.

J. H. W. Beach, police reporter *Halifax* (N. S.) *Herald* is spending his vacation in New Brunswick.

Joseph S. Ward, Jr., on the staff of the *Boston* (Mass.) *Globe,* recently passed the Massachusetts bar examinations and is eligible to practice law in the state after Nov. 14.

Thomas Murphy, associate editor of the *Scranton Times* was among those who took the recent good-will tour to Washington and Virginia with the Scranton chamber of commerce.

Max Coffey, formerly of the *Mason City* (Ia.) *Globe-Gazette* staff has joined the reportorial staff of the *Sioux City* (Ia.) *Tribune.* Frank J. Delaney, formerly police reporter, *Dubuque* (Ia.) *Times-Journal Telegraph-Herald* is the new police reporter of the Tribune staff, succeeding Harry D. Aspleaf. Harry K. Whitted is serving as telegraph editor of the Tribune during the absence of Roy G. Larsen who is president of the national champion Monahan Post band of the American Legion, now enroute to the American Legion convention in Paris, France.

Ray Whittaker, assistant news editor, *El Paso Herald,* has resigned to go with the Associated Press, Denver, effective Sept. 19. For several years he was a news man in Albany, Utica, Syracuse and Elmira, N. Y.

FOLKS WORTH KNOWING

PETER VISCHER, while continuing as sporting writer for the *New York World,* is now also editor of *Polo,* a new magazine, and the only one of its kind published in this country.



PETER VISCHER

Mr. Vischer started newspaper work at 14 in 1912, when he owned, edited, set, printed and distributed his own paper called "The Staten Island Parrot." It ran for two years and came out every week with four to eight pages.

When he went to college he was managing editor of the *Cornell Daily Sun* and during summer vacations was one of the editors of *Aviation.* He was a member of the class of 1919 at Cornell, but didn't graduate until 1920 because of the war.

Beginning his New York experience on the *New York Evening Post* as a copyreader, he wrote editorials for the *New York Sun* on the side, and in this way finally got a job on the latter paper. His next step was to the *New York World,* which he joined in December, 1922, as a night re-write man. By the following spring, when he was 24, he was made assistant city editor and acting city editor. After that he was a reporter, starting the Hall-Mills case for the World, and also covering the Stokes divorce trial and the Untermyer transit investigation.

Back on the Evening Post Mr. Vischer had written some polo, and in 1922 he took on polo for the World in preparation for the matches of 1923. He is now a member of the World's sporting department, covering polo and golf.

Mr. Vischer was the first national vice-president of Sigma Delta Chi, national journalistic fraternity.

H. R. Schneider has resigned as telegraph editor of the *Columbus Ohio State Journal.*

H. B. Jefferson, news editor *Sydney* (N. S.) *Record,* is spending his vacation in the eastern part of Nova Scotia.

James Hosie, formerly connected with the *Scranton* (Pa.) *Sun,* is to enter Harvard law school this fall.

M. J. Costello has been named editor and general manager of the *Scranton* (Pa.) *Catholic Light,* official organ of the Roman Catholic diocese in the Scranton, Pa., Diocese.

(*Continued on next page*)

A BUDGET OF STARS

Newspaper editors have been disposed to think of a general illustrated service as a good picture news service with a few everyday features thrown in.

Not so with the new service of the Central Press Association!

Here is a budget service with star features of metropolitan caliber. Just consider:

Dr. Lulu Hunt Peters in "Diet and Health."
Burton Rascoe's New York letter.
Charles P. Stewart's Washington Correspondence.
Beatrice Burton's serials.
Jess Cargill's cartoons.
Percy Crosby's "Skippy" strip.
Charles B. Driscoll's and Grove Patterson's daily editorial features.
And a dozen other star offerings.

Correction: A short time ago we announced a total clientele of 560. We find now that our list of daily newspaper customers reaches a total of 615.

The Central Press Ass'n., Inc.

V. V. McNITT, President — **1435 E. 12th STREET CLEVELAND** — **FARRIS A. FLINT**, Manager

"The Metropolitan for Fiction" is borne out by the steadily spreading success of the daily Serials by Mildred Barbour.

Editors and circulation managers find that Barbour Serials have the arresting action and sustained interests that attract and hold readers.

Each of the 72 dramatic chapters in a Barbour Serial is illustrated.

"Jealous Hearts" is the current release.

METROPOLITAN NEWSPAPER SERVICE

Maximilian Elser, Jr., General Manager — Earl J. Hadley, Associate

150 Nassau St., New York City

(*Continued from page 33*)

J. R. Gordon, formerly of Anniston, Ala. has joined the copy desk of the *El Paso Herald.* Mr. Gordon was never editor of the Herald about 10 years.

Donald L. Ingersoll and F. P. Finch, have joined the reportorial staff of the *Los Angeles Times.*

James L. Hickey, news editor of the *Halifax* (N. S.) *Chronicle,* is spending his vacation touring Nova Scotia.

Karl J. Kay, who has been acting as a reporter and news correspondent on the *Washington Court House* (O.) *Record-Republican,* has resigned to teach in the local high school.

Milton Yelsky of the summer sports staff of the *Cleveland Plain Dealer* has been named as sports editor of the *Ohio State Lantern,* daily published at the Ohio State University in Columbus.

Will Greasy of the *Scranton* (Pa.) *Sun,* spent his vacation at Atlantic City.

Charles C. Stone has been promoted from head of the copydesk of the *Indianapolis Times* to state editor and head of the women's page.

Gilbert H. Benedict, a member of the *Catskill* (N. Y.) *Daily Mail* editorial staff, is on vacation in northern New York.

George T. Magee, of the *Quincy* (Mass.) *Patriot Ledger,* has returned from a vacation spent at Bristol, Vt.

Joseph Ihmsen, formerly political writer of the *Pittsburgh Gazette-Times* and L. L. Carson for some years city editor of the Gazette-Times, are now associated with the publicity department of the Republican organization of Pittsburgh in the present campaign.

Edward Bradburd, a reporter for the *Washington Herald,* and Mrs. Bradburd are parents of a son.

Walford J. Lewis of the *Chicago Daily News* carried off a silver cup, the gross prize, in an invitation golf tournament at the Gleneagles Country Club, Aug. 31. He was also awarded the first flight trophy. Lewis is a member of the Chicago Press Golf Association.

Charles S. Thomas has been named managing editor of the *Bay City* (Mich.) *Times* succeeding W. H. Gustin, who died in June.

Dudley Nichols of the *New York World,* has returned from a trip abroad. William J. Crawford, who covered President Coolidge's vacation for the World is now back in the New York office.

William Yelderman has resigned as editor of the semi-weekly *Rosenberg* (Tex.) *Fort Ben Reporter* to enter business at Austin.

Dink Bass has resigned from the *San Antonio Evening News* reportorial department to become a physical education teacher.

Three Houston real estate editors, George B. Waters of the *Press,* E. L. Summers of the *Chronicle* and L. W. Duddleston of the *Post-Dispatch,* recently had charge of a Builders' Exchange luncheon program, relating experiences of a trip to the Northwest, including Canada.

Francis D. Walton, staff member of the *New York Herald Tribune,* has gone to California for his vacation. While on the coast he will go to Spokane, Wash., to cover the national air derby to be held there Sept. 20.

CHANGES OF OWNERSHIP

G. P. SCOTT of Chillicothe has purchased the *Henry* (Ill.) *News-Republican* from J. E. Carlson. A. E. Ertle, for 16 years employed on the Henry papers, which were recently merged, will be local manager. Mr. Scott publishes the *Chillicothe Bulletin* and has a plant at Elmwood publishing two community papers.

Marvin J. Anderson has sold the *Salem* (Va.) *Times-Register and Sentinel* and the *Christiansburg* (Va.) *Montgomery News* to Joseph A. Osborne. Negotiations were conducted by Leonard E. Kolmer, president of the Southern Publishers Exchange, Inc., Richmond, Va.

H. A. Holden, formerly of the *San Fernando* (Cal.) *Leader,* has purchased the *Lennox* (Cal.) *Tribune.*

Harry L. Baillee of Royalton, Ill., has taken over the ownership and management of the *Havana* (Ill.) *Republican* succeeding A. W. Kerr, Jr.

Lyman J. Seeley, president of the Steuben News, Inc., has purchased the *Avoca* (N. Y.) *Advance-News,* and will publish it as a unit of the Steuben chain, which now numbers six publications in Western and Central New York. George Tripp, former owner of the Advance-News, plans to start a weekly newspaper in Virginia in the near future.

Walter H. Harris of Pearsall has purchased the *Dilley* (Tex.) *Herald* from Mrs. L. F. Merl of Dilley.

J. E. Dancy and Stacy Youngman, owners of the *Webb City* (Okla.) *Herald,* have purchased the *Oil Field Press* at Shidler, Okla., from George Hill, who established it six years ago.

MARRIED

HAROLD OSBORNE of the editorial staff, *San Diego* (Cal.) *Evening Tribune,* to Miss Lucille Spahr of Denver, recently.

Stanley B. Ferris, sports writer at Malone, N. Y., to Miss Evelyn M. Bedore, also of Malone, recently.

Job Franklin Lyon, of the advertising staff of the *New York Herald Tribune,* to Miss Georgie Nesbit of Asbury Park, N. J., Sept. 10.

Carl L. Eby, city editor of the *Newton* (Ia.) *Daily News,* to Miss Bessie Lucile Balmer, Aug. 31, in Monmouth, Ill.

John Walton, a printer at the *Scranton* (Pa.) *Times,* to Miss Mary Mahon, of Scranton, recently.

W. Earle Homan, telegraph editor of the *Reading* (Pa.) *Times,* to Miss Clara Blatt of Camden, N. J., recently. After the marriage the couple sailed for Europe on their honeymoon. Mr. Homan served as a first liteutenant in the military intelligence department during the World War.

S. Charles Walls, editor and publisher of the *Centreville* (Md.) *Observer,* to Miss Lillian Gertrude Weise of New Haven, Conn., recently in New York City.

James E. Wood, composing room, *Worcester* (Mass.) *Evening Post,* to Miss Louise T. Bogle, at Worcester, Labor Day.

Richard F. Jelliff, associate editor of the *Galesburg* (Ill.) *Register-Mail,* to Mrs. Ethel Price of Chicago, recently in Galesburg.

Linwood T. Pitman, formerly of the *Portland* (Me.) *Express* and the Associated Press in Boston and Pittsfield, Mass., to Evelin Large Huntly of West Philadelphia.

Capt. George Alanson Parker, New England Federal prohibition commissioner, to Miss Anne Bradford Holden of New Bedford, Mass., a member of the staff of *The Independent,* at New Bedford, Sept. 1.

Harold Bowman, mining editor of the *Salt Lake City Deseret News,* to Miss Lucile Bourne of Salt Lake City. They have left for the Pacific Coast where they will spend their honeymoon.

Miss Mabel Graves, society editor of the *Danville* (Ill.) *Commercial News,* to Richard R. Tyson, Sept. 11.

HOLDING NEW POSTS

GEORGE HARPER, from composing room, *Halifax* (N. S.) *Herald* to sporting department.

Michael Ryan from editorial staff, *Halifax* (N. S.) *Herald,* to ship news reporter *Halifax* (N. S.) *Mail.*

Russell Urquhart, from editorial staff, *Halifax* (N. C.) *Star,* to editorial staff *Halifax* (N. S.) *Chronicle.*

Edward Haull from stereotyper, *Halifax* (N. S.) *Herald,* to New York plant of R. H. Hoe Company.

Dan C. Anderson, from *Detroit Free Press* to copydesk *Indianapolis Star.*

SPECIAL EDITIONS

SULPHUR SPRINGS (Tex.) *Daily News-Telegram,* 44-page Industrial edition, Sept. 4

Chatham (Ont.) *Daily News,* West Kent Agricultural Peninsular Fair edition, Sept. 6.

Vandergrift (Pa.) *News,* Kiski Valley Community Expansion edition with special rotogravure section of eight pages, Sept. 3.

Ada (Okla.) *Evening News,* 72-page Progress edition, Sept. 4.

Everett (Wash.) *Daily Herald,* 48-page Fall Fashion Number, Sept. 8.

Zillah (Wash.) *Mirror* special 32-page Progress edition, Sept. 1.

Tenino (Wash.) *Independent,* Thurston County Fair edition, Sept. 6.

Marysville (Wash.) *Globe,* special number in honor of the opening of the new Marysville highway.

Fitchburg (Mass.) *Sentinel,* American Legion edition, 20 pages.

Long Beach (Cal.) *Press Telegram,* 6-page rotogravure section, showing fall fashions, second annual edition, Aug. 28.

Schenectady (N. Y.) *Gazette* on September 10, published a 24-page section devoted to advertisements of business houses in compliment to the police department, which had its annual field day on that date.

Milwaukee Leader, 62-page third annual Labor Day Review Edition, including a six-page colored comic magazine section.

Philippi (W. Va.) *Republican* issued a 56 page "booster" edition Sept. 1.

Southbridge (Mass.) *News,* fourth anniversary edition, Aug. 31, 14 pages.

PRESS ASSOCIATION NOTES

EBEN A. AYERS, correspondent for the Associated Press at Boston, and Mrs. Ayers have been visiting at Watertown, N. Y., where Mr. Ayers formerly was a member of the editorial staffs of the *Standard* and *Times.*

Herman Olsen of the Associated Press won the golf tournament conducted by the sports department of the *Indianapolis Star* last week with a gross of 83 and net of 72. The tourney was held two days over the Riverside course.

Gaylord P. Godwin of Urich, Mo., University of Missouri School of Journalism, '27, is now associated with the United Press, Kansas City bureau.

ASSOCIATIONS

LEADING business men of Norfolk, Va., met at the Chamber of Commerce Wednesday of this week to discuss plans for forming a local advertising club to be affiliated with the International Advertising Association. G. L. Hall was temporary chairman.

SOUTH LOUISIANA PRESS ASSOCIATION, organized at a recent meeting at Opelousas, has picked Slidell, La., for its next meeting in the spring of 1928. T. Ray Carey, editor of the *Slidell Sun* extended the invitation which was unanimously accepted.

Tuesday evening, September 13, was known as "Lindy" night at the SEATTLE PRESS CLUB when members entertained with a dinner and program in honor of the visiting flyer.

ON THE MECHANICAL SIDE

JOHN P. KUHNS, superintendent of the composing room of the *Columbus* (O.) *Dispatch,* who has been ill for some time, has been sent to a hospital in that city for special treatment.

ISSUES COLOR PROMOTION

The *New York World* has issued a 16-page color-gravure promotion section titled "The Colorful Gateway to the Greatest Retail Market in America." The pages are standard size and contain splendid examples of the color printing contained in the color-gravure section of the World each Sunday. Several full page color advertisements which have appeared in the Sunday section are reproduced in the promotion pages.

BRITISH CIRCULATIONS RAPIDLY INCREASED

Arthur Grime, Yorkshire Post, and Hugh MacKay, Liverpool Echo, Report Home Prosperity Visiting Here

Despite the admitted fact that England is not yet back to pre-war prosperity, newspapers in the old country are doing remarkably well right now.

Bringing this message from that country were Arthur Grime, *Yorkshire Post,* and Hugh MacKay, *Liverpool Post and Echo,* who, completing a tour of Canada with the Newspaper Society of England, visited New York this week. They plan to sail for home from Montreal on Friday. On the Canadian tour were 95 British newspaper men with their wives.

Newspaper property values have increased steadily during the last 10 years, the visitors reported. While this was mainly on account of the development of advertising, it was also due to increased circulations. They said the newspaper reading habit had progressed in a surprisingly rapid manner in Britain lately. To gain circulation the Yorkshire and Liverpool papers Mr. Grime and Mr. MacKay represent, rely chiefly on canvassing, although they also perform social services and hold exhibitions for the purpose of building good-will. Cross-word puzzles are still popular in England, they said.

Both English newspaper men preferred their own method of news presentation, which might be described as "quieter than the American method." There is very little variation in the newspaper circulations in England apart from steady growth, and they attribute this solid aspect to the absence of screamer headlines.

Circulation revenues of the papers represented by Mr. Grimes and Mr. MacKay a little more than meet the cost of newsprint, after deduction of commissions and department costs. Maximum size of their papers are 16 pages and they average around 10 or 12 pages. Copies retail for an English penny and wholesale at 13 for 8 pence.

Mr. Grimes is general manager of the Yorkshire Post, *Yorkshire Evening Post, Leeds Mercury, Yorkshire Weekly Post* and *Doncaster Chronicle,* a weekly. Mr. MacKay has the same title on the Liverpool Post, *Liverpool Echo, Liverpool Daily Courier, Liverpool Evening Express,* and *Liverpool Weekly Post.*

They were enthusiastic over their Canadian trip and the possibilities of the Dominion and its newspapers.

FLASHES

Next thing we expect to see is a sign reading "Ye Old Undertaking Shoppe."—*Florence* (Ala.) *Herald.*

Indiana's motto: "Keep one governor in jail at a time."—*I. R. W. in Milwaukee Journal.*

Many a smart beach flapper will be a sluggish school girl miss. — *Delaware Ledger.*

One thing that strikes visitors to New York first is the taxicab. Some live to be struck the second time.—*Tarpon Springs* (Fla.) *Leader.*

Patriotic line by Miss America: "I love thy frocks and frills."—*F. P. A. in New York World.*

An Ohio woman got a divorce, testifying her husband had given her only $50 in 35 years. The women certainly are becoming restless these days.—*Marysville* (Cal.) *Appeal-Democrat.*

Dumb Dora thinks syntax is something to be paid to the revenue collector.—*Florence* (Ala.) *Herald.*

Add events we'd like to see: William Wrigley, Jr., arising after having sat down on a wad of gum.—*Worcester* (Mass.) *Gazette.*

INTERTYPE IDEAL NEWS FACE

Was Your News Type Designed For a Job Printing Plant?

Do you know that any type of the Old Style group has never been fully successful as a news face for newspapers?

Types of the Old Style group are excellent for circulars, folders, booklets, etc., where the flowing lines of the Old Style have a chance to flow. These flowing lines are one of the elements of confusion when an old style type is used as a news face on a newspaper.

Basically a newspaper page is a rigid proposition.

Therefore, to produce a 100% legible news face we must begin with any one of a group of type faces that contains elements which are in harmony with elements of the thing on which the type face is used. Any Modern Roman type face will be better than an Old Style Roman for a news face in a newspaper. The Modern Roman group is a compact, steady group — the group from which most school books are printed, where easy reading is a prime essential.

Intertype IDEAL News Face is basically a Modern Roman face — one that has been designed especially for newspapers — a perfectly balanced letter, perfectly spaced —in short: a 100% legible news face.

Let your readers decide whether your newspaper needs a new dress. The nearest Intertype office has the plan. It will be sent without a bill.

Intertype matrices will run in OTHER *slug-casting machines*

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61 ADVERTISING MEN HEAR MEARS' TALKS

Business Problems Affecting Advertising Discussed and Analyzed in Cleveland—Lew Hahn Also a Speaker

Sixty-one newspaper advertising managers gathered at the Hotel Statler, Cleveland, Sept. 15 to discuss, study and analyze problems affecting the advertising business and incomes of metropolitan daily papers.

The sessions continued for two days, four business sessions being held.

Charles W. Mears, founder of the Newspaper Advertising Study, and founder and dean of the Cleveland School of Advertising and Sales and nationally known marketing counsellor, led the discussions at all sessions.

Lew Hahn, managing director of the National Retail Drygoods Association, was a leading speaker.

The problems of business failure, mergers, shopping newspapers, and house-to-house circulars, merchant surveys of newspaper circulation and the high cost of distribution were all under discussion. Only one newspaper in each city is allowed to have representation at the sessions. A majority of the advertising managers and executives of the Scripps-Howard newspapers were in attendance.

Those present were:

Jeff Barnette, advertising manager, *Houston Press.*
E. A. Barthelmeh, business manager, *Dover Daily Reporter.*
Sidney Bernheim, local display, *Louisville Courier Journal and Times.*
Carl H. Bitzinger, classified advertising manager, *Ft. Wayne News-Sentinel.*
S. H. Bliss, classified advertising manager, *Janesville Daily Gazette.*
C. J. Bolander, assistant advertising manager, *Canton Repository.*
Robert B. Bolles, advertising department, *Janesville Daily Gazette.*
Ralph Borsodi, advertising department, Fairchild Publications.
William S. Cady, advertising manager, *Cleveland Press.*
Frant T. Carroll, advertising department, *Pittsburgh Press.*
W. B. Chandler, general business manager, Scripps-Howard Newspapers.
J. J. Connors, advertising manager, *Knickerbocker Press,* Albany, N. Y.
Wiles C. Cox, advertising manager, *Toledo News-Bee.*
Harry Craig, advertising manager, *Youngstown Telegram.*
Alfred P. Davies, advertising manager, *Harrisburg Telegraph.*
Frank T. Dreher, business manager, *Evansville Press.*
Charles W. Gibson, business manager, *Zanesville Times-Recorder and Signal.*
Peter Hamilton, business manager, *Oklahoma News.*
Ralph D. Henderson, business manager, *Ft. Wayne Press.*
L. E. Herman, business manager, *Akron Times-Press.*
E. C. Hillweg, assistant to president, *Minneapolis Tribune.*
H. H. Hoffman, advertising director, *Worcester Telegram-Gazette.*
Clark Howell, Jr., business manager, *Atlanta Constitution.*
Ray A. Huber, assistant general manager, Scripps-Howard Newspapers.
C. W. Johnston, advertising manager, *Reading Times.*
P. W. Leisenring, treasurer and business manager, *Allentown Morning Call.*
R. H. McAuliff, national advertising manager, *South Bend News-Times.*
Will H. McConnell, business manager, *Illinois State Journal,* Springfield.
F. D. McDonald, business manager, *St. Louis Star.*
H. M. McClaskey, manager of advertising promotion, *Louisville Courier-Journal and Times.*
E. H. McManus, advertising director, *Baltimore News.*
T. A. McMillan, advertising manager, *Knoxville News-Sentinel.*
E. H. Maloney, advertising manager, *Peoria Daily Journal.*
Ward C. Mayborn, general business manager, Scripps-Howard Newspapers, Ft. Worth.
William A. Mayborn, business manager, *Indianapolis Times.*
J. F. Melia, advertising manager, *Buffalo Evening News.*
C. A. Mewborn, advertising department, *Pittsburgh Press.*
Paul F. Morgan, advertising manager, *Canton Repository.*
F. G. Morrison, advertising manager, *Akron Times-Press.*
I. B. Myers, business manager, *Waterbury Republican and American.*
John L. Naylor, advertising director, *Illinois State Journal,* Springfield.
Con S. Nelson, advertising manager *Zanesville Times-Recorder and Signal.*
S. R. Phillips, local advertising manager, *Macon Telegraph.*
Herbert Porter, director of advertising, *Atlanta Constitution.*
Ralph H. Quinn, business manager, *Washington News.*
Lynn O. Roark, advertising manager, *Cincinnati Post.*
Walter Rompel, local advertising manager, *Chicago American.*
R. B. Roos, advertising manager, *Ft. Wayne News-Sentinel.*
Frank W. Rostock, business manager, *Cincinnati Post.*
D. N. Slep, president, *Altoona Mirror.*
Neal Smith, advertising department, *Columbus Citizen.*
Richard P. Solon, local advertising manager, *Toledo News-Bee.*
H. W. Stodghill, business manager, *Louisville Courier-Journal and Times.*
Wallen J. Sylvester, local advertising manager, *Cleveland Press*
M. R. Thomas, advertising manager, *Columbus Citizen.*
M. W. Thompson, advertising manager, *St. Paul Daily News.*
N. A. Tomlinson, advertising department, *Pittsburgh Press.*
J. W. Thurston, advertising director. *Hartford Courant.*
J. T. Watters, business manager, *Youngstown Telegram.*
Neal B. Welch, display advertising manager, *South Bend News-Times.*
Crawford Wheeler, business manager, *Tulsa Tribune.*

N. Y. DAILY NEWS PAYS TRIBUTE TO PAYNE

Competing Tabloid Expresses Sorrow at Passing of Brilliant Editor of Mirror—Requiem Mass Said in West New York

An editorial in the *New York Daily News,* this week headed "Brave Men" paid special tribute to Phil Payne, managing editor and vice-president of the *New York Daily Mirror,* lost with "Old Glory." It was published on Sept. 9 in the tabloid.

"A peculiarly personal and poignant interest in Old Glory is felt by the men and women who work on this newspaper," the editorial read. "This interest centers in Phil Payne, the dynamic little editor who joined the staff of the News, almost at its inception and whose journalistic growth was synonymous with the growth of the paper on which he lavished his energy and enthusiasm.

"He was our city editor and later managing editor for several years and his work was marked by brilliance; a quality brought to fruition by his extraordinary enthusiasm for his job.

"We are profoundly sorry that his latest dash toward the heights has apparently ended so tragically; and the editorial 'we' in this instance is unusually significant, for it speaks from the hearts of dozens of his former co-workers and friends in these offices."

A requiem mass was celebrated in St. Joseph's Catholic Church, West New York, N. J., on Sept. 13 for Mr. Payne. Many friends of the editor, including fellow-workers on the Mirror and the *Hudson Dispatch* of which he was formerly city editor, attended the mass. Among them was Haddon Ivons, editor of the Hudson Dispatch, who hired Payne as a reporter 14 years ago.

NEWSPAPER INSTITUTE OCT. 3

The sixth annual Newspaper Institute sponsored by the New Jersey Press Association, will be held at Rutgers University, New Brunswick, N. J., Oct. 3-4. Speakers will include John M. Thomas, President of Rutgers; Allen S. Willi, professor of journalism, Rutgers; R. P. Williams, superintendent of railway mail services of the Post Office department; and Grace Lockhart of the *Asbury Park* (N. J.) *Press.*

HONOR FOR A. J. POWERS

A. J. Powers, president of the Powers Reproduction Corporation, New York, was made an honorary member of the Association of Young Advertising Men of New York at a testimonial luncheon this week. Mr. Power's election was a token of appreciation by the association for his interest and counsel since its inception 12 years ago.

WITHDRAWS AIR PRIZE

Philadelphia Bulletin Cancels $25,000 Offer for Atlantic Hop

Because of the loss of life in recent overseas air flights and the increasing hazardous weather conditions, the *Philadelphia Evening Bulletin* award of $25,000 for a non-stop flight from Europe to Philadelphia has been withdrawn. This decision was reached by the Evening Bulletin and the Aviation Committee of the Philadelphia Chamber of Commerce, which had been acting as trustee and administrator of the award.

A cablegram announcing the decision has been sent to the principal aero clubs and aviation associations of London, Paris, Berlin, Rome and other European cities covering all the possible entries in the proposed flight.

UNITED TYPOTHETÆ MEETS IN NEW YORK

Master Printers Gather for 41st Annual Convention—Speaker Deplores—"Typographical Crime Wave"

Master printers and members of allied graphic arts, not only from this country but from many European nations, gathered at the Hotel Commodore this week for the forty-first annual convention of the United Typothetæ of America. Six affiliated conventions held their annual gatherings during the week, while the Fourth Educational Graphic Arts Exposition at the Grand Central Palace will remain open for another week in order that all the printing folk may view its latest machinery and masterpieces of the printer's art.

The convention was formally welcomed by Acting Mayor Joseph V. McKee, president of the Board of Aldermen.

E. F. Eilert, of New York City, president of the association, delivered his annual address, reminding his associates of the great progress both financial and artistic which has come to the graphic arts during the year. Ralph Parlette, of Chicago, also spoke.

There are today 150,000 printing students in the United States, Fred J. Hartman, director of education of the association, declared.

"No other nation can lay claim to a greater development in the appreciation of fine printing, or to more general understanding of the craft than the United States," he said. "We concede that the master craftsmen of other nations are at the top of the ladder, but America leads for a general popular appreciation of good work."

Carnegie Institute of Technology at Pittsburgh would establish two chairs of printing at its opening session this week, he said.

Fred Farrar, vice-president of the Typographic Service Committee, of New York City, in an address before the International Trade Composition Association, regretted the "Crime Wave in Typography." The newspaper column with headlines which told the whole story at a glance he praised as the perfect typographical form, and urged advertisers to follow this style. Two great crimes in most advertising copy, he said, were congestion of type and failure to tell the story in a few bold words.

British delegates who spoke were S. G. Bottomley, head of the Leeds School of Printing, and George W. Jones, "Dean of English Printers," whose plant is "At the Sign of the Dolphin," in London.

GRATZ HEADS ELECTROTYPERS

Emil Gratz of Pittsburgh was elected president of the International Association of Electrotypers which held its 30th annual convention in New York last week. Other officers chosen were: William B. Jones, St. Louis, vice-president; Victor Diver, Toronto, vice-president; Ralph Schwartz, Cleveland, secretary, and August Johnson, Minneapolis, statistician.

LOWER POSTAL RATE CAMPAIGN OPENED

Postal Service Committee of U. S. Chamber of Commerce Meets in Washington—Two Newspaper Publishers Attend

Demands for a revision of postal rates to be presented to the next Congress in the name of all classes of mail users and business in general were formulated Tuesday at a meeting of the Postal Service Committee of the Chamber of Commerce of the United States, at which newspaper and magazine publishers, railroads and mail users' organizations were represented.

Facts presented to the committee disclosed a marked falling off in various classes of mail handled by the postal service, due, it was said, to excessive rates, with a resulting loss in postal revenues, and a detrimental effect upon business in general and the public interest.

Besides the rate changes the committee decided to recommend an overhauling of the Postoffice Department's system of bookkeeping, which makes no distinction between free or less than cost services and revenue-producing services. The committee held that the mail users should not be made to shoulder the burden of the deficit created by free or less than cost services which should be charged to the general treasury.

Members of the committee attending the meeting were Lucius Teter, president of the Chicago Trust Company, who acted as chairman; J. D. Barnum, publisher of the *Syracuse Post-Standard;* David Burpee, president of the Atlee Burpee Company, Philadelphia; M. O. Chance, vice-president of the Griffith Coal Corporation, Washington, D. C.; Frederick J. Cross, vice president of the Robeson Rochester Corporation, Rochester; Colonel Robert Ewing, publisher of the *New Orleans State;* H. L. Fairfield, manager of the mail, baggage and express traffic of the Illinois Central System, Chicago, and Henry S. Lyons, secretary and director of the New England Fuel and Transportation Company, Boston.

"The present postal rates," said Mr. Teter, "have been in effect long enough to disclose those which are unwise and uneconomical.

"Instead of producing more revenue they have resulted in a pronounced falling off of certain classes of mail to the detriment of business and the general public.

"The revision of rates and the correction of inequalities in rates should be undertaken by Congress without delay. And along with these changes lies the task of getting the Postoffice Department bookkeeping down to a business basis. Until this is done postal rate making will always be based to some extent upon conjecture rather than upon the cost of the actual service rendered.

"The department now gives away with its right hand what it takes in with its left and shows a deficit, whereas certain classes of mail are showing a clear profit. It is made to transport Government mail free of charge and at the same time it attempts to place the burden of that and other expenses upon commercial mail which is already paying more than the cost of service."

WRIGHT COMPANY GROWING

Beginning Jan. 1, 1928, the product of the Bathurst and Donnacona mills will be sold by the Wright Company, which will continue to sell the output of the E. B. Eddy Company and the Kennebec Paper Corporation. The company will then have an aggregate tonnage of 600 tons a day. On Oct. 1 the Wright Company will move its offices to 40 East 49th St., New York.

STAGES BABY SHOW

The *Cairo* (Ill.) *Evening Citizen* on Sept. 9 held its seventh annual Baby Show in connection with a local furniture store. A total of 176 babies were in attendance, 41 of them from outside Cairo. Local merchants gave prizes.

EDITOR & PUBLISHER LINAGE TABULATION

(*Continued from page* 28)

City	Paper	Published	Total Linage	National	Local	Classified
arleston, S. C.	News & Courier	(m)	1,068,488	535,430	902,566	170,492
	Sunday ed	(s)	741,202	130,676	543,858	66,668
	Total	(ms)	1,809,690	666,106	1,446,424	237,100
	Post	(e)	2,927,008	789,404	1,902,656	234,948
arlotte, N. C.	*News*	(e)	3,390,229	392,265	2,957,513	354,992
	Sunday ed.	(s)	934,223	101,344	726,298	104,793
	Total	(es)	4,824,452	493,609	3,683,811	459,785
	(Total includes 187,247 lines—legal.)					
	Observer	(m)	3,707,048	814,940	2,458,290	414,134
	Sunday ed.	(s)	1,478,966	277,886	1,023,070	176,008
	Total	(ms)	5,186,014	1,092,826	3,481,360	590,142
	(Total includes 21,686 lines—legal.)					
ester, Pa.	*Times*	(e)	3,061,970	621,888	2,124,164	110,694
	(Total includes 205,224 lines—legal.)					
lumbia, S. C.	*Record*	(e)	1,325,982	325,318	914,228	86,436
	Sunday ed.	(e)	619,444	129,164	446,040	44,240
	Total	(es)	1,945,426	454,482	1,360,268	130,676
	State	(m)	2,642,038	729,324	1,584,553	258,161
	Sunday ed.	(s)	70,000	16,988	44,865	8,147
	Total	(ms)	2,712,038	746,312	1,629,418	266,308
	(Total includes 84,280 lines—legal.)					
lumbus, Ga.	*Ledger*	(e)	1,826,888	462,049	1,203,221	161,618
	Sunday ed.	(s)	796,540	118,464	598,255	79,821
	Total	(es)	2,623,428	580,513	1,801,476	241,439
vington, Ky.	*Post*	(e)	1,429,148	56,000	1,073,730	243,180
	Sunday ed.	(s)	389,886	25,410	267,596	96,642
	Total	(es)	1,819,034	81,410	1,341,326	339,822
	(Total includes 56,476 lines—legal.)					
venport, Ia.	*Democrat & Leader*	(e)	2,609,110	320,572	2,130,562	157,976
	Sunday ed.	(s)	879,046	113,176	682,052	83,818
	Total	(es)	3,488,156	433,748	2,812,614	241,794
	Times	(e)	4,743,256	819,406	3,496,094	427,756
catur, Ill.	Herald	(me)	2,644,914	379,460	1,834,476	430,978
	Sunday ed.	(s)	961,895	115,149	743,428	103,318
	Total	(ms)	3,606,809	494,609	2,577,904	534,296
	Review	(e)	3,200,820	568,316	2,168,124	433,944
	Sunday ed.	(s)	993,062	101,458	794,094	97,202
	Total	(es)	4,193,882	669,774	2,962,218	531,146
	(Total includes 30,744 lines—legal.)					
esno, Cal.	*Bee*	(es)	2,763,404	630,332	1,611,904	483,798
	(Total includes 37,380 lines—legal.)					
esno, Cal.	Republican	(m)	3,141,147	819,750	1,662,253	576,352
	Sunday ed.	(s)	1,052,212	326,662	566,412	156,254
	Total	(ms)	4,153,559	1,146,412	2,228,665	732,606
	(Total includes 85,876 lines—legal.)					
lveston, Tex.	News	(ms)	2,934,353	733,290	1,467,773	733,290
	Tribune	(e)	2,041,671	559,415	1,089,205	393,051
eenville, S. C.	News	(m)	2,245,517	534,695	1,513,951	196,871
	Sunday ed.	(s)	956,933	171,300	672,868	112,765
	Total	(ms)	3,202,450	705,995	2,186,819	309,636
ntington, W. Va.	*Advertiser*	(e)	4,258,890	579,684	3,064,400	470,320
	(Total includes 144,486 lines—legal.)					
ntington, W. Va.	Herald-Dispatch	(ms)	3,869,224	627,258	2,685,074	419,776
	Herald	(e)	1,485,448	322,055	917,753	243,446
otal includes Legal—137,116 lines Morning and Sunday, 2,294 lines Evening)						
kson, Mich.	*Citizen-Patriot*	(e)	3,830,075	629,986	2,752,761	447,328
	Sunday ed.	(s)	1,085,231	91,882	866,187	127,162
	Total	(es)	4,915,306	721,868	3,618,948	574,490
nstown, Pa.	*Tribune*	(e)	6,003,662	713,076	4,874,086	416,500
iet, Ill.	*Herald-News*	(es)	5,378,985	596,848	3,814,496	892,038
(Total includes 60,060 lines Legal; 15,543 lines Readers.)						
lamazoo, Mich.	*Gazette*	(e)	4,479,185	767,375	3,210,967	500,843
	Sunday ed.	(s)	1,056,555	121,243	755,020	180,292
	Total	(es)	5,535,740	888,618	3,965,987	681,135
nosha, Wis.	*News*	(e)	4,080,510	564,662	2,712,192	656,810
(Total includes 119,630 lines Legal; 27,216 lines Readers.)						
ncaster, Pa.	Intelligencer & *News-Journal*	(me)	3,444,524	683,270	2,200,185	561,069
	Sunday ed.	(s)	382,957	34,685	233,051	115,221
	Total	(ms)	3,827,481	717,955	2,433,236	676,290
	(Total includes 23,542 lines—legal.)					
ncaster, Pa.	*New Era*	(e)	3,466,219	681,242	2,229,707	555,270
	(Total includes 49,851 lines—legal.)					
wiston, Me.	Sun	(m)	2,233,958	603,932	1,492,988	137,038
	Journal	(e)	2,134,230	609,042	1,413,944	111,244
na, O.	*News*	(e)	4,700,466	849,630	2,892,986	957,850
na, O.	Star	(ms)	2,996,596	333,310	2,127,576	535,710
	(Total includes 13,090 lines—legal.)					
Keesport, Pa.	*News*	(e)	4,992,526	.....	.....	.....
con, Ga.	Telegraph	(ms)	3,653,258	824,810	2,425,388	403,060
dison, Wis.	*Capital-Times*	(e)	2,901,780	456,659	1,951,775	393,526
	(Total includes 99,820 lines—legal.)					
dison, Wis.	*State Journal*	(es)	4,280,444	691,740	2,777,390	660,478
	(Total includes 150,836 lines—legal.)					
bile, Ala.	Register	(m)	3,238,298	877,352	1,982,750	378,196
	Sunday ed.	(s)	1,400,756	227,598	996,520	176,638
	Total Morn.	(ms)	4,639,054	1,104,950	2,979,270	554,834
	News-Item	(e)	1,786,232	421,008	1,262,898	102,326
Montgomery, Ala.	Advertiser	(m)	2,202,702	574,924	1,501,386	126,392
	Sunday ed.	(s)	801,964	232,386	444,880	124,698
	Total	(ms)	3,004,666	807,310	1,946,266	251,090
Mt. Vernon, N. Y.	*Argus*	(e)	4,417,322	521,080	3,754,886	321,356
Muskegon, Mich.	*Chronicle*	(e)	3,959,656	658,630	2,871,750	395,780
	(Total includes 27,496 lines—legal.)					
New Britain, Conn.	*Record*	(e)	1,735,987	194,714	1,298,962	204,815
	(Total includes 37,496 lines—legal.)					
New London, Conn.	*Day*	(e)	2,616,432	593,922	1,694,266	328,244
Niagara Falls, N. Y.	*Gazette*	(e)	4,536,785	697,733	3,440,019	399,033
	(Total includes 148,268 lines—legal.)					
Pasadena, Cal.	*Post*	(e)	2,380,630	119,770	1,763,496	384,048
	(Total includes 113,316 lines—legal.)					
Pasadena, Cal.	*Star-News*	(e)	5,770,711	720,273	3,966,424	1,084,014
Portland, Me.	Press-Herald	(m)	4,229,167	940,137	2,798,178	388,275
	Express	(es)	5,158,954	1,149,692	3,358,540	555,625
(Total includes Legal—102,577 lines Morning; 95,097 lines, Evening and Sunday.)						
Portsmouth, Va.	*Star*	(e)	1,757,340	256,552	1,383,365	117,423
	Sunday ed.	(s)	981,242	40,747	911,061	23,434
	Total	(es)	2,732,582	297,299	2,294,426	140,857
Racine, Wis.	*Journal-News*	(e)	3,656,884	624,344	2,630,544	401,996
Racine, Wis.	*Times-Call*	(e)	2,767,786	374,724	1,947,456	372,428
	(Total includes 73,178 lines—legal.)					
Roanoke, Va.	Times	(m)	2,108,596	630,070	1,397,704	80,822
	World-News	(e)	3,748,402	734,790	2,704,842	308,770
	Sunday ed.	(s)	1,283,366	181,160	998,312	103,894
	Total Morn.	(ms)	3,391,962	811,230	2,396,016	184,716
Rock Island, Ill.	*Argus*	(e)	2,587,316	526,076	1,725,464	335,776
Saginaw, Mich.	*News-Chronicle*	(es)	5,853,548	888,510	4,429,096	535,942
Shreveport, La.	*Journal*	(e)	3,168,550	413,812	2,358,972	118,188
Shreveport, La.	Times	(m)	3,215,482	791,690	2,081,252	333,190
	Sunday ed	(s)	1,421,228	291,457	955,483	174,288
	Total	(ms)	4,636,710	1,083,147	3,036,735	507,478
	(Total includes 9,350 lines—legal.)					
Springfield, Ill.	*State Register*	(e)	3,336,305	774,630	1,959,089	561,692
	Sunday ed	(s)	1,214,443	119,366	963,045	132,032
	Total	(es)	4,550,748	893,996	2,922,134	593,724
	(Total includes 57,652 lines—legal.)					
Springfield, Mo.	*Leader*	(es)	3,773,308	827,750	2,435,776	509,782

(*Continued on page* 38)



EDITOR & PUBLISHER LINAGE TABULATION

(*Continued from page 37*)

City	Paper	Published	Total Linage	National	Local	Classified
Springfield, O....	*News*	(e)	3,874,082	686,784	2,901,976	285,312
	Sunday ed	(s)	1,008,506	131,236	784,462	92,808
	Total	(es)	4,882,588	818,020	3,686,438	378,120
	(Total includes 24,696 lines—legal.)					
Springfield, O....	Sun	(m)	2,211,642	342,720	1,481,732	386,190
	Sunday ed	(s)	696,386	25,056	547,276	124,054
	Total	(ms)	2,908,028	367,770	2,029,008	510,244
	(Total includes 105,658 lines—legal.)					
Terre Haute, Ind.	Star	(ms)	4,250,834	767,239	2,957,753	525,842
	(Total includes 45,904 lines—legal.)					
Terre Haute, Ind.	*Tribune*	(es)	4,850,160	757,190	3,566,276	526,694
Topeka, Kan....	Capital	(m)	2,736,426	700,903	1,419,194	512,981
	Sunday ed	(s)	1,259,062	192,850	806,251	246,757
	Total	(ms)	3,995,488	893,753	2,225,445	759,738
	(Total includes 93,471 lines Legal and 24,081 lines Readers.)					
Waco, Tex.	News-Tribune	(ms)	2,256,964	750,372	1,172,080	334,512
Waco, Tex.	*Times-Herald*	(e)	1,785,370	333,705	1,119,053	308,238
	Sunday ed	(s)	595,295	61,877	449,345	80,929
	Total	(es)	2,380,665	395,582	1,568,398	389,167
	(Total includes 27,518 lines—legal.)					
Wheeling, W. Va.	Intelligencer	(m)	2,528,188	690,748	1,768,970	68,740
	News	(e)	3,607,859	813,964	2,594,371	199,524
	Sunday ed	(s)	1,586,475	211,573	1,304,975	69,927
	Total	(es)	5,194,334	1,025,537	3,899,346	269,451
Wichita Falls, Tex.	*Times*	(es)	4,475,184	771,288	3,028,494	675,402

NEWSPAPERS IN CITIES OF 25,000 TO 49,999 POPULATION

Alameda, Cal. ..	*Times-Star*	(e)	1,882,258	171,766	1,240,498	307,132
	(Total includes 162,862 lines—legal.)					
Alexandria, La.	*Town Talk*...	(e)	2,216,928	440,650	1,565,326	105,350
	(Total includes 105,602 lines—legal.)					
Alton, Ill.	*Telegraph*	(e)	2,281,239	363,678	1,696,486	222,075
Amsterdam, N. Y.	*Recorder & Democrat* ..	(e)	2,303,369	445,186	1,701,299	114,786
	(Total includes 42,098 lines—legal.)					
Anderson, Ind...	*Bulletin*	(e)	2,713,823	432,586	2,084,810	112,014
	(Total includes 84,413 lines—legal.)					
Ann Arbor, Mich.	*Times-News* .	(e)	3,350,816	486,990	2,461,326	402,500
Ashland, Ky. ...	*Independent* ..	(e)	2,862,394	464,398	1,894,988	365,036
	(Total includes 146,972 lines—legal.)					
Auburn, N. Y...	*Advertiser-Journal*	(e)	1,376,434	448,259	834,421	35,654
	(Total includes 58,100 lines—legal.)					
	Citizen	(e)	1,956,368	444,640	1,385,346	87,717
	(Total includes 38,665 lines—legal.)					
Aurora, Ill.	Beacon-News	(es)	5,416,236	660,632	3,331,706	713,748
	(49,518 lines legal included in total.)					
Austin, Tex.....	American ...	(m)	1,591,730	461,916	871,738	258,076
	Sunday ed ...	(s)	964,082	149,576	663,824	150,682
	Total Morn. ..	(ms)	2,555,812	611,492	1,535,662	408,758
	Statesman	(e)	1,438,682	463,638	718,858	256,186
Bangor, Me. ...	News	(m)	2,458,714	766,374	1,692,340	461,216
	(Total includes 64,860 lines—legal.)					
Baton Rouge, La.	Advocate	(m)	2,594,270	483,784	1,901,345	205,987
	(Total includes 3,154 lines—legal.)					
	State Times .	(e)	3,076,710	502,446	2,149,434	206,682
	(Total includes 218,148 lines—legal.)					
Battle Creek, Mich.	*Enquirer & News*	(e)	3,678,920	633,346	2,361,184	684,390
	Sunday ed	(s)	649,535	45,239	422,492	181,804
	Total	(es)	4,328,455	678,685	2,783,676	866,194
	Moon-Journal	(e)	3,591,577	345,422	2,861,370	384,785
	(Total and local display includes 166,904 lines—legal.)					
Bellingham, Wash.	*American*	(e)	1,070,134	.....	.....	.....
	Herald	(ms)	2,051,135	606,596	1,240,526	196,686
	(Total includes 7,327 lines—legal.)					
	Herald	(e)	2,622,498	739,592	1,541,544	289,254
	(Total includes 52,108 lines—legal.)					
Beloit, Wis.....	*News*	(e)	2,799,569	487,375	2,030,668	281,526
Biloxi, Miss. ...	*Herald*	(e)	1,651,414	337,498	1,215,788	198,128
Bloomington, Ill.	*Bulletin*	(e)	2,130,452	209,272	1,710,863	210,317
Bloomington, Ill.	Pantagraph .	(m)	3,582,973	728,851	2,602,772	251,350
Bluefield, W. Va.	Telegraph ...	(m)	1,890,262	429,982	1,304,706	155,574
	Sunday ed....	(s)	927,358	283,912	585,231	58,215
	Total	(ms)	2,817,620	713,894	1,889,937	213,789
	Sunset News .	(e)	971,990	95,905	664,514	211,571
Burlington, Ia...	*Gazette*	(e)	2,206,932	579,607	1,463,399	163,926
	(Legal linage included in Local.)					

(*Continued on page 40*)

OUR FRIEND— THE DEALER

It matters not how eloquent or appealing your advertising message may be —if the dealer and his clerks are not enthusiastic about your product.

It matters not how attractive your package may be—if the dealer does not have it in stock.

It matters not how much you invest in beautiful window and counter displays —if the dealer does not display them.

The exact center of the dealer's counter is the most critical point in your merchandising journey. There your product lives or dies, regardless of the amount of time, money and effort you have put behind it.

And it is exactly at that point that The Binghamton, N. Y., Press is of most value to the advertisers who use its columns.

The dealer and his clerks know The Binghamton Press. They respect it and have confidence in it. The fact that this newspaper accepts your advertising message for insertion in its columns is generally evidence enough that your product is worth stocking, and worth recommending.

The Binghamton Press prides itself on the fact that it has built up just as strong a dealer-confidence as it has a reader-confidence, and advertisers may enter the Binghamton Market with the assurance that their representatives will be well received by almost every dealer in this area.

What more can you ask of a newspaper?

THE JOHN BUDD COMPANY

National Advertising Representatives

NEW YORK 9 East 37th Street. CHICAGO Tribune Tower. ST. LOUIS Chemical Building ATLANTA Healey Building.

SAN FRANCISCO Sharon Building. LOS ANGELES Chamber of Commerce Building. PORTLAND Security Building.

The Ad-Viser of The Binghamton Press is a monthly publication devoted to the interests of the retail trade of the Binghamton Market. It is known as "The Dealer's Bible." Are you on the mailing list?

EDITOR & PUBLISHER'S MARKET GUIDE for 1928

to be published in November, 1927,

will be larger and better than any previous edition

It will contain surveys of more cities. Its surveys will be more detailed. Its new outline maps will be a great help to the advertiser in visualizing retail trading areas. Never before have replies to our Questionnaires for data been received so promptly—never have the blank forms been filled out so completely.

What Does This Mean To The Publisher Of The Daily Newspaper?

It means, of course, that the 1928 Market Guide will be appreciated as never before by Advertising Agencies and National Advertisers and will be even more effective than before as a place for the publisher to spread the story of his paper and its coverage of the local market. For the book, tremendous as its influence in the past, is bound to be more widely and more intensively *used* than ever before.

So reserve your space—get your copy in—as soon as you can—right away—while the preferred space pickings are good

EDITOR & PUBLISHER LINAGE TABULATION

(*Continued from page 38*)

City	Paper	Published	Total Linage	National	Local	Classified
Burlington, Vt.	Free Press	(m)	2,823,544	706,989	1,886,146	230,409
Butte, Mont.	*Post*	(e)	1,656,380	417,687	989,822	248,871
Butte, Mont.	Miner	(ms)	2,723,628	561,176	1,748,500	403,620
	(Total includes 10,332 lines—legal.)					
Note—All Butte newspapers were suspended for 10 days during June because of a printers' strike.						
Casper, Wyo.	Tribune-Herald	(mes)	1,865,724	523,544	1,083,754	93,744
	(Total includes 164,682 lines—legal.)					
Champaign, Ill.	*News-Gazette*	(e)	3,150,364	509,908	2,301,782	48,776
Clinton, Ia.	Advertiser	(e)	2,238,124	459,564	1,593,060	157,500
	(28,000 lines legal included in total.)					
Colorado Springs	Gazette	(m)	1,949,738	450,268	1,249,710	249,760
	Sunday ed	(s)	1,109,934	100,982	872,312	136,640
	Total Morn	(ms)	3,059,772	551,250	2,122,022	386,400
	Telegraph	(e)	2,111,368	446,894	1,414,588	249,886
Council Bluffs, Ia.	*Nonpareil*	(e)	2,740,136	578,088	1,786,722	312,270
	(Total includes 63,056 lines—legal.)					
Cumberland, Md.	*Times*	(e)	2,972,016	442,351	2,425,542	104,123
	Sunday ed	(s)	700,804	34,367	649,194	17,243
	Total	(es)	3,672,820	476,718	3,074,736	121,366
Danville, Ill.	*Commercial-News*	(e)	3,728,494	656,614	2,539,544	393,490
(16,030 lines legal and 123,816 lines promotional advertising included in total.)						
Danville, Ill.	Press	(ms)	2,978,304	322,196	2,099,606	525,798
	(Total includes 32,704 lines—legal.)					
Danville, Va.	Register	(m)	1,196,286	431,228	655,480	93,198
	Sunday ed	(s)	675,360	82,670	549,990	37,352
	Total Morn	(ms)	1,871,646	513,898	1,205,470	130,550
	Bee	(e)	1,981,616	507,052	1,300,264	134,288
Totals include legal, 16,380 lines Morning; 5,348 lines Sunday; 40,012 lines Evening						
Durham, N. C.	Herald	(ms)	3,506,369	599,970	2,767,758	128,641
El Dorado, Ark.	News	(m)	1,618,804	335,174	1,066,574	217,056
	Sunday ed	(s)	1,787,064	92,890	1,618,182	75,992
	Total	(ms)	3,405,868	428,064	2,684,756	293,048
	Times	(e)	1,577,982	428,064	858,130	291,788
Elgin, Ill.	*Courier-News*	(e)	3,584,392	570,122	2,450,574	507,458
	(Total includes 56,238 lines—legal.)					
Elkhart, Ind.	*Truth*	(e)	2,616,110	485,478	1,765,232	365,400
Elyria, O.	*Chronicle-Telegram*	(e)	2,839,894	354,376	2,306,640	105,504
	(Total includes 58,492 lines—legal; 14,882 lines—readers.)					
Everett, Wash.	*Herald*	(e)	3,446,580	768,075	2,325,791	268,935
	(Total includes 83,779 lines—legal.)					
Fitchburg, Mass.	*Sentinel*	(e)	3,024,910	413,896	2,467,892	143,122
Fond du Lac, Wis.	*Commonwealth-Reporter*	(e)	2,545,773	612,119	1,713,294	220,360
	(Total includes 66,791 lines—legal.)					
Ft. Smith, Ark.	S. W. American	(m)	1,689,814	599,508	958,650	131,670
	Sunday ed	(s)	769,216	175,364	527,800	66,052
	Total Morn	(ms)	2,459,030	774,862	1,476,450	197,722
	Times-Record	(e)	1,678,698	600,026	948,472	130,186
Gettysburg, Pa.	*Times*	(e)	1,246,756	169,274	1,001,798	75,684
Gloversville & Johnstown, N. Y.	*Leader-Republican*	(e)	2,066,498	389,144	1,319,530	312,186
	(Total includes 44,156 lines—legal.)					
Great Falls, Mont.	Tribune	(ms)	2,971,143	705,894	2,005,136	224,644
	(Total includes 35,448 lines—legal.)					
Green Bay, Wis.	*Press-Gazette*	(e)	4,072,866	694,232	3,060,764	317,870
Greensboro, N. C.	News	(m)	3,295,074	663,950	2,390,500	240,674
	Sunday ed	(s)	1,378,860	157,794	1,117,200	103,866
	Total	(ms)	4,673,934	821,744	3,507,700	344,540
Hagerstown, Md.	Herald-*Mail*	(me)	2,344,644	539,714	1,473,458	333,256
Hamilton, O.	*Journal*	(e)	2,255,540	490,602	1,523,732	228,200
	(Total includes 13,006 lines—legal.)					
High Point, N. C.	*Enterprise*	(es)	2,429,511	328,699	1,883,735	217,077
Hutchinson, Kan.	News	(ms)	1,913,814	536,186	965,412	412,216
	Herald	(e)	2,761,752	538,944	1,806,350	416,458
Jamestown, N. Y.	Post	(m)	3,816,591	566,200	2,796,409	453,982
	(Total includes 92,850 lines—legal.)					
Jamestown, N. D.	*Sun*	(e)	999,698	248,374	647,612	64,274
	(Total includes 39,676 lines—legal.)					
Janesville, Wis.	*Gazette*	(e)	2,864,677	537,135	1,974,560	309,327
	(Total includes 43,655 lines—legal.)					
Joplin, Mo.	Globe	(m)	1,806,255	572,379	981,522	231,318
	Sunday ed	(s)	998,455	125,611	721,724	146,454
	Total Morn	(ms)	2,805,710	697,990	1,703,246	377,772
	Herald	(e)	2,244,777	701,022	1,212,813	320,148
(Total includes legal, 21,035 lines Morning; 10,794 lines Evening; 4,665 lines Sunday)						
Kingston, N. Y.	*Freeman*	(e)	2,577,176	509,740	1,816,962	162,316
	(Total includes 88,158 lines—legal.)					
Kingston, N. Y.	Leader	(m)	2,536,300	474,720	1,857,506	96,482
Kokomo, Ind.	Dispatch	(m)	2,022,342	261,282	1,468,888	225,952
	(Total includes 66,220 lines—legal.)					
LaCrosse, Wis.	*Tribune & Leader-Press*	(e)	2,006,830	548,436	1,334,248	124,146
	Sunday ed	(s)	564,886	65,520	469,812	29,554
	Total	(es)	2,671,716	613,956	1,804,060	153,700
Lafayette, Ind.	Journal & Courier	(me)	2,886,338	549,514	1,999,186	337,638
Lebanon, Pa.	*News-Times*	(e)	2,122,204	469,826	1,429,244	179,438
	(Total includes 43,596 lines—legal.)					
Lexington, Ky.	Herald	(m)	1,792,560	276,612	1,271,410	212,814
	Sunday ed	(s)	928,564	72,268	884,954	90,328
	Total	(ms)	2,721,124	348,880	2,156,364	303,142
(Total includes legal—65,618 lines daily; 8,498 lines Sunday.)						
Lexington, Ky.	*Leader*	(e)	2,714,460	534,884	1,974,994	195,832
	Sunday ed	(s)	1,126,512	148,694	995,050	82,614
	Total	(es)	3,840,972	683,578	2,970,044	278,446
	(Total includes 8,904 lines—legal.)					
Lockport, N. Y.	*Union-Sun & Journal*	(e)	2,051,518	276,836	1,461,726	130,956
	(Total includes 182,000 lines—legal.)					
Lynchburg, Va.	*Advance*	(e)	2,773,072	681,660	1,943,194	148,218
	News	(ms)	2,877,938	683,480	2,029,692	164,766
Marion, Ill.	*Post*	(e)	754,544	134,876	571,886	21,084
	(Total includes 18,704 lines—legal.)					
Marion, Ind.	*Chronicle*	(e)	2,368,607	445,991	1,665,653	213,839
	(Total includes 43,124 lines—legal.)					
Marion, Ind.	Leader-Tribune	(m)	1,646,470	197,547	1,215,575	200,000
	Sunday ed	(s)	723,051	119,074	538,090	60,862
	Total	(ms)	2,369,521	316,621	1,753,664	260,862
	(Total includes 38,374 lines—legal.)					
Marinette, Wis.	*Eagle-Star*	(e)	1,349,060	222,834	1,060,322	22,664
	(Total includes 44,240 lines—legal.)					
Mason City, Ia.	*Globe-Gazette & Times*	(e)	3,110,406	580,090	2,269,330	187,376
	(Total includes 73,640 lines—legal.)					
Massillon, O.	*Independent*	(e)	3,517,275	349,972	2,888,298	234,220
	(Total includes 44,785 lines—legal.)					
Meridian, Miss.	*Star*	(es)	2,740,748	697,578	1,870,490	139,454
	(Total includes 33,236 lines—legal.)					
Middletown, Conn.	*Press*	(e)	2,602,307	465,854	1,901,386	235,067
Middletown, O.	*News-Signal*	(e)	2,188,088	329,504	1,858,584	.....
Moline, Ill.	*Dispatch*	(e)	3,672,704	558,082	2,744,112	314,216
	(56,294 lines legal included in total)					
Monroe, La.	*News-Star*	(e)	2,173,444	504,014	1,387,022	174,762
	(Total includes 107,646 lines—legal.)					
Morgantown, W. Va.	*Post*	(e)	1,996,722	283,759	1,485,281	177,303
Newark, O.	*Advocate*	(e)	2,610,188	475,748	1,812,034	272,874

(*Continued on page 42*)

Look to the Steadily Increasing Market of Northern Wisconsin

In the Past Ten Years Fourteen Upper Wisconsin Counties show an increase of more than $32,500,000.00 annually in Milk Production.

Dairy Farming is a Profitable and Ever-Growing Industry in These Counties.

THE SUPERIOR EVENING TELEGRAM

Is the Only Daily Newspaper Covering This Territory

Circulation: 21,319 Daily

Weaver, Stewart Company
New York, Chicago, Representatives

Do you believe in Advertising?



then Come to Pennsylvania!

If your product has repeat value—if you are convinced from experience that once your product reaches the consumer and is used and will continue to be used as long as he can buy it readily—furthermore, if you have faith in the value of well directed advertising—then come to the Keystone State and let these leading newspapers listed below, establish your product with Pennsylvania's great and rich buying power.

These papers enter the homes of a class of people who need no introduction to the merits of the advertised product. They know that every product advertised in these papers carries with it an absolute guarantee that it will meet every claim or representation made for it.

If your product will stand the test of quality and utility, don't hestitate to come to Pennsylvania. A profitable market awaits you.

	Circulation	2,500 lines	10,000 lines
**Allentown Call .....(M)	33,300	.11	.11
**Allentown Call .....(E)	23,638	.11	.11
††Beaver Falls Tribune .....(E)	7,141	.03	.03
††Bethlehem Globe Times ....(E)	14,147	.06	.06
††Brownsville Telegraph .....(E)	7,818	.04	.04
**Chester Times .....(E)	19,742	.08	.07
††Coatesville Record .....(E)	6,866	.035	.03
**Connellsville Courier .....(E)	6,012	.02	.02
**Easton Express .....(E)	34,476	.10	.10
**Erie Times .....(E)	30,594	.08	.08
††Greensburg Tribune Review.(EM)	14,800	.05	.05
††Hazleton Plain-Speaker ....(E) / ††Hazleton Standard-Sentinel ...	20,582	.08	.07
**Mount Carmel Item .....(E)	4,340	.0285	.0285

	Circulation	2,500 lines	10,000 lines
**Oil City Derrick .....(M)	6,903	.04	.04
**Scranton Times .....(E)	43,000	.13	.12
**Sharon Herald .....(E)	7,656	.0357	.0357
**Sunbury Item .....(E)	5,922	.035	.035
**Warren Mirror-Times .....(ME)	9,685	.043	.043
**Washington Observer and Reporter .....(M&E)	18,130	.06	.06
††West Chester Local News ...(E)	11,941	.04	.04
**Wilkes-Barre Times Leader ..(E)	26,442	.08	.06
**Williamsport Sun and Gazette & Bulletin ....(M&E)	28,722	.09	.09
††York Dispatch .....(E)	20,131	.05	.05

**A. B. C. Statement, March 31, 1927.

††Government Statement, March 31, 1927.

EDITOR & PUBLISHER LINAGE TABULATION

(*Continued from page* 40)

City	Paper	Published	Total Linage	National	Local	Classified
Newburgh, N. Y.	*News*	(e)	2,559,438	566,174	1,689,758	259,196
	(Total includes 44,310 lines—legal.)					
New Rochelle, N. Y.	*Standard-Star*	(e)	3,283,840	390,460	2,577,792	315,588
Norristown, Pa.	*Register*	(e)	1,783,436	113,790	1,343,786	262,736
	(Total includes 63,124 lines—legal.)					
Norristown, Pa.	*Times-Herald*	(e)	2,952,392	464,649	2,141,185	346,558
No. Tonawanda, N. Y.	*News*	(e)	1,513,795	177,548	1,212,470	123,777
Norwalk, Conn.	*Hour*	(e)	2,024,720	371,112	1,482,096	160,398
	(Total includes 11,114 lines—legal.)					
Ogden, Utah	*Standard-Examiner*	(e)	2,049,810	480,228	1,121,050	385,420
	Sunday ed	(s)	629,664	174,034	395,892	56,280
	Total	(es)	2,679,474	654,262	1,516,942	441,700
	(Total includes 66,570 lines—legal.)					
Oranges & Maplewood, N. J.	*Courier*	(e)	2,157,951	1,827,182		279,986
	(Total includes 50,783 lines—legal.)					
Ottumwa, Ia.	*Courier*	(e)	2,742,976	493,430	2,030,040	219,506
Paducah, Ky.	News-Democrat	(m)	1,336,702	256,214	904,736	135,688
	Sunday ed	(s)	738,388	67,144	630,378	37,996
	Total	(ms)	2,075,090	323,358	1,535,114	173,684
Paducah, Ky.	*Sun*	(e)	2,502,966	444,878	1,789,172	224,882
	(Total includes 43,834 lines—legal.)					
Pensacola, Fla.	*News*	(e)	1,068,172	393,974	530,488	143,710
Pensacola, Fla.	Journal	(ms)	1,630,064	495,486	930,076	204,402
Perth Amboy, N. J.	*News*	(e)	3,411,544	519,862	2,574,488	306,642
	(Total includes 10,552 lines—legal.)					
Petersburg, Va.	*Progress-Index*	(e)	1,968,330	351,694	1,482,544	134,092
	Sunday ed	(s)	530,978	23,800	477,064	30,114
	Total	(es)	2,499,308	375,494	1,959,608	164,206
Phoenix, Ariz.	*Gazette*	(e)	2,544,248	409,822	1,650,782	434,910
	(Total includes 38,734 lines—legal.)					
Phoenix, Ariz.	Republican	(m)	3,731,166	696,094	2,115,510	855,442
	Sunday ed.	(s)	1,109,486	266,742	596,918	238,616
	Total	(ms)	4,840,652	962,836	2,712,428	1,094,058
	(Total includes 49,952 lines—legal; 21,378 lines—readers.)					
Pittsfield, Mass.	*Eagle*	(e)	4,243,554	667,408	3,326,806	207,774
	(Total includes 41,566 lines—legal.)					
Plainfield, N. J.	*Courier-News*	(e)	4,321,926	1,131,606	2,671,956	518,364
Port Huron, Mich.	*Times-Herald*	(e)	3,295,418	500,808	2,597,822	196,788
Pottsville, Pa.	*Journal*	(e)	2,180,448	295,384	1,791,138	49,358
Pottsville, Pa.	Morning Paper	(m)	1,580,152	490,742	957,208	132,202
	Republican	(e)	2,546,010	475,272	1,807,806	162,932
Portsmouth, O.	Sun	(m)	1,488,410	494,970	710,500	282,940
	Times	(e)	3,384,458	497,014	2,551,976	335,468
	Sunday ed.	(s)	848,750	84,434	673,316	91,000
	Total morn	(ms)	2,337,160	579,404	1,383,816	373,940
Pueblo, Colo.	*Star-Journal*	(e)	3,307,948	669,466	2,122,862	435,057
	(Total includes 19,978 lines—legal; 60,585 lines—readers.)					
Quincy, Ill.	*Herald-Whig*	(e)	2,378,152	618,016	1,518,482	228,522
	(Total includes 13,132 lines—legal.)					
Raleigh, N. C.	News & Observer	(ms)	3,664,598	929,796	2,439,682	295,120
Raleigh, N. C.	*Times*	(e)	2,592,128	417,688	2,068,920	123,970
	(Total includes 60,158 lines—legal.)					
Richmond, Ind.	Item	(ms)	2,185,652	351,428	1,550,276	256,690
	(Total includes 24,934 lines—legal.)					
Richmond, Ind.	*Palladium*	(e)	2,630,768	523,824	1,790,782	293,050
	(Total includes 23,366 lines—legal.)					
Riverside, Cal.	*Press*	(e)	2,837,654	615,118	1,680,344	542,192
Rome, N. Y.	*Sentinel*	(e)	1,509,459	363,174	951,265	159,364
	(Total includes 36,164 lines—legal.)					
Salisbury, N. C.	*Post*	(e)	1,443,855	310,261	843,920	289,674
	Sunday ed.	(s)	536,697	96,740	392,343	47,614
	Total	(es)	1,980,552	407,001	1,236,263	337,288
San Bernardino, Cal.	Sun	(m)	2,595,488	578,438	1,467,228	380,100
	Sunday ed.	(s)	942,270	154,644	683,046	76,034
	Total	(ms)	3,537,758	733,082	2,150,374	456,134
	Telegram	(e)	1,975,670	735,518	791,784	413,098
	(Totals include legal—169,722 lines, Morning; 35,270 lines Evening; 28,546 lines Sunday.)					
San Jose, Cal.	*News*	(e)	2,122,568	144,956	1,296,946	358,554
	(Totals include 322,122 lines—legal.)					
San Jose, Cal.	Mercury-Herald	(ms)	6,338,934	876,638	4,616,290	759,290
	(Total includes 86,716 lines—legal.)					
San Pedro, Cal.	*Pilot*	(e)	1,424,010	230,818	966,784	226,408
Santa Ana, Cal.	*Register*	(e)	3,785,194	589,148	2,330,986	692,552
	(Total includes 172,508 lines—legal.)					
Santa Monica, Cal.	*Outlook*	(e)	2,334,080	218,414	1,649,340	466,326
	Sunday ed	(s)	821,772	88,102	619,010	114,660
	Total	(es)	3,155,852	306,516	2,268,350	580,986
	(Total includes 98,028 lines—legal.)					
Sharon, Pa.	*Herald*	(e)	2,870,560	426,104	2,094,638	312,760
	(Total includes 37,058 lines—legal.)					
Sharon, Pa.	*News-Telegraph*	(e)	3,027,206	331,534	2,277,086	389,312
	(Total includes 29,274 lines—legal.)					
Shawnee, Okla.	News	(ms)	2,143,727	393,709	1,609,602	83,628
	(Total includes 56,788 lines—legal.)					
Sheboygan, Wis.	*Press*	(e)	2,893,710	658,546	2,012,032	148,162
	(Total includes 74,970 lines—legal.)					
Sioux Falls, S. D.	*Argus-Leader*	(e)	2,788,542	768,348	1,689,100	286,202
	(Total includes 45,892 lines—legal.)					
Sioux Falls, S. D.	Press	(m)	588,714	145,348	365,092	58,716
	Sunday ed.	(s)	555,198	61,992	464,842	28,364
	Total	(ms)	1,144,912	207,340	829,286	87,080
	(Total includes 19,558 lines—legal.)					
So. Norwalk, Conn.	*Sentinel*	(e)	1,720,376	233,350	1,345,568	138,613
	(Total includes 12,858 lines—legal.)					

(*Continued on page* 43)

The Waterloo Tribune

offers excellent coverage of the eighty prosperous communities in its territory as well as the city of Waterloo.

The Tribunes strength is demonstrated by an increase of 1800 readers in six months—net paid circulation now over 13,500—and an increase of 150,000 lines of advertising in the first 6 months of 1927 over the same period of 1926.

The Waterloo Tribune

G. LOGAN PAYNE CO., Nat'l Adv. Rep.

NEW YORK CHICAGO BOSTON

THE ORLANDO MORNING SENTINEL

"INLAND FLORIDA'S GREATEST NEWSPAPER"

LEADS ITS NEAREST COMPETITOR IN INLAND FLORIDA BY MORE THAN

ONE and A HALF MILLION LINES IN NATIONAL ADVERTISING

OVER A 3 AND A HALF-YEAR PERIOD!

		Orlando Sentinel	Nearest Competitor	Orlando Sentinel Leads by:
1924	...	129,122	63,994	65,128
1925	...	2,340,310	1,654,688	685,622
1926	...	2,374,862	1,515,486	859,376
FIRST 6 MONTHS 1927	...	567,728	466,340	101,388
		5,412,022	3,700,508	1,711,514

The SENTINEL with a Lead of

1,711,514 LINES

PROVES ITS LEADERSHIP IN ITS TERRITORY

FROST, LANDIS, and KOHN

PUBLISHERS' REPRESENTATIVES

NEW YORK JACKSONVILLE

CHICAGO KANSAS CITY SAN FRANCISCO

ATLANTA LOS ANGELES ST. LOUIS SEATTLE

EDITOR & PUBLISHER LINAGE TABULATION

(*Continued from page* 42)

City	Paper	Published	Total Linage	National	Local	Classified
Spartanburg, S. C.	Herald	(m)	1,707,304	476,224	1,006,670	141,470
	Sunday ed.	(s)	650,888	124,026	443,394	66,094
	Total Morn	(ms)	2,358,192	600,250	1,450,064	207,564
	Journal	(e)	2,094,652	599,340	1,268,890	179,592
(Total includes legal—82,040 lines Morning; 46,830 lines Evening; 19,374 lines Sunday.)						
Stamford, Conn.	*Advocate*	(e)	3,837,246	572,936	2,685,452	531,930
(Total includes 46,928 lines—legal.)						
Steubenville, O.	*Herald-Star*	(e)	4,620,084	.....	.....	.....
Stockton, Cal.	*Record*	(e)	4,102,084	1,124,326	2,370,900	514,654
(Total includes 92,204 lines—legal.)						
Superior, Wis.	*Telegram*	(e)	2,918,479	691,968	1,862,782	303,025
(Total includes 60,704 lines—legal.)						
Taunton, Mass.	*Gazette*	(e)	2,275,655	442,750	1,709,135	123,770
Tucson, Ariz.	*Citizen*	(es)	1,940,652	285,236	1,048,194	374,864
(140,518 lines legal included in total.)						
Tucson, Ariz.	Star	(ms)	2,215,528	550,976	1,162,862	416,066
(Total includes 58,828 lines—legal.)						
Tuscaloosa, Ala.	*News & Times Gazette*	(e)	1,415,008	307,860	1,107,148	.....
Washington, Pa.	Observer & *Reporter*	(me)	5,327,028	834,736	4,234,132	258,160
Waterloo, Ia.	*Courier*	(e)	3,152,632	751,814	2,037,364	363,454
Waterloo, Ia.	Tribune	(ms)	2,360,644	296,226	1,748,830	280,532
(Total includes 35,056 lines—legal.)						
Watertown, N. Y.	*Standard*	(e)	1,970,664	428,081	1,268,877	273,706
Waukegan, Ill.	*News*	(e)	2,957,977	108,252	1,636,792	152,148
(Total includes 1,060,785 lines—legal.)						
Waukegan, Ill.	*Sun*	(e)	2,366,938	397,600	1,620,584	348,754
White Plains, N. Y.	*Reporter*	(e)	4,042,962	417,074	3,011,680	614,208
Williamson, W. Va.	*News*	(e)	1,254,204	428,996	773,648	19,656
(Total includes 31,904 lines—legal.)						
Williamsport, Pa.	Gazette & Bulletin	(m)	2,612,736	684,222	1,928,514	.....
	Sun	(e)	3,607,324	680,246	2,927,078	.....
Wilmington, N. C.	*News-Dispatch*	(e)	1,421,820	190,659	1,011,178	152,220
Wilmington, N. C.	Star	(m)	1,631,338	460,740	1,017,674	152,950
	Sunday ed.	(s)	597,730	119,560	411,628	66,542
	Total	(ms)	2,229,068	580,300	1,429,302	219,492
Woonsocket, R. I.	*Call*	(e)	2,469,110	486,416	1,826,216	156,478
York, Pa.	Gazette & *Daily*	(m)	3,104,738	228,788	2,558,500	317,450
York, Pa.	*Dispatch*	(e)	4,821,152	634,368	3,621,248	565,536
Zanesville, O.	Times-Recorder	(m)	3,311,939	700,896	2,177,980	387,688
	Signal	(e)	3,821,689	700,896	2,177,980	387,688
	Sunday ed.	(s)	835,688	36,190	757,666	41,832
	Total Morn	(ms)	4,147,627	737,086	2,935,646	429,520
(Total includes legal—45,375 lines Morning; 15,125 lines Evening.)						

NEWSPAPERS IN CITIES OF 20,000 TO 24,999 POPULATION

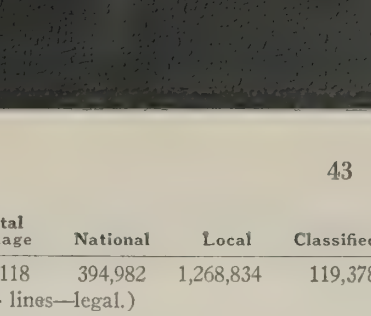
Anniston, Ala.	*Star*	(e)	1,570,438	330,358	1,120,714	95,270
(Total includes 33,096 lines—legal.)						
Appleton, Wis.	*Post-Crescent*	(e)	3,247,244	467,222	2,505,328	274,694
Bakersfield, Cal.	*Californian*	(e)	2,858,856	892,822	1,532,566	267,232
(Total includes 166,236 lines—legal.)						
Biddeford, Me.	*Journal*	(e)	1,088,010	330,526	704,536	52,948
Boise, Idaho	Statesman	(ms)	2,202,292	648,535	1,273,349	246,248
(Total includes 34,160 lines—legal.)						
Butler, Pa.	*Eagle*	(e)	2,825,564	546,322	2,063,642	172,480
(Total includes 43,120 lines—legal.)						
Coatesville, Pa.	*Record*	(e)	1,787,338	.....	.....	.....
Concord, N. H.	*Monitor*	(e)	1,972,236	.....	.....	.....
Corning, N. Y.	*Leader*	(e)	1,840,755	324,401	1,376,060	140,294
Danbury, Conn.	*News*	(e)	4,049,272	575,365	3,172,540	301,367
Eau Claire, Wis.	Leader-Telegram	(me)	2,096,542	616,672	1,266,464	213,402
Findlay, O.	Republican	(m)	2,580,088	422,674	1,924,468	232,946
	Courier	(e)	1,377,306	400,000	929,706	47,600
Fort Myers, Fla.	Tropical News	(ms)	1,510,110	255,654	940,275	238,938
(Total includes 75,243 lines—legal.)						
Freeport, Ill.	*Journal-Standard*	(e)	2,414,246	353,416	1,849,836	210,994
Glendale, Cal.	*News*	(e)	3,419,500	428,890	2,300,704	632,478
(Total includes 57,428 lines—legal.)						
Greensburg, Pa.	Review-Tribune	(me)	2,828,112	185,581	2,233,624	358,778
(Total includes 50,624 lines—legal.)						
Hannibal, Mo.	*Courier-Post*	(e)	1,798,118	394,982	1,268,834	119,378
(Total includes 14,924 lines—legal.)						
Hackensack, N. J.	*Bergen Record*	(e)	3,805,760	460,446	2,759,190	429,730
(Total includes 156,394 lines legal.)						
Ithaca, N. Y.	*Journal-News*	(e)	2,537,446	1,798,930	395,150	316,036
(36,330 lines legal included in total.)						
Logansport, Ind.	Press	(m)	1,662,228	213,836	1,414,448	99,372
(Total includes 54,572 lines—legal.)						
Manitowoc, Wis.	*Herald-News*	(e)	1,987,398	343,602	1,538,292	85,680
(Total includes 19,824 lines—legal.)						
Michigan City, Ind.	*Dispatch*	(e)	974,674	141,977	743,824	42,347
(Total includes 46,526 lines—legal.)						
	News	(e)	1,526,266	222,040	1,296,358	.....
(Total includes 7,868 lines—legal.)						
Middletown, N. Y.	*Times-Herald*	(e)	1,856,453	455,685	1,196,216	166,630
(Total includes 37,922 lines—legal.)						
Mt. Carmel, Pa.	*Item*	(e)	1,296,967	257,339	986,342	53,286
Oil City, Pa.	*Blizzard*	(e)	1,853,054	182,392	1,670,662	.....
(Classified and legal included in local.)						
	Derrick	(m)	2,881,241	570,632	2,193,955	116,654
Olean, N. Y.	*Times*	(e)	2,495,150	389,634	1,857,576	247,940
Orlando, Fla.	*Reporter-Star*	(e)	3,289,594	495,222	2,455,488	338,884
	Sunday ed	(s)	763,238	143,906	554,274	65,058
	Total	(es)	4,052,832	639,128	3,009,762	403,942
(Total includes 317,492 lines—legal.)						
	Sentinel	(ms)	2,982,084	567,728	1,914,612	394,716
(Total includes 105,028 lines—legal.)						
Owensboro, Ky.	Messenger	(ms)	2,030,771	470,155	1,468,530	46,551
(Total includes 45,535 lines—legal.)						
Palo Alto, Cal.	*Times*	(e)	1,813,532	246,652	1,223,194	295,456
(Total includes 48,230 lines—legal.)						
Parkersburg, W. Va.	*Sentinel*	(e)	2,975,543	471,547	2,398,588	105,408
	News	(m)	1,519,070	192,864	1,160,180	105,770
	Sunday ed	(s)	822,346	85,890	702,016	28,224
	Total	(ms)	2,331,416	278,754	1,862,196	133,994
Pittsburg, Kan.	Sun	(ms)	1,248,772	154,238	1,012,312	76,304
	Headlight	(e)	1,898,372	312,844	1,409,324	130,550
(Total includes legal 5,922 lines morning; 45,654 lines evening.)						

(*Continued on page* 45)

WHAT EYE SPECIALISTS SAY ABOUT

Ionic No. 5

TRADE LINOTYPE MARK



MERGENTHALER LINOTYPE CO.
BROOKLYN, NEW YORK

GENTLEMEN:

Standardizing the type in journalism in general being such an important factor in the welfare and visual conservation of the present and future generations, I welcome a departure from the old style type which has always been a strain, even on natural, normal eyes, or eyes made normal by artificial aid (lenses).

But few normal eyes possess a retina (which is the natural film of our eyes) with an abundant supply of rods and cones therein, and upon this factor depends a normal eye's acuteness of vision. Therefore, I believe, seven point Ionic No. 5 type best for the eyes.

DR. HENRY J. GODIN
Past President, Georgia State Association of Optometrists

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MERGENTHALER LINOTYPE COMPANY
BROOKLYN, NEW YORK
NEW ORLEANS CHICAGO SAN FRANCISCO CANADIAN LINOTYPE LTD., TORONTO
Representatives in the Principal Cities of the World

LINOTYPED IN THE GARAMOND FAMILY

EDITOR & PUBLISHER LINAGE TABULATION

(Continued from page 43)

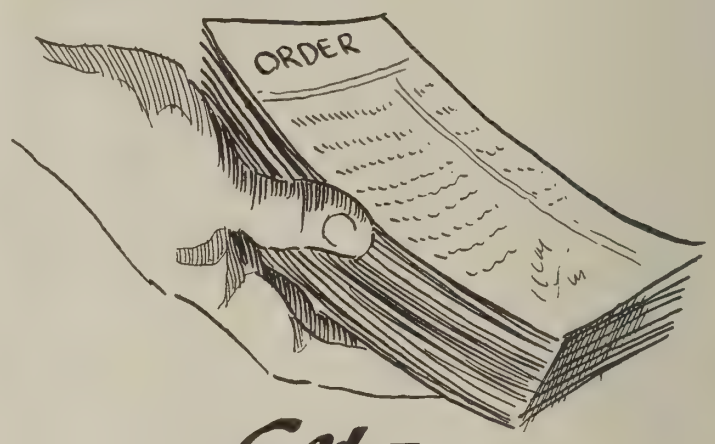
City	Paper	Published	Total Linage	National	Local	Classified
Pocatello, Idaho.	*Tribune*	(e)	1,560,384	330,204	1,028,048	156,786
	Sunday ed.	(s)	555,968	97,524	422,002	32,592
	Total	(es)	2,116,352	427,728	1,450,050	189,378
	(Total includes 49,196 lines—legal.)					
Pomona, Cal.	*Progress-Bulletin*	(e)	2,475,018	461,734	1,629,586	383,698
Richmond, Cal.	*Independent*	(e)	1,612,296	199,248	1,060,038	288,729
	(Total includes 64,281 lines—legal.)					
St. Cloud, Minn.	*Journal-Press*	(e)	932,047	197,842	632,426	86,782
	(Total includes 35,007 lines—legal.)					
	Times	(e)	1,234,360	340,992	707,532	98,336
	(Total includes 87,500 lines—legal.)					
Salem, Ore.	*Capital-Journal*	(e)	2,127,728	524,398	1,264,172	220,211
	(Total includes 36,820 lines—legal.)					
Sandusky, O.	*Star-Journal*	(e)	2,375,080	383,860	1,746,348	225,457
	(Total includes 19,415 lines—legal.)					
Shamokin, Pa.	*Dispatch*	(e)	2,840,980	1,265,390	1,244,390	325,200
	(Total includes 6,000 lines—legal.)					
	News	(e)	1,243,716	355,250	820,064	68,402
Sherman, Tex.	*Democrat*	(es)	1,981,434	354,718	1,626,716	.....
Torrington, Conn.	*Register*	(e)	1,725,626	239,736	1,323,112	162,778
Uniontown, Pa.	Herald & *Genius*	(me)	3,080,284	.....	.....	.....
Wausau, Wis.	*Record-Herald*	(e)	2,461,410	461,664	1,736,546	226,352
	(Total includes 32,368 lines—legal.)					
Yakima, Wash.	Herald	(m)	1,745,478	282,339	1,030,932	165,830
	Sunday ed	(s)	773,528	190,148	482,174	86,058
	Total	(ms)	2,519,006	472,597	1,513,106	251,888
	(Total includes 221,354 lines—legal.)					
	Republic	(e)	2,683,968	507,021	1,770,510	275,128
	(Total includes 68,432 lines—legal.)					

NEWSPAPERS IN CITIES OF 15,000 TO 19,999 POPULATION

Aberdeen, S. D.	American & *News*	(me)	886,118	296,944	488,424	82,040
	Sunday ed.	(s)	82,656	24,746	40,702	16,408
	Total	(ms)	968,774	321,690	529,126	98,448
	(Total includes 19,510 lines—legal.)					
Albany, Ga.	*Herald*	(e)	1,779,540	408,268	1,140,594	230,678
Albuquerque, N. M.	*State Tribune*	(e)	1,653,820	525,938	919,464	169,414
	(Total includes 39,,004 lines—legal.)					
Anderson, S. C.	*Mail*	(e)	1,298,895	253,832	953,762	91,301
	(Legal included in Classified.)					
Ardmore, Okla.	*Ardmoreite*	(e)	1,729,728	388,738	1,205,232	135,758
Arkansas City, Kans.	*Traveler*	(e)	2,210,882	299,768	1,801,494	98,742
	(Total includes 10,878 lines—legal.)					
Ashland, Wisc.	*Press*	(e)	1,281,462	264,558	983,024	33,880
	(Legal included in Classified.)					
Augusta, Me.	*Kennebec Journal*	(m)	1,562,358	430,822	838,936	164,458
	(Total includes 128,124 lines—legal.)					
Bartlesville, Okla.	*Enterprise*	(e)	1,947,156	391,371	1,363,491	102,816
	(Total includes 89,478 lines—legal.)					
	Examiner	(ms)	1,902,054	302,010	1,364,920	222,754
	(Total includes 3,964 lines—legal.)					
Batavia, N. Y.	*News*	(e)	2,142,602	408,828	1,510,026	186,088
	(Total includes 37,660 lines—legal.)					
Blackwell, Okla.	Tribune	(me)	2,587,376	396,732	1,941,080	205,520
	Sunday ed.	(s)	363,664	75,390	23,632	2,016
	Total	(mes)	2,951,040	472,122	2,203,706	229,152
	(Total includes 46,060 lines—legal.)					
Bowling Green, Ky.	*Park City News*	(e)	1,312,601	315,441	937,996	32,536
	(Total includes 26,628 lines—legal.)					
	Times-Journal	(e)	1,550,064	687,840	794,824	46,680
Bradentown, Fla.	*Herald*	(e)	1,259,034	183,848	997,248	77,938
	Sunday ed.	(s)	452,970	63,462	368,578	20,930
	Total	(es)	1,712,004	247,310	1,365,826	98,868
	(Legal linage included in Local.)					
Bradford, Pa.	Era	(m)	2,373,378	297,724	1,931,580	144,074
Burbank, Cal.	*Review*	(e)	1,093,036	87,304	783,636	121,072
	(Total includes 101,024 lines—legal.)					
Cairo, Ill.	*Citizen*	(e)	1,036,630	321,300	657,090	43,834
	(Total includes 14,406 lines—legal.)					
Cambridge, O.	*Jeffersonian*	(e)	1,805,398	315,882	1,246,154	206,920
	(Total includes 36,442 lines—legal.)					
Cape Girardeau, Mo.	*Southeast Missourian*	(e)	1,434,189	343,417	848,429	242,343
	(Legal included in Classified.)					
Carbondale, Pa.	*Leader*	(e)	1,895,974	276,412	1,619,562	.....
	(Classified included in local linage.)					
Centralia, Ill.	*Sentinel*	(e)	1,228,554	330,608	879,928	11,592
	(Total includes 6,426 lines—legal.)					

(Continued on page 45)

for greater Sales~



Get~ Indiana's facts

The advertiser who wants to test out his advertising plan and be sure of his market before sinking a huge appropriation into a national newspaper campaign, will find Indiana an ideal tryout market.

In the first place, the state is small in area and yet thickly populated with over 3,000,000 inhabitants. Secondly, Indiana is both an important agricultural and industrial district. In the cities huge industries give employment to hundreds of thousands of people, while in the suburbs or country, great farms are under cultivation. Fine improved roads and highways connect all the cities and towns thru the state, and transportation facilities equal the best in the country.

With the elimination of a dividing line between city and country, your newspaper campaign in Indiana will reach all the inhabitants. The reaction of the people towards your product, therefore, will determine whether or not your campaign is properly planned and directed.

Don't forget Indiana when planning your tryout campaign.

		Circulation	Rate for 5,000 lines
**Columbus Republican	(E)	5,027	.03
**Fort Wayne Journal-Gazette	(M)	38,539	.08
**Fort Wayne Journal-Gazette	(S)	30,255	.08
**Fort Wayne News-Sentinel	(E)	44,217	.10
†Frankfort Times	(M&S)	8,231	.04
**Gary Evening Post-Tribune	(E)	17,002	.06
**Huntington Press	(M&S)	5,058	.03
**Indianapolis News	(E)	130,079	.25
**Lafayette Journal & Courier	(M) 7,931 (E) 13,813	21,744	.06
††La Porte Herald-Argus	(E)	6,839	.04
**Marion Leader Tribune	(M&S)	9,898	.04
††Shelbyville Democrat	(E)	4,063	.025
**South Bend News-Times	(M) 9,858 (E) 18,288	28,146	.07
**South Bend News-Times	(S)	26,421	.07
**South Bend Tribune	(S) 23,482 (E)	24,351	.07
**Terre Haute Tribune	(E&S)	22,973	.06

**A. B. C. Publisher's Statement, March 31, 1927.
†Government Statement, October 1, 1926.
††Government Statement, March 31, 1927.

EDITOR & PUBLISHER LINAGE TABULATION

(*Continued from page* 44)

City	Paper	Published	Total Linage	National	Local	Classified
Cheyenne, Wyo.	*State Tribune*	(es)	1,320,956	467,920	853,036	.....
	((Local includes classified and legal.)					
Connellsville, Pa.	*Courier*	(e)	1,933,862	314,314	1,496,222	58,660
	(Total includes 64,666 lines—legal.)					
Corpus Christi, Tex.	Caller	(ms)	1,816,430	412,454	1,048,810	353,166
	Times	(e)	1,772,085	290,619	1,276,604	204,862
Enid, Okla.	Eagle & News					
	(me)		3,694,194	846,552	1,972,586	594,860
	Sunday ed	(s)	587,202	97,314	430,108	59,780
	Total	(ms)	4,566,954	943,866	2,402,694	654,640
	(Total includes 285,558 lines—legal.)					
Eugene, Ore.	*Guard*	(e)	2,509,271	476,864	1,548,097	484,309
	(Local includes 63,273 lines—legal.)					
	Register	(m)	1,773,130	225,673	1,068,493	437,682
	Evening ed	(e)	751,880	130,994	499,781	117,876
	Total	(ms)	2,525,010	356,667	1,568,274	555,558
	(Total includes 44,511 lines—legal.)					
Eureka, Cal.	Humbolt Times	(ms)	2,176,746	500,444	1,120,210	304,920
	(Total includes 251,172 lines—legal.)					
Fort Madison, Ia.	*Democrat*	(e)	1,352,289	313,289	987,510	32,404
	(Total includes 18,544 lines—legal.)					
Gardner, Mass.	*News*	(e)	4,590,542	454,907	3,811,491	324,144
Grand Forks, N. D.	Herald	(mes)	1,738,648	48,755	1,529,290	117,719
	(Total includes 42,864 lines—legal.)					
Grand Island, Nebr.	*Independent*	(e)	2,056,516	464,128	1,592,388	.....
Hornell, N Y.	*Tribune-Times*	(e)	1,519,245	296,482	1,019,070	132,447
	(6,982—Legal included in total for 4 months.)					
Huntington Ind.	Press	(m)	1,982,176	247,086	1,576,078	138,940
	(Total includes 20,072 lines—legal.)					
Iowa City, Ia.	Iowan	(m)	982,332	195,036	683,718	103,578
	Press-Citizen	(e)	1,692,152	406,350	1,107,092	135,450
	(Total includes 43,260 lines—legal.)					
Ironwood, Mich.	*Globe*	(e)	1,720,544	309,232	1,351,882	59,430
Jefferson City, Mo.	Capital					
	News	(m)	680,442	151,396	464,604	64,442
	Sunday ed	(s)	565,614	137,368	408,954	19,292
	Total	(ms)	1,246,056	288,764	873,558	83,734
	(Local includes legal linage.)					
Johnson City, Tenn.	*Staff-News*	(me)	1,816,440	451,082	1,208,904	156,454
Keokuk, Ia.	*Gate City*	(e)	1,444,028	397,244	969,474	39,288
	(Total includes 38,022 lines—legal.)					
Kewanee, Ill.	*Star-Courier*	(e)	2,020,956	364,294	1,535,737	120,925
	(Legal included in Local.)					
Key West, Fla.	*Citizen*	(e)	1,108,394	245,784	758,436	41,790
	(Total includes 62,384 lines—legal.)					
Lawrence, Kans.	*Journal-World*	(e)	1,862,000	402,612	1,459,388	.....
Lubbock, Tex.	Avalanche	(m)	1,210,830	203,210	845,698	152,922
	Journal	(e)	1,093,624	189,686	747,908	156,030
	Sunday ed	(s)	587,550	102,340	436,436	48,874
	Total	(mes)	1,798,380	305,550	1,282,134	201,796
	(Legal included in Classified.)					
Mankato, Minn.	*Free Press*	(e)	2,404,752	434,588	1,847,916	122,248
	(Legal included in Local.)					
Marietta, O.	*Times*	(e)	1,585,308	338,478	943,768	264,950
	Sunday ed	(s)	326,410	51,632	230,034	44,744
	Total	(es)	1,911,718	390,110	1,173,802	309,694
	(Total includes 38,112 lines—legal.)					
Marlboro, Mass.	*Enterprise*	(e)	1,190,644	92,400	917,444	75,600
	(Total includes 25,200 lines—legal.)					
Marshalltown, Ia.	*Times-Republican*	(e)	1,994,944	503,160	1,306,900	184,884

(*Continued on page* 46)

FOR PROMPT SERVICE

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An International Daily Newspaper

107 Falmouth Street

BOSTON MASSACHUSETTS

EDITOR & PUBLISHER LINAGE TABULATION

(*Continued from page* 45)

City	Paper	Published	Total Linage	National	Local	Classified
Meadville, Pa.	*Tribune Republican*	(me)	2,363,178	310,094	1,999,147	53,980
	(Legal included in Local.)					
Muscatine, Ia.	*Journal & News Tribune*	(e)	1,585,404	382,018	1,103,032	100,352
Newcastle, Ind.	*Courier*	(e)	1,678,320	.....	.....	.....
	Times	(e)	1,279,518	93,840	1,127,000	31,520
	(Total includes 27,158 lines—legal.)					
Niles, O.	*Times*	(e)	1,553,229	104,111	1,340,872	87,960
	(Total includes 20,286 lines—legal.					
Peekskill, N. Y.	*Star*	(e)	1,963,000	490,300	1,330,000	126,000
	(Total includes 16,800 lines—legal.)					
Pine Bluff, Ark.	Graphic	(ms)	2,376,738	594,174	1,636,964	87,360
	(Total includes 4,160 lines—legal.)					
Ponca City, Okla.	*News*	(e)	1,515,584	215,474	1,063,356	186,354
	Sunday ed	(s)	520,100	64,442	390,558	58,100
	Total	(es)	2,052,456	279,916	1,453,914	244,454
	(Total includes 57,400 lines—legal.)					
Port Chester, N. Y.	*Item*	(e)	2,680,132	276,038	1,895,992	414,946
	(Total includes 81,634 lines—legal.)					
Pottstown, Pa.	News	(m)	1,895,356	360,065	1,339,054	196,237
Provo, Utah	Herald	(es)	1,335,782	313,376	851,984	127,864
	(Total includes 42,588 lines—legal.)					
Reno, Nev.	*Gazette*	(e)	1,863,834	560,210	1,127,980	175,644
Rome, Ga.	*News-Tribune*	(e)	1,003,268	254,408	594,622	101,864
	Sunday ed	(s)	442,512	68,390	347,606	24,738
	Total	(es)	1,445,780	322,798	942,228	126,602
	(Total includes 54,152 lines—legal.)					
Rutland, Vt.	Herald	(m)	2,661,253	470,395	2,190,858	.....
	(Local linage includes classified.)					
	News	(e)	1,414,840	108,500	1,247,750	58,590
Salina, Kans.	*Journal*	(e)	2,503,508	432,852	1,938,538	132,118
Santa Cruz, Cal.	Sentinel	(ms)	1,498,602	308,049	628,803	339,311
	(Total includes 222,439 lines—legal.)					
Streator, Ill.	*Times-Press*	(e)	1,753,962	353,990	1,272,712	127,260
Sunbury, Pa.	*Item*	(e)	1,520,416	351,050	1,096,860	72,506
Tamaqua, Pa.	*Courier*	(e)	1,265,436	248,860	1,016,576	.....
Tiffin, O.	*Advertiser*	(e)	996,856	267,946	728,856	.....
	Tribune	(e)	890,120	218,120	672,000	.....
Vancouver, Wash.	*Columbian*	(e)	1,356,212	278,383	909,419	160,944
	(Total includes 7,466 lines—legal.)					
Venice, Cal.	*Vanguard*	(e)	867,540	91,872	674,772	100,366
	(Total includes 530 lines—legal.)					
Vincennes, Ind.	Commercial	(m)	1,472,884	353,500	894,929	176,673
	(Total includes 47,782 lines—legal.)					
Walla Walla, Wash.	Union	(ms)	1,645,910	165,396	1,233,806	175,266
	(Total includes 71,442 lines—legal.)					
	Bulletin	(es)	2,471,504	557,088	1,699,558	214,858
Webster, Mass.	*Times*	(e)	860,088	159,204	678,890	21,994
	(Legal included in local.)					
West Frankfort, Ill.	*American*	(e)	1,038,425	191,061	718,004	86,240
	(Total includes 43,120 lines—legal.)					

NEWSPAPERS IN CITIES OF 10,000 TO 14,999 POPULATION

City	Paper	Published	Total Linage	National	Local	Classified
Adrian, Mich.	*Telegram*	(e)	2,110,094	416,192	1,449,056	244,846
	(Legal linage included in local.)					
Alpena, Mich.	*News*	(e)	1,678,334	255,626	1,161,986	134,428
	(Total includes 126,294 lines—legal and misc.)					
Anaheim, Cal.	*Bulletin*	(e)	1,465,590	351,274	892,976	217,000
Annapolis, Md.	*Capital*	(e)	646,422	98,994	497,028	.....
	(Total includes 50,400 lines—legal.)					
Astoria, Ore.	Astorian	(m)	1,117,026	223,052	766,196	116,060
	Sunday ed.	(s)	427,002	83,378	313,776	27,104
	Total	(ms)	1,544,028	306,430	1,079,972	143,164
	(Total includes 14,462 lines—legal.)					
	Budget	(e)	1,551,074	321,972	1,075,564	153,538
Beaver Falls, Pa.	*Tribune*	(e)	2,737,812	331,716	2,208,080	169,274
	(Total includes 28,742 lines—legal.)					
Blytheville, Ark.	*Courier-News*	(e)	1,192,000	238,000	944,000	.....
Boone, Ark.	*News-Republican*	(e)	1,112,268	220,486	803,526	48,622
	(Total includes 39,634 lines—legal.)					
Bristow, Okla.	*Record*	(e)	584,892	154,714	396,158	34,020
Burlingame, Cal.	*Advance-Star*	(e)	1,485,120	227,136	908,544	305,760
	(Total includes 43,680 lines—legal.)					
Cadillac, Mich.	*News*	(e)	1,005,370	203,472	689,710	32,381
	(Total includes 79,816 lines—legal.)					
Canton, Ill.	*Ledger*	(e)	856,188	281,530	496,510	40,236
	(Total includes 37,912 lines—legal.)					
Carlisle, Pa.	*Sentinel*	(e)	1,010,324	.....	.....	.....
Chanute, Kas.	*Timesett*	(e)	749,601	40,243	656,293	53,065
Chickasha, Okla.	*Express*	(e)	1,272,809	237,120	963,280	23,464
	(Total includes 48,945 lines—legal.)					
Chico, Cal.	Record	(ms)	973,010	189,602	537,936	119,520
	(Total includes 125,952 lines—legal.)					
Clarksville, Tenn.	*Leaf-Chronicle*	(e)	1,005,116	185,797	763,396	55,923
Clearfield, Pa.	*Progress*	(e)	1,546,860	230,580	1,154,230	89,208
	(Total includes 72,842 lines—legal.)					
Cleburne, Tex.	Review	(m)	1,540,840	301,000	1,092,000	131,040
	(Total includes 16,800 lines—legal.)					
Clinton, Ind.	*Clintonian*	(e)	814,380	196,000	545,804	52,696
	(Total includes 19,880 lines—legal.)					
Clinton, Mass.	*Item*	(e)	1,180,844	.....	.....	.....
Columbia, Mo.	*Tribune*	(e)	1,385,356	293,510	1,030,358	61,488
Concord, N. C.	*Tribune*	(e)	1,456,980	.....	.....	.....
Cortland, N. Y.	*Standard*	(e)	1,960,972	331,674	942,802	643.110
	(Total includes 43,386 lines—legal.)					
Coshocton, O.	*Tribune*	(e)	1,678,222	369,166	1,060,766	221,466
	(Total includes 26,824 lines—legal.)					
Deland, Fla.	*News*	(e)	1,634,234	408,558	1,062,252	163,424
Dover, O.	*Reporter*	(e)	1,739,402	249,144	1,392,426	74,536
	(Total includes 23,296 lines—legal.)					
El Centro, Cal.	*Imperial Valley Press*	(e)	1,060,524	315,308	573,006	107,786
	(Total includes 74,424 lines—legal.)					
El Dorado, Kans.	*Times*	(e)	1,292,634	203,630	999,124	59,738
	(Total includes 30,142 lines—legal.)					
Elizabeth City, N. C.	*Advance*	(e)	872,340	159,768	609,000	103,572
	(Legal included in Classified linage.)					
Emporia, Kans.	*Gazette*	(e)	2,181,788	363,807	1,817,981	.....
Escanaba, Mich.	Press	(m)	1,790,992	369,684	1,421,308	.....
	(Classified and legal included in local display.)					
Faribault, Minn.	*News*	(e)	1,150,024	261,444	728,980	126,000
	(Total includes 33,600 lines—legal.)					
Fostoria, O.	*Review*	(e)	1,196,016	.....	.....	.....
	Times	(e)	1,457,176	288,484	1,151,164	7,336
	(Total includes 10,192 lines—legal.)					
Frankfort, Ind.	Times	(ms)	298,867	298,867	.....	.....
Fremont, Nebr.	*Tribune*	(e)	1,524,509	301,693	1,081,787	115,885
	(Total includes 25,144 lines—legal.)					
Fullerton, Cal.	*News-Tribune*	(e)	1,518,394	602,743	696,649	186,830
	(Total includes 32,172 lines—legal.)					
Goldsboro, N. C.	News	(ms)	2,800,000	.....	.....	.....
Haines City, Fla.	*Herald*	(e)	323,862	85,442	227,752	10,668

(*Continued on page* 47)

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EDITOR & PUBLISHER LINAGE TABULATION

(Continued from page 46)

City	Paper	Published	Total Linage	National	Local	Classified
nover, Pa....	*Sun*	(e)	1,528,534	217,532	1,238,524	72,478
	Record-Herald	(e)	933,688	90,048	805,840	37,800
rrisburg, Ill. .	*Register*	(e)	1,016,207	346,682	607,510	50,281
	(Total includes 11,734 lines—legal.)					
stings, Nebr. .	*Tribune*	(e)	1,241,740	453,880	658,500	129,360
nderson, N. C.	*Dispatch*	(e)	877,394	166,236	669,382	41,776
rkimer, N. Y.	*Telegram*	(e)	1,193,290	.....	.....	.....
quiam, Wash.	Washingtonian	(ms)	1,284,080	256,214	848,890	158,158
	(Total includes 20,818 lines—legal.)					
ckory, N. C...	*Record*	(e)	1,649,424	549,808	1,041,936	43,680
	(Total includes 14,000 lines—legal.)					
dson, N. Y...	Register	(m)	1,166,956	184,996	819,154	105,322
	(Total includes 57,484 lines—legal.)					
	Star	(m)	1,320,690	211,862	925,288	122,304
	(Total includes 61,236 lines—legal.)					
ron, S. D.....	*Huronite*	(e)	1,402,460	301,455	889,913	119,908
	(Total includes 91,193 lines—legal.)					
ependence, Mo.	*Examiner*	(e)	1,448,958	126,112	1,087,212	224,154
lewood, Cal...	*News*	(e)	560,000	140,000	420,000	.....
fersonville, nd.	*News*	(e)	554,222	175,336	370,328	2,843
	(Total includes 5,724 lines—legal.)					
ene, N. H. ...	*Sentinel*	(e)	2,494,198	346,290	2,057,608	90,300
iston, N. C...	*Free Press*	(e)	1,197,014	929,572	238,378	29,064
tle Falls, N. Y.	*Times*	(e)	1,184,749	154,353	1,030,396	.....
	(Classified and Legal included in Local.)					
g Branch, N. J.....	*Record*	(e)	2,421,883	274,537	1,848,435	234,420
	(Total includes 64,491 lines—legal.)					
ngview, Wash.	*News*	(e)	1,112,273	260,717	701,581	149,975
maroneck, N. Y.	*Times*	(e)	1,158,066	212,926	859,460	85,680
	(Legal included in Local.)					
rquette, Mich.	Mining Journal	(m)	2,357,278	505,582	1,763,188	88,508
	(Legal included in Classified linage.)					
rysville, Cal..	Appeal	(ms)	965,174	151,228	617,680	145,278
	(Total includes 3,642 lines—legal.)					
rysville, Cal..	*Democrat*	(e)	1,215,200	266,490	948,710	.....
	(Local includes Classified and legal.)					
rshfield, Ore..	*Southwestern Oregon News*	(e)	1,264,830	182,392	971,194	111,244
rtinsburg, W. Va.	*Journal*	(e)	1,708,203	261,184	1,370,103	31,885
	(Total includes 45,031 lines—legal.)					
ttoon, Ill.....	*Journal-Gazette*	(e)	1,202,586	338,674	755,444	87,370
	(Total includes 21,098 lines—legal.)					
Alester, Okla.	*News-Capital*	(e)	1,142,956	325,850	715,844	101,262
	(Classified includes local readers and legals.)					
rrill, Wisc....	*Herald*	(e)	1,379,000	294,000	1,085,000	.....
ami, Okla.....	*News-Record*	(es)	1,173,130	268,282	832,902	50,106
	(Total includes 21,840 lines—legal.)					
tchell, S. D...	*Republican*	(e)	1,657,320	379,218	830,158	412,202
	(Total includes 35,742 lines—legal.)					
berly, Mo....	*Monitor-Index*	(e)	1,395,416	329,084	936,754	94,122
	(Total includes readers and 16,534 lines—legal.)					
desto, Cal. ...	News-Herald	(mes)	2,662,318	355,418	1,632,624	558,334
	(Total includes 119,924 lines—legal.)					
nrovia, Cal...	*News*	(e)	1,943,046	297,569	1,426,987	174,720
	(Total includes 43,680 lines—legal.)					
rristown, N. J.	*Jerseyman*	(e)	2,081,219	185,402	1,750,441	97,398
	(Total includes 47,978 lines—legal.)					
	Record	(e)	2,241,008	434,406	1,593,508	185,948
	(Total includes 27,146 lines—legal.)					
. Vernon, O...	*Republican-News*	(e)	509,726	58,044	323,064	840,072
	(Total includes 44,546 lines—legal.)					
rphysboro, Ill.	*Independent*	(e)	843,612	245,140	583,930	42,014
	(Total includes 17,528 lines—legal.)					
w Philadelhia O.	*Times*	(e)	1,675,926	244,636	1,315,230	116,060
	(Legal included in local linage.)					
wton, Ia.	*News*	(e)	1,839,712	216,790	1,449,392	86,268
	(Total includes 87,262 lines—legal.)					
rfolk, Nebr...	*News*	(e)	1,360,128	370,916	807,674	177,338
	(Total includes 4,200 lines—legal.)					
les, Mich.	*Star*	(e)	1,342,446	250,530	956,634	112,392
	(Total includes 22,890 lines—legal.)					
mpia, Wash..	Olympian	(m)	915,768	235,620	568,162	52,654
	(Total includes 59,332 lines—legal.)					
	Recorder	(e)	1,147,426	274,848	770,182	99,344
	(Total includes 3,052 lines—legal.)					
tawa, Kan. ..	*Herald*	(e)	1,694,966	351,946	1,343,020	.....
tawa, Ill.	*Republican Times*	(e)	1,856,404	335,615	1,334,548	81,482
	(Total includes 104,759 lines—legal.)					
vosso, Mich. ..	*Argus-Press*	(e)	2,136,376	331,912	1,700,020	104,444
nard, Cal.....	*Courier*	(e)	546,539	142,198	329,896	14,775
	(59,670 lines legal included in total.)					
Painesville, O. ..	*Telegraph*	(e)	2,346,914	265,636	1,426,040	587,534
	(Total includes 67,704 lines—legal.)					
Pawhuska, Okla.	*Journal-Capital*	(es)	1,621,500	606,988	910,392	55,760
	(Total includes 48,360 lines—legal.)					
Phoenixville, Pa.	*Republican*	(e)	3,340,600	224,500	2,688,000	341,600
	(Total includes 86,500 lines—legal.)					
Port Angeles, Wash.	*News*	(e)	1,412,616	285,488	1,000,650	39,118
	(Total includes 87,360 lines—legal.)					
Port Jervis, N. Y.	*Union-Gazette*	(e)	1,103,620	181,000	922,620	.....
Redlands, Cal....	*Facts*	(e)	2,564,716	439,782	1,590,064	453,950
	(Total includes 80,920 lines—legal.)					
Rockville Centre, N. Y.	*Nassau Review*	(e)	3,661,471	243,696	1,409,089	547,485
	(Total includes 623,203 lines—legal.)					
Royal Oak, Mich.	*Tribune*	(e)	986,062	83,664	586,432	164,556
	(Total includes 151,410 lines—legal.)					
Sarasota, Fla....	Herald	(m)	612,780	121,475	312,413	160,404
	Sunday ed.	(s)	370,748	30,688	313,268	25,977
	Total	(ms)	983,528	152,163	625,681	132,381
Sarasota, Fla....	*Times*	(e)	856,842	203,784	523,964	69,412
	Sunday ed.	(s)	322,658	42,602	259,336	19,684
	Total	(es)	1,179,500	246,386	783,300	89,096
	(Total includes 60,718 lines—legal.)					
Sault Ste. Marie, Mich.	*News*	(e)	1,280,807	331,149	895,468	54,190
	(Legal included in Local.)					
San Angelo, Cal.	*Standard*	(e)	2,944,242	403,522	2,223,200	317,520
Santa Rosa, Cal.	Press-Democrat	(m)	2,449,468	424,928	1,472,856	388,094
	(Total includes 163,590 lines—legal.)					
St. Joseph, Mich.	*Herald-Press*	(e)	1,975,092	266,182	1,529,920	123,984
	(Total includes 55,006 lines—legal.)					
Sapulpa, Okla....	Times	(m)	1,348,372	311,708	933,612	87,360
	Sunday ed.	(s)	298,498	67,080	201,240	29,112
	Total	(ms)	1,646,870	378,788	1,134,852	116,472
	(Total includes 16,752 lines—legal.)					
Sheridan, Wyo...	*Post-Enterprise*	(e)	743,820	267,288	476,532	.....
	Sunday ed.	(s)	298,984	64,722	234,262	.....
	Total	(es)	1,042,804	332,010	710,794	55,274
	(Total includes 61,010 lines—legal.)					
Stevens Point, Wis.	*Journal*	(e)	1,406,859	288,348	1,064,980	33,484
	(Total includes 20,047 lines—legal.)					
Sterling, Ill.	*Gazette*	(e)	1,968,246	279,958	1,575,882	93,919
	(Total includes 18,487 lines—legal.)					
Tarentum, Pa...	*Valley News*	(e)	2,767,956	196,296	2,377,256	148,218
	(Total includes 46,186 lines—legal.)					
Tarrytown, N. Y.	*News*	(e)	2,171,400	203,308	1,842,820	61,950
	(Total includes 63,320 lines—legal.)					
Temple, Tex.....	Telegram	(ms)	1,466,000	520,000	896,000	50,000
	(Legal included in Local.)					
Urbana, Ill.....	*Courier*	(e)	1,183,896	150,430	897,638	69,538
	(Total includes 66,290 lines—legal.)					
Ventura, Cal....	*Star*	(e)	1,395,926	330,764	931,236	208,530
	(Total includes 25,522 lines—legal.)					
Vernon, Tex. ...	*Record*	(e)	1,718,824	111,944	1,551,174	55,706
Warren, Pa.....	*Tribune*	(e)	8,131,011	315,945	7,520,562	259,182
	(Total includes 35,322 lines—legal.)					
Waterville, Me...	Sentinel	(m)	1,440,537	349,832	929,334	161,371
	(Legal included in Local.)					
Waynesboro, Pa.	*Record-Herald*	(e)	1,148,861	178,430	829,948	93,359
	(Total includes 40,642 lines—legal.)					
Wenatchee, Wash.	*World*	(e)	2,395,463	505,512	1,546,594	282,737
	(Total includes 60,620 lines—legal.)					
West Chester, Pa.	*Local News*	(e)	1,978,046	376,923	1,105,838	495,285
	(Legal included in Classified.)					
Westerly, R. I...	*Sun*	(e)	1,747,459	260,421	1,401,337	71,652
Wilmington, Cal.	*Journal*	(e)	280,450	103,950	127,000	49,500
Winfield, Kans...	*Courier*	(e)	1,564,724	232,008	1,332,716	.....
Xenia, O.	Gazette & Republican	(ms)	1,279,404	325,646	879,284	58,238
	(Total includes 16,241 lines—legal.)					

NEWSPAPERS IN CITIES OF 5,000 TO 9,999 POPULATION

Abilene, Kan....	*Reflector*	(e)	1,111,074	122,650	916,352	32,760
	(Total includes 39,312 lines—legal.)					
Ada, Okla.....	*News*	(e)	870,142	163,310	610,372	67,312
	Sunday ed.	(s)	233,184	59,556	160,524	13,104
	Total	(es)	1,110,326	222,866	770,896	80,416
	(Total includes 29,148 lines—legal.)					
Albany, Ore.....	*Democrat-Herald*	(e)	987,518	338,072	569,506	51,044
	(Total includes 28,896 lines—legal.)					
Albert Lea, Minn.	*Tribune*	(e)	1,495,410	278,376	1,056,398	116,438
	(Total includes 44,198 lines—legal.)					
Albion, Mich....	*Recorder*	(e)	1,168,852	163,848	872,340	103,138
	(Total includes 29,526 lines—legal.)					

(Continued on page 48)

EDITOR & PUBLISHER LINAGE TABULATION

(*Continued from page* 47)

City	Paper	Published	Total Linage	National	Local	Classified
Ames, Ia.	*Tribune*	(e)	967,162	156,254	668,290	72,478
	(Total includes 70,140 lines—legal.)					
Antigo, Wis.	*Journal*	(e)	1,068,060	184,464	788,134	49,588
	(Total includes 3,991 lines—legal.)					
Athens, O.	*Messenger*	(es)	2,074,248	371,628	1,052,644	278,348
Baker, Ore.	Democrat	(m)	722,106	137,144	584,962	.....
	Sunday ed.	(s)	255,962	73,794	182,168	.....
	Total	(es)	978,068	210,938	767,130	.....
	(Classified included in local linage.)					
	Herald	(e)	879,410	276,332	486,024	85,526
	(Total includes 31,528 lines—legal.)					
Belvidere, Ill.	*Republican*	(e)	1,300,642	178,878	999,390	100,394
	(Total includes 21,980 lines—legal.)					
Bemidji, Minn.	*Pioneer*	(e)	927,987	223,090	567,952	87,365
	(Total includes 49,580 lines—legal.)					
Bend, Ore.	*Bulletin*	(e)	1,451,838	321,067	920,319	87,066
	(Total includes 63,728 lines—legal.)					
Bozeman, Mont.	Chronicle	(ms)	1,098,744	230,226	789,040	79,478
	(Legal linage included in Classified.)					
Brattleboro, Vt.	*Reformer*	(e)	1,794,508	333,214	1,463,294	.....
Brawley, Cal.	*News*	(e)	872,320	141,400	655,200	75,720
	(Legal combined with Classified linage.)					
Brenham, Tex.	*Banner-Press*	(e)	560,168	193,242	346,836	5,390
	(Total includes 14,700 lines—legal.)					
Centralia, Wash.	*Chronicle*	(e)	1,638,194	367,893	1,152,848	92,638
	(Total includes 24,815 lines—legal.)					
Centerville, Ia.	*Iowegian & Citizen*	(e)	1,147,944	314,272	716,772	42,630
	(Total includes 42,630 lines—legal.)					
Clearwater, Fla.	*Sun*	(e)	1,651,916	192,864	1,298,052	74,940
	(Total includes 86,060 lines—legal.)					
Clifton Forge, Va.	*Review*	(e)	672,614	140,364	506,898	25,352
Coffeyville, Kan.	*Journal*	(e)	1,432,656	303.688	1,004,186	124,782
Colton, Cal.	*Courier*	(e)	988,840	252,785	504,937	46,296
	(Total includes 184,822 lines—legal.)					
Columbus, Nebr.	*Telegram*	(e)	944,806	231,028	603,626	56,000
	(Total includes 54,152 lines—legal.)					
Conneaut, O.	*News-Herald*	(e)	1,332,702	176,890	934,472	204,218
	(Total includes 17,122 lines—legal.)					
Cordele, Ga.	*Dispatch*	(e)	1,394,344	428,372	856,772	87,360
	Sunday ed.	(s)	145,740	45,500	85,680	14,560
	Total	(es)	1,540,084	473,872	942,452	101,920
	(Total includes 21,840 lines—legal.)					
Corvallis, Ore.	*Gazette-Times*	(e)	1,054,874	269,904	672,904	112,924
	(Legal linage included in Classified.)					
Crookston, Minn.	*Times*	(e)	746,665	246,258	362,418	15,439
	(Total includes 122,550 lines—legal.)					
Decatur, Ind.	*Democrat*	(e)	922,277	166,649	731,584	7,289
	(Total includes 16,755 lines—legal.)					
Denton, Tex.	*Record-Chronicle*	(e)	1,665,272	213,402	1,345,918	105,952
Dodge City, Kan.	*Globe*	(e)	1,516,048	268,100	1,006,264	224,756
	(Total includes 16,928 lines—legal.)					
Dowagiac, Mich.	*News*	(e)	971,454	240,812	649,330	52,794
	(Total includes 28,518 lines—legal.)					
Duncan, Okla.	*Banner*	(es)	704,484	76,440	560,184	57,288
	(Total includes 10,572 lines—legal.)					
Edwardsville, Ill.	*Intelligencer*	(e)	1,081,346	133,196	691,908	256,242
	(Legal included in Classified linage.)					
Ellensburg, Wash.	*Record*	(e)	970,159	220,168	679,321	65,425
	(Total includes 5,245 lines—legal.)					
Fairmont, Minn.	*Sentinel*	(e)	752,278	154,786	496,692	20,160
	(Total linage includes 80,640 lines—legal.)					
Fredericksburg, Va.	*Free Lance-Star*	(e)	1,775,600	.....	.....	.....
Grafton, W. Va.	*Sentinel*	(e)	926,081	176,967	716,352	24,026
	(Total includes 8,736 lines—legal.)					
Greenville, N. C.	*Reflector*	(e)	1,189,636	223,090	924,644	41,902
Greenwood, S. C.	*Index-Journal*	(es)	1,119,658	218,146	867,818	9,362
	(Total includes 24,332 lines—legal.)					
Griffin, Ga.	*News*	(e)	1,205.000	252,000	889,000	43,000
	(Total includes 21,000 lines—legal.)					
Hanford, Cal.	Journal	(ms)	960,974	106,526	683,382	115,794
	(Total includes 55,272 lines—legal.)					
	Sentinel	(e)	1,022,630	172,536	703,556	89,278
	(Total includes 57,260 lines—legal.)					
Harrisonburg, Va.	News-Record	(m)	1,436,064	326,242	1,023,268	46,116
	(Total includes 40,488 lines—legal.)					
Havre, Mont.	*News-Promoter*	(es)	648,248	46,608	479,882	62,552
	(Total includes 59,206 lines—legal.)					
Helena, Ark.	*World*	(e)	1,304,016	291,872	1,012,144	.....
	(Classified—legal included in local linage.)					
Hillsdale, Mich.	*News*	(e)	1,314,054	273,266	842,786	163,156
	(Total includes 34,846 lines—legal.)					
Hudson, Mass.	*Sun*	(e)	471,660	117,915	350,045	2,400
	(Total includes 1,300 lines—legal.)					
Ionia, Mich.	*Sentinel-Standard*	(e)	820,472	164,108	680,456	42,546
	(Total includes 33,362 lines—legal.)					

(*Continued on page* 49)



"Business is Excellent"

in one-half of Fort Worth's trade area

—and "Business is Good"

in the other half of the territory served by and serving Fort Worth

—this according to Forbes Magazine for June. The factors which entered into the survey upon which this condition was based are agriculture, industry, employment, trade, money and credit conditions.

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EDITOR & PUBLISHER LINAGE TABULATION

(*Continued from page* 48)

City	Paper	Published	Total Linage	National	Local	Classified
a, Kan.	*Register*	(e)	998,274	209,584	656,922	116,368
	(Total includes 15,400 lines—legal.)					
n Mountain, Mich.	*News*	(e)	1,516,424	292,460	1,144,542	55,944
	(Total includes 23,478 lines—legal.)					
ndallville, Ind.	*News-Sun*	(e)	859,261	174,748	574,641	109,872
ngsport, Tenn.	*Times*	(es)	799,456	210,350	547,176	41,930
	(Classified includes legal linage.)					
rksville, Mo.	*Express & News*	(es)	886,452	227,766	513,226	129,360
	(Total includes 16,100 lines—legal.)					
ttanning, Pa.	*Simpsons' Leader Times*	(e)	1,496,138	.....	.....	.....
fayette, La.	*Advertiser*	(e)	841,288	179,634	458,542	107,688
	(Total includes 6,816 lines—legal.)					
wton, Okla.	*Constitution*	(es)	1,291,472	224,028	875,672	156,520
	(Total icludes 231,840 auto; 35,252—legal linage.)					
banon, Ind.	*Reporter*	(e)	1,413,710	189,826	1,126,216	63,326
	(Total includes 34,342 lines—legal.)					
wistown, Mont.	Democrat-News	(ms)	1,721,398	574,266	989,940	157,192
ingston, Mont.	Enterprise	(ms)	1,128,876	218,400	801,150	87,344
	(Total includes 21,882 lines—legal.)					
dington, Mich.	*News*	(e)	789,282	180,292	456,652	86,718
	Sunday ed.	(s)	269,346	59,458	189,392	20,496
	Total	(es)	1,058,638	239,750	646,044	107,212
	(Total includes 65,632 lines—legal.)					
disonville, Ky.	*Messenger*	(e)	1,026,018	229,194	709,002	59,976
	(Total includes 27,846 lines—legal.)					
anistee, Mich.	*News-Advocate*	(e)	1,037,750	201,586	718,228	104,832
	(Total includes 13,104 lines—legal.)					
rion, Ill.	*Republican*	(e)	1,001,798	292,670	601,798	60,578
	(Total includes 46,530 lines—legal.)					
ryville, Mo.	*Democrat-Forum & Tribune*	(e)	1,098,739	201,817	801,843	89,673
	(Total includes 5,406 lines—legal.)					
xico, Mo.	*Ledger*	(e)	781,494	198,576	515,858	41,906
	(Total includes 2,511 lines—legal.)					
ddlesboro, Ky.	*News*	(e)	571,480	184,170	357,756	12,572
	(Total includes 16,982 lines—legal.)					
les City, Mont.	*Star*	(e)	790,034	168,938	539,882	47,418
	Sunday ed.	(s)	335,258	56,266	255,528	14,616
	Total	(es)	1,125,292	225,204	795,410	62,034
	(Total includes 42,644 lines—legal.)					
nmouth, Ill.	*Review-Atlas*	(e)	1,093,077	194,912	750,378	119,418
	(Total includes 28,369 lines—legal.)					
ultrie, Ga.	*Observer*	(e)	890,680	168,000	700,000	22,680
. Vernon, Ind.	*Democrat*	(e)	1,124,680	54,800	109,200	35,000
	(Total includes 35,000 lines—legal.)					
. Vernon, Ill.	*Register-News*	(e)	1,455,454	313,544	1,015,854	115,136
	(Total includes 10,920 lines—legal.)					
Cook, Nebr.	*Gazette*	(e)	1,081,987	275,521	806,466	.....
pa, Cal.	Journal	(m)	1,323,000	94,500	934,500	168,000
	(Total includes 126,000 lines—legal.)					
mpa, Ind.	Free Press	(m)	837,536	146,860	557,438	107,688
	Sunday ed.	(s)	189,196	33,376	122,934	29,554
	Total	(ms)	1,026,732	180,236	680,372	137,242
	(Total includes 28,882 lines—legal.)					
wton, Kan.	*Kansan-Republican*	(e)	1,248,204	170,940	997,318	56,308
	(Total includes 23,638 lines—legal.)					
. Attleboro, Mass.	*Chronicle*	(e)	840,770	89,348	682,612	63,000
	(Total includes 5,810 lines—legal.)					
rwich, N. Y.	*Sun*	(e)	880,874	213,402	598,374	33,292
	(Total includes 35,826 lines—legal.)					
lwein, Ia.	*Register*	(e)	704,050	218,442	460,166	25,442
	(Classified and legal combined.)					
ange, Cal.	*News*	(e)	1,334,134	201,600	989,254	121,440
	(Total includes 21,840 lines—legal.)					
egon City, Ore.	Enterprise	(ms)	945,224	144,956	640,668	159,600
lm Beach, Fla.	Post	(m)	2,837,704	555,968	1,424,094	349,862
	Sunday ed.	(s)	653,322	167,454	391,202	88,100
	Total	(ms)	3,491,026	723,422	1,815,296	437,962
	(Total includes 514,346 lines—legal.)					
latka, Fla.	*News*	(e)	1,453,136	210,084	968,652	164,640
	(Total includes 109,760 lines—legal.)					
ris, Ill.	*Beacon*	(e)	1,167,374	11,443	1,147,895	.....
(Classified linage included in local; 8,036 lines—legal included in total.)						
rry, Ia.	*Chief*	(e)	834,386	110,208	663,026	38,094
	(Total includes 1,647 lines—legal.)					
toskey, Mich.	*News*	(e)	932,679	205,953	643,620	47,891
	(Total includes 35,215 lines—legal.)					
tiac, Ill.	*Leader*	(e)	958,104	198,800	688,784	48,680
	(Total includes 21,840 lines—legal.)					
plar Bluff, Mo.	*Interstate American*	(e)	1,392,684	235,939	1,143,030	13,715
	(Classified and legal combined.)					
rterville, Cal.	*Recorder*	(e)	1,346,527	256,004	978,229	55,328
	(Local includes 15,533 lines—readers.)					
	(Total includes 56,966 lines—legal.)					
rtage, Wis.	*Register-Democrat*	(e)	407,176	143,808	237,300	14,868
	(Total includes 11,200 lines—legal.)					
Portland, Ind.	Commercial Review	(me)	1,443,185	402,868	980,054	20,791
	(Total includes 39,472 lines—legal.)					
Pratt, Kan.	*Tribune*	(e)	749,396	125,794	489,594	120,064
	(Total includes 13,944 lines—legal.)					
Prescott, Ariz.	*Courier*	(e)	986,682	244,041	637,193	50,001
	(Total includes 55,447 lines—legal.)					
Princeton, Ind.	*Democrat*	(e)	1,237,155	336,675	776,555	113,955
	(Total includes 15,786 lines—legal.)					
Pulaski, Va.	*Southwest Times*	(es)	645,694	188,258	432,526	16,832
	(Total includes 8,078 lines—legal.)					
Rapid City, S. D.	*Journal*	(e)	1,009,964	266,938	594,496	96,586
	(51,926 lines legal included in total.)					
Ravenna, O.	*Republican*	(e)	672,616	141,323	435,386	18,215
	(Total includes 27,692 lines—legal.)					
Redwood City, Cal.	*Tribune Caledonian*	(e)	542,010	67,116	400,246	.....
	(Total includes 74,648 lines—legal.)					
Rhinelander, Wis.	*News*	(e)	757,785	170,835	559,762	27,188
	(Legal included in Classified.)					
St. Johnsbury, Vt.	*Caledonian Record*	(e)	1,584,213	345,653	1,194,754	43,806
St. Marys, O.	*Leader*	(e)	1,085,500	112,000	896,000	70,000
St. Marys, Pa.	*Press*	(e)	798,543	125,582	658,198	14,763
Santa Fe, N. M.	*New Mexican*	(e)	618,978	206,864	275,849	100,484
	(Total includes 35,781 lines—legal.)					
Santa Paula, Cal.	*Chronicle*	(e)	1,558,970	457,100	815,430	204,960
	(Total includes 5,820 lines—legal.)					
Scottsbluff, Nebr.	Star-Herald	(m)	844,720	241,290	575,655	22,853
	(Total includes 14,922 lines—legal.)					
Shelbyville, Ind.	*Democrat*	(e)	2,334,903	286,363	1,993,538	55,002
Shenandoah, Ia.	*Sentinel*	(e)	882,320	264,696	574,504	43,120
South St. Paul, Minn.	*Reporter*	(e)	494,706	56,098	388,696	25,902
	(Total includes 24,010 lines—legal.)					
Stoughton, Wis.	*Courier-Hub*	(e)	779,590	.....	.....	.....
Three Rivers, Mich.	*Commercial*	(e)	1,072,036	196,854	766,962	69,860
	(Total includes 38,360 lines—legal.)					
Trenton, Mo.	*Republican-Times*	(e)	830,060	142,968	617,918	51,310
	(Total includes 17,864 lines—legal.)					
Talladega, Ala.	*Home*	(e)	342,500	119,200	194,220	21,240
	(Total includes 7,840 lines—legal.)					
Tulare, Cal.	*Advance-Register*	(e)	1,359,050	258,398	773,150	249,522
	(Total includes 77,980 lines—legal.)					
Taylor, Tex.	*Press*	(e)	1,439,837	224,947	1,108,963	98,641
	(Total includes 7,286 lines—legal.)					
The Dalles, Ore.	*Chronicle*	(e)	1,091,350	270,116	697,494	104,468
	(Total includes 19,278 lines—legal.)					
Troy, Ala.	*Messenger*	(e)	1,361,662	200,508	1,056,654	29,400
	(Total includes 75,100 lines—legal.)					
Visalia, Cal.	Delta	(m)	1,223,152	200,298	828,618	84,658
	(Total includes 109,578 lines—legal)					
Warsaw, Ind.	*Union*	(e)	600,926	130,440	404,966	43,680
	(Total includes 21,840 lines—legal.)					
Washington, N. C.	*News*	(e)	471,954	159,600	296,856	.....
	(Total includes 15,498 lines—legal.)					
Washington C. H., O.	*Herald*	(me)	1,157,156	228,886	872,354	55,916
Watsonville, Cal.	Register	(ms)	1,733,102	272,636	1,073,968	311,374
	(Total includes 75,124 lines—legal.)					
	Pajaronian	(e)	1,245,820	1,245,820	.....	.....
Webster City, Ia.	*Freeman Journal*	(e)	1,029,476	247,534	695,940	39,088
	(Total includes 46,914 lines—legal.)					
Weslaco, Tex.	*News*	(e)	436,968	86,408	308,840	35,000
	(Total includes 6,720 lines—legal.)					
Whittier, Cal.	*News*	(e)	2,305,330	307,598	1,772,699	176,922
	(Total includes 48,120 lines—legal.)					
Winchester, Va.	*Star*	(e)	1,606,718	313,986	1,228,192	64,540
Winter Haven, Fla.	*Chief*	(e)	632,632	165,130	467,502	.....
Wisconsin Rapids, Wis.	*Tribune*	(e)	1,317,564	270,621	957,446	23,431
	(Total includes 66,066 lines—legal.)					
Welch, W. Va.	*News*	(e)	1,096,205	316,031	691,706	37,809
	(Total includes 50,659 lines—legal.)					
Woodland, Cal.	Mail	(m)	611,240	97,580	420,322	50,274
	Sunday ed.	(s)	121,310	41,622	64,988	9,716
	Total	(ms)	732,550	139,202	485,310	59,990
	(Total includes 48,048 lines—legal.)					
Woodstock, Ill.	*Sentinel*	(e)	759,948	.....	.....	.....
Wooster, O.	*Record*	(e)	1,815,414	330,798	1,406,024	78,592

NEWSPAPERS IN CITIES LESS THAN 5,000 POPULATION

Carthage, Mo.	*Press*	(e)	1,077,256	.....	.....	.....
Beaver, Pa.	*Times*	(e)	1,901,368	143,080	1,549,114	59,500
Burlington, Kan.	*Republican*	(e)	891,996	129,874	47,113	31,893
Caldwell, Kans.	*Messenger*	(e)	395,414	67,354	328,060	.....
Camden, Ark.	*News*	(e)	1,273,555	.....	.....	.....
Jonesboro, Ark.	*Sun*	(e)	815,640	202,538	553,462	43,680
(15,960 lines legal included in total.)						

(*Continued on page* 50)

EDITOR & PUBLISHER LINAGE TABULATION

(*Continued from page 49*)

City	Paper	Published	Total Linage	National	Local	Classified
Corning, Cal.	*Sun*	(e)	815,640	202,538	553,462	43,680
	(Total includes 17,272 lines—legal.)					
Cuero, Tex.	*Record*	(es)	1,766,582	134,660	1,581,468	50,400
Durango, Colo.	*Herald*	(e)	845,000	130,000	630,000	64,000
	(Total includes 21,000 lines—legal.)					
Geneva, O.	*Free Press*	(e)	783,664	52,654	670,782	60,228
Healdburg, Cal.	*Tribune*	(e)	464,534	77,504	387,030	.....
International Falls, Minn.	*Journal*	(e)	791,060	111,968	465,212	61,480
	(Total includes 152,400 lines—legal.)					
Jerseyville, Ill.	*Democrat*	(e)	126,660	37,780	72,366	13,244
	(Total includes 3,270 lines—legal.)					
Lamar, Colo.	*News*	(e)	410,080	120,540	289,478	.....
Lisbon, O.	*Journal*	(e)	582,304	430,304	140,000	.....
	(Total includes 12,000 lines—legal.)					
Marshall, Mich.	*Chronicle*	(e)	973,924	259,238	611,730	62,314
	(Total includes 40,642 lines—legal.)					
Mt. Vernon, Wash.	*Herald*	(e)	837,998	166,796	558,306	85,456
	(Total includes 27,440 lines—legal.)					
Oroville, Cal.	*Mercury*	(e)	847,834	73,066	701,456	73,312
Santa Maria, Cal.	*Times*	(e)	976,054	130,230	799,540	46,284
South Haven, Mich.	*Tribune*	(e)	824,590	138,673	608,416	77,501
	(Classified includes legal & locals.)					
Stuart, Fla.	*News*	(e)	823,607	91,092	615,269	60,743
	(Total includes 56,503 lines—legal.)					
Taft, Cal.	*Midway Driller*	(e)	1,182,220	334,348	775,880	59,826
	(Total includes 12,166 lines—legal.)					
Vinton, Ia.	*Cedar Valley Times*	(e)	920,000	250,000	470,000	120,000
	(Total includes 80,000 lines—legal.)					
Wallace, Idaho.	Press-Times	(m)	897,204	.....	.....	.....
Ballston Spa, N. Y.	Journal	(m)	386,596	91,056	287,224	3,812
	(4,704 lines legal included in total.)					
Concordia, Kans.	*Blade-Empire*	(e)	858,452	.....	.....	.....

DAILY NEWSPAPERS OF THE DOMINION OF CANADA

City	Paper	Published	Total Linage	National	Local	Classified
Calgary, Alta.	Albertan	(m)	2,243,327	531,010	1,039,360	653,069
	(Total includes 19,888 lines—legal.)					
Calgary, Alta.	*Herald*	(e)	4,718,361	1,472,769	2,315,820	929,772
Edmonton, Alta.	*Bulletin*	(e)	2,322,278	428,904	1,554,392	338,982
	(Total includes 27,468 lines—legal.)					
Edmonton, Alta.	*Journal*	(e)	4,727,636	1,342,836	2,626,234	731,188
	(Total includes 27,608 lines—legal.)					
Lethbridge, Alta.	*Herald*	(e)	3,932,598	1,229,276	2,399,295	261,147
	(Total includes 42,980 lines—legal.)					
Nelson, B. C.	News	(m)	1,187,081	465,206	604,233	106,197
	(Total includes 11,445 lines—legal.)					
Trail, B. C.	*Bulletin*	(e)	594,426	143,864	380,284	69,072
	(Total includes 1,026 lines—legal.)					
Vancouver, B. C.	*Province*	(e)	5,649,157	1,451,982	2,832,507	1,354,668
	Sunday ed	(s)	1,386,304	272,239	824,214	289,851
	Total	(es)	7,035,461	1,724,221	3,656,721	1,644,519
Vancouver, B. C.	Star	(m)	1,441,485	146,247	1,021,279	232,288
	(Total includes 41,671 lines—legal.)					
Vancouver, B. C.	*Sun*	(e)	4,304,034	1,012,214	2,595,978	649,754
	(Total includes 46,088 lines—legal.)					
Victoria, B. C.	Colonist	(ms)	3,768,198	1,022,042	2,018,352	787,804
Victoria, B. C.	*Times*	(e)	2,776,610	704,186	1,748,026	314,398
Brandon, Man.	*Sun*	(e)	1,685,320	545,050	1,032,470	107,800
Winnipeg, Man.	Free Press	(m)	6,184,351	1,809,427	2,884,582	1,478,406
	Free Press Bulletin	(e)	6,843,919	1,809,427	3,537,523	1,496,969
Winnipeg, Man.	*Tribune*	(e)	5,212,467	1,228,929	3,349,192	634,346
	(Total includes 36,490 lines—legal.)					
Sydney, N. S.	Post	(me)	1,343,730	453,775	867,705	12,250
Truro, N. S.	*News*	(e)	961,022	227,626	689,472	63,924
Chatham, Ont.	*News*	(e)	2,450,616	990,542	1,351,560	77,882
	(Total includes 30,632 lines—legal.)					
Ft. William, Ont.	*Times-Journal*	(e)	2,313,528	177,366	1,391,026	745,136
Guelph, Ont.	*Mercury*	(e)	1,985,966	727,027	1,111,006	143,333
	(Total includes 4,600 lines—legal.)					
Hamilton, Ont.	*Herald*	(e)	4,371,922	1,896,518	2,053,681	421,723
Hamilton, Ont.	*Spectator*	(e)	5,471,119	1,957,755	2,891,459	621,905
Kitchener, Ont.	*Record*	(e)	2,994,854	918,806	1,894,858	183,190
London, Ont.	Advertiser	(me)	2,020,980	865,910	937,060	218,010
London, Ont.	Free Press	(me)	3,974,525	2,031,825	1,420,425	522,275
Oshawa, Ont.	*Times*	(e)	1,627,080	529,858	896,056	201,166
Ottawa, Ont.	Citizen	(me)	4,123,194	1,182,303	2,480,168	456,763
	(Total includes 3,960 lines—legal.)					
Ottawa, Ont.	Journal	(me)	4,042,152	1,380,875	2,409,379	251,898
Owen Sound, Ont.	*Sun-Times*	(e)	1,705,281	693,322	925,022	74,735
	(Total includes 12,202 lines—legal.)					
Peterborough, Ont.	*Examiner*	(e)	2,338,336	750,064	1,447,124	141,148
Port Arthur, Ont.	*News-Chronicle*	(e)	1,836,630	627,663	1,013,076	174,042
	(Total includes 21,849 lines—legal.)					
St. Catharines, Ont.	*Standard*	(e)	2,798,345	972,833	1,656,454	169,05
St. Thomas, Ont.	*Times-Journal*	(e)	2,226,100	851,030	1,214,343	160,72
Sault Ste. Marie, Ont.	*Star*	(e)	1,749,062	648,522	1,024,100	76,44
Stratford, Ont.	*Beacon-Herald*	(e)	1,890,549	771,967	1,011,800	106,78
Toronto, Ont.	Globe	(m)	3,493,825	1,718,697	903,876	600,23
(Total includes 6,765 lines legal; 60,604 lines Transient; 71,521 lines Amusement and Movies.)						
Toronto, Ont.	Mail & Empire	(m)	3,109,710	1,187,062	1,605,829	316,81
	(Total includes 61,555 lines—legal.)					
Toronto, Ont.	*Star*	(e)	6,899,415	1,533,340	4,178,300	1,146,88
	Sunday ed	(s)	1,147,580	757,960	389,620	.....
	Total	(es)	8,046,995	2,281,300	4,567,920	1,146,88
	(Total includes 40,895 lines—legal.)					
Toronto, Ont.	*Telegram*	(e)	7,717,352	1,203,324	4,367,656	2,106,36
	(Total includes 43,007 lines—legal.)					
Charlottetown, P. E. I.	Guardian	(m)	1,401,478	586,898	768,950	41,76
	(Total includes 3,866 lines—legal.)					
Montreal, P. Q.	Gazette	(m)	3,866,688	1,566,817	2,174,700	135,17
Montreal, P. Q.	*Star*	(e)	7,396,273	2,136,895	4,004,592	1,254,78
Montreal, P. Q.	*La Patrie*	(e)	2,422,548	1,055,470	1,251,992	87,90
	(Total includes 27,186 lines—legal.)					
Montreal, P. Q.	Standard	(sat.)	784,611	312,279	466,453	5,87
Sherbrooke, P. Q.	*Record*	(e)	1,458,000	600,000	858,000	.....
Sherbrooke, P. Q.	*La Tribune*	(e)	1,427,577	645,111	665,287	97,17
Moose Jaw, Sask.	*Herald* & Times	(me)	1,537,414	674,527	710,451	152,43
Prince Albert, Sask.	*Herald*	(e)	1,227,025	501,743	580,510	144,67
Regina, Sask.	Leader & Post	(me)	2,491,097	1,315,523	1,629,623	545,95
Saskatoon, Sask.	Star & Phoenix	(me)	3,166,533	1,277,810	1,424,744	463,53

TEXAS CIRCULATORS ELECT E. C. DAVIS

Trip to Mexico Features San Antonio Meeting—Want Star Route Service for Second Class Mail

(*By Telegraph to* Editor & Publisher)

San Antonio, Sept. 15.—Meeting here Thursday in fourteenth annual convention, the Texas Circulation Managers Association elected E. C. Davis, *Beaumont Enterprise and Journal,* as president to succeed Walter Golden, *Galveston News and Tribune,* C. W. S. Lennett, *San Antonio Express and Evening News,* was named vice-president and H. E. Murphree, country circulation manager, *Houston Chronicle,* was re-elected secretary-treasurer for the fourth time. Laredo was selected for next year's convention.

The circulation managers left Thursday night to spend Friday in Laredo, Tex., and Nuevo Laredo, Mexico.

A luncheon and bullfight were features to be enjoyed on the Mexican side of the border.

W. P. Allen, general manager, *Laredo Times,* chaperoned the party from here. The principal action of the Thursday business session was the adoption of a resolution submitted by David and Jack Estes, *Dallas News and Journal,* urging uniform and adequate star route service for second class mail, deploring the apparent lack of a well defined policy as to star routes. The resolution pointed out that when some star routes failed to handle newspapers the papers were denied the character of service for which rural routes originally were intended. Co-operation of the Texas Publishers Association was requested. It was decided to resume publication of a quarterly bulletin for the association.

Davis, Estes and E. C. White, *Houston Chronicle* circulation manager, were appointed as a committee to work for a big Texas representation at the Pittsburg meeting of the International Circulation Managers' Association, now headed by Harold Hough, *Fort Worth Star-Telegram and Record-Telegram* next June.

Various circulation problems were discused without definite action. It was agreed that radio broadcasting adversely affects street sales. The eastern tendency to go back to the return privilege to newsboys and country agents was said not to prevail in Texas. Airplane delivery of newspapers is not yet practicable in Texas, discussions indicated. Baseball editions were considered a sort of "necessary evil." Induction of H. A. Paden, *Sherman Democrat,* gave the Association a total of forty-two members. The *San Antonio Light* and News and Express complimented the visitors with a luncheon and Mexican dinner. F. G. Huntress, publisher of the Express and News, spoke at the luncheon.

ADDING AFTERNOON EDITION

Shawnee (Okla.) Morning News to Publish Evening Edition, Sept. 19

Publication of an afternoon edition of the *Shawnee* (Okla.) *Morning News,* beginning Monday, Sept. 19, is announced by H. G. Spaulding, editor. Mr. Spaulding and H. T. Nisbett are owners and editors.

The new paper will have the full leased wire service of the Associated Press, the NEA Service Features and other feature services.

The paper will be published five afternoons a week, no Saturday paper being contemplated. Shawnee subscribers will receive the afternoon edition with the morning paper for a slight additional cost per month.

An open advertising rate is announced, with a special pickup ad rate for contract advertisers. There will be no contracts made for the afternoon edition and compulsory double advertising will not be forced, Mr. Spaulding said.

World Series Player Boards

only

Seven More Available

Wire

STANDARD MAGNETIC PLAYER BOARD

George H. Reynolds, Treasurer

New Bedford, Mass.

WOMEN IN ADVERTISING AND JOURNALISM

Ruth Hopkins Goes Into Training—Philadelphia Women Announce Scholarship Award—Windsor Editor Delegate to Conservative Convention



Ruth Hopkins

WHEN Ralph Vincent, Journal staff photographer, chanced to see Ruth opkins, club editor of the *Portland Ore-n Daily Journal*, holding a baby while tending an open house at the Doern-cker hospital for children recently, he uldn't resist the temptation to take a ot. Next day an enlarged copy of the cture he had taken appeared on the bul-tin board in the editorial rooms of the urnal, captioned:

"RUTH——IN TRAINING"

Few men or women have ever entered e editorial rooms of the Journal, taken f their hats and gone to work who ve made good, both in work and in iendships, as quickly as has "Peggy" opkins. She admitted on her first day at "fear and trembling" were her por-on. Today she is one of the most pular members of the staff.

The Board of Directors of the Phila-lphia Club of Advertising Women has varded a scholarship in the Charles orris Price School of the Poor Richard ub to Miss Kathryn Frances Bell. The ntest was based on a written article What is your idea of a good advertise-ent?" and a clipping of the advertise-ent on which the theme was written was be attached. The advertisement Miss ell submitted was for the Buick car d was entitled "Everything a Motor ar Can Offer." It appeared in the June issue of the *Saturday Evening Post*. Fifteen girls entered the contest which osed on June 20. The judges were T. Mulvey, of Barnes & Fehling Adver-ing Agency, Harry Hawkins of the *hiladelphia Evening Bulletin*, and Mor-n Gibbons-Neff, of Charles Paist Com-ny.

The course opens Sept. 26 and will run r 30 weeks. The scholarship is given r two years.

Mrs. Jean U. Fielding, editor of the *Vindsor* (N. S.) *Tribune*, has been ap-inted delegate-at-large to the Canadian ational Conservative Convention to be ld in Winnipeg the first week in ctober.

Miss Helen Havener, dramatic editor d special writer for the *Portland* Me.) *Express* has resigned to edit *The dependent Woman*, the official organ of e Business and Professional Women's ubs, published in New York.

Miss Havener was formerly city editor the *Portland Press*, coming to the Ex-press following the consolidation of the Press and the Herald. She started her newspaper work in Springfield, Mass.

During her career with the Express, Miss Havener fostered several cleanup crusades, the latest of which was the exposure of the unsanitary and prejudicial conditions existing at the Portland City Home.

The first dinner meeting of the League of Advertising Women of New York, will be held Sept. 20, at the Advertising Club. David Magowan will speak on "What the Country Newspaper Means to the Small Town." The guest of honor will be Miss Muriel Atkins, secretary of the Regents Club, London. Miss Florence Ficke is chairman of the dinner committee, Mrs. Mabel P. Hanford is chairman of the program committee, and Miss Dorothy Crowne, chairman of the evening.

Miss Margaret Summerville, society editor of the *Grafton* (W. Va.) *Sentinel* and a short story writer, fractured her right ankle recently while descending a stairway.

Miss Nelle M. Ribble, editorial secretary of the *South Bend Tribune*, who has been very ill, is again at her desk.

Miss Anne Chaimson of the *Hartford Times* advertising department has returned from a vacation in the White Mountains.

COVERING NIGHT CLUBS

The *New York Telegram* has now assigned a man to cover the night clubs. He writes under the name of "Le Boulevardier" and his column is headed "Broadway Brevities."

BUILDING NEWSPAPER CIRCULATION

"Zoo Party" Built Good Will for Duluth News Tribune—Penny Slug Used to Promote Serial Story—E. E. Keevin Champions Boys as Carriers

"ONE of the most successful stunts we have put on this year insofar as public response and good will were concerned."

That is how R. W. Bayne, publisher of the *Duluth News Tribune*, characterized a "Zoo Party" he recently gave children of his city.

When the Duluth Zoo added a number of new animals, the News Tribune made arrangements with the local street railway company for free transportation to the park for children under 14 years of age. The News Tribune printed coupons in the paper entitling youngsters who clipped them out and presented them to free rides.

"The trip was made on Friday, Sept. 2," Mr. Bayne said, "and more than 12,000 children cut out the coupons. The company had to double the number of cars in service."

A new way of introducing a serial story to prospective continuing readers was devised recently by A. D. Wallace, city circulation manager of the *Washington* (D. C.) *Daily News*. The name of the serial was "The Penny Princess." Several thousand two-penny cardboard slugs were distributed in envelopes reading: "A two-penny piece is enclosed. Use this to buy a copy of the News, containing complete installments to date of the 'Penny Princess.' The two-penny piece is good at all newsstands today. Two hundred dollars in prizes for Penny Princess readers! Today's paper gives complete details."

E. E. Keevin, director of the Roosevelt Newsboys' Association, Lynn, Mass., is a firm believer in the boy newspaper carrier, despite the current tendency to have men deliver the paper routes.

Mr. Keevin, in a statement to EDITOR & PUBLISHER this week, declared that while he appreciated the value of men he felt that the reason publishers were switching to older delivery hands was because they have "not reached that stage where they can look beneath the boy question, John M. Schmid, of the Hearst newspapers, and the Curtis Publishing Company, excepted."

"My contention is simply this," Mr. Keevin wrote, "that the American woodpile, that training ground for our early youth, has vanished, and its nearest substitute is the delivery of newspapers and magazines to the homes of America.

"Present day parents of sense know the value of keeping their children industrious. The other kind of parents are raising their offspring to be loafers or snobs.

"Marcus Loew, age 9, selling newspapers on the streets of New York is a shining example. Al Smith, age 10, selling papers near Fulton Ferry. He learned to swim in the East River and play handball on the side wall of a warehouse.

"Edison, Sapiro, the Van Sweringens and all the rest. They didn't have their breakfast in bed and their parents didn't park them in a boy's camp as they do in 1927.

"In closing, I may say that in this well-governed city of Lynn, I have 70 carrier newsboys covering every street with a morning delivery. The maximum age is 13. All branches of the municipal government, from the Mayor down, give their co-operation in encouraging the newsboys. Six newsboys are selected every year to go to college."

Ashley Bailey and Rene Bilodeau, *Lewiston* (Me.) *Sun-Journal* newsboys, were guests on a trip to Portland, Old Orchard and other cities, as a reward for obtaining the most new subscribers for their papers.

CLASSIFIED ADVERTISING

One Way to Impress a Hesitant Realtor—Officers Re-elected of New York Classified Association—Bar Association Aiding Classified

REAL ESTATE advertising was off. "No one is buying now," realtors said when solicited.

Roy Fuller, classified advertising manager of the *Oklahoma News*, clipped a full page advertisement, offering Kellogg's Corn Flakes and placed next to it a one-inch advertisement offering a $15,000 home for sale. His story to realtors was:

"You spend 98 cents to try and sell a $15,000 item, while Kellogg spends $214.20 to sell a 15 cent item."

Real estate advertising picked up.

Officers of the Classified Managers Association of New York City were re-elected at the first meeting of the season held at the Advertising Club of New York this week. They are: L. L. Heaton, *New York Herald Tribune*, president; John Irvin, *New York Evening Telegram*, vice-president; and John Finneran, *New York Times*, secretary and treasurer.

The *New York Telegram* issued its first school directory recently. It accounted for 4,600 lines of advertising. Edwin Skillman of the Telegram staff who directs the schools and musical instrument classifications, was in charge. The Telegram expects to make the supplement an annual affair.

The Association of Newspaper Classified Managers has obtained the support of the uniform laws committee of the American Bar Association in its efforts to draft a model law against fraudulent classified advertisers and "gyp" dealers.

Charles S. Whitman, ex-Governor of New York state, and former president of the Bar Association, has sent a notice to this effect in a letter to John Finneran, classified manager of the *New York Times*, and chairman of the legislative committee of the Association of Newspaper Classified Managers.

Mr. Finneran has submitted all the data on the subject in his possession to the uniform laws committee.

McKinley H. (Mack) Sauer, known to many Ohioians as a humorous writer of more than local fame, has joined the staff of the *Portsmouth* (O.) *Times and Sun*, in the capacity of classified advertising manager, Harry E. Taylor, publisher of the Portsmouth papers, has announced.

While attending Ohio University at Athens, O., seven years ago, Sauer took over the classified advertising department of the *Athens Messenger*. He did this in addition to his school work, and besides conducted a humorous column on the Messenger. He has since been classified manager on the *Sandusky Register* and the *Middletown Journal*, and has recently been connected with the *Columbus Dispatch*, where he has been writing the promotional advertising for the classified department.

Sauer writes a daily humorous column, which is printed on the first page of the classified section. He has written for several magazines.

REPRESENTING THE NEWSPAPERS

W. C. CHARLIER will be connected on and after October 3rd with the New York Staff of the Allen Klapp Company, representing the Middle West Newspaper List. Mr. Charlier has been connected with William A. Wilson for the past three years in representing the Sunset Magazine and several other western publications in the Eastern territory.

Fred Kimball, Inc., has been re-appointed National Advertising Representatives for the *Brownsville* (Pa.) *Morning & Evening Telegraph* effective Oct. 1.

HAGERSTOWN MAN HONORED

Leslie C. Beard, Sr., for many years a well-known newspaper man of Hagerstown, Md., was guest of honor at a dinner given by the staffs of the three Hagerstown newspapers, the *Globe*, *Herald* and *Mail*, as a farewell before he leaves for his new home in Brooklyn, N. Y. Mr. Beard has recently retired from active newspaper work, in which he has been engaged in Hagerstown for approximately 40 years. He was for many years city editor of the Globe, and for more than 25 years local correspondent for the *Baltimore Sun*.

NEW LABOR WEEKLY

The *Labor Union*, weekly, was launched at Dayton, O., Sept. 2, by the Central Labor Union, with R. L. McCormick as editor and Ed. C. Chamberlain as business manager. The initial issue was 72 pages and, according to the publishers, contained 1,008 separate advertisements.

ADVERTISING AGENCY AFFAIRS

Crumrine Company, Inc., Opens New York Office—Finch Named Director of World Wide Advertising Corporation—Carr Starts Own Business at Atlantic City, N. J.

CRUMRINE COMPANY, INC., advertising, has announced the opening of a New York office at 1332 Fisk Building, 250 West 57th Street. Arthur M. Crumrine, president, is in personal charge. The Columbus, O., office is being continued with Herbert R. Mallette as manager.

On a recent trip to the Pacific Coast, Mr. Crumrine established branch offices in Los Angeles and San Francisco. Crumrine Company, Inc., is opening another branch office in Chicago.

At a recent meeting of the Board of Directors of the World Wide Advertising Corporation Ellis J. Finch was elected assistant secretary and director of that organization. Miss Gertrude Holmes, assistant secretary and director, resigned to go to Columbia University, South Carolina, where she will enroll as a medical student.

Robert E. Nuese, Jr., formerly manager of the service department of the *Dry Goods Economist*, and advertising manager of the Gotham Silk Hosiery Company, became associated with Williams & Saylor, New York advertising agency, New York.

John B. Carr for the last four years associated with Gormerly-Smith-Peifer, Inc., Atlantic City, N. J., has opened his own agency business under his own name at the New Jersey resort. For a number of years he was attached to the advertising staff of the *Philadelphia Public Ledger*.

Glen C. Campbell, of the Campbell Advertising Agency, Toledo, sailed on Wednesday on the S.S. Reliance for the American Legion convention in Paris.

M. J. Monaghan, formerly advertising manager of the Royal Baking Powder Company, New York, has joined Cecil, Warwick & Cecil, Inc., advertising agency, as vice-president.

Picard, Bradner & Brown, Inc., New York, has moved from 16 W. 46th St., to new offices on the 17th floor of the Graybar Building.

Several Chicago members of the American Association of Advertising Agencies plan to attend the annual field day of the Cleveland chapter September 30 in Cleveland. A group breakfast at the Hotel Statler, golf, indoor baseball, tennis, horseshoes and swimming are on the program for the A. A. A. A. Field Day.

Howard A. Barton, formerly vice-president of the Albert P. Hill Agency of Pittsburgh has joined the New York staff of The H. K. McCann Company. Mr. Barton is the author of a recently published book entitled "How To Write Advertising."

Embarking for England on the Laconia from Boston, Mass., Sept. 4 was A. B. McIntire of Newton Center, Mass., representative of Barton, Durstine & Osborne, who sailed on a short business trip.

Bruce W. Elliott has joined the copy department of Chappelow Advertising Company, St. Louis. He was formerly with the Moser & Cotins agency, Utica, N. Y., and before that, had a wide experience in the department store field.

Harold A. Van Buren has joined the art department of the H. K. McCann Company, New York.

Grover C. Baker, of the advertising staff of the *Richmond* (Va.) *Times-Dispatch*, will become associated with Advertising, Inc., a newly formed Richmond agency headed by J. Lynn Miller, former advertising manager for Miller & Rhoads. Mr. Baker will be secretary.

Arthur Poolton, formerly on the staff of the *Seattle* (Wash.) *Times* has been placed in charge of the office of the newly opened branch of the Edward N. Nathan advertising agency at Portland, Ore.

Charles L. Funnell has joined the New York staff of the H. K. McCann Company. Mr. Funnell was formerly assistant advertising manager of the Graybar Electric Company.

Theodore F. McManus, head of the Detroit advertising agency bearing his name, was this week made Knight Commander of the Order of St. Gregory the Great by Pope Pius XI for his work on behalf of the Catholic University in Peking.

E. A. Benson has been advanced from Los Angeles office manager for Lord & Thomas & Logan, advertising agency, to assistant general manager for the Pacific Coast. Robert Freeman, artist, has joined the Los Angeles staff of the concern.

L. T. Robinson has succeeded Harry Elliot as Pacific Coast manager of Campbell-Ewald Company, national advertising agency. Mr. Robinson was formerly in the company's Detroit office.

The Phillips-Perry Advertising Service has been organized with headquarters at 165 Broadway, New York by A. P. Phillips and George H. Perry. An office will be opened in Atlanta with Mr. Phillips in charge. The company will specialize in special editions and feature advertising work.

Howard C. Sayre, for the past five years with the Association of National Advertisers in charge of the publication data department, has joined the Percival K. Frowort Co., Inc., advertising agency, New York, as director of research and merchandising.

AD TIPS

Aitkin-Kynett Company, 1516 Chestnut street, Philadelphia. Renewing newspaper contracts for the Dubilier Condenser Corporation, Bronx boulevard and 238th street, New York.

N. W. Ayer & Son, 308 Chestnut street, Philadelphia. Placing copy with newspapers in various sections for the Kellogg Company, "All Bran," Battle Creek, Mich.

Barton, Durstine & Osborn, Inc., 383 Madison avenue, New York. Making contracts with newspapers in various sections for the Atwater Kent Manufacturing Company, Radio, 4700 Wissahickon avenue, Philadelphia, Pa.

W. L. Brann, Inc., 270 Madison avenue, New York. Will place advertising, after January 1, 1928, of Johns-Manville Company, Asbestos, Madison avenue and 41st street, New York.

George Batten Company, 383 Madison avenue, New York. Handling account of Pale Moon Company of American Beverages, 5918 No. Broad street, Philadelphia.

Buchen Company, 28 E. Jackson boulevard, Chicago. Making contracts with newspapers in various sections for the Reo Motor Car Company, Lansing, Mich.

Buchen Company, 28 E. Jackson boulevard, Chicago. Has been appointed to handle the following: the Climax Engineering Company, Clinton, Iowa, and the Coal Operator's Association of Illinois.

J. C. Bull, Inc., 101 Park avenue, New York. Placing advertising of Roget & Gallet, perfume.

Burton Bigelow, Inc., 296 Delaware avenue, Buffalo. Placing orders with newspapers in various sections for the United Radio Corporation, Peerless Loud Speaker, Rochester, N. Y.

Chambers & Wiswell, Inc., 296 Boylston street, Boston, Mass. Sending out orders to newspapers in various sections for the Panco Rubber Company, Chelsea, Mass.

Cramer-Krasselt Company, 425 Van Buren street, Milwaukee, Wis. Renewing some newspaper contracts for the Maytag Company, Electric Washer, Newton, Iowa.

Crowell-Williams & Co., 612 No. Michigan avenue, Chicago. Placing advertising of Scott & Fetzer Company, vacuette sweepers, Cleveland.

D'Arcy Advertising Company, Missouri State Life Building, St. Louis. Making up lists for the advertising of the Western Cartridge Company, East Alton, Ill., manufacturers of ammunition, traps, targets, etc. Also making contracts with newspapers in selected sections for Anheuser-Busch, Inc., beverages, St. Louis.

Erwin, Wasey & Co., 250 Park avenue, New York. Reported to be making up a newspaper list for the Forhan Company, tooth paste, 200 Sixth avenue, New York.

Ferry-Hanly Advertising Company, 1110 Grand avenue, Kansas City, Mo. Placing advertising of the Great Western Sugar Company, Sugar building, Denver, Col., manufacturers of sugar.

Geyer Company, Dayton, Ohio. Placing account for the McMillen Company, Fort Wayne, Indiana, manufacturers of "Wayne Feeds" for poultry and live stock.

M. P. Gould Company, 450 Fourth avenue, New York. Handling the account of the Vapo Cresolene Company, 62 Cortlandt street, New York City.

Goulston Company, 18 Tremont street, Boston, Mass. Placing orders with some New York State newspapers for Berwick Cake Company, Roxbury, Mass. Also in charge of the advertising of John P. Squire & Co., Sausage, Hams, etc., Boston.

Green, Fulton, Cunningham Company, 360 North Michigan avenue, Chicago. Placing the account of the Kalamazoo Stove Company, Kalamazoo, Mich., manufacturers of coal and wood ranges.

Greenleaf Company, 80 Federal street, Boston. Have secured the account of the Standard Mailing Machines Company of Everett, Mas sending out orders to a large list of newspape for W. S. Quinby Company, of Boston, N York and Chicago; handling advertising the Quincy Market Cold Storage & Warehou Company; preparing a Fall campaign for t Lewis-Mears Company, of Boston, featuri Autocrat Eggs; planning an enlarged advert ing program for Doten-Dunton Desk Co pany of Boston and Cambridge, manufactur of high grade office furniture.

J. R. Hamilton Advertising Agency, 180 N Michigan avenue, Chicago. Sending out ord to newspapers in various sections for t Thompson Malted Food Company, malted mi Waukesha, Wis.

Hanff-Metzger, Inc., Paramount Buildi New York. Placing account for the Paramou Famous Lasky Corporation, New York.

Joseph E. Hanson Company, 85 Linc Park, Newark, N. J. In charge of advertisi of the Dorgan Company, Loco-Builder Tal Apart, Electric Toy trains, Newark, N. J.

Henri, Hurst & McDonald, 58 E. Washingt street, Chicago. Placing advertising of t Mickleberry Pure Food Products Compan "Old Farm Sausage," 801 W. 49th street, C cago. Also sending out orders to newspape in various sections for the Pierce-Arrow Mot Car Company, Buffalo.

Hicks Advertising Agency, 52 Vanderb avenue, New York. Placing advertising the Amorskin Corporation, 109-113 West 57 street, New York City, importers of the ski rejuvenating "Amorskin" cream from Germa

Hicks Advertising Agency, 52 Vanderb avenue, New York. Placing account for t Amorskin Corporation (of New York City importers of the skin-rejuvenating "Amorski cream from Germany.

Hughes, Wolff & Co., Inc., 500 Tayl Building, Rochester, N. Y. Placing accou for the Northeast Electric Company, Rocheste N. Y.

Joseph Katz Company, 16 E. Mount Vern place, Baltimore, Md. Placing orders wi newspapers that have rotogravure sections f the Middishade Company, blue serge suits, Phil delphia, Pa. Also renewing their newspap contracts for the Sealpax Company, underwea Candler building, Baltimore.

Kling-Gibson Company, 310 So. Michig avenue, Chicago. Making contracts with new papers generally for the Raladam Compan Marmola reducing tablets, Detroit, Mich.

Lamport-MacDonald Company, 525 J. M. Building, South Bend, Ind. Placing accou for Coppes Brothers & Zook, Nappanee, Indian manufacturers of kitchen cabinets.

Reed G. Landis Company, 26 E. Hur street, Chicago. Handling account of Ric mond Radiator Company, "Heatomat Gas Bo ers," 1480 Broadway, New York.

Loomis, Bevis & Hall, 717 Olympia buildin Miami, Fla. Making up schedules for new papers for the City of Miami Chamber Commerce, Miami.

Lord & Thomas and Logan, Inc. 247 Pa avenue, New York. Placing advertising the American Brass Company, Waterbur Conn., manufacturers of "Anaconda" coppe brass and bronze. Also in charge of advertisi root beer for Charles Hires & Co., 206 S 24th street, Philadelphia.

Lyddon & Hanford Company 11-15 Jam street, Rochester, N. Y. Again making co tracts with newspapers fer W. S. Rice, In Medical, Adams, N. Y.

Byron G. Moon Company, Inc., Proct building, Troy, N. Y. Handling account F. C. Huyck & Sons, Albany, N. Y., wov woolen felts and jackets.

John F. Murray Advertising Agency, 5 Madison avenue, New York. Placing orde for a test campaign with a few newspapers selected sections for A. S. Boyle Compan Old English Floor Wax, 1934 Dana avenu Cincinnati, Ohio.

Paris & Peart, 369 Lexington avenue, Ne York City. Handling the account of the Gre Atlantic & Pacific Tea Company, Jersey Cit N. J.

Prather-Allen Advertising Company, 305 4th street, Cincinnati. Renewing newspap contracts for the Kenton Pharmacal Compan "Brownatone," Covington, Ky.

Quinlan Advertising Agency, 35 E. Wack Drive, Chicago. Handling the accounts Lloyd Manufacturing Company, baby carriag Menominee, Mich., and Boyer Laboratorie Chicago.

Wm. H. Rankin Company, 342 Madison av nue, New York. Again placing schedules wit newspapers for the General Cigar Compan "Wm. Penn Cigar," New York City.

Jos. Richards Company, 247 Park avenu New York City. Renewing some newspape contracts for the Ground Gripper Stores, Inc Shoes, 2 W. 45th street, New York.

Rogers & Smith Advertising Agency, 3 West Madison street, Chicago. Placing accou for the Lockwood Motor Company, Jackso Michigan, manufacturers of Outboard motor

J. Walter Thompson Company, Inc., 4 North Michigan avenue, Chicago. Placing a count of the Gulbransen Company, Chicago.

O. S. Tyson & Co., Inc., 16 East 41st stree New York. Has secured accounts of the Fas pray Corporation, Red Bank, N. J., manufac turers of Faspray dishwashers, and the Ne Haven Copper Company, Seymour, Connecticut

United Advertising Agency, Chicago. Han dling the account of the Zenith Radio Corpora tion, 310 South Michigan avenue, Chicago.

Winsten & Sullivan, Inc., 420 Lexington ave nue, New York. Sending out orders to news papers in various sections for F. A. D. Andrea Inc. F. A. D. Radio, 1581 Jerome avenue New York.

CAMERAMEN HUNT IN PACKS, NOWADAYS



Here are 18 camera men at the Forest Hills men's national tennis matches. The nineteenth photographer snapped this picture. There were 14 "still" men present. A few of them represented individual newspapers, most of them were working for agencies.

SHOP TALK AT THIRTY



By MARLEN PEW

THERE isn't any news today, all being quiet and serene along the trail of civilization, and we must content ourselves and fill this column with a few minor human incidents which could not possibly measure up to conventional modern news standards. What "news" is continues to be a moot question—there are many definitions that we sometimes wonder if any one knows. But what isn't news is plain enough to all. By no stretch of the imagination does the following chatter qualify. It violates all of the known rules. It is offered with appropriate apologies.

* * *

THE other night we attended a Broadway musical variety show and drew a seat in the first row, coming almost knee to knee with the bugle player. We judged his age to be 60 and he is a bugler as well as bugle. When he emerged from the lobby hole under the stage he carried a great stack of sheet music arranged in the order of the performance, which he put up on his rack. Turning on the light he presently was bugling his part of a lively overture. This finished he wiped his mouth with the palm of his hand and then drew from the side pocket of his tuxedo a small, leather-bound volume which he opened to a marked page and set up at the left of the music rack. Throughout a performance of three hours the solemn bugler turned tricks with his brazen instrument, stubby fingers dancing on the stops, never missing a note when his cue came, but throughout the evening, during intervals when the bugle was not called for, he read from the little leather-bound book at the left of his rack. Not once did he glance at the brilliant action on the stage, nor at the roaring audience out front. When he was not playing he was reading and when his cue approached he would quickly mark the place in the book with a pencil, bring the bugle up to his lips and do his stuff. During the intermission I leaned over and glanced at the title of the book. It was the Life of Voltaire. The incident is not news, of course, but those of us who saw the bugler's performance will probably remember it long after we have forgotten every detail of the elaborate show we had paid to witness.

* * *

TWO years ago last winter a newspaper man in Washington, according to advices from a mutual friend, developed a cold" that lasted all spring and summer. Many doctors toyed with him. He took a short trip to Europe and found relief, but as soon as he returned he was bowled over by the same wretched, hacking cough. He visited a specialist, one of those chaps who make blood tests to determine what sort of germ is agitating one's head or tubes. The patient received 30 needle pricks in his arm each day until the reaction came on the 73rd. The physician decided that the particular bacteria found belonged to a parrot and, sure enough, the patient owned a parrot and had made a practise of playing with the bird every evening. He got rid of the parrot and the cold disappeared. Any "news" in that?

* * *

WE met an old reporter friend in a restaurant the other night. He was a go-getter in his youth and is a live wire now. An idea a minute is his choice. "How goes it?" we asked. "Oh, fine and glorious," he replied, adding that he was working on a scheme that had intrigued his fancy for years. Then he told about it. In brief, it was to establish in New York on a huge scale open-air grand opera at prices which would admit the very poor. The old reporter glowed when he told of the prospect of satisfying the hunger of music-loving working folks to whom grand opera is a luxury beyond their means. He also glowed as he told of the willingness of opera conductors and singers to engage in this philanthropic enterprise. "I have it all lined up, except the big money," he said. "I am working now to find the angel and I'll get him. We shall have popular opera on a scale never before approached." Just as we were parting my old friend confided that he had given all of his time to the opera enterprise for several weeks and had exhausted his bank account. He borrowed five dollars, which he promptly returned by mail.

* * *

AN actress, beautiful of face as a spring morning, a few years ago married the leading man of her company. For four years running she fulfilled her contract stage appearance each winter and gave her husband a son or daughter each summer. She loves her husband and he loves her and they have built a gorgeous little home in the suburbs of an Eastern city. From babyhood the children are being trained for the stage. Both she and he would rage with indignation if anything concerning their private lives was written about in any newspaper, so this cannot be "news."

* * *

IN a small New England settlement, not many miles from New York, the post-office has for some years been presided over by the daughter of the town drunkard, Lillie by name. Regularly her delicate fingers have assorted the noon and evening mails and she has been present from early morning until 7 p. m. to pass a stamp to any customer through the little wired window of the cage that Uncle Sam provided for her. Until a year ago her record for faithful attendance upon official duties was perfect, and then, to the astonishment of the villagers, she took a week off for a vacation in New York. When Lillie returned she appeared to be the same good little public servant, and although she was silent about her travels nothing was thought of it because she is by habit taciturn. Observant citizens, however, soon noted that she began to go to her work very early in the morning and return to her home after the shades of night had fallen. People said Lillie was overworking.

Lillie was taken suddenly ill a few weeks ago. Dr. Smithkins attended her late one night. The next day her father told intimates at the general store that his daughter's life had been ruined and that if she would tell him (which she steadfastly refused to do) the name of the scoundrelly father of her nameless child, why he'd hunt him down and sink lead into his vitals. He brags like that, does Lillie's father. In suppressed tones the women of the community told each other and their husbands that Lillie had a baby. The children found it out almost as soon. Lillie, of all people, an unwed mother! Poor thing, what should she, what could she do? The flour and feed man and his wife spent one whole night praying for Lillie and her little boy. Miss Edna, the organist and choir leader, appeared on Main Street with a swollen face and admitted that she had wept all night. Mrs. Botherem declared that when she passed the post-office it had seemed to her that she had seen a scarlet crepe hanging on the door. A few practical, motherly women dropped in at Lillie's house during the day and reported that mother and child were doing as well as could be expected. Lillie had nothing to say. She had been very ill, but had no word of complaint. She even seemed happy with the baby. Two weeks ago the post-mistress went back to work, in time to assort the morning mail. She wheeled little Jim to the post-office in a new buggy, covered by a fleecy robe and a fly-net. Every day since then she has done this. After school the children troop into the post-office for the mail and sing out, "How's the baby, Lillie?" And she replies with the stereotyped, "Just as good as gold." Little Jim is acknowledged by white-aproned experts to be quite the prettiest child the village has sheltered in years and—oh, so good, never cries at the post-office by day and sleeps from sun-set to sun-rise. Lillie goes on handing out the mail and the stamps saying nothing but pleasant "how-dos" and "good-byes." And that's all there is about the matter. It isn't news, and as old Jim isn't going to sink any lead, and as the K. K. K. isn't going to flog, and as Lillie has no mill-pond notions, and as there will be no pulpit denouncement, and as the pillory and the scarlet letter are no longer legal implements of torture in New England, and as Lillie wants the post-office job and the town wants her to have it, and for other reasons having to do with the phenomena of changing thought on moral questions, there isn't going to be any "news" about Lillie and Little Jim.

FORMS RIVAL BOOSTER GROUP

"Boosters of Oklahoma" Organized by K. C. Shelburne, Agency Man

Formation of "Boosters of Oklahoma," by K. C. Shelburne, of the Shelburne Advertising Agency and associates, Oklahoma City, is seen as a move to launch a rival organization to "Oklahomans, Inc." Shelburne, H. C. Whitten, an attorney, and Joe Whitten, his brother, incorporated the concern recently.

Shelburne formerly handled the advertising for Oklahomans, Inc. W. S. Key, former general manager, announced the contract was broken. Later Shelburne brought suit against the state advertising concern for $7,500.

The purpose of the new organization is to advertise the state, Shelburne said.

W. B. Estes, formerly a Chamber of Commerce secretary in Florida, has been named general manager of Oklahomans, Inc., by the board of directors, succeeding Mr. Key.

The directors voted to raise the money needed for the organization the coming year without outside help. A budget of $500,000 annually for the next three years is planned.

A nation wide publicity and advertising campaign is to be conducted.

PERKINS HEADS A. P. GROUP

Baltimore Man Chairman of Maryland-Delaware Association

A. W. Perkins of the *Baltimore American and News* has been elected chairman of the Maryland-Delaware district of the Associated Press. A. T. Newberry, chief of the Baltimore office, has been elected secretary. These officers serve for the ensuing year.

At the annual meeting, held in Baltimore a few days ago, Baltimore was selected as district headquarters. The members were invited by the *Every Evening* of Wilmington, Del., to hold the next annual meeting in that city, when they will have an opportunity to inspect Every Evening's new building. The invitation was accepted.

NEW CARTOON "MEN-U"

C. R. Macauley, who until recently was drawing cartoons for the *New York Evening Graphic,* has started a cartoon column in the *New York American.* Prepared somewhat in menu form the column carries the title "Men-U Know in the News." Macauley became a cartoonist in 1891 when he won a prize for cartooning offered by the *Cleveland Press.* He has worked for the *Cleveland World, New York Herald,* and *New York World.*

THIS REPORTER LIKES TO LIVE HIS STORIES

James B. Wharton Finds Life as Paris Correspondent Too Boring and Resigns to Try Out "Journeying Journalism"

"Journeying journalism" is what appeals to James B. Wharton. "Gay Paree" may fascinate all the rest of the world, but Mr. Wharton "will go elsewhere, thank you," he said this week in announcing his resignation as Paris correspondent of the North American Newspaper Alliance, effective October 1.



JAMES B. WHARTON

"I find the job of Paris correspondent too inactive for me," he explained.

"I'm now going to try to do some journeying journalism on my own, like a reindeer journey through Lapland, a ride through Afghanistan, a sail among the Polynesian Islands, or something of that kind. I prefer to do myself what I'm going to write about."

Mr. Wharton has done quite a few things to write about. He is 30 now. Two years ago he wrote "hot" news from the North Pole when he was the only newspaper correspondent accompanying the Amundsen-Ellsworth airplane expedition to the top of the world. He wirelessed nearly 25,000 words over a three-months' period on this one story.

"I liked the Amundsen expedition," Wharton has said. "There 'I' formed one of the 'we' of the expedition, and that doesn't happen so very often down here in the civilization of Europe."

Mr. Wharton has been connected with the North American Newspaper Alliance since November, 1923, when he was sent to Berlin by the N.A.N.A. He made a 36-hour non-stop flight in the old ZR 3, now the Los Angeles, before it left Friedrichshafen on its trans-Atlantic flight in October, 1924. It was Mr. Wharton who was the ghost-author of Hans von Schiller's by-line story on the flight of the ZR 3 which was dropped beside the Statue of Liberty in New York harbor. The N.A.N.A. story was in print in the *New York Evening World* before the airship had reached Lakehurst.

When the rotorship Buckau made its first cargo voyage between Danzig and the Firth of Forth, Scotland, in February, 1925, Mr. Wharton was the sole correspondent aboard. In 1926 this young Paris correspondent signed a contract with Queen Marie of Rumania for her journalistic output in America, making Her Majesty her own reporter during the autumn of 1926.

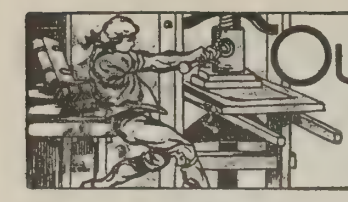
Wharton started newspaper work on the old *Philadelphia Press,* remaining with that newspaper until it was purchased by Cyrus H. K. Curtis and merged with the *Public Ledger.* After a short time on the Public Ledger, he went to New York and worked as police reporter on the *New York World.* Returning later to the Public Ledger, he was assistant dramatic editor of that paper until he left to join the N.A.N.A.

RESWICK GETS A. P. POST

Named Moscow Correspondent Succeeding Late W. C. Whiffin

William Reswick has been appointed Moscow correspondent of the Associated Press, succeeding Walter C. Whiffen, who died recently. Reswick is now abroad and will assume his new duties immediately.

Reswick is a former New York newspaper man. He attended Law school in New York, and also free-lanced for several of the papers. He has worked in Russia and Germany for the New York *American* and has also been assistant in A. P. offices in London and Paris.



Our Own World of Letters

By JAMES MELVIN LEE

THE late Frank I. Cobb, when editor of the *New York World*, seldom wrote anything except for the page over which he presided. Only two exceptions come to mind. The first, an article which he contributed to *The Atlantic Monthly* for November, 1921, detailed the shocking expenditures still made for war purposes even when humanity had for its guidance the example of the Great War; the second, published in *Harper's Magazine* for June, 1923, showed how all the self-governing nations that emerged from the World War fashioned their constitutions in favor of a Parliamentary Government instead of a Congressional Government.

Walter Lippmann, Cobb's immediate successor on the editorial page of the World, often seeks a wider audience through frequent contributions to American periodicals. In "Men of Destiny" (The MacMillan Company) he has brought together with only slight revision some of the papers which he had previously contributed to The Atlantic Monthly, *Foreign Affairs*, Harper's Magazine, *The New Republic*, *The Saturday Review of Literature*, *Vanity Fair*, and *The Yale Review*.

Many of the points made by Mr. Lippmann are driven home with greater force because of the cartoons which head each chapter. These wordless editorials from the pen of Rollin Kirby admirably supplement the text by Mr. Lippmann.

The sketches in this volume are not all of a political nature. They have a social and literary interest as well. For Mr. Lippmann believes that H. L. Mencken and Sinclair Lewis are as significant figures in America today is is Al Smith, or any other outstanding political character of the time. These sketches, extending from March, 1916, to June, 1927, cover a wide variety of topics ranging from the availability of Al Smith as candidate to the Presidency down to a discussion of Mr. Bryan's seeming change of front in the startling and sensational "monkey" trial at Dayton, Tenn.

The book opens with the sketch, "Al Smith: A Man of Destiny." "Governor Smith is the first man of the new immigration who by every professed standard of American politics is completely available as a candidate for President," says Mr. Lippmann.

Then why the opposition to his nomination? Here is a man who "is not a pacifist, nor a radical, and not what the more ignorant members of the Senate call an internationalist; he has no designs on the institution of matrimony, he does not read free verse, he probably never heard of Freud, and if you inquired closely you would probably find that he did not accept the revelation according to Darwin."

The fact that Governor Smith is against prohibition and for free speech, that he belongs to Tammany Hall, even the religious issue—these do not sufficiently explain why he is not an available candidate for the nomination. "The availability of Al Smith is glaring, indisputable, overwhelming," says Mr. Lippmann. "And yet he is unavailable. By the unspoken and unwritten law of the United States, as it stands today, he cannot be nominated by any national party."

Mr. Lippmann gives two reasons for this seeming paradox. The first is that Smith represents the urban districts in its efforts to gain power over the rural. And seemingly the time has not yet come when this may come about. But the big reason, I might say the real reason, is to be found in the first ten words quoted from this chapter: "Governor Smith is the first man of the new immigration."

The fiction has long existed that in this country all men are equal, that all careers are open to talent. Al Smith is the first man who could and who has challenged this accepted precept, and in so doing he has brought into the open the conflict "between the tradition which Americans have professed and the tradition upon which they really intend to act."

The matter of the Catholicism of Al Smith is treated more fully in a chapter by itself. There Mr. Lippmann takes the opportunity of discussing both Mr. Marshall's open letter in The Atlantic and Mr. Smith's reply. With these two documents all readers are familiar. But Mr. Lippmann's views, I venture to say, may not be so widely known.

Another chapter of great general interest is the one in which Mr. Lippmann explains satisfactorily, for himself at least, the "why" of President Coolidge's being the present incumbent of the highest political office in the United States.

Inactivity is a political philosophy and a party program with Mr. Coolidge, according to Mr. Lippmann. But one should not mistake Mr. Coolidge's genius for inactivity; for it is a "grim, determined and alert inactivity."

There have been Presidents in our time who knew how to whip up popular enthusiasm. There has never been Mr. Coolidge's equal in the art of deflating interest. He has brought his technique to such perfection that one paper announced the conclusion of the coal strike in streamer headlines, saying "Coolidge Wins Coal Victory; Denies He Interfered."

And it is because this "active inactivity" suits the mood and certain needs of the country admirably at the present time that Calvin Coolidge has a great mass of the people behind him.

Then too, our President is the embodiment of Puritanism. We, the American people, while indulging in an orgy of pleasure have set up in the White House "this frugal little man who in his personal life is the very antithesis of the flamboyant ideal that everybody is frantically pursuing" so that we may enjoy vicariously "the classic virtues while continuing to enjoy all the modern conveniences."

In the chapter, "Bryan and The Dogma of Majority Rule," Mr. Lippmann shows that Bryan's stand in the matter of the Dayton trial was not a change of front but, after all, was consistent with his two life-long policies—majority rule and his belief in the sanctity of the text of the Bible. Then he goes on to discuss where and when the majority principle applies. Mr. Lippmann believes that Mr. Bryan did a service to democratic thinking when he "reduced to absurdity the dogma which had been held carelessly but almost universally, thus demonstrating that it was time to reconsider the premises of the democratic faith."

It is somewhat of a novelty to have the tables reversed while Mr. Lippmann analyzes for the reader that enigmatic personality, H. L. Mencken, in a sketch reviewing Mencken's "Notes on Democracy." Mr. Lippmann's comments about Mr. Mencken supply some of the most interesting material in this book full of entertaining, instructive and clear thinking chats on some of the leading personalities of the last decade.

In trying to answer the question why Mr. Mencken is as popular as he is in a country "in which he professes to dislike most of the population," Mr. Lippmann says:

> Mr. Mencken is so effective just because his appeal is not from mind to mind but from viscera to viscera.

Then again the author says:

> He writes terribly unjust tirades, and yet I know of nobody who writes for his living will stay up so late or get up so early to untangle an injustice.

Perhaps one of the most expressive cartoons is the one heading this chapter which shows Mencken yelling through a huge megaphone the single word "Boob" at the unlucky object of one of his vituperative attacks.

BERGER APPOINTED

Stephen Berger has been appointed advertising manager of the *World Almanac*, J. F. Bresnahan, business manager of the *New York World*, announced this week. Mr. Berger has been a member of the World's staff for more than 25 years. He succeeds Alfred Zimmerman, who resigned recently.

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Fourth Largest City
For most complete and economical coverage concentrate in one paper—
The Detroit News.
Offers advertisers unusual opportunities

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CLINE ELECTRIC MFG. CO. CHICAGO
Cline-Westinghouse Double Motor-Drive with full automatic push button control
is used by
Elkhart Truth
Elkhart, Ind.
Ask them about it
CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

Our Customers Write Our Ads
Jackson, Miss., Daily News
Says—
"We have never had a serious delay or accident of any kind in five years' operation of our 24-page DUPLEX TUBULAR press."
DUPLEX PRESSES
FOR ALL NEWSPAPERS
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The insignia that represents GOOD service.
ACB
Over 400 newspapers discovered a simple and practical solution to their checking proof problems, when they accepted our NEW and *Complete* Checking Proof Service. Under this plan *the Publishers' office is relieved entirely of all detail work.*
Less expensive—
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79 Madison Ave. NEW YORK (ACB) 538 So. Clark St. CHICAGO

Automatic Stereotype Plate Handling Equipment, Automatic Roll Paper Lifts, Roll Paper Trucks, Track, Turntables, Switches, Bundle Lifts.
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Conway Bldg., Chicago, Ill.
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Manufacturers Columbus, Ohio

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
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THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Buffalo, The Wonder City of America
Buffalo—a profitable Market for Advertisers
Sales in Buffalo are splendid for advertising goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the
BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo Homes
EDWARD H. BUTLER
Editor and Publisher
KELLY-SMITH COMPANY
Representatives
Graybar Bldg. New York, N. Y.
Tribune Tower Chicago, Ill.
Atlantic Bldg. Philadelphia
Waterman Bldg. Boston

(OL. WORTHAM, TEXAS PIONEER, DIES

'as One of Founders and Editor of Ft. Worth Star, Now the Star-Telegram—Served Houston Dailies

Col. Louis J. Wortham, pioneer Texas journalist, one of the founders of the *rt Worth Star-Telegram,* died Saturcy, Sept. 10, in a hospital at Greenville, ex., following a brief illness. The son a pioneer editor before him, Col. Vortham was for many years an outsnding figure in Texas newspaper and blic life.

His first job was that of setting type the old *Sulphur Springs Gazette,* then rned by his father. While he left the wspaper business at various times, he ways returned. His work outside this ld included a job as river guard on e Rio Grande, after which he went to Vashington as secretary to Senator oke. This was followed by service on e *Houston Post* and *Houston Chronicle* editorial writer, and in Mexico City d Washington as special correspondent.

Joining with D. C. McCaleb, A. G. awson and Amon G. Carter, Col. Vortham went to Fort Worth as editor the *Fort Worth Star,* which the four unched as a new afternoon paper. He ntinued as its editor after the paper came the Star-Telegram until 1923, nen he disposed of his holdings to reire and begin writing a Texas history.

Col. Wortham served four terms as ember of the legislature from Tarrant ounty.

ELLIS C. ABRAMS

Ellis C. Abrams, 63, night editor of the *hiladelphia Inquirer,* widely known wspaperman and former sheriff of elaware county, died suddenly from a art attack while motoring with his wife ear Philadelphia Saturday, Sept. 10. r. Abrams started his newspaper career years ago with the Inquirer and later as connected with the Associated Press fice in Philadelphia for a few years bere returning to the Inquirer. He is rvived by his wife, six sons and three ughters.

FIELD'S SON DIES

Frederick Skiff Field, son of Eugene ield, the children's poet, who for a ng time conducted the column "Sharps d Flats" in the *Chicago Daily News,* ed last week in the Tomahawk, Wis., spital as a result of severe burns sufred when his automobile burned in an plosion early last month.

ADDISON E. McCALL

Addison Elias McCall, 71, founder the *Bath* (N. Y.) *Plain Dealer* and its itor and publisher for 40 years, died ere Sept. 8. He served three terms as ayor of Bath.

INJURED BY PROPELLER

Bernard Goski, a photographer for the *leveland Press,* had four fingers cut om his right hand by the whirling proeller of an airplane at the Cleveland irport, Sept. 3. The plane carried City anager W. R. Hopkins of Cleveland New York. Only quick action saved oski from being killed.

NEWSPAPER ENGINEERING

An organization specializing in newspaper buildings, all phases of newspaper engineering, operation and production problems, analytical surveys and valuations.

S. P. WESTON, INC.

Newspaper Buildings, Production, Operation Surveys, Valuations.

420 Lexington Avenue, New York

Obituary

CHARLES S. NEELD, 61, former central Illinois newspaper publisher, died recently in Springfield, Ill., after a six months' illness. He was born April 20, 1866, in Cissna Park, Ill., and was employed by *Bloomington* (Ill.) *Leader* as a young man, later acquiring the *Normal* (Ill.) *Advocate,* disposing of that interest and finally returning to Bloomington as publisher of the *McLean County Herald* and the *Bloomington Record.*

OLIVER CHESTER SLANE, 70, father of Carl and Merle Slane, publishers of the *Peoria* (Ill.) *Journal and Transcript,* died recently at his home in Peoria, after an illness of a year. Beside the two sons he left a daughter, Mrs. John Wilson of Detroit.

MRS. ELLA S. WOEMPNER, 36, wife of Emil C. Woempner, auditor of the *Indianapolis Star,* died last week after an operation.

MRS. MARY FEIGHTNER, 77, died last week at Huntington, Ind. She was the mother of Harold C. Feightner, special writer of the *Indianapolis News.*

WILLIAM D. MARTIN, former waterfront reporter for the *Portland* (Me.) *Express,* died recently.

CHARLES FERDINAND TAYLOR, 83, formerly owner and publisher of the *Ft. Wayne* (Ia.) *Daily News* and later connected with the *Los Angeles* (Cal.) *Times,* died Sept. 5 in Los Angeles.

ADDISON ELLAS MCCALL, 70, former editor and publisher of the *Bath* (N. Y.) *Plaindealer,* died Sept. 8. His association with the Bath Plaindealer began when it was established in 1883. After Orsen L. Drew and William Black left the company, Mr. McCall was editor and publisher. In 1922 he disposed of the business to the Steuben News, Inc.

FRED PERRY POWERS, a veteran editorial writer of the *Philadelphia Record,* died at his home in that city on Sept. 9 of pneumonia. He was 78 years of age, and prior to locating with the Record in 1900 had been in newspaper work in Chicago and the Middle West.

PHILIP L. BARKER, 67, for more than 45 years a printer, compositor and linotype operator on the *Chicago Tribune,* died recently from a stroke of apoplexy at his home.

RALPH MCCANNA, 36, who for many years was a special writer on the *Chicago Tribune,* died Sept. 12 in Detroit. He was ill only twenty-four hours. At the time of his death he was on the *Detroit Free Press.*

EDWARD J. ALLEN, 32, assistant telegraph editor of the *Cincinnati Enquirer,* was drowned while swimming near Baltimore, O. He is survived by a wife and a son.

WILLIAM J. BLAKE, a mailer employed on the *Boston Globe,* and president of the Boston Mailers' Union, died suddenly of pneumonia at his home in Medford Mass., Sept. 3.

RICHARD A. TRAGRESSER, 28, a former city editor of the *Lancaster* (Pa.) *Intelligencer* and well-known in newspaper circles in Eastern Pennsylvania died at his home in that city Aug. 31.

ARIZONA DAILY SOLD

Bisbee Ore Acquired by Local Corporation—Grant Editor

Sale of the *Bisbee* (Ariz.) *Ore* to the Border Publishing company, a corporation financed by local capital, has been announced. The paper's name was changed to the *Bisbee Evening Ore.* The consideration was not made public. Hoy & Hoy are the retiring publishers.

Mrs. Nellie B. Hoy, who owned a half interest in the paper, will be the business manager for the new company. Ted J. Hoy, who owned the remaining 50 per cent, has purchased a string of three wecklies in New Mexico. He will make his headquarters at Vaughn, N. M., where he has also opened a new job printing business.

Ross Grant, formerly of the *San Francisco Chronicle* and the *Denver Post,* has been named editor.

The new owners are investing in considerable equipment. Full Associated Press leased wire service started Sept. 1.

FARQUHAR BUYS ON COAST

Elson G. Conrad has sold the *Huntington Beach* (Cal.) *News and Post* to James F. Farquhar of Cedar Rapids, Ia., formerly editor of the *Republican* in the latter city.

OPENS REMODELLED PLANT

The *San Jose* (Cal.) *News,* published by G. Logan Payne, recently opened its enlarged plant in which much new machinery was installed in addition to a new art and engraving plant. Harry Coleman, former regional art and engraving director for the Hearst newspapers, is in charge of the new department. An adjoining building was purchased and remodeled by the newspaper.

TO PUBLISH DAILY OCT. 1

Beginning with the issue of Oct. 1, the *Medford* (Mass.) *Mercury,* at present a weekly published by James D. P. Wingate, will enter the daily field, publishing every afternoon except Sundays and holidays.

TEXAS GROUP ELECTS

George L. Inglish of Stamford, editor of the *Baylor County Banner,* was elected president for the ensuing year at the recent session of the Northwest Texas Press Association at Wichita Falls. C. C. Hudson, *Iowa Park Herald,* was elected vice-president, and R. H. Nichols, *Vernon Record,* re-elected secretary-treasurer. George T. Spears, Jr., *Graham Leader,* and Grady Roberts, *Chillicothe Valley News,* were appointed executive committeemen. Wichita Falls was chosen again for next year's meeting, and it was decided to invite the Texas Press Association to meet there in 1929.—*C. M. Meadows, Jr.*

Read in 4 out of 5 Homes In PEORIA

PEORIA JOURNAL-TRANSCRIPT

"The Try-Out Medium In the Try-Out City"

Space is space—but the BEST Classified Advertising publicity justifies its daily appearance in your newspaper

THE BASIL L. SMITH SYSTEM, Inc.

International Classified Advertising Counsellors

Packard Building, Philadelphia

ROTO-GRAVURE *Sections for* Newspapers & Magazines

STANDARD *Gravure Corporation*

LOUISVILLE, KENTUCKY

Have you a friend in Kansas City

Ask him if he doesn't read The Kansas City Star

The Morning Telegraph

the leading newspaper in Theatricals, Turf, Finance and Motion Pictures, prints all of the day's worth while general news, with exclusive features covered by a great staff of special writers.

It has the largest professional circulation of any newspaper in the United States.

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write John G. Earhart, Director, Personnel Bureau of Sigma Delta Chi, 836 Exchange Ave., Chicago, Ill.

NO CHARGE TO EMPLOYERS

WHAT'S WHAT IN THE FEATURE FIELD

NEA Offers Magazine Supplement—"Babby Gerty" New Comic of International Syndicate—Hazel Deyo Batchelor Writes Latest Serial for Ledger

NEA SERVICE will start issuing a new weekly magazine section beginning Nov. 6. Peter Edson, formerly of the *Boston Post* and the *New Haven Register* will be managing editor. Early numbers will be under the personal supervision of Fred S. Ferguson, president of NEA. Covers will be drawn regularly by Ethel Hays.



PETER EDSON

In the first number a new fiction serial story by William Slavens McNutt will be started, and also the first of a series of articles on the modern girl by Helen Wills.

Staff members of the magazine will include: Eleanor Crockett, also director of the food bureau of the *New York Telegram*, who will conduct a similar department for the magazine; Paul Kroesen, illustrator; George Clarke and Virginia Maxwell, formerly connected with other syndicates.

A new addition to the feature list of the International Syndicate, Baltimore, is called "Gabby Gertie." It is a single column wisecracking comic, drawn and written by Irma Harms.

"The Ten Modern Commandments" is a movie adaptation of a story by Jack Lait, editor of International Feature Service, which appeared in the *Chicago Herald & Examiner* in 1921. The story was originally called "Penniless Millions."

"The Girl Who Played Safe" is the title of the the latest serial by Hazel Deyo Batchelor, offered by the Ledger Syndicate, Philadelphia.

Dr. Louis E. Bisch, neuropsychiatrist, hereafter will write a daily article for the Newspaper Feature Service daily magazine page. Hitherto he has been writing only two articles a week.

McNaught Syndicate has moved from the 15th floor of the New York Times Building and now occupies the entire 22nd floor of the same building.

Metropolitan Newspaper Service is offering a series of eight articles on the perils and problems of allied counter-espionage during the world war. Charles Lucieto, of the French secret service, is the author.

Leslie Fulenwider, president of Famous Features Syndicate, New York, returned Monday from a two months' business trip through Europe. While there he obtained a signed story by Mme. Helene Lupescu detailing her romance with Prince Carol, and several other features. In Paris Mr. Fulenwider attempted to buy the airplane Columbia from Charles A. Levine and stage a flight to America under the auspices of Famous Features Syndicate, but the deal did not go through because of the legal entanglements which surrounded the Columbia at the time. On Mr. Fulenwider's return it was revealed that it was he who was responsibile for bringing Charles Levine and Capt. W. G. R. Hinchcliffe together.

Russ Westover, creator of "Tillie the Toiler," has returned from a trip through the West. He visited his old home in San Francisco.

Rudolph Block, comic art editor, short story and editorial writer, has just returned from Europe.

John P. Medbury, King Features Syndicate humorist, is engaged in writing his first serial, entitled "Blazing Bunions." It is a satire on current newspaper fiction.

Helen Rowland, author of "Meditations of a Married Woman" and "The Sayings of Mrs. Solomon," is enjoying her first vacation in seven years. She is at Shoreham, Long Island.

Jack Callahan, creator of "Freddie the Sheik," has taken up aviation and has moved down on Long Island to be near the flying field.

W. L. Wardell, Zoë Beckley, and D. S. Garden, of Famous Features Syndicate, New York, went to Ottawa last week to obtain special features on the flight of the St. Raphael, bearing Princess Lowenstein-Wertheim, which apparently went down at sea in its scheduled flight from England to Canada.

"Pre-eminent" articles released by Metropolitan Newspaper Service for the next month will include: "The Charm of Uncertainty," by Wallace Irwin; "Why This Pomp," by Richard Washburn Child; "Woman's Increasing Power—Man In A Woman's State," by Gertrude Atherton; and "Using Your Other Mind," by Harvey O'Higgins.

Charles McManus has returned from a trip to the Canadian Rockies and California.

"FIRST NIGHTERS" ELECT

Gilbert Gabriel, dramatic critic of the *New York Sun*, has been elected president of the "First Nighters," an organization of New York play reviewers. The club was organized by Kelcey Allen, of *Women's Wear*, a daily trade paper.

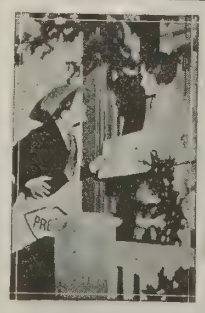
Largest Circulation and Largest Volume of Advertising of any Daily west of the Missouri river

LOS ANGELES

EVENING HERALD

REPRESENTATIVES

Chicago, JOHN M. LEDERER, 910 Hearst Bldg.
San Francisco, A. J. NORRIS HILL, 610 Hearst Bldg.
New York, HERBERT W. MOLONEY, 606 Times Bldg.



Over 260,000 Homes in Michigan served by Booth Newspapers

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN
50 East 42nd Street
New York City

J. E. LUTZ
6 N. Michigan Ave.
Chicago, Ill.

WITH THE GENERAL ADVERTISERS

Thomas Cook & Sons Advertise Delux Aerial Tour to Dempsey-Tunneyy Fight—Atlas Powder to Use Newspapers—Traffic Group Wants Speed Talk Cut from Auto Ads

A PROMISE of a new source of newspaper advertising appeared in the copy placed in Eastern dailies this week by Thomas Cook & Sons asking for customers to make a delux aerial tour to the Dempsey-Tunney fight in Chicago, Sept. 22.

The tourist agency was working in co-operation with the Reynolds Airways, Inc. The Cook company hopes some day soon to be selling Americans airplane journeys with the ease that this modern form of transportation is sold on the Continent.

The Atlas Powder Company of Wilmington, Del., will use newspaper space this year in a campaign due to start in the near future.

The Better Traffic Committee of Pittsburgh has appealed to automobile manufacturers, asking them to abandon the practice of emphasizing high speed in their advertising campaigns. The committee places part of the responsibility for the increase of traffic fatalities directly to this type of automotive copy.

Sir Thomas Lipton has resigned the chairmanship of his English tea business, Thomas J. Lipton, Ltd., and will hereafter hold the title of honorary life president. Sir John Ferguson has been appointed chairman.

The National Better Business Bureau reports that 19 companies producing about 90 per cent of the building insulation materials made in this country, have pledged themselves to a code of fair play in advertising and selling representations.

The Monroe Auto Equipment Manufacturing Company, of Monroe, Mich., manufacturers of Monroe hydraulic shock eliminators and forced draft heaters, has appointed Austin F. Bement, Inc., Detroit and Chicago, as its advertising agency. The Detroit office of the Bement agency will place the campaign.

Modernmode Footwear, recent addition to Fifth Avenue's shoe shops, New York, is placing advertising through the Arthur Rosenberg Company.

The H. K. McCann Company has been appointed to handle the advertising of the Broadmoor Hotel, Colorado Springs.

A NEW DEAL IN PITTSBURGH

America's fourth largest market

The Sun-Telegraph

Evening and Sunday

—The evening issue combining the former Evening Chronicle Telegraph and Evening Sun.

—The Sunday issue combining the former Sunday Post and Sunday Gazette Times.

National advertising representatives: Paul Block, Inc., 247 Park Avenue, New York; Century Bldg., Chicago; General Motors Bldg., Detroit; Little Bldg., Boston; Commonwealth Trust Bldg., Philadelphia.

IMPORTANT TERRITORY

Growth of population, a gain in metal production, a steady increase in the live-stock, wool, canning and other industries—means that Utah, Idaho, Wyoming and Nevada are becoming more important each day to the advertiser.

The Salt Lake Tribune

THE S. C. BECKWITH SPECIAL AGENCY
New York — Chicago — Detroit
St. Louis — Kansas City — Atlanta
M. C. MOGENSEN & CO., INC.
San Francisco — Los Angeles
Seattle — Portland

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

The Place to Push Sales—

Kansas—made unusually prosperous this year by excellent crop yields—offers an attractive market to persistent advertisers.

The Topeka Daily Capital—

thoroughly covers Topeka and its big trading radius. The only newspaper with a circulation throughout the State.

Included in primary distribution campaigns by leading national advertisers.

40,000 Guaranteed Circulation

Published by Arthur Capper
Topeka, Kansas

After All

It's not so much how many read your story as how many put credence in it.

THE PHILADELPHIA RECORD

Goes not only into the homes but also into the hearts of 150,000 substantial families daily.

Second Largest Morning Daily in Philadelphia

Always Reliable

BRITISH JOURNALISTS ELECT BLUMENFELD

Editor of London Express Named President of Institute—Correspondence Schools for Reporters Denounced

By ALLAN DELAFONS

(*Special to* EDITOR & PUBLISHER)

LONDON.—By a unanimous vote the delegates assembled at Reading on Aug. 30 for the annual conference of the British Institute of Journalists, under the presidency of Charles Igglesden, passed a resolution to the effect that "no Fellow or Member of the Institute of Journalists shall be associated with any school of journalism, or with any other course of education in journalism that has not been approved by the Council of the Institute."

P. E. Verstone, editor of *The Paper Container*, proposed the motion, and read advertisements promising large amounts that might be earned after a little postal tuition in journalism. H. A. Taylor, of Newspaper Features, a syndicate, London, and chairman of the executive body of the institute, also urged that the institute should warn the public against the absurd claims made by many so-called schools of journalism. Other delegates pointed out that courses in journalism in connection with some of the universities in England were well worthy of the support and recommendation of the institute, and the motion was passed unanimously.

On the afternoon of Aug. 30 R. D. Blumenfeld, editor-in-chief of the *London Daily Express*, was elected president of the Institute of Journalists for 1928. He had not, Mr. Blumenfeld said, been an active member of their organization, though he had actually been a member for many years, but he hoped to be able to do some useful work during his year of office.

The institute has been reorganized, and a large increase in membership was reported. The standing orders have been revised and brought into accord with modern ideas in journalism, and the consideration of these alterations occupied much of the time and the four business sessions of the conference, on Aug. 29, 30 (two sessions) and Sept. 1.

On Tuesday, Sept. 6, Sir G. Rowland Blades, Bart., master printer and Lord Mayor of London, journeyed to Ipswich and there formally opened Oak Hill, the convalescent and rest home given by a Member of Parliament and citizen of Ipswich to the Institute of Journalists. The institute is raising a fund, to which most of the leading newspapers in England and many Australian newspapers are subscribing, to maintain Oak Hill as a home of rest for journalists, whether members of the Institute or otherwise.

KRAEMER PROMOTED

Urban J. Kraemer, manager of department store advertising for the *Cleveland Press*, has resigned and gone to Baltimore to become advertising manager for the *Baltimore Post*.

LESS DRINKING AT MEETS

Hardened Delegate Finds Hard-Liquor Losing Its Popularity

Prohibition is finally being felt at conventions of advertising and newspaper publishing organizations, a man who attends a large number of such affairs remarked this week.

"At a recent convention," this observer reported, "a gentleman I know brought his usual two suitcases of liquor. He left without opening either suitcase. Three years ago at the same convention I remember there were marked appearances of conviviality.

"At another convention the other day a man produced a quart bottle of Scotch at the annual banquet. He passed it around with the offer of 'help yourself'." The bottle went to four tables, a total of 32 men, and came back to the owner unopened.

"'I know its good stuff,' the owner said, "but even he didn't pull the cork."

C. S. BAUR HONORED

Charles S. Baur, general advertising manager of the *Iron Age*, was tendered a testimonial dinner Thursday evening, Sept. 1, in honor of the completion of 25 years of service with the publication. The affair was held at the home of F. J. Frank, Pleasantville, N. Y., president of the Iron Age Publishing Company.

TO EXPAND PLANT

Expansion of the plant of the *Albany* (N. Y.) *Times-Union* is indicated by the approval of a building permit involving an expenditure of $30,000 for improvements and alterations.

PACIFIC FLIGHTS TEST HAWAIIAN NEWS MEN

(*Continued from page* 11)

and questions. Another stream of rumors to be chased down, with the possibility that any of them might be true, might lead to the finding of a plane and crew, might "break" the biggest rescue story of the year.

There is still a possibility the lost aviators will be picked up, and that is what makes the Honolulu newspapers and correspondents hold their breath with mingled hope and apprehension. Hope that it may be true, that a rescue may be effected; apprehension that the story may "break" for someone else, that the "scoop" may be landed by the other fellow.

Every ship that comes in from the sea, every fisherman's sampan that glides into the harbor from its lonely cruises out over the shoals and banks, needs watching.

One such report has already set the world athrill—and then brought disappointment and shock. A country correspondent on the island of Maui sent to the Honolulu Advertiser a report that the Pedlar plane (Miss Doran) had been found and all on board taken off. A newspaper extra, and a press association's story flashed to the mainland, caused a sensation soon dispelled by the facts. The Associated Press and the Star-Bulletin, already investigating the first rumor, were doubtful of its authenticity and sent a staff man, stationed on the island of Maui for just such protection, on a long night automobile ride to the lonely little village on the Maui coast mentioned in the rumor. The staff man found there was nothing in it.

This is only one of many rumors which have come in from the "outside islands." And it is the possibility that any may be true that is keeping the newspapers and correspondents on edge, long after the chances are 1,000 to 1 against the survival of any of the seven persons who are missing.

The writer hopes that no mainland newspaper will take it from the foregoing that we down here are complaining about the work or objecting because big news is coming our way. Not at all. We've had an unforgettable illustration of the fact that though Hawaii is geographically remote from the mainland, news today halts not for space and reckons with time only as it is an urgent factor.

No newspaper man going through the past few weeks here could think of Hawaii as isolated. We've been shooting wireless and cable news through to you for editions just as if we were phoning in from a few miles away to a rewrite man. We've seen how papers from the Atlantic to the Pacific coast are calling for special stories, and we've watched the picture men race each other by airplane, auto and the well-known feet to get their stuff off first for the mainland—just as if their offices were 50 miles away instead of at least 2,100.

And perhaps the most interesting thing was the demonstration that it's possible to cover the distance from the Pacific coast to Hawaii in approximately 24 hours—and do it safely. In spite of the fact that three planes are missing (at this writing) four planes have covered the distance this summer, and three of the four came through without difficulty. All of them brought letters and messages, and some of them also brought mainland papers.

Meanwhile, if any of you brothers of the craft have a lingering idea that the life here is one of ease and quietude under the rustling palms—come down here and go through a "flight story" with us.

MERRIMACK MARKET

Lowell, Mass. and Lawrence, Mass.

A compact sales district completely covered through these local newspapers. A qualified retail merchandiser executive constantly contacts the 2906 retailers in the interest of national advertisers.

Lawrence, Mass.
Eagle and Tribune

Lowell, Mass.
Courier-Citizen & Leader

Bryant, Griffith & Brunson, Inc.
New York, 9 E. 41st St. — Chicago, 1310 Bell Bldg.
Boston, 201 Devonshire St. — Atlanta, Walton Bldg.

A FEATURE SERVICE THAT APPEALS TO ALL

DAILY HEALTH TALKS
by
Dr Frank McCoy

They tell your readers in an interesting manner how to get well — how to stay well — by just following simple and common-sense laws of Health and Diet.

Written by McCoy—the leading authority on Health Subjects

Write or wire
McCOY HEALTH SERVICE
Brack Shops Bldg — Los Angeles, Cal.

"The AMAZING CHANCE"
by Patricia Wentworth



Husband Or Sweetheart— Which Was He?

Very much alike were the two Laydon boys, Jim and Jack—first cousins. Both were in love with beautiful Evelyn Prother.

One man she loved; the other she married early in the war, on the eve of his return to the front. Both were reported missing in action.

Ten years later one returns—but he cannot or will not say whether he is Jim, the husband, or Jack, the sweetheart.

Instead he takes

"THE AMAZING CHANCE"

to make sure of Evelyn's love before revealing his identity.

Here are action, mystery, love interest and suspense woven into a great romance

By Patricia Wentworth

"A combination romance and mystery story, one with thrills but with depth and tenderness, too. A most effective novel."—Boston Globe.

In 24 Installments

LEDGER SYNDICATE
Philadelphia, Pa.

Gains again in August

making the eighth consecutive month of circulation and advertising gains for the

BALTIMORE NEWS

Largest circulation of any daily paper in the South

CIRCULATION GAIN
Net paid August

NEWS 144,374
Evening Sun 123,549

ADVERTISING GAIN
(local) first 8 months 1927

NEWS gained 181,104 lines
Eve. Sun lost 643,651 lines
Post lost 193,285 lines

NOTE: The NEWS has shown a gain in local advertising for each of the last 8 months compared to the monthly losses of the other two evening papers.

See the new 6 cylinder truck by GRAHAM BROTHERS
TWO TON HEAVY DUTY
FOUR SPEED TRANSMISSION
FOUR WHEEL BRAKES (LOCKHEED HYDRAULIC)

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
RESULTS COUNT
OCCIDENTAL BLDG. INDIANAPOLIS, IND.

25 BRITISH PRINTERS ARRIVE IN U. S.

Master Craftsmen Here to Visit Graphic Arts Show and Visit Principal Cities

Twenty-five members of the British Federation of Master Printers arrived in New York Sept. 11 on the Carmania for a tour of America and Canada. Four members of the party are accompanied by their wives, bringing the total of the delegation to 30.

They attended the National Graphic Arts Exposition during this week and left Sept. 16 for Philadelphia. They will also visit Washington, Chicago, Detroit and Buffalo. At the latter city they will cross into Canada after visiting Niagara Falls, and proceed to Toronto, Ottawa and Montreal, sailing from the latter city Sept. 30.

Those in the party are:

R. B. Simnett of London who will represent J. S. Brunton, president of the Federation.

William G. Appleyard, M.B.E., of Middlesbrough.

Edmund Arnold of Leeds.

C. E. Bemrose, Bemrose & Sons, Ltd., of Derby.

E. C. Bemrose of Derby.

R. J. Bolton, Lorilleux & Bolton (printing ink makers) of London.

J. A. Clelland of Belfast.

Mr. and Mrs. W. H. Eyre, St. Clements Press of London.

Eric J. Harrison, Harrison & Sons, Ltd., of London.

Mr. and Mrs. Charles Jeuchner of Lewes.

E. C. Keliher of London.

J. J. Keliher of London.

E, A. Natzio, Norbury, Natzio & Company, Ltd., of Manchester.

F. A. Perry of London.

W. T. Pershke, National Printing Ink Company, of London.

Mr. and Mrs. G. S. Robinson, John Bartholomew & Son, Ltd., of Edinburgh.

J. P. Sowry, Jowett & Sowry, Ltd., of Leeds.

C. C. Tapp, Tapp & Toothill, Ltd., of Bramley near Leeds.

Mr. and Mrs. H. Ward Knowles of Accrington.

A. Wigley of Leeds.

John Davidson, assistant secretary of the Federation of Master Printers.

Malcolm McCorquodale of London.

F. Grey, Greycaine Book Manufacturing Company, Walford.

Major R. Leighton, Leighton, Son and Hodge, of London.

C. E. Pitman of Chicago, member of the firm of Isaac Pitman & Sons of Bath, joined the party in New York.

66 YEARS "AT THE CASE"

T. B. Shoaff of Pana, Ill., Awarded Medal at Graphic Arts Exposition

Thomas Benton Shoaff, editor of the *Pana* (Ill.) *Shelby County Leader*, one of the oldest newspapers in central Illinois, received special honorable mention and the bronze medal from the Graphic Arts Exposition in New York as the man longest engaged in the printing business in the United States and Canada, in recognition of 66 years "at the case." Mr. Shoaff is 82 years old. He is the son of James Shoaff, who founded the first newspaper in central Illinois, in Decatur, about 1852. Mr. Shoaff began his career in Paris, Ill., where he published the *Paris Gazette* with his brothers, Fred and L. A. Shoaff. In 1885 he came to Danville and purchased the *Danville Leader* and two years later organized the company which published the *Danville Press*, established 40 years ago last month.

TAYLOR NOW EDITOR

Deems Taylor, composer and former music critic for the *New York World*, took up his new duties as editor of *Musical America* with the issue of Sept. 3.

NEWSPRINT CAPACITY INCREASES

Daily Tonnage Will Be 2,035 Tons Higher by December, Says A.N.P.A.

By December, when two more mills go into operation, newsprint capacity will have been increased this year by 2,035 tons daily, according to a compilation made by the American Newspaper Publishers Association. The two mills scheduled to start in December are the Anglo-Canadian Pulp and Paper Mills, Ltd., of Limoilou, Quebec, with a daily capacity of 200 tons, and the Lake St. John Power & Paper Company, Ltd., Mistassini, Quebec, with a 100-ton daily capacity.

A total of 11 new mills have started operation so far this year.

GLYNN TAKES NEW POST

Francis M. Glynn, until recently circulation manager of the *Albany* (N. Y.) *Times-Union*, has become promotion manager of the *Albany Evening News*. Mr. Glynn was associated with the Times-Union for 25 years and is a brother of the late Governor Martin H. Glynn, publisher.

Supplies and Equipment

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work, also Goss Sextuple.

HOE Pony Quadruple, Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Metropolitan Quadruple stereotype presses—print up to 32 pages.

Available for Early Delivery

WALTER SCOTT & COMPANY

Main Office & Factory.....Plainfield, N. J.
New York Office..Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Block

Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

Drive and Control
for
Newspaper Presses

One of the finest a-c. installations in the country is that of two 100-h.p. equipments on a 6-unit Goss press at the Ft. Wayne News-Sentinel.

GENERAL ELECTRIC

The Buyer of Equipment and Supplies reads the EDITOR & PUBLISHER

Factory Rebuilt Presses for Immediate Delivery

21-in. Col. Goss High Speed Octuple Press.

22-in. Col. Hoe Right Angle Sextuple Press with colors.

22-in. Col. Goss Five-Decker 40-page Press.

22-in. Col. Goss High Speed 4-Decker, 32-Page Press.

22-in. Col. Goss High Speed Octuple Press.

22-in. Hoe High-Speed Super-Imposed Unit-Type Octuple Press.

Others for Early Shipment
LET US KNOW YOUR WANTS

The Goss Printing Press Co.

Main Office & Factory Chicago, Ill.
New York Office 220 W. 42nd St.
San Francisco Office 646 Call Bldg.

GOSS STEREOTYPING MACHINERY *Carried in Stock*



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

INVISIBLE EXPENSE

When your blankets are old and worn out, they cause poor printing and many delays, due to the sheets breaking.

Complaints from readers on late delivery and loss of sales.

Rebates to advertisers for poor printing.

Excessive waste paper and extra expense for power and light.

The saving in these items of Invisible Expense for one week will buy a new set of blankets.

You cannot afford to lower your efficiency by false economy.

New England Newspaper Supply Co.
Worcester, Mass., U. S. A.
Cable Address NENSCO, Worcester.

Hoe Quick-Lock-Up Flat Casting Mould

The throwing of a single Lever locks this Hoe Flat Casting Mould which is carefully designed and constructed for perfect Balance as well as Quality and Durability.

Made in three sizes—five, seven and eight columns.



If It's a Hoe, It's the Best.

R. HOE & CO., INC. 504-520 Grand Street, New York City
Sharon Bldg. SAN FRANCISCO — 7 So. Dearborn St. CHICAGO — Pere Marquette Bldg. NEW ORLEANS — 7 Water St. BOSTON

Employment—Equipment—Services

EDITOR & PUBLISHER Classified Advertising Information RATES

SITUATIONS (Cash with Order)
1 Time — .50 per line
3 Times — .40 per line
ALL OTHER CLASSIFICATIONS (Cash with Order)
1 Time — .75 per line
4 Times — .60 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Minimum Contract space, three lines. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

ADVERTISING

Supplies

Shading Sheets for Art work and Benday effects. Bourges Service, Inc., 144 West 32nd street, New York.

BUSINESS OPPORTUNITIES

Brokers

Chicago Trade Paper monthly, grossing $30,000; priced at only $7,500, due to sickness; half cash, balance easy. Two good Missouri dailies, one exclusive field. Colorado daily, exclusive field. Many other good values. Newspaper bonds for sale. Clyde H. Knox, 851 Board of Trade, Kansas City, Mo.

Class Paper in South for $15,000, or two-thirds interest for $10,000. Established high-grade publication with fine opportunity. Chance for advertising man. Harris-Dibble Co., 345 Madison Ave., New York.

Opportunity for Publisher with limited capital —Evening paper, exclusive field, North Carolina, adequate plant, gross business, $25,000; profit $5,000, initial payment $15,000, easy terms for balance. J. B. Shale, Times Building, New York.

Prosperous Daily in the near Southwest offered at a low valuation. Only paper in city of 12,000 with business district larger than most towns of 25,000. Trade radius, 30 miles, comprising 100,000 white population. Gross annual business $80,000, netting about 25%. Most prosperous era in history of community immediately ahead. Price only $100,000, including real estate worth conservatively $25,000. Half cash desired. Have personally investigated and recommend unhesitatingly as good investment. Prop. 1390x. The H. F. Henrichs Agency, Litchfield, Ill.

Loan Wanted

Anti-Klan Democratic newspaper weekly wishes loan repayable monthly. Address C-948, Editor & Publisher.

Newspapers Wanted

Will Buy Weekly in northwestern or middle-western state, in exclusive field grossing to $30,000. Have $18,000 to invest. Will consolidate in promising field. Address C-943, Editor & Publisher.

Weekly or Small Daily wanted in live community. Consider control of sizeable daily. Talks business. C-980, Editor & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire. Pacific Coast Circulation Service, Bell WBlock, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Ask the Man Who's Had One! In over 20 years of nation-wide experience, we have proved ourselves always able to produce greater results per dollar expended. Our circulation building campaigns, large or small, have all expert management and attention. Address us now, care of The World-Herald. Omaha, Nebr., or at any time at Box 288, Waterloo, Iowa. Myers' Circulation Organization.

Circulation Builders—A Clean-cut, self-financing, personally conducted campaign that will make you more money now and for years to come; 20 years' experience. The Alward Syndicate, 453 9th street, Erie, Pa.

Superior Circulation Builders—The W. S. Kendall Company, 104 North Bailey Ave., Louisville, Kentucky. The circulation-building organization that has set the standard for aggressive, successful circulation campaigns for nearly twenty years.

The World's Largest Circulation Building Organization—The only circulation-building service in Newspaperdom furnishing publishers' affidavits of the exact results of its every campaign. The Charles Partlowe Company, Occidental Building, Indianapolis.

Toronto Star 160,090 offering dolls. Report excellent results. Clarence Eyster wires, "Rush me three dozen to start." Our 30-in. doll at $3.00 the most wonderful buy in country. B. Pinkney, 307 6th Avenue, New York, N. Y.

EDITORIAL

Correspondents

European Articles—Englishman, Staff Correspondent London and New York Dailies, resident 25 years Italy, Spain, France and Portugal, offers services. Subjects: Finance, Trade, Engineering, Political, General Industries. Martin, Villa Cristy, Ospedaletti Ligure, Italy.

EMPLOYMENT

Help Wanted

Advertising Salesman for semi-weekly near Atlantic City in a rapidly developing field. Permanent. State experience, previous or present connection, salary, etc. Pleasantville, New Jersey, Press.

Advertising Salesmen wanted on big metropolitan daily; $25 weekly, plus commission. Future assured to producers. Write particulars to J. G. L., C-982, Editor & Publisher.

Assistant to Busy Executive in office of Publishers' Representative. One capable of handling correspondence and thoroughly familiar with all details of business. State salary and experience. Address Box C-979, Editor & Publisher.

Circulation—We want best canvassing crew in United States; six to ten men, hard house-to-house plugging. No contests, but premiums or other inducements permitted. C-921, Editor & Publisher.

Circulation—A real opportunity for a real circulation man—a progressive 7-day a week newspaper in a progressive middle west town of 55,000, wants a country circulation manager who can produce immediate results without the use of premiums, contests or cut rates. Prefer a young man who is now first assistant to a circulation manager who has proven his ability by results. A man who can handle men, who is an organizer and one who has absolute confidence in his own ability to take complete charge of this department and make good at once. A splendid future with one of the best papers in the middle west awaits the right man. Give experience, references and full detail in first letter. C-974, Editor & Publisher.

Editorial Writer—Daily with fifty thousand circulation, mid-west. Opportunity for growth to educate young man with interpretative mind who can write. Past experience as editorial writer not essential to selection, but must be able to show qualities required. Correspondence confidential. No application will be considered that is not accompanied by photograph of applicant (which will be returned), full biographic data, education, record of work, employment, etc., and statement of salary now received. Give as references men who will be able to estimate applicant's ability and vouch for character, habits, etc. Address C-973, Editor & Publisher.

Situations Wanted

Advertising Manager—Twelve years' experience, including one year each New York and Chicago, national fields; 6 years executive, both local and national. Thorough organizer and intensive salesman, accustomed to keen metropolitan competition. Intimate knowledge retail and national merchandising. Especially equipped to create large volume of new business. Excellent reason for desiring new opportunity. Six years present employers. Splendid record and best references. Correspondence invited in strict confidence. Age 33, married. Protestant. Address C-801, Editor & Publisher.

Advertising—Young woman, with three years' metropolitan experience and just returned from Paris, wishes association with New York publication or concern specializing in feminine accounts, preferably fashions. C-966, Editor & Publisher.

Advertising—Management, sales and sales promotion, research and merchandising—Young college man with eight years' successful experience, now employed, would welcome new opportunity as newspaper advertising manager, advertising agency executive, or sales and advertising manager for national advertiser. Available 30 days after reaching agreement. C-937, Editor & Publisher.

Advertising, display solicitor, young man 25 years of age, six years experience, proven results, good references. Available immediately. Address C-955, Editor & Publisher.

Business Manager or assistant to active publisher. Accountant and statistician. Experience covers advertising, circulation, financial management, purchasing, office management, credits and collections, control of mechanical departments. Can show successful record. Excellent references. Moderate salary. C-981, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation Manager, 34, employed. Not seeking. Awaits inquiries. C-934, Editor & Publisher.

Circulation Manager, 30 years experience, seeks change. Record of successful achievements on largest Metropolitan daily newspapers. C-953, Editor & Publisher.

Circulation Manager, now employed, desires change to larger field. Twelve years' experience on Morning, Evening and Sunday publications of from 25,000 to 150,000 circulation. Have made sixty per cent increase in circulation for present publisher with corresponding increase in revenue. Substantial references. Age 29, good habits. Salary desired, $85. C-972, Editor & Publisher.

Circulation Manager, experienced on morning, evening and Sunday papers, familiar with all delivery systems, promotion and A. B. C. records. Can guarantee improved department. Moderate salary. References. C-971, Editor & Publisher.

Composing Room Foreman or Superintendent wishes a permanent position; can give reference as to ability, character and reliability; experienced in large and medium plants; 14 years in one place. Address C-868, Editor & Publisher.

Editor or Business Manager—Successful publisher, disposing of property Oct. 1, will consider position as editor or business manager small daily. Fifteen years' experience; successful record, capable, reliable. Address C-975, Editor & Publisher.

Editorial—College girl, experienced in make-up and capable of directing editorial policy, desires contact with high-class New York publication. References. C-967, Editor & Publisher.

Financial and Business Writer of broad experience seeks whole or part time connection with paper, magazine or financial institution requiring publicity or financial and economic reviews and analyses. Permanent connection desired. References exchanged. C-954, Editor & Publisher.

In Any Capacity—Young woman, three years' experience on semi-weekly, wants position, New York or vicinity. College graduate. Expert stenographer. C-976, Editor & Publisher.

Legal Advertising Man, thoroughly experienced; has handled over million lines this year in present position; desires opportunity with large daily carrying volume legal advertising or with metropolitan legal publication. In newspaper advertising 12 years. C-970, Editor & Publisher.

Managing Editor with two successes, best of recommendations, seeks chance to strengthen fall news campaign of small eastern daily. Write C-945, Editor & Publisher.

Managing Editor wishes to locate in the central West. Now has place but desires change. In newspaper work over twenty years. Ready to move on month's notice. Address C-947, Editor & Publisher.

Managing Editor now employed on morning paper desires to locate on afternoon daily in Pacific Northwest. Record and references gladly furnished. C-961, Editor & Publisher.

Managing Editor seeks change. Not above news or city desk. Record of success. Will stand investigation. Prefer small city afternoon daily. Moderate salary. C-977, Editor & Publisher.

News Executive, editorial writer, columnist of wide experience; can produce cheaply, paper of which you'll be proud; more interested in opportunity than starting salary; now employed; seeks permanent place, Southeast. C-935, Editor & Publisher.

Service

The Classified department of Editor & Publisher gives individual service to every advertiser, aiming to call his attention to any opportunity that might interest him.

Clients and prospects are reached by the shortest route through

CLASSIFIED SERVICE

Editor & Publisher

EMPLOYMENT

Situations Wanted

Newspaper Artist, 22, experienced layouts, retouching, illustrations, lettering; writing also. C-964, Editor & Publisher.

Reporter, 24, three years' varied experience, seeks desirable connection. C-949, Editor & Publisher.

Secretary—Young woman, highest type, 10 years' experience sales production, correspondent, stenographer, publicity, research, publishing field. Capable, aggressive. C-969, Editor & Publisher.

MECHANICAL

Equipment for Sale

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffman Type & Engraving Co., 114 E. 13th St., N. Y. City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 153 So. Paulina St., Chicago, Ill.

Equipment Wanted

Wanted—To Purchase a one man engraving plant. In answering this please list the kind of equipment, size of camera plates, length of time equipment has been used and present condition, and price asked. Address C-946, Editor & Publisher.

LEGAL

INTERNATIONAL PAPER COMPANY

New York, N. Y., August 31, 1927.

The Board of Directors have declared a regular quarterly dividend of one and three-quarters per cent (1¾%) on the Cumulative 7% Preferred Stock of this Company, and a regular quarterly dividend of one and one-half per cent (1½%) on the Cumulative 6% Preferred Stock of this Company for the current quarter, payable October 15th, 1927, to holders of record at the close of business October 1, 1927. Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD,
Vice-President and Treasurer.

Newspaper Properties Bought, Sold and Appraised

All negotiations confidential

PALMER, DEWITT & PALMER

Business Established in 1899

350 Madison Ave. New York

Pacific Coast Representative:
M. C. Moore, 515 N. Canon Drive, Beverly Hills, Calif.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON

Times Bldg. New York

WE CONNECT THE WIRES

WANTED: Experienced advertising managers, salesmen and copy writers for positions now open in display and classified departments of well-known daily newspapers East and Middle West. Write fully. Registration free.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

DOLLAR $ $ $ $ PULLERS

One Dollar will be paid for each idea published. Send clipping for payment.

MORE than 8,000,000 sportmen have licenses to hunt and fish. Soon the great exodus to the wide open spaces will be on. Why not put on a local once-a-week department on your sport page with news and gossip about local hunters, hunting places, yarns and features, together with special advertising from sporting goods stores and manufacturers who cater to the sportsman? Are you overlooking this bet? If so, remember it might make a good Saturday morning space-seller.—James M. Mosely, Boston.

"Around the Loud Speaker." The advent of radio has brought sewing into its own again. Women may sew at home while listening in. Get a page of ads from department stores, notions and drygoods establishments, and other places which feature things to make—laces, embroideries, patterns, sewing material, etc. —C. M. L.

"Free Demonstrations In Your Home" could be the heading over a page or spread of ads of local concerns handling washing machines, radios, ironers, phonographs and all other articles which are demonstrated in the homes and this could be put on with a "Free Demonstration" week which could be widely advertised.—F. H. W.

A drygoods store of the better class in any Junior College, University or Girls' School town could use to advantage this advertising scheme which has netted one firm a good many extra accounts. Through newspaper advertisements and letters to the various sorority members, one store suggests that when a purchase is made, the girl get a receipt bearing her name and the name of her sorority. Alumnæ members living in the town have the same privilege. At the end of the term or semester the sorority having done the most business with that particular store is presented with $200 in trade or cash, the second with $100, etc. This is one more chance for keen rivalry between organizations, and at least one store has found that it pays.—Thora Eigenmann.

The *Utica* (N. Y.) *Observer-Dispatch* sold six columns of advertising, in one issue, comprising a "directory of drug stores," under the heading of "Utica Qualified Pharmacies." Some of the stores used only one inch, while some went in for much bigger space.—C-W.

HUNCHES

One Dollar will be paid for each idea published. Send clipping for payment.

THE *Worcester* (Mass.) *Sunday Telegram* is printing pictures without identification, of stone markers and other landmarks in surrounding territory, and offering to pay $1 for what the editor considers the best brief history of the subject of the photograph, and the route to be taken from Worcester to reach it. —L. D. Chamberlain, Worcester.

The *St. Paul Sunday Pioneer Press,* has run a long series on Fathers and Sons in Business. In each Sunday story they tell of a business operated by a father in which the son has later become a partner or successor and the history of the concern. It is used in the business section with photographs.—R. F. H.

Postmaster General New announces that direct mail advertisers waste $633,428.35 annually by their failure to have their return mail cards on the mail matter. What has your postoffice to say about this matter and how much does it contribute to the country-wide total? The above figure applies only to those who mailed their circulars first class; the figure for the third class matter is even larger but there is no record kept.—D. P.

Now that the presidential campaign begins to get under way, a welcome guide to politically-minded readers would be a series of brief biographical sketches of men who are likely to be considered as presidential possibilities. These fingernail biographies might also include the men under consideration for state and local offices.—Z. P. Wilkins.

I found while editing a weekly that a column I called "Before You Knew Them" was popular. It contained accounts of residents who had passed a considerable part of their lives in some other place. These stories were written with a rather light touch, ran to a half or three-quarters of a column and never went beyond the time of their subjects' arrival in the town. It was by no means difficult to obtain the data from the subjects themselves.—Cora B. Johnson.

Aviation is a live topic today. Localize it by making a state or sectional survey of landing fields—information which can be easily obtained from national guard officers as well as from commercial pilots. In addition to using the field locations in a chart, conditions, size of field and improvements completed or projected, can be outlined.—R. F. H.

A. W. Hopkins of the Wisconsin College of Agriculture says that attractive farm names which are appropriately chosen may help develop a sense of pride about the farm which is often reflected in an increased effort toward the production of higher quality products and in the end toward better marketing. Are the farms in your county named? There's a good story in it. You can help the cause along by letting the farmers know farm names may be protected by recording with the Register of Deeds.—R. E. Dietz.

There will perhaps be some American Legion member from your town or nearby who has left for the convention in Paris. When he gets back, line him up for a series of articles or interviews on his trip and the convention.—L. G. Cutler.

Interview your librarian, the head of your public library on the subject of "Theft of books, type taken, when taken, and sort of people suspected." You will find a very interesting story and the publicity of this evil will do much to help prevent it.—C. E. Pellissier.

CAMERAMEN IN BATTLE

Abe Weintraub, one of the proprietors of the Atlantic City Foto Service, was arrested late last week and charged with assaulting A. J. Gelula, a photographer for the Atlantic News Association, during the annual beauty pageant.

KANSAS DAILY SOLD

R. A. Harris, publisher of the *Ottawa* (Kan.) *Herald* has purchased the *Chanute* (Kan.) *Tribune* from Herbert and Wilfred Cavaness. The purchase price included a membership in the Associated Press.

43 YEARS ON DAILY

"Bob" Newton, veteran printer, has just completed 43 years with the *Providence* (R. I.) *Journal,* observing at the same time his 60th birthday. Recalling the first issue of the *Providence Sunday Journal,* Newton said that printers and apprentices worked overtime for two months setting 18 pages of type by hand. Printers at first laughed at the typesetting machines and refused to use them. According to Newton, the foreman told him on the occasion of the first 12-page issue of the Bulletin, "Bob, that's the biggest paper you will ever see." Oftentimes now the paper is four times that size.

U. S. DAILY INDEX ISSUED

The *United States Daily* recently issued its annual index in a bound booklet of 184 pages, covering the period from March 4, 1926, to March 3, 1927.

The Greatest Feature of the Day

Lieut. Walter Hinton's Aviation Series

A scientific story of Air Development
Twenty chapters

IMMEDIATE RELEASE— IMMEDIATE RELEASE

The Strongest Circulation Boomer Ever Offered for Publication.

A Chance To Win An Aeroplane
A Chance For Your Readers To Win Eleven Courses In Aviation

WIRE US

Graphic Syndicate, Inc.
350 Hudson Street
New York, N. Y.

What Do You KNOW ?

A Great Questions and Answers Feature

New Questions Daily

King Features Syndicate, Inc.
New York City

America's Complete Newspaper

NEW YORK
Herald Tribune

Distinctive Reporting of World Telegraph News is Available to your Newspaper

Through

INTERNATIONAL NEWS SERVICE
63 Park Row, New York City

"Today's News Today"

UNITED·PRESS

Complete wire reports for evening, morning and Sunday newspapers everywhere.

VIOLA PARIS
The Final Authority on Personal Appearance

DAILY AND SUNDAY BEAUTY TALKS

Write for samples and particulars

UNITED FEATURE SYNDICATE
World Building, New York

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

Check up— On New England—

IF you are looking for more sales—more distribution—check up on New England. You will find this is the market to concentrate on at this time. Industry is running full blast, employment is plentiful and earning power is unusually high.

For instance, at the present time, the Haverhill Shoe Manufacturers are launching a carefully prepared sales campaign, their motto being, "Planer Shoes and Better Shoemaking." The eighth annual shoe and leather exposition held in Boston, July 5, 6, 7, showed a registration of 3200 buyers. General Electric Co. of Lynn, Mass., reports that their production is now double what it formerly was. The Textile business is showing healthy increase during the present season. The Security Mills, Inc., of Newton, Mass., have started the construction of a new plant and are installing between 30 and 40 additional knitting machines. Pepperell Mfg. Co. are working at full capacity. At Biddeford, Maine, the main plant is running at 110% of capacity. Clinton, Mass., reports the opening of a silk spinning concern in their city, employing about 40 hands and running on a 24-hour a day basis. The International Wire Products Co. of Worcester, Mass., has purchased the shoe factory of Edward F. Brennan at Natick, Mass. Operations have already begun employing about 50 hands.

All these signs of activity show that business is exceptionally good in New England and it is the psychological moment for the national advertiser to bring his product before the attention of the consumer. The newspapers listed below are behind this prosperity. They can help you in your advertising.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	5,786	.03	.03
**Boston Globe .....(M&E)	286,361	.50	.50
**Boston Globe .....(S)	333,452	.55	.55
††Boston Transcript .....(E)	38,245	.20	.20
**Boston Post .....(M)	394,851	.60	.60
**Boston Post .....(S)	350,627	.55	.55
**Fitchburg Sentinel .....(E)	12,069	.06	.045
**Haverhill Gazette .....(E)	16,415	.065	.05
**Lynn Item .....(E)	17,004	.065	.05
††Lowell Courier-Citizen and Evening Leader.....(M&E)	20,621	.07	.07
**New Bedford Standard Mercury .....(M&E)	32,607	.10	.10
**New Bedford Sunday Standard (S)	23,262	.10	.10
**North Adams Transcript.(E)	10,427	.05	.04
**Pittsfield Eagle .....(E)	18,264	.05	.05
**Salem News .....(E)	21,495	.09	.07
**Taunton Gazette .....(E)	9,414	.045	.035
**Worcester Telegram-Gazette (M&E)	99,207	.28	.25
**Worcester Sunday Telegram (S)	52,740	.21	.18

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
**Bridgeport Post-Telegram (E&M)	44,370	.15	.15
**Bridgeport Post .....(S)	23,171	.10	.10
**Hartford Courant .....(M)	33,017	.09	.09
**Hartford Courant .....(S)	58,674	.13	.13
††Hartford Times .....(E)	56,077	.13	.13
**Middletown Press .....(E)	8,560	.05	.03
††New Haven Register.(E&S)	48.507	.145	.135
**New London Day.....(E)	12,293	.06	.045
††Norwich Bulletin .....(M)	12,842	.07	.05
**Norwalk Hour .....(E)	6,429	.04	.04
††South Norwalk Sentinel..(E)	5,320	.04	.03
**Stamford Advocate .....(E)	10,937	.05	.04
**Waterbury Republican-American (M&E)	25,234	.08	.08
**Waterbury Republican....(S)	15,903	.08	.08

MAINE—Population, 768,014

**Portland Press-Herald Express, Sun & Telegram...(M&E)	59,356	.20	.16

NEW HAMPSHIRE—Population, 443,683

**Concord Monitor-Patriot..(E)	5,773	.0375	.025
††Keene-Sentinel .....(E)	3,980	.036	.023
**Manchester Union-Leader (M&E)	32,585	.15	.12

RHODE ISLAND—Population, 604,397

	Circulation	2,500 lines	10,000 lines
††Newport Daily News....(E)	6,249	.0336	.0293
**Pawtucket Times .....(E)	28,449	.08	.08
**Providence Bulletin ....(E)	71,443	.20	(B).27
**Providence Journal .....(M)	38,599	.12	(B).27
**Providence Journal .....(S)	74,009	.20	.20
**Providence News .....(E)	28,021	.08	.08
**Providence Tribune .....(E)	21,162	.10	.09
**Westerly Sun .....(E&S)	5,273	.03	.03
**Woonsocket Call .....(E)	14,880	.05	.05

VERMONT—Population, 352,428

**Barre Times .....(E)	7,282	.03	.025
††Brattleboro Reformer ...(E)	3,520	.035	.02
**Burlington Free Press...(M)	14,265	.05	.05
**Rutland Herald .....(M)	11,816	.05	.05
††St. Johnsbury Caledonian-Record .....(E)	4,061	.03	.02

** A. B. C. Publisher's Statement, March 31, 1927.
†† Government Statement, March 31, 1927.
(B) Combination rate Daily Journal and Eve. Bulletin.

The Figures for New York

Evening Newspapers

THE largeness and the compactness of the New York market offers advertisers the unusual advantage of maximum sales opportunities with minimum distribution handicaps.

The density of population and the density of retail outlets makes New York an unusually profitable and economical market to cultivate. No other market has as many stores per square mile or as many consumers per square mile. No other market has as many customers per store. No other market has as complete a rapid transit system. All of which lowers the cost of securing retail distribution and the cost of securing consumer sales.

In addition to its own huge population, New York has a daily visiting population of 130,000 people who come from all parts of the country to see and to buy. They carry home the impression gained in New York. Products used in New York homes, sold in New York stores and advertised in New York newspapers soon find their way into many other important markets.

To advertisers who want to determine the most effective medium for developing this fertile market, the figures below will be useful. They indicate which evening newspaper in New York has been found to be most productive.

First Eight Months of 1927

TOTAL ADVERTISING

	Agate Lines
The Sun	10,247,554
Journal	8,864,410
World	6,150,055
Telegram	3,851,613
Post	3,494,064

LOCAL DISPLAY

The Sun	7,684,246
Journal	6,814,405
World	5,003,623
Post	2,332,974
Telegram	1,431,865

RADIO

The Sun	675,378
Journal	235,647
World	70,653
Telegram	62,550
Post	5,289

WOMEN'S SPECIALTY SHOPS

The Sun	790,090
Journal	786,498
World	432,795
Post	66,741
Telegram	33,147

BOOTS AND SHOES

The Sun	332,524
Journal	177,908
World	127,113
Post	57,335
Telegram	37,168

NEWSPAPERS

The Sun	115,796
Journal	38,179
Post	28,674
Telegram	28,597
World	25,720

NATIONAL ADVERTISING

	Agate Lines
The Sun	2,444,188
Journal	2,035,022
World	1,131,618
Post	990,700
Telegram	599,248

FINANCIAL

The Sun	777,424
Post	716,142
Journal	220,750
Telegram	124,701
World	91,547

DRY GOODS

The Sun	3,729,277
Journal	3,459,673
World	3,414,849
Post	700,117
Telegram	333,538

AUTOMOBILE DISPLAY

The Sun	596,607
Journal	324,846
Post	318,043
Telegram	246,512
World	87,978

MAGAZINES

The Sun	66,387
Post	59,391
Journal	42,578
World	9,153
Telegram	900

STEAMSHIP AND TRAVEL

The Sun	148,988
Post	125,863
Journal	32,310
Telegram	30,712
World	16,256

MEN *or* WOMEN

Whom do you want to reach?

The Sun leads all New York evening newspapers in important classifications that appeal chiefly to women—such classifications as Women's Specialty Shops Advertising, Women's Shoe Advertising and Department Store Advertising.

The Sun also leads New York evening newspapers in important classifications that appeal chiefly to men—such classifications as Financial Advertising, Real Estate Display, Railroad, Steamship & Travel and Men's Shoe Advertising.

And The Sun leads all New York evening newspapers in important classifications that appeal to both men and women—such classifications as Automobile Advertising, Radio, Books and Resort Advertising.

Whether your advertising message is directed to men or to women—to young people or to grown-ups, you will get the largest results in New York through the columns of The Sun.

The Sun
New York

THIS ISSUE: INSIDE DETAILS OF DAYTON SHOPPING NEWS WAR

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1927

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

MEMBER A.B.C. MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the Act of March 3, 1879.

Vol. 60. No. 18 NEW YORK, SEPTEMBER 24, 1927 By Mail in Advance $4, U. S. A. $4.50, Canada, $5, Foreign. 10c Per Copy

JOURNALISM LIBRARY Not to be taken from the room

CHICAGO TRIBUNE NEWSPAPER SYNDICATE

features

COMICS

Ching Chow .....daily
Deer Family .....daily
Gasoline Alley .....D&S
Gumps .....D&S
Moon Mullins .....D&S
Orphan Annie .....D&S
Harold Teen .....D&S
Texas Slim .....Sunday
Winnie Winkle .....D&S
The Squire of Smithville....daily
"About Broadway" .....daily

CARTOONS

W. E. Hill .....Sunday
McCutcheon .....D&S
Carey Orr .....D&S
Gaar Williams .....D&S

FICTION

Blue Ribbon Daily Serial
Blue Ribbon Sunday Serial
Blue Ribbon Short Stories
Daily True Life Stories

MISCELLANEOUS FEATURES

Daily—Sunday

Doris Blake Chats
Cook Book by Jane Eddington
Antoinette Donnelley—On Beauty
Dr. Evans' Health Articles
Farm & Garden
A Line O' Type Or Two
Men's Fashions
What's Wrong Here
Women's Fashions
Margaret Orr's "Stories of Girls"
Sentence Sermons by Roy L. Smith

WEEKLY

Westbrook Pegler
Donald Ogden Stewart
"Sam 'N' Henry"
Duke Bakrak
Snowshoe Al
"About Broadway" by Hellinger
Book Reviews
Cartoon Fillers
Confessions of Authors
Club Ethics
Etiquette
Fashions (Paris)
Justice Series
Maiden Meditations
Sport Page
Women's Pages
E. W. Kemble's Children's Stories
H. L. Mencken Literary Articles
Burns Mantle Theatre Letter
Weekly Hollywood Letter
New York Society Letter
Builders Page

The best weekly features on

STAGE *and* SPORTS

"ABOUT BROADWAY"
By Mark Hellinger

"THE SAY-SO OF HOLLERAN YELL"
By Westbrook Pegler

Let them win and hold CIRCULATION for you!

BROADWAY — where the chorus girl looks like a waitress and the waitress looks like a chorus girl, where the bootlegger looks like a minister, where your barber dresses like the Count of Godknowswhat, where mothers look like young daughters and young daughters look like grandmothers. . . .



MARK HELLINGER

Everyone is interested in Broadway. Life is less humdrum when one can read of night clubs, actresses, prize fighters, song writers, society, nobility, notorious doormen, waiters, prohibition! "ABOUT BROADWAY" by Mark Hellinger is extraordinarily alive and personal. In jaded New York where the cup of Broadway gossip overflows, his spicy, informal comment about the personalities of Broadway's night life has caused a stir!

The articles are opulent with pictures of those in the limelight.



WESTBROOK PEGLER

WESTBROOK PEGLER is established as one of the country's favorite sports writers. In the weekly feature, THE SAY-SO of HOLLERAN YELL, a coarse, hearty ex-fight manager describes in pungent style his vivid career as lord and master of a "stable of bums." His very novel moral contentions are supported by logical stories in point. His extreme hesitancy to separate himself from any "resources" is as comically serious as his insistence on high ideals in all his dealings—when advantageous to himself. For funny situations—tinged with expressive pugilistic lingo — give your readers THE SAY-SO of HOLLERAN YELL!

Every article is complete and accompanied by an illustration by the clever young cartoonist, Ferd Johnson. Wire for rates and proofs!

CHICAGO TRIBUNE *Newspapers Syndicate*

TRIBUNE SQUARE . . . . . CHICAGO

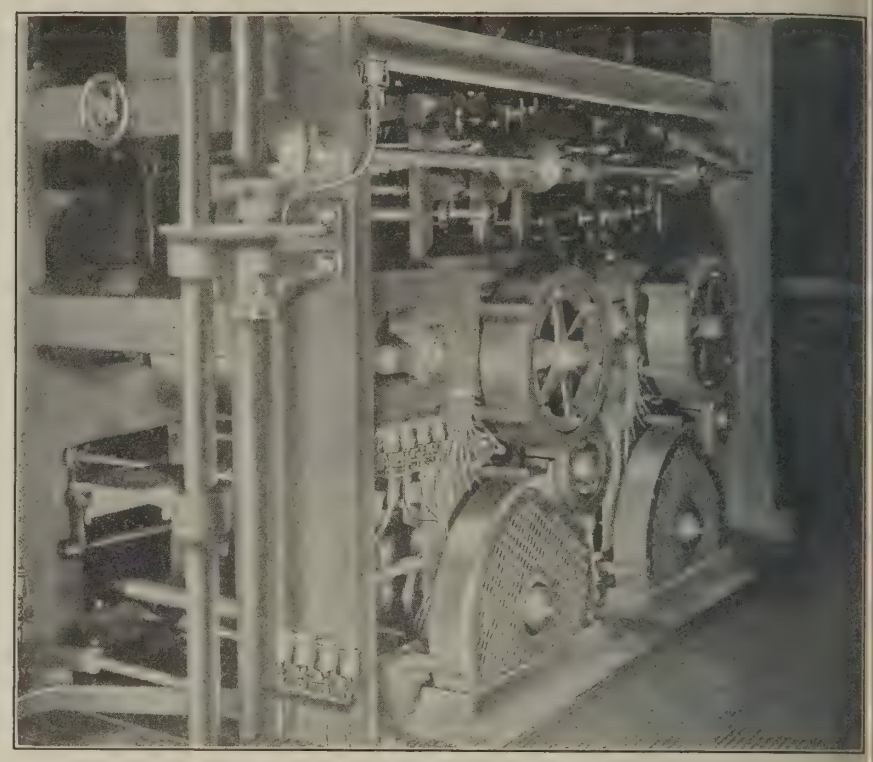
POURING OIL
ON TROUBLED PRESSES

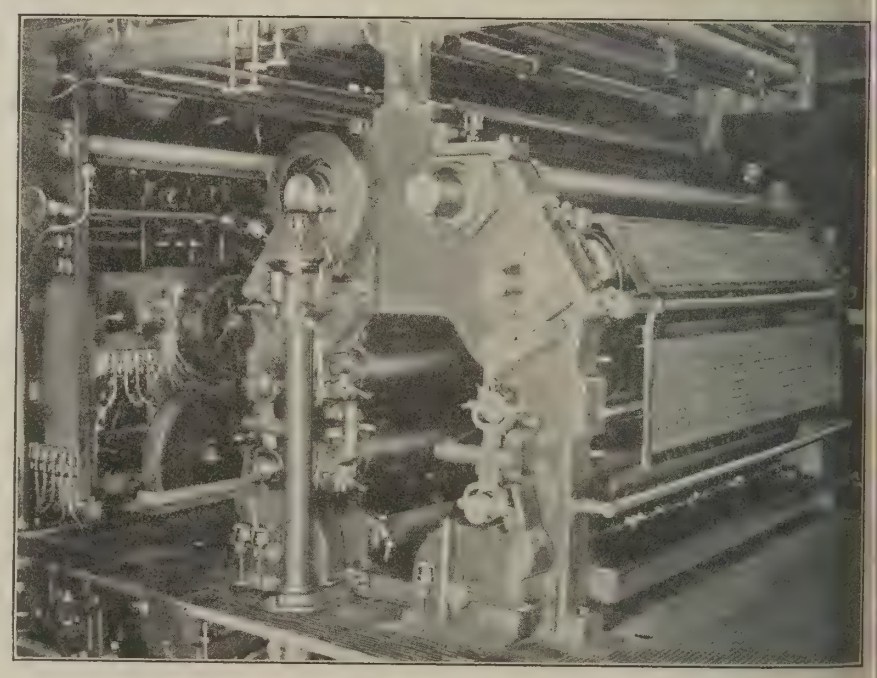
MUCH trouble in your press room may be caused, not only by the use of an improper oil, but by an inefficient lubrication system in the presses.

Scott "Multi-Unit" and "Straight-Unit" Presses are oiled as presses never have been oiled before. There is, for instance, automatic lubrication for all important bearings. All oil reservoirs are above the floor. Each oil feed is individually adjustable and oil is filtered automatically while feeding.

There are, moreover, shut offs to save oil when the presses stop and to feed "slugs" of oil when opened for starting. This does not affect the adjustment for feeding the correct amount of oil when running, while provision is also made for quick flooding by hand oiling when desired.

Finally, each press bears a plate specifying just what oils to use for different bearings. To eliminate all lubrication troubles in your press room, install—





Scott

"Multi-Unit" or "Straight-Unit" Presses

Cylinder Speed—400 r.p.m.

WALTER SCOTT & COMPANY

Main Office and Factory - - - - - - - - Plainfield, New Jersey, U. S. A.
New York Office - - - - - - - - - - - - 1457 Broadway
Chicago Office - - - - - - - - - - - - 1330 Monadnock Block

Cable Address: WALTSCOTT NEW YORK

Selling FOODS
in the World's Greatest Market

The New York Herald Tribune carried more food advertising for the first eight months of 1927 than any other New York morning newspaper.

• • • •

For the first eight months of 1927, the gains of the New York Herald Tribune in food advertising *exceeded the combined gains of all the other New York morning newspapers.*

The reason for the large volume carried and the large gains made by the Herald Tribune in food advertising is that the Herald Tribune *sells foods.* No other newspaper in New York possesses such a rich home background for food sales. For eleven years the Herald Tribune Institute has been doing important educational work in home economics and has become a guide in food matters to Herald Tribune readers.

Another step in this work is the series of Cooking and Home-Making Schools to be conducted this fall by Miss Jessie M. DeBoth under the direction of the Herald Tribune Institute. Thousands of housewives will attend these schools held in three boroughs of New York City and in Westchester County and food products and household appliances conforming to the standards of the Institute will be shown in actual use to women eager for authoritative information.

In the field of home economics one word describes the Herald Tribune's place in the New York market—*Leadership.*

NEW YORK
Herald Tribune

CHICAGO
Woodward & Kelly
360 N. Michigan Avenue

BOSTON
Carroll Judson Swan
931 Park Square Bldg.

SAN FRANCISCO
Thomas Emory
681 Market Street

DETROIT
Woodward & Kelly
Fine Arts Building



In Philadelphia the Bulletin—*alone*—will accomplish your ends. Because "In Philadelphia nearly everybody reads the Bulletin." In this retail trading area there are nearly 550,000 homes and 3,000,000 food consumers, and the Bulletin averages *546,527 copies! And that's the whole story in a nut shell.

DOMINATE PHILADELPHIA } Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

"In Philadelphia nearly everybody reads The Bulletin"

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"The Evening Bulletin is sold on its merits as a newspaper; no prize, premium, coupon, guessing contests, or other methods of artificially stimulating circulation have been used."

New York . . . . . 247 Park Avenue (Park-Lexington Building)
Chicago . . . . . Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit . . . . . C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco . . . . . Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

*Audit Bureau of Circulation's report of net paid daily average circulation for the six months ending March 31, 1927.

(Copyright 1927, Bulletin Company)

Member of Associated Pres

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication, by The Editor & Publisher Co.
J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway,
New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau
of Circulations. Member Associated Business Papers Inc.

Vl. 60 NEW YORK, SEPTEMBER 24, 1927 No. 18

Dayton Shopping News Starts Conflict Between Newspapers and Merchants

Publishers' United Action in Refusing Copy from Large Store Followed by Withdrawal of 15 Others, Four of Which Return—Handbill Ordinance Invoked to Stop Distribution of Store Circular

By PHILIP SCHUYLER

AYTON, O., Sept. 21.—Twelve local merchants, spending an estimated 0,000 annually in newspaper space, ae discontinued their advertising in the e Dayton, O., newspapers, the *Daily os*, the *Herald* and the *Journal*, in an dertising war precipitated by the pro- ed publication of a *Dayton Shopping os*, scheduled to start as a weekly 12- ae circular on Saturday of this week.

.dvertising was withdrawn by these l merchants Sept. 14, after the papers refused the copy of one store known e an advocate of the Shopping News. ixteen merchants were originally in recalcitrant advertiser group, but by dnesday this week four had weakened had returned to patronize again the e dailies, the managements of which e confident that the back of the boy- was broken and that even if the pping News is issued, as it undoubt- will be on Sept. 24, it will be short- d, dying by its creators' own hands.

he newspaper men base their confi- ece on an early demise for this newest local advertising handbills on several nts distinctly in their favor.

1 the first place, the papers, the News, ned by ex-Governor James M. Cox, the Herald and Journal, owned by bassador Myron T. Herrick and E. G. kam, have for virtually the first time their warring histories forgotten all erences, political, business and other- e, to form a local publishers' associa- to combat continuance of the Shop- g News which they frankly fear. viously a union scale meeting was the event which would bring Dan J. honey, general manager of the News, Ralph M. Jones, general manager of Journal and Herald, together to fight edly for a cause. Before formation the publishers' association, there was old-time bitter newspaper competi- in Dayton.

While the papers are now thus organ- l, the merchants have as yet no cor- ate organization to lend cohesion to Shopping News venture, which they upon merely as supplemental to spaper advertising. and replacing er billboards and direct mail. As a ter of fact, the president of the local il association, which is a branch of Dayton Chamber of Commerce, is aining loyal to the dailies and has not eed to patronize the Shopping News. those actively interested in the weekly dbill idea as an advertising medium e solicited independently by the Shop- s' Publications, Inc., a Detroit or- ization, which has sent F. C. Roder- to Dayton as manager, and is plan- g, if successful here, to push similar erprises in other likely cities of Ohio Indiana.

he fact that an "outsider" in the busi- s for profit for himself is concerned considered advantageous to the news- er men, who point to the fact that the *eland Shopping News* and the *Detroit opping News* are operated by the mer- nts themselves as mutual non-profit making publications. The Dayton publishers feel that it will be easier for them to arouse public feeling against an outlander and that also it will be a difficult matter for the company in question to keep the merchants interested continuously in a Shopping News in which they themselves have no capital invested. It is also felt in newspaper circles that the Shopping News will meet with difficulty in getting printed in Dayton, even though the company has announced already who will do the job work required.

Finally the newspapers are sure that the merchants will speedily realize that better results are obtained from advertisements placed in paid-for newspapers with reader-interest than from a free medium, which, published Saturdays, can at best only stimulate Monday's sales. In particular the Dayton publishers point out that Monday's sales have long been neglected by two of the city's biggest department stores, which have never bought space in the Dayton Sunday papers. These two big stores will pay the bulk of the Shopping News bill, as until now they together have spent $250,000 annually in the week-day papers.

Spokesmen for the merchants told EDITOR & PUBLISHER that a Dayton Shopping News had been under consideration for several years. They insisted they had no intentions of cutting down their newspaper space. The publishers had instituted no increase in advertising rates unjustified by A. B. C. reports, and a friendly feeling existed between local advertisers and the daily media. The newspaper managers, however, Mr. Mahoney and Mr. Jones, were convinced that a Shopping News constituted a menace that must be quashed early in the game. The newspapers, therefore, forced the issue by turning down the copy of one of the chief supporters of the Shopping News, after this supporter had made it perfectly plain that they would carry through the handbill advertising program, whether the newspapers objected to it or not. Thus the battle lines were drawn.

The opening shot of the publishers was fired last Wednesday, Sept. 14. It was then that the advertising copy submitted by the Rike-Kumler store was refused by all three of the Dayton papers. At a meeting of the chamber of commerce directors the night before, a representative of this store had frankly declared that he would "not be dictated to by newspaper men." He was running his own business, and if he thought it a good investment to engage a flag pole sitter or buy space in a Shopping News, he would do it, and the newspapers could go hang. The Rike-Kumler store is one of two that spends approximately $250,000 in Dayton newspapers each year. The other big advertiser is Elder and Johnston Company.

In refusing the Rike-Kumler copy last Wednesday, the publishers let the store owners know that the paper would keep the copy out as long as the store continued to support the Shopping News. Immediately after this copy was refused and it was learned that it was to be kept out under an anti-Shopping News proviso, the newspaper managers were asked by the sixteen other stores individually to cancel their space.

No contractual agreements were involved by these cancellations, since, according to the newspaper managers, arrangements with local merchants were on an "over 2,000-inch and 5,000-inch a yearly minimum basis, and this agreed amount had been filled by all concerned long ago.

The stores that originally cancelled their advertising following what some of their number described to EDITOR & PUBLISHER as "the freezing out of the Rike-Kumler store," were:

The Mearick Cloak Company, Rossiter-Jarrett Furniture Company, Dayton Arcade Company, a food market; the Sterling Jewelry Company; The Miller Farrell Company, Kehm's Walk-Over Boot Shop; P. J. Myer, the Cappel Furniture Company; Thal's Fashion; the Gallaher Drug Company; Rogers & Co.; Parisian Silk Shop; Donenfeld's; Hademan's Sons Company; and the Elder & Johnston Company.

The four of the group that had come back to the newspapers by Wednesday were Thal's Fashion, Donenfeld's, the Sterling Jewelry Company and Rogers & Co. Three big stores remaining loyal from the beginning were, the Home store, Adler and Childs, and the Dayton Drygoods Company.

Three stores had signed with the Shopping News, but withdrew before the contest with the newspapers started. They were Crowls, the Anderson Piano Company, and the Wurlitzer Piano Company.

Profiting by the affair was the *Dayton Weekly Labor Review*, which was carrying Rike-Kumler advertising copy for the first time.

The company that is to publish the Dayton Shopping News beginning this Saturday, is, although a Detroit concern, only indirectly connected with the organization sponsoring the well known Detroit Shopping News of which Fred C. Veon is manager. As far as could be learned the only connection is that represented by royalties paid by the organization operating in Dayton for various copyrights held by the Detroit Shopping News.

The Shoppers' Publications, Inc., as it is called, is incorporated for $15,000, of which more than $12,000 has been paid in cash. The incorporators are: Wilfred Laurie, attorney for Grinnell Bothers Music Store of Detroit, president; H. W. Rapp, also of Grinnell Brothers, vice-president; Sheldon Smith, of the Provident Mortgage Company of Detroit, vice-president; Harry Bartlett, of the D. M. Ferry (Seed) Company of Detroit, treasurer. Other directors are: Allan Burnette of the D. M. Ferry Company; Wallace Hall, an attorney; F. C. Roderick, general manager; Leonard Grinnell, Lloyd Grinnell, H. A. Henderson, advertising manager of Grinnell Brothers; and W. L. Farenger of the Aetna Life Insurance Company.

The publication they intend to issue is admittedly patterned after the Detroit Shopping News. Mr. Roderick has promised the merchants to circulate 80,000 copies in Dayton, at an advertising rate which the merchants claim is lower than that charged by the newspapers as fixed on a circulation basis. The front page will be given over to the boxed announcements of special Monday bargains to be offered by all stores buying space on the inside pages. The subscribing merchants have pledged themselves to abide by a strict code of ethics, drawn up by the Better Business Bureau. Distribution will be by carrier boys between 14 and 16 years of age. Advertisements for boys posted in various department stores brought a big response, it is claimed, and Mr. Roderick's office, established in the building occupied by the Elder and Johnston Company, is confident it will circularize the 80,000 easily. The type is being set by the *Dayton Labor Review*, a weekly, and the copies

(*Continued on page* 52)

HIGH SPOTS OF DAYTON STORE WAR

MERCHANTS agree with Detroit promoters to establish Shopping News in Dayton.

Publishers of *News* and *Journal* and *Herald* unite in protesting against establishment of Shopping News.

Merchants declare that newspaper advertising will not be reduced; that Shopping News is intended to replace other media. They declare that they will not submit to dictation of their policies by newspapers.

Newspapers refuse to publish Sept. 14 copy of Rike-Kumler store. Other stores, calling the publishers' action a "freeze-out," withdraw their copy.

Four of stores returned to newspaper advertising by Wednesday, but preparations were made to issue Shopping News Sept. 24, a month before expected.

Publishers state that Shopping News cannot be distributed without violating local ordinance against circulars and handbills. A test case will be brought by the newspapers.

CHANGES IN AUDIT BUREAU REPORTS WILL BE CHIEF CHICAGO TOPIC

Managing Director Harn Asks Members to Have Suggestions Ready Which Will Make Forms of Greater Use to Advertisers and Agencies

CHANGES in the present reports of the Audit Bureau of Circulations to make them more useful to members is expected to be the principal order of business at the annual convention in Chicago, Oct. 20-21.

Managing Director O. C. Harn, who was in New York this week arranging convention details, discussed the matter as follows:

"Nothing has been subject of more widespread thought, apparently, among members of the Audit Bureau, than the desire to make the information gathered by the Bureau more easily and quickly available to users of the Bureau's reports. With the idea of accomplishing improvement in this direction, the board of directors desires to have the subject fully discussed in the divisional meetings of the October convention.

"A leader will be appointed for each division and concrete suggestions for the simplification of the forms will be solicited from the members present. Suggestions may be for physical arrangement, putting certain facts into just a position which are scattered in the present forms, or arranging the facts in more logical order, or even, in some instances, eliminating entirely unused or little used material.

"When the divisions have expressed themselves the board will digest the suggestions and make such changes in the form of the reports which may seem to best meet the needs of advertisers and agencies.

"Members who cannot attend the convention, but who have ideas on the subject are invited to send them in in advance of the meeting to the directors who represent their divisions, or to the headquarters in Chicago for passing on to the directors."

Plans are being completed by the various newspaper and advertising groups which will meet in Chicago during Advertising Week, Oct. 17-22.

The board of directors of the Association of Newspaper Advertising Executives will meet Oct. 19 in a private dining-room of the Stevens Hotel, in conjunction with the convention of the A. N. A. E. A luncheon in the north assembly room at the Stevens is on the A. N. A. E. program for Oct. 20. About 100 members are expected.

The Inland Daily Press association will hold its regular October meeting at the Morrison Hotel, Oct. 18 and 19. Final details of the Inland program were to be arranged by President John H. Harrison and Secretary Wil V. Tufford, in Chicago, Thursday, Sept. 22. Speakers and round-table discussions on various problems will be on the Inland program. The meeting will be divided into four sections—editorial, advertising, circulation and mechanical.

For the fourteenth annual convention of the Audit Bureau of Circulations to be held in Chicago October 20 and 21, all passenger associations of the United States and Canada have arranged to allow the attendants at the convention and their families the special rate of one and one-half fares for the round trips to and from Chicago, provided that at least 250 certificates are turned in by visitors upon their arrival at the convention headquarters at the Stevens Hotel. To assure the members of the reduced rates, the A. B. C. is sending out a questionnaire, to be returned to the bureau, giving each member's name, address, railroad to be used to the Convention, number in the party, and address while in Chicago. Certificates are to be obtained when tickets are purchased and presented to J. A. Austin, office manager, at the A. B. C. headquarters, room 457, Stevens Hotel, on the day of arrival in Chicago. P. L. Thomson and O. C. Harn are handling the details of the A. B. C. meeting, at which 600 to 800 delegates are expected

The Associated Business Papers, Inc., will have at least 250 members in Chicago for its convention at the Drake Hotel, October 17, 18 and 19, according to J. H. Bragdon, president. More than 125 business papers are members of the association.

Managers of the classified advertising departments of American newspapers will also assemble in Chicago to take an active part in Advertising Week. The program of this group calls for meetings on Oct. 18 and 19 at the Stevens. C. L. Perkins of the *Chicago Herald & Examiner* is president of the organization. The Chicago meeting is for officers, directors and members from Wisconsin, Illinois, Indiana and Michigan.

Another important gathering will be that of the National Conference of Business Paper Editors, who will hold a three-day conference Oct. 17 to 19 inclusive. Frank C. Wight, president of the organization, states that 250 to 300 editors will attend the conference, which will be held at the Drake.

Horace Klein, president of the Agricultural Publishers Association, announces that almost all of the association's members are expected to attend the annual meeting at the Drake, Oct. 19. Oct. 17 and 18, members of the Mail Advertising Service Association of North America will meet in Chicago.

The Better Letters Association and the Association of House Organ Editors, both affiliated with the Direct Mail Advertising Association, will hold their meetings at the Stevens, Oct. 20 and 21. A. B. McCallister, of Young & McCallister, Los Angeles, will preside over the meeting of the House Organ group.

The Insurance Advertising Conference of America on Oct. 17 and 18, and the National Association of Teachers of Marketing and Advertising, are two other groups which will take part in Advertising Week.

Climaxing the week will come the big international advertising exposition to be held by the Direct Mail Advertising Association, of which Charles R. Wiers is president. Three days, Oct. 19, 20 and 21, have been set aside for this convention, which is expected to draw an attendance of 3,000.

MERGING IOWA PAPERS

Kenneth R. Marvin, Ames, and Mortimer Goodwin, Chicago, will be owners of the *Marengo* (Ia.) *Pioneer*, owned by Fred M. Cook, and the *Marengo Republican*, published by James Farquhar and Emmett A. Moynihan, when merger of the papers under a partnership is completed this week.

NEW OKLAHOMA CAMPAIGN

State Chamber Will Have Advertising Budget of $150,000

The program for the Oklahoma State Chamber of Commerce, successor to Oklahomans, Inc., will be outlined at a state-wide meeting of members of the former organization and of the chambers of the state at Norman, Oct. 11, W. B. Estes, newly chosen manager, announces. Estes succeeds Col. W. S. Key as manager.

Newspapers and newspaper men, as well as chambers of commerce and other civic bodies, formed the Oklahomans, Inc. National advertising in newspapers and weekly magazines has brought hundreds of applications from all over the country, and from several foreign lands, to the state organization. A budget of $300,000 was authorized and partially spent.

The coming year's budget has been tentatively set at $150,000, to include newspaper advertising.

EDITOR & PUBLISHER CALENDAR

Oct. 3-4—New Jersey Press Assn., newspaper institute, sixth annual meeting, Rutgers University, New Brunswick, N. J.

Oct. 6-8—Tri-State Editorial Assn., annual convention, Sioux City, Ia.

Oct. 17-18—International Insurance Advertising Conference, meeting, Chicago.

Oct. 17-18—Agricultural Publishers Assn., annual convention, Stevens Hotel, Chicago.

Oct. 17-18—Association of Newspaper Advertising Executives, meeting, Chicago.

Oct. 17-18—National Assn., of Teachers of Marketing and Advertising, annual convention, Chicago.

Oct. 17-18—Direct Mail Advertising Assn., meeting, Chicago.

Oct. 17-19—Associated Business Papers, Inc., meeting, Chicago.

Oct. 18-19—Inland Daily Press Assn., meeting, Morrison Hotel, Chicago.

Oct. 18-19—Carolinas Circulation Managers Assn., annual convention, Asheville, N. C.

Oct. 20-21—Audit Bureau of Circulations, annual convention. Stevens Hotel, Chicago.

Oct. 28-29—Ninth District, I. A. A., convention, Lincoln, Neb.

SHUMWAY ELECTED

Boston Agent Is Chairman of New England Council, A. A. A. A.

Franklin P. Shumway, of the Franklin P. Shumway Company, Boston, was elected chairman of the New England Council of the American Association of Advertising Agencies at its annual meeting held at Boston this week. Other officers are: Secretary-treasurer, R. S. Humphrey, of the H. B. Humphrey Company, Boston; New England representative to executive board, Patrick F. O'Keefe, O'Keefe Advertising Agency, Inc., Boston. H. F. Barber, J. W. Barber Advertising Agency, Boston, was elected to the board of governors, together with the other officers.

STARS ON MEDILL PROGRAM

Twenty-four speakers, who will lecture on a wide variety of subjects, have been scheduled for the course in contemporary thought in the Medill school of journalism at Northwestern University, this fall. Among the lecturers will be Dr. Edwin E. Slosson, director of Science Service; Jane Addams, social worker; Karleton Hackett, music critic of the *Chicago Evening Post;* Llewellyn Jones, literary critic of the Chicago Evening Post; and Clarence Darrow, lawyer and philosopher. The car in which they were returning to give a survey of the field of modern thought.

NEW SHAWNEE DAILY

The second afternoon newspaper for Shawnee is announced to appear about Oct. 1 by Harry A. Stroud, publisher of the *Tecumseh Democrat*, who will issue the *Shawnee Evening Journal*. Associated with Stroud will be James A. Lloyd, who recently sold the *Ardmore* (Okla.) *Press* to the *Daily Ardmoreite*. Lloyd will be business manager and Stroud managing editor. The new paper will have the full leased wire report of the United Press.

SUSPENDS TICKER SERVICE

The *Boston* (Mass.) *Financial News*, operators of a news ticker service in Boston, for many years, has suspended its news service. In addition to giving financial and business news, the service also gave timely bulletins on events of national interest.

A. F. SEESTED IS NE K. C. STAR PRESIDEN

General Manager Elected by St Owners to Succeed Kirkwood— Longan Becomes First Vice-President

KANSAS CITY, Mo., Sept. 20.— recent death of Irwin Kirkwood, ed and majority stock owner of *Kansas City Star*, it is announced will disturb the staff ownership of that ne paper which was organized at its sal year ago. Under the contract ente into at that time, his stock will be p chased by other members of the st and the ownership and management the Star will remain as before, exc sively within the organization.

Approximately one hundred memb of the staff are now stockholders in newspaper.

The group in active charge contin virtually as it has been since the de of William R. Nelson, founder of Star. A. F. Seested, formerly first vi president and general manager, has b elected president of the Kansas C Star Company in succession to Mr. Ki wood. George B. Longan, managing e tor, becomes first vice-president; Her J. Haskell, chief of the editorial pa second vice-president; Earl McColl assistant to the general manager, tre urer; J. T. Barrons, advertising manag secretary.

These men, with Roy A. Robe Washington correspondent, and Earl Robertson, in charge of National Adv tising, comprise the board of directo Mr. Robertson is the new member elec to the vacancy resulting from Mr. Ki wood's death.

Mr. Seested went to the Star as a b and received his training under Mr. N son. Within a comparatively short ti he was made business manager and M Nelson devoted himself exclusively to t editorial side. In his later years the Sta founder used to tell members of his st that he attributed a large part of his su cess to the fact that he had been so luc as to find the right man to take charge the business end of his publication. Af Mr. Nelson's death Mr. Seested beca general manager, the position he st retains.

Mr. Longan, after a brief experience a reporter on the old *Kansas City Tim* joined the Star as assistant telegraph e tor in 1900. He was in succession tel graph editor, city editor, news edit assistant managing editor, acting mana ing editor during the protracted ill heal of Ralph Stout, managing editor, and Mr. Stout's death last year, managi editor. He is 48 years old.

Mr. Haskell became assistant telegra editor of the Star in 1898. Later he w editorial writer, city editor and Washin ton correspondent. Nearly twenty yea ago he assumed direction of the ed torial page under Mr. Nelson's edito ship.

Mr. Barrons has been with the St for many years as advertising manage Mr. McCollum and Mr. Robertson bo began their experience with the St as copy boys and were promoted their present positions.

Mr. Robert joined the Star's r portorial force nearly twenty years ag and for the last ten years has been widely known Washington corresponden

The Star's policy always has been s far as possible to promote its men fro its own staff. All the other executive now in charge of the various department came up from the ranks and have bee with the paper in most instances te years or longer. This plan of organ ization has made for continuity of polic and permanence of personnel, it is state

It was announced at the Star office thi week that the title of editor would b discontinued with the death of Mr. Kirk wood, and that the titles would be a they were for several years after th death of Mr. Nelson in 1915, and befor Mr. Kirkwood became active in the edi torial department. This means that th Star will be an impersonal newspaper

PRESS PRAISED FOR FIGHT AGAINST FRAUD

.. H. H. Simmons, President of Stock Exchange, Asks Newspapers to Continue Anti-Swindle Education—Gannett Cites Case of War for Truth

'HE part newspapers are playing in educating their readers on financial id investment matters, making the game the swindler and fraud specialist more fficult, was given high praise at the eventh annual convention of the ational Better Business Commission in ssion at the New York Bar Association ew York, Monday to Thursday of this eek.

The meeting was opened by President mes C. Auchincloss, and in attendance ere representatives of Better Business ureaus in 42 cities of the country, ureaus whose sole purpose is the unovering of fraud in business and in adertising.

Praise for the newspapers came from . H. H. Simmons, president of the New ork Stock Exchange, and one of the rincipal speakers.

"The press is performing a most saluary public function in spreading a nowledge of investment matters broadast through the land," Mr. Simmons aid. "The schools and colleges are likeise turning their attention to more laborate and technical instruction in inestment matters, realizing how sigificantly this knowledge and technique ear on the happiness and prosperity of ne average man.

"Nevertheless the present situation in egard to fraudulent security selling canot be met wholly by educational methods, ince these are after all so very slow. n spite of the educational work which as been done, the investing public hesiates to avail itself of the services and acilities for avoiding loss through fraud hich already exists, for all that it is so eady to criticize our government and ur financial institutions after swindling as occurred.

"The educational effort to protect the ublic against fraud must be continued ith all the persistence, ingenuity and ision that can possibly be mobilized for ne task. Yet in addition there must be erious effort also for the more practical esults obtainable through an efficient enorcement of the law."

Declaring that swindling takes its toll rom the whole citizenry by placing the urden of taxation upon the entire public, Ir. Simmons went into a consideration f specific ills which follow swindles peretrated among farmers, skilled workmen, anufacturers, and merchants. In all ases, he said, capital is misdirected and laces a great burden upon legitimate usiness.

"Perhaps the most obvious economic ffect of security frauds," Mr. Simmons ontinued, "is the powerful discouragement which they lend to saving and rift. We are, I think, all quite peruaded of the great potentialities for ood which small scale investment posesses. But if this desirable movement to continue, and to grow in force and cope, the continual threat of security windlers must be rapidly curtailed. A rther general undesirable effect which ollows from the sale of worthless ecurities is the interference which it ffords to the smooth and easy flow of apital into productive enterprise.

"Finally there is also a public aspect of windling which should be considered. raud strikes a foul blow at all credit hich is the most sensitive commodity in he world."

Briefly expressing his belief that the ure for the fraudulent securities problem onsists in a thoroughgoing education of ne investment public, Mr. Simmons conluded his address with a word of praise or the work that is being done by the Better Business Bureaus throughout the ountry.

"The Better Business Bureaus," he aid, "have succeeded most brilliantly in erforming just this work. They have nabled the prosecution arms of our federal and state governments to obtain a speedy and effective contact with concrete cases of swindling which they are attempting to prosecute and punish."

Mining promotions remain the steadfast favorites of swindlers according to an analysis by William H. Mulligan, manager, financial section, National Better Business Bureau. Mr. Mulligan examined into the origin, nature and ramifications of nearly 1,000 inquiries received by the financial section of the National Bureau in the last three months. One-fifth of all inquiries of current promotional offerings had to do with mining; one in eight concerned oil, one in ten involved real estate booms, one in twelve had to do with general security dealers mostly put and call, and installment plan specialists. Oil royalty schemes appeared once out of every fourteen, rosy manufacturing projects appeared in the same ratio, business service firms one in twenty-two, and automotive developments one in forty concluded the list.

A concrete example of what newspapers are doing to protect the public was offered by Frank E. Gannett, president of the Gannett Newspapers, in an address Thursday morning. He told of a suit won by the *Rochester Times-Union* in which an advertiser whose copy had been rejected as misleading sought to enjoin the paper from discontinuing the copy.

"As the result of the Times-Union's successful defense of this suit there has been established in the Supreme Court of the State of New York, the principle that a newspaper has the right to reject advertising which it believes to be untrue and deceptive, even though the advertiser submitting the copy has a linage contract with the newspaper," Mr. Gannett said.

"In the Times-Union of Nov. 10, 1926, an advertisement appeared stating that one could purchase furniture 40 per cent less from the Amalgamated Furniture Factories, Inc. In previous advertising, this firm had stated that furniture was built by its own factories for the furniture market. Investigation by the Rochester Better Business Bureau disclosed that the organization did not own any factories. It did not manufacture its own furniture, but purchased in the open market the same as other furniture stores.

"When the Times-Union was informed of this by the local Better Business Bureau it made an immediate investigation and thereupon refused to publish further advertising of the Amalgamated. Furniture Factories.

"The case was argued and on Feb. 1, Judge Stephens upheld the Times-Union in rejecting the advertising. He reviewed the fact that there was a contract between the Times-Union and the Amalgamated Furniture Factories, which called for 15,000 agate lines to be published in the Times-Union between May 1, 1926, and May 1, 1927. After publishing 4,045 agate lines, the newspaper refused to continue to publish the plaintiff's advertising, claiming that it was within its rights on two grounds: 1. The privilege of approval of the copy of the advertisements was expressly reserved to it in the contract, and, 2. The advertisements already published were untrue and deceptive and the copy for those it declined to publish was of kindred character, even if offensive in a lesser degree.

"'If the rate card were a part of the contract,' Judge Stephens held, 'the Times-Union cannot refuse to approve copy without a reasonable ground for doing so, and even if the rate card were not part of the contract, the Times-Union has the right 'to refuse to publish copy which contains a representation or statement of fact which is untrue, deceptive or misleading. Whether or not the rate card was made a part of the contract is not the only consideration. Irrespective of the rate card, the Times-Union was under no contract obligation to publish untrue statements in its advertising columns.'

"I should like particularly to call attention to this quotation from Judge Stephens' decision: 'It (the newspaper) not only has the right, but it was charged with the duty to refuse to give publicity to statements known to be untrue.' 'The newspaper,' said Judge Stephens, 'cannot be compelled to co-operate knowingly in the commission of a crime, however formally binding his contract obligation may appear to be; this is elemental in the law of contracts.'

"So far as we know this case is the only one of its kind that has ever been passed upon by the courts of this country. Its importance, not only to those interested in 'truth in advertising' from the point of view of Better Business Bureaus and advertising associations, but to newspapers as well, was immediately recognized, and news of the decision was carried all over the country by the press associations.

"We believe it established the unquestioned right of a newspaper to refuse advertising which it has reason to believe is misleading or untruthful, and from that point of view, it marks a milestone in the progress of the work that has been undertaken by such associations as the Better Business Bureaus."

Following Mr. Gannett, John A. Finneran, manager of the classified advertising department of the *New York Times,* spoke of the effective manner in which that newspaper deals with dealers who advertise as private individuals. He outlined the methods used by the Times in weeding out the "resident furniture dealers" and other dealers selling goods as private individuals. According to Mr. Finneran, dealer advertising runs into thousands and thousands of dollars a year. Pennsylvania, Mr. Finneran advised, is the only state that has a law to control this type of misleading advertising, although 23 states have variations of the Printers' Ink Model Statute, which is the advertising law of New York State.

The final meeting of the Commission was held in the Governors room of the Curb Market at which time the Commission Board of Governors were elected and resolutions were adopted. The new Board of Governors is made up of Robert M. Mount, of Portland, Ore., George Husser of Kansas City, Dale Brown of Cleveland, Kenneth Barnard of Detroit, David West of Buffalo and E. L. Greene of the National Bureau, New York. The Better Business Bureau Conference next year will be held at Chicago.

On Monday afternoon George Gordon Battle, lawyer, led an open forum discussion of the subject of libel for the benefit of local bureau managers, part of whose duties is preparing confidential bulletins describing new fraud activities in their communities.

Wednesday noon the delegates were guests of the Advertising Club of New York at luncheon, which was presided over by Sheldon R. Coons, advertising manager of Gimbel Brothers, department store, New York.

Local bureau members present at the conference were:

BIRMINGHAM, H. G. Mitchell.
LOS ANGELES, Ferris R. Miller.
OAKLAND, Elmer J. Hertel.
SAN FRANCISCO, Elliot Epsteen.
WASHINGTON, Louis Rothschild.
CHICAGO, Flint Grinnell, Mr. Jackson, A. B. Johnston, G. W. MacDonald.
FORT WAYNE, Robert M. Snyder.
INDIANAPOLIS, T. M. Overley, Willis S. Thompson, Wm. H. Halley, Wm. C. Henscom.
BALTIMORE, R. J. Bauer, H. B. Tompson.
BOSTON, John Richardson, Sidney S. Conrad, Ralph Alexander, Kenneth Backman.
DETROIT, Kenneth Barnard.
KANSAS CITY, George Husser. C. E. Buchner.
ST. LOUIS, Harry Richl, K. W. Hood, B. F. Tiemann, Dwight L. Holmes.
BUFFALO, S. T. Leaming, Lewis G. Harriman, Dave West.
NEW YORK CITY, H. E. Montgomery, H. J. Kenner, W. P. Collis, G. H. Chamberlin, James C. Auchincloss.
ROCHESTER, F. M. Willson, E. R. Shutt.
SYRACUSE, Stephen Toadvine.
UTICA, Berlin Boyd, R. C. Vandenberg.
AKRON, R. A. Burrell, Robert Guinther.
CINCINNATI, Karl T. Finn.
CLEVELAND, Dale Brown, Wm. Farrar, James L. Lind.
COLUMBUS, Harry Van Horn, Miss G. M. Rittman.
DAYTON, George S. Langland, H. S. Ames.
TOLEDO, H. E. Frye.
PORTLAND, Robt. M. Mount.
PHILADELPHIA, Hugh Smith.
SCRANTON, E. K. Armstrong.
DALLAS, Grady Gaston.
New York City, National Bureau, J. C. Auchincloss, S. S. Auchincloss, E. L. Greene, D. A. Kemble, C. F. McSpadden.

LINAGE ADDITIONS AND CORRECTIONS

FOLLOWING are additional and revised figures submitted by newspapers since the publication last week of newspaper linage for the first six months of 1927:

Brooklyn, N. Y.	*Standard-Union* ....(e)	2,354,666	492,743	977,509	884,414
	Sunday ed ...(s)	508,576	138,204	304,848	65,624
	Total .....(es)	2,863,242	630,947	1,282,357	950,038
	(Total includes 629,794 lines Legal.)				
Morristown, N. J.	*Jerseyman* ...(e)	2,081,219	185,402	1,527,750	97,398
(Total includes 222,691 lines "Out-of-Town" (New York and Newark) advertising; 47,978 lines Legal.)					
Morristown, N. J.	*Record* .....(e)	2,241,508	93,107	1,593,508	185,903
(Total includes 341,299 lines "Out-of-Town" (New York and Newark) advertising; 27,146 lines Legal.)					
Eugene, Ore.	*Guard* .....(e)	2,509,271	476,864	1,548,097	484,310
	(Total includes 63,273 lines Legal.)				
Eugene, Ore.	Register ...(ms)	2,480,499	356,667	1,568,274	555,558
	(Total includes 44,511 lines Legal.)				
Greenwood, S. C.	*Index-Journal* ...(es)	1,241,364	218,146	867,818	131,068
	(Total includes 24,332 lines Legal.)				

MORE THAN 300 SPORTING WRITERS COVERED TUNNEY-DEMPSEY FIGHT

Largest Newspaper Contingent in Sports History at Ringside—Two Platforms for Photographers at "Battle of the Three Millions"

THE elaborate preparations made for disseminating news of the Dempsey-Tunney championship fight in Chicago Thursday night overshadowed preparations for any other sporting event in history. More than 300 sports writers and special writers were present at Soldier Field Stadium to cover the event for newspapers and press associations, not only in the United States but in foreign countries as well. In the press section was a representative from Tokio, one from Honolulu, three from London, and others from Mexico, Australia, Cuba, Paris, Sweden and Germany.

Two balconies were constructed for photographers, one for newspapers and another for movie cameramen. Each local newspaper was allowed two photographers.

A special press room was fitted up at the Palmer house for the convenience of the newspaper people, who were furnished typewriters, Western Union and Postal Telegraph wires, messengers, and every other service necessary for them in their work. The press room was at their disposal free of charge.

Ike Dorgan was general chairman of publicity for the fight. Among the newspaper men and special writers who were at the ringside when the battle started were the following:

Harry B. Smith, *Chronicle,* San Francisco; M. G. Finke, *Daily News,* Dayton; E. F. Bang, *News,* Cleveland; H. G. Salinger, *News,* Detroit; Avery Doyle, *Telegraph,* Pittsburgh; Jos. Mariner, *Nippo Maru,* Honolulu; Joe Joley, *Journal,* Chicago; B. H. Beitler, *Chicago Daily News;* Don Maxwell, *Chicago Tribune;* Frank Naccarato, *Tacoma Times.*

Gene Normile, *San Diego Sun;* H. R. Robbins, *World,* New York; Walter St. Denis, *Star Eagle,* Newark; Eddie Ash, *Times,* Indianapolis; Abe J. Neeve, *Paterson Evening News;* Ralph McGill, *Nashville Banner;* Howard Kelly, *Herald,* Calgary; Bruce Boreham, *Winnipeg Tribune;* Andy Leite, *Vancouver Sun;* Harry Martinez, *States,* New Orleans.

Russell Stone, *States,* New Orleans; Joe Donovan, *Morning Ledger, Newark;* Gus Ronney, *Boston Traveler;* Howard Wheeler, United Features Syndicate, New York; Feg Murray, Metropolitan Newspaper Service; John G. Whittaker, *Courier,* Urbana; George W. Palmer, *Brooklyn Standard Union;* T. Von Ziekrusch, *News,* Philadelphia; A. B. McGinley, *Times,* Hartford; H. F. Swanson, *College Humor,* Chicago.

R. J. Beamish, *Philadelphia Enquirer;* Gene Fowler, Universal Service; Alan Gould, Charles Dunkley and Ed Neil, Associated Press; Harry Faris and David Walsh, International News Service; Henry Farrell and Frank Getty, United Press.

Martin Lachanee, *Syracuse American;* M. R. Maxwell, *Record,* Philadelphia; Nat Fleschner, New York; Frank MacDonell, *Detroit Times;* S. L. Povich, *Washington Post;* Ralph Davis, *Pittsburgh Press;* James Keefe, *Republican,* Waterbury; Wm. P. O'Donnell, *American,* Waterbury; H. L. Kennedy, *Journal,* Dayton.

J. McGovern, *Times-Star,* Bridgeport; T. C. Youll, *Buffalo News;* Royal Brougham, *Post-Intelligencer,* Seattle; Carl Hoffman, *Post Enquirer,* Oakland; Cuffy Campbell, *Duluth News-Tribune;* R. D. Bennett, *Grand Rapids Press;* T. C. Wignall, *Daily Mail,* London; Jack Conway, *Boston American;* H. M. Manning, *Illinois State Register,* Springfield; Pat Frayne, *Call,* San Francisco.

Joe Vila, *Sun, New York;* E. J. Geiger, *American,* Chicago; Oscar Abel, New York; Herbert W. Walker, NEA Service, Inc., Cleveland; Edward Milhet, New York; Frank MacDonell, *Times,* Detroit; Burris Jenkins, *Evening World,* New York; Moses Strauss, *Times-Star,* Cincinnati; E. W. Dickinson, *Herald,* Grand Rapids, Mich.; E. A. Bachelor, *Detroit Saturday Night.*

Frank Leonard, New York; K. H. Craig, *Daily Post,* La Salle, Ill.; C. E. Baker, *Jacksonville Journal;* V. L. Hobson, *Ada News;* C. A. Beal, *La Porte Herald;* W. M. Convey, Chicago; K. McFarland, *Iowa City Press-Citizen;* C. D. Stewart, *Clinton Advertiser;* J. R. McCoy, *Birmingham News.*

George White, *Dallas Dispatch;* Al Warden, *Ogden Standard-Examiner;* J. R. Hayes, *Dallas Times Herald;* C. D. Ridgley, *Herald-Dispatch,* Huntington, W. Va.; F. T. Boyle, *Morning Press,* Stroudsburg, Pa.; V. H. Hanson, *Birmingham News;* J. K. Walsh, *Kalamazoo Gazette;* Thomas S. Gordon, Chicago; E. G. Tripp, *Sioux City Tribune.*

H. J. Sayre, *Waukegan Daily News;* R. A. Reed, *Journal-Gazette,* Fort Wayne, Ind.; Ray Seright, *Daily Register,* Warrisburg, Ill.; H. W. Lee, *Calumet Record,* South Chicago; Joseph Dromgoale, *Alton Evening Telegraph;* Ray Zimmerman, *Daily Home News,* New Brunswick, N. J.; Morris Mogelever, *Pawtucket Times;* Dolph Simons, *Lawrence Daily Journal;* Naylor Stone, *Press-Scimitar,* Memphis.

Gene Kessler, *Washington News;* Sam Otia, Cleveland; Sam Levy, *Journal,* Chicago; Ed Danforth, *Atlanta Georgian;* R. H. Pippen, *Baltimore News;* F. D. Gray, *Quincy Herald,* Quincy, Ill.; J. E. Dertinger, *Bushnell Record;* Melvin Price, East St. Louis, Mo.; H. B. Keck, *Fond du lac Reporter;* H. F. Schmidt, *Kankakee Daily News.*

Ed Orazem, *Pueblo Star-Journal;* W. S. Jackson, Dundee, Ill.; Harry Slichter, *Tampa Times;* Albert Dix, *Wooster Daily Record;* F. Winlewski, *Polish Daily,* Chicago; Jak Nelson, *Billboard,* Chicago; A. H. Chapman, *Bradentown Herald;* J. H. Sorrells, *Fort Worth Press;* Harry E. Kidd, *Daily Gazette,* Sterling, Ill.; C. R. Rabedeaux, *Muscatine Journal.*

J. F. Johnson, *Waterloo Evening Courier,* Waterloo, Iowa; W. G. Wakely, *Enterprise,* Plainfield, Ill.; Paul O. Siddell, *Alliance* (O.) *Review;* F. E. Loomis, *Daily Republican,* Belvidere, Ill.; S. D. Mendenhall, *Edwardsville* (Ill.) *Intelligencier;* Paul Tiblier, *Daily Herald,* Biloxi, Miss.; J. F. Fleming, *Jackson Citizen-Patriot;* Thomas Green, *Burlington Gazette;* E. C. Smith, *Virginia* (Minn.) *Enterprise.*

James Henrickson, *Daily Republican,* Poplar Bluff, Mo.; F. H. Siemons, *Gilman Star;* Water W. Goralski, Polish Military Alliance, Chicago; P. A. Parry, *Lake County Times,* Hammond, Ind.; Robert Posall, *Commercial-News,* Danville, Ill.; Deke Noble, *Kokomo Times;* E. C. Walke, *Peru Daily Tribune;* N. P. Poynter, *St. Petersburg Times;* N. M. Toohy, *Daily Bulletin,* Los Angeles.

W. A. Bailey, *Kansas City Kansan;* G. G. Crawford, *Daily Sun,* Waukegan, Ill.; W. A. Taylor, *Columbia Record;* L. E. Flint, *Livingston* (Mont.) *Record;* J. Bernstein, *Jewish Daily Forward,* Detroit; F. W. Wile, Washington, D. C.; W. R. Katz, *Adrian Telegraph;* F. K. Finlayson, *Idaho Falls Post;* D. N. Mossessohn, *Jewish Tribune,* New York; Tim Martin, *Victoria Daily Times.*

Frances Connelly, *Buffalo Courier;* W. A. Scully, Ridgway, Pa.; J. E. Grayson, *Democrat,* Washington, Iowa; G. R. Birchard, *Detroit Journal;* B. H. Peace, *Greenville News;* B. I. Susong, *Kentucky Post,* Covington; R. E. Shaw, *Dixon Telegraph;* W. L. Brice, *Wheelington Register;* J. McAuliffe, *Augusta Chronicle;* Lee J. Sharp, *Monmouth Daily Review.*

Bob Dunn, *La Cross Tribune;* Earl Coughlin, *Evening Gazette,* Cedar Rapids, Iowa; A. K. Remmel, *News-Sentinel,* Fort Wayne; B. J. Kalnoy, *Szabadsag,* Chicago; E. M. Cluf, *Litchfield Daily Union;* George Brunton, *News-Republican,* Boone, Iowa; E. D. Cissell, *Peru Journal;* L. H. Frisch, *American Jewish World,* Minneapolis; J. A. Kapmarski, Milwaukee; W. C. Reynolds, *Racine Times.*

M. M. Levard, *St. Joseph Gazette;* Mark Luby, *Bowlers Journal,* Chicago; Verne E. Jay, *Centralia Sentinel;* F. J. Hanlon, *Waterloo Tribune;* Herbert Wilson, *Rock Island Argus;* P. D. Adler, *Kewanee Star-Courier;* C. L. Rubenstein, *Fort Dodge Messenger;* R. N. Galvin, *Niagara Falls Gazette,* Niagara Falls; J. P. Gallagher, *Times,* Los Angeles; J. B. Jeffries, *Hannibal Courier-Post.*

G. H. James, Brazil, Ind.; N. W. Ralston, *Urbana Daily Democrat;* B. B. Mayhill, *Delphi Journal;* Earl R. Leach, *Lima News;* J. E. Heefert, *Beaver Dam Daily Citizen;* H. Hart, *San Angelo Standard;* E. Jacquin, *Champaign News;* Leo Kautz, *Daily Times,* Davenport; O. J. Hardy, *Daily Northwestern,* Oshkosh, Wis.; B. K. Le Crone, *Effingham Daily Record.*

R. F. Lotz, *Daily Illini,* Champaign, Ill.; H. K. Page, *Baraboo* (Wis.) *News;* Harry Burns, Hollywood, Cal.; R. Glassman, *Sportsman's Digest,* Cincinnati; E. F. Ryan, Middletown, Ohio; W. F. Molly, Big Four Feature, Chicago; Joe Martin, *Erie Times;* C. E. Hobbs, *State Journal,* Topeka; J. M. Banks, *Columbia Record;* W. E. Chilton, Jr., *Charleston Gazette.*

Joe Walsh, *Wilkes-Barre Record;* H. D. Bolig, *New York Daily News;* Edw. D. McClusky, *Daily News-Times,* Eldorado, Ark.; L. R. Stewart, *Reporter,* Washington, Pa.; J. E. Thompson, *Elgin Courier-News;* J. A. Peal, *Sturgis* (Mich.) *Journal;* C. M. Burcky, *Daily Register-Mail,* Galesburg, Ill.; J. E. Long, *Daily News,* McKeesport, Pa.; L. C. Gifford, *Dispatch,* Kokomo, Ind.

L. B. Cain, *Racine Journal;* K. K. Knecht, *Evansville Courier;* Rodgers, *Advertiser,* Tiffen, Ohio; J. Smith, *Evening Herald,* Shenandoah, Pa.; S. J. Morris, *Ironton* (O.) *Tribune;* Z. S. Kaminski, *Daily Polskie,* Milwaukee; F. M. Church, *Grand Haven Tribune;* Arthur Foltz, *Pharos-Tribune,* Logansport, Ind.; Chas. F. Wills, Chicago.

W. R. Caile, Bloomington; H. D. Milne, *Daily Republic,* Rockford; Starr Mathews, Baltimore, Md.; Julius Klein, *Chicago Herald;* Len Wooster, *Brooklyn Daily Times;* Don B. Alford, International Newsreel Corporation, Chicago; L. B. Cain, *Racine Journal-News;* Jack North, *Tribune-Capital,* Des Moines; S. J. Greenspahn, *Daily Jewish Press,* Chicago; V. V. McNitt, Central Press Association, New York.

Charles Johnston, *Star,* Minneapolis; G. Scherck, *Post-Intelligencer,* Seattle; George Barton, *Minneapolis Tribune;* Paul Lowry, *Los Angeles Times;* A. J. Ritchie, *Seattle Star;* E. C. Vinassa, *Mercury-Herald,* San Jose, Cal.; A. W. Keane, Hartford, Conn.; Robert Kenefick, *Syracuse Journal;* Joseph Nolan, *Enquirer,* Cincinnati.

John O'Donnell, *Democrat,* Davenport; Lew Byrer, *Columbus Citizen;* Frank McCracken, *Public Ledger,* Philadelphia; Lou Jaffe, *Evening Public Ledger,* Philadelphia; Clair Hare, *Sun,* Philadelphia; Robert Cronin, *Los Angeles Illustrated Daily News;* R. M. Welsh, *Post-Gazette,* Pittsburgh; L. S. McKenna, St. Paul, Minn.; F. J. Collins, *Springfield Republican;* Harry Bullion, *Free Press,* Detroit.

V. N. Wall, *Springfield Union;* J. E. Wray, *Post-Dispatch,* St. Louis; William Cunningham, *Boston Post;* Stuart Bell, *Cleveland Press;* John McGovern, Minneapolis; Jack Langhorne, *Advertiser,* Montgomery, Ala.; R. H. White, *Terre Haute Tribune;* Glen McDonalds, *Bay City Times;* W. S. Barnes, Jr., Boston, Mass.; Perry Lewis, *Inquirer,* Philadelphia, Pa.

Art Schinner, *Wisconsin News,* Milwaukee; S. C. Keener, *St. Louis* (Mo.) *Times;* R. H. Pippen, *Baltimore News;* Mark Kelly, Los Angeles, Cal.; Kirk Miller, *Washington Times;* J. J. Dugan, *Philadelphia Bulletin;* L. P. McNelly, *Louisville Times;* Denman Thompson, *Washington Star;* E. A. Dickson, *Evening Express,* Los Angeles.

W. B. Patton, *Indianapolis Star;* R. A. French, *Toledo Blade;* Kenneth Jones, *Journal & Transcript,* Peoria; Harry Keck, *Pittsburgh Sun-Telegraph;* Paul Gallico *Daily News,* New York; W. S. Smith, Universal Service, New York; J. A. Ryan, Clinton, Ia.; Thomas J. Rice, *Daily Eagle,* Brooklyn; F. A. Hayner, *Daily News,* Chicago; B. Thomson, *New York Times.*

V. Y. Dallman, *Illinois State Register,* Springfield; H. P. Bull, *Post-Standard,* Syracuse, N. Y.; Joseph McGlynn, *Public Ledge* Philadelphia; Gus Falzer, *Newark Sunda Call;* Sec Taylor, *Des Moines Register;* E. W Cochrane, Kansas City; R. Ellis, *Kansas Cit Journal Post;* W. E. Wendt, *Telegraph-He ald,* Dubuque, Ia.; C. D. Stewart, *Clinto Advertiser,* Clinton, Ia.; Ray Bonslog, *Po Huron Times-Herald.*

J. T. Scarry, *Newark Evening News;* Georg R. Newman, *Herald-Post,* Louisville, Ky L. M. Davis, *Daily Republican-Times,* Ottaw Ill.; G. C. Rickarby, Chicago; Charles Barnet Chicago, Ill.; J. R. Coughlin, *Wisconsin Sta Journal,* Madison; F. O. Throop, *Davenpo Democrat;* R. S. Davis, *Press,* Pittsburgh.

H. C. Place, *Toledo News-Bee;* P. A. Ma tin, *Enquirer & News,* Battle Creek; J. M Gould, *St. Louis Star;* B. G. Smith, *Milwa kee Leader;* E. L. Shave, St. Paul, Minn. L. H. Selz, Chicago; Tom Swope, *Post,* Cin cinnati; R. H. White, *Terre Haute Tribun* Norman Nairn, *Rochester Times-Union;* T. D Weese, *Lorain Times-Herald.*

W. O. McGeehan, *Herald Tribune,* Ne York City; Lud, *Hudson Dispatch,* Union Cit N. J.; W. W. Davies, *Buenos Aires La N cion:* Fred Digby, *Morning Tribune,* New O leans; J. L. Bowen, *Herald,* Huntingto N. E. Brown, Central Press Association, Cle land, O.; Sandy McDonald, *Duluth Herald* M. Bond, North American Newspaper Allianc New York City.

Bob Husted, *Dayton Herald;* George S. A derton, *State Journal,* Lansing; Frank Hick *Morning Star,* Rockford, Ill.; E. T. Leech *Rocky Mountain News,* Denver; Robert Edgre New York *Evening World;* A. O. Broph *Register-Gazette,* Rockford, Ill.; F. J. Hanla Waterloo, Ia.; Red Hughes, *Danville Mornin Press;* John Corkery, *Aurora Beacon-News* I. C. Brenner, *Golfers' Magazine,* Chicago.

L. P. McNeely, *Louisville Times;* F. P Ryan, *Evening Courier,* Camden; Robert Ne bit, *Terre Haute Star;* F. D. Williams, Ne York City; Morris Royden, *Lexington Herald* H. B. Smith, *San Francisco Chronicle;* Ea Brady, *East St. Louis Daily Journal;* Harri Samonsky, Wilmington, Del.; Henry Lowe feld, *Milwaukee Herald.*

J. H. Denby, *Herald and Examiner,* Chicago J. W. Sheehan, *Illinois State Journal,* Spring field; C. J. Murray, *Buffalo Times;* Louell O. Parsons, *New York American;* W. S Brown, International News Service, New York C. H. Sessions, *Topeka Daily Capital;* Mis D. A. Harrison, *Public Ledger,* Philadelphia O. T. LeBeau, Chicago, Ill.; Edward Irvin *Chicago Bulletin.*

W. F. Fox, Jr., *Indianapolis News;* F. W Tuerk, *Peoria Star;* T. S. Andrews, Milwau kee, Wis.; Otto Floto, *Denver Post;* A. C Backus, *Sentinel,* Milwaukee; D. E. Yocum *Pottsville Journal;* Gus Lieber, *Jamestown Sun* Carter Latimer, *Greenville News;* S. Toole Everett, Wash.; F. A. Kramer, Chicago.

J. T. Gallagher, *South Bend News;* Fred F Howell, Springfield, O.

ABERDEEN (WASH.) DAILY WORLD OCCUPIES ITS NEW PUBLISHING PLANT



THE *Aberdeen* (Wash.) *Daily World* recently moved into its new building at Market and I streets, considered one of the model small city publishing plants of the Northwest.

The two-story building provides ample space for the newspaper's operations. On the ground floor is the main business office, which includes the bookkeeping, advertising and circulation departments; the job printing department; the press room, and the mailing and distribution room. The second floor houses the editorial, composing and sterotyping rooms.

Much new equipment, including a Duplex tubular press and a new Linotype was installed.

Werner A. Rupp is editor and publisher of the World, and Russell V. Mack is business manager.

The Aberdeen World was first purchased by Mr. Rupp in 1908 and was formerly the *Aberdeen Daily Bulletin,* which was founded as a daily in 1901.

SPORT NEWS PLAYED BIG BY EDITORS

Radio Broadcasting Has Stirred Up Wide Interest in Sporting Events, Wire News Agency Men Find—Record Fight Service

Newspapers of the world are "spor mad" these days. Never before in jour nalistic history, according to wire new agency executives, has there been suc a demand for sport news as there is today

"The editors have found that in peac times the small wars of the playing field sell papers faster than almost any othe kind of news" was one explanation o the current editorial fancy for givin big play to news of tennis, prize-fighting golf, baseball, racing and football.

An interesting fact brought to light thi week in connection with the Dempsey Tunney fight in Chicago was that the radio broadcasting of sporting events in stead of slackening editorial and reade interest in big exhibitions of this sort, ha very definitely acted as a stimulant.

W. J. McCambridge, in charge of traffic of the Associated Press, reported that the A. P. served a record number of members with special fight service this week.

Tom Gerber, promotion manager of the United Press, said that while radio was killing off the old-time "flash extra" editions of newspapers, more people today were "reading and demanding sport news in their papers than ever before."

"The public gets the flash news by radio and then wants to read the detailed blow-by-blow accounts of the fight from the experts in the newspapers," he said.

Marc A. Rose, executive editor of International News Service, has remarked on more than one occasion the world-wide interest in sport. Foreign clients of I. N. S., he said, are more exacting in their demands for coverage of sport news than for any other type of matter sent by cable. In regard to the special service on the Dempsey-Tunney fight, Mr. Rose said 90 clients had contracted for service.

PRESS SPENT $500,000 COVERING AVIATION

This Sum Expended in Five Months' Time, Survey Shows—New York Times and Its Associated Newspapers Account for $200,000, While Hearst's Expense Was $220,000

By PHILIP SCHUYLER

NEWSPAPERS have spent money liberally this summer chasing enterprising aviators in their attempts at conquest of the air.

A conservative estimate of the cost translated into mere dollars and cents places the figure near to $500,000 spent in the five months since Col. Charles A. Lindbergh spanned the Atlantic from New York to Paris, and including that epochal exploit which acted as a torch to start other airplane adventures blazing through the news columns.

In other words, the papers and wire agencies have spent $100,000 a month, more than $3,000 a day, or $125 an hour to tell the public all that was fascinating and new about flying.

This figure does not take into consideration an incalculable amount of energy thrown by newspapers into the reporting of the high adventures of aviation's most dramatic season; nor does it include all the salaries of expensive news men detailed to flight stories who otherwise would have been furnishing other matter to the press. And it does not count the sad sacrifice of one valuable newspaper man, Philip Alan Payne, managing editor of the *New York Daily Mirror,* and passenger on the ill-fated "Old Glory," who must now be counted among those daring pioneers who gave their lives to the advancement of the science of aviation.

As Victor H. Polachek, Hearst executive and one of the big spenders on aviation news, said to the writer this week:

"Aviation exploitation has now taken its place as the most expensive line of newspaper stunts in journalistic history."

The *New York Times,* and newspapers from coast to coast associated with it, held a virtual monopoly on the exclusive by-line stories of all the important trans-Atlantic and trans-Pacific fliers of the season. William Randolph Hearst outbid the Adolph S. Ochs paper only in obtaining the story of Art Goebel, winner of the Dole race. His papers also had the story of the Byrd flight from Bert Acosta.

Of the $500,000 spent by all newspapers, the Times group, it is thought, will account for nearly $200,000. The Hearst organization has spent approximately $220,000; while the remainder is taken up in increased cable costs paid this season by other newspapers who carried the flights as fully as possible, and by the four important news agencies of the country, the Associated Press, the International News Service, United Press, and Universal Service.

The Times group bought the news rights to Lindbergh's own story, and, according to a statement attributed to F. Lansing Ray, publisher of the *St. Louis Globe-Democrat,* who first negotiated with the young pilot, in excess of $30,000 was paid out for the first series of Lindbergh stories. EDITOR & PUBLISHER was later informed that Col. Lindbergh collected nearly $100,000 for the news record of his achievement, including stories written on the U. S. S. Memphis on the return trip.

Swelling the total of the Times group were the sums, not officially divulged, paid for the stories written under the bylines of Chamberlin and Levine, Commander Richard E. Byrd; Lieutenants Maitland and Hegenberger, the army fliers who blazed the trail from California to Honolulu; Martin Jensen, who won second place in the Dole race; and now Brock and Schlee, world flyers. The latter pair in their Stinson-Detroiter sent cable bills skyrocketing when they reached the Far East, with tolls of 35 cents a word from Shanghai and 22 cents a word from Tokio.

The estimated $200,000 spent by the newspapers headed by the Times included only cash paid for news rights to stories and cable tolls in getting the story into New York for distribution to other members in the news association with the Times, for Mr. Ochs is definitely opposed to the idea of a newspaper becoming financial sponsor of such exploits.

"We have not promoted a single flight," Arthur Hays Sulzberger, vice-president of the Times Company pointed out to EDITOR & PUBLISHER. "Whenever groups have approached us asking for financial support of their adventures, we have turned them down. When expeditions have come to us fully financed, we have purchased the news rights, and the news rights only."

Mr. Sulzberger summarized the Times attitude toward the coverage of aviation news by saying tersely:

"The news was there and the Times went after it."

Business arrangements in connection with the fatal flight of the Hearst plane "Old Glory," which went down 600 miles from Newfoundland carrying Phil Payne, the Mirror's editor, Lloyd Bertaud and James D. Hill to their deaths, were not disclosed, but it was estimated that this venture will cost the Hearst treasury at least $100,000. It is known that the Fokker airplane itself was purchased by Mr. Payne for $50,000, and the expenses preparatory to the flight, the charter of the steamer Kyle which found the wreckage of the plane, and probable contract payments to the widows of the dead flyers will, it is believed, easily double this sum.

In the Mirror office a policy of silence is being strictly maintained.

George d'Utassy, president and treasurer, declined to discuss the disaster for publication. W. L. Randall, day managing editor, said:

"We believe it would be in bad taste for us to say anything now."

Exclusive of the disastrous Old Glory venture and press association cost, more than $120,000 of Hearst money was expended on aviation exploits during the five months since the Lindbergh flight.

Of this sum the ill-fated "Golden Eagle," the plane, which, purchased by George Hearst for the *San Francisco Examiner,* and piloted by Jack Frost, was among those lost in the recent Dole race from California to Hawaii, accounted for more than $60,000.

Bradford Merrill paid Bert Acosta $10,000 for the *New York American* alone for the exclusive right to his story of the flight in Commander Byrd's America from New York to Ver-sur-Mer. He had paid Commander Byrd himself $5,000 for a series of preliminary articles published before the flight started. The Acosta contract allowed the flyer 50 per cent of money made through syndication. This added another $10,000 to the bulging newspaper bill for aviation coverage.

The Junkers proposed flight from Germany to New York which only progressed as far as Ireland where it was forced back to Germany by storm, cost the Hearst organization $30,000. Handling this sum, Victor H. Polachek, general manager of the Hearst Sunday newspapers, paid $15,000 in cash for the privilege of putting a passenger, Hubert R. Knickerbocker, Berlin correspondent, Universal Service, on board. Added to this was $5,000 in cash for insurance, while cable tolls and other incidentals brought it up to the $30,000. If the flight had been successful, an additional $18,000 was to have been paid to the Junkers Company.

Hearst newspapers also paid Art Goebel $6,000 for his story of the flight from San Francisco to Honolulu.

When the Dole flight death toll was counted the Hearst organization first became bearish on backing similar aviation projects. The Junkers company wanted to continue preparations for a flight from Germany to this country. Mr. Polachek, however, immediately cabled the German officials to consider their contract performed, and at the same time he ordered Knickerbocker to give up all plans for making the flight.

Previously Mr. Hearst had been opposed to allowing any woman to risk her life in a trans-Atlantic flight. A woman on Mr. Hearst's European staff had made all preparations to fly from Germany to this country, when the "chief" heard about it. As soon as he learned what arrangements were being made, Mr. Hearst telegraphed his New York officials from California not to permit a woman to undertake the exploit under any circumstances.

As was apparent in telegrams passing between Mr. Hearst and Phil Payne, published in EDITOR & PUBLISHER two weeks ago. Mr. Hearst wanted to pay Acosta and Hill in full and call off the flight. They, however, decided it was in their right to complete the contract.

Mr. Hearst, it was declared on good authority in New York this week, had no intimation that the managing editor of the New York Daily Mirror intended to fly as a passenger on "Old Glory."

Mr. Polachek, general manager of the Hearst Sunday newspapers, who in the absence of Bradford Merrill, general manager of the Hearst newspapers, has shouldered a large share of the responsibility and financial detail in connection with the airplane flights under Hearst direction, declared that the various ventures had been the "most expensive line of newspaper stunts in history."

"Mr. Hearst will not spare himself any expense which will make for the scientific development of aviation," Mr. Polachek said. "We will continue to foster aviation achievement. However, we believe these stunt flights should not be continued. They are dependent wholly upon most favorable weather conditions and perfect motors, and with the least bad luck disaster follows. That is carrying pioneering to the point of foolhardiness. When there have been further developments and improvements in airplane construction and the multi-motored plane has been further perfected so that human life doesn't hang by a single thread, we

(*Continued on page* 50)

PRODUCING THE "CORPUS DELICTI"



Roy Howard, chairman of the board, Scripps-Howard Newspapers, with fine catch of trout drawn from a California stream during a recent vacation trip to the West.

AUGUST LINAGE LOSS, WITH ONE SUNDAY MISSING, IS 8.7 PERCENT

FOLLOWING are linage figures for the principal U. S. cities gathered by EDITOR & PUBLISHER and the New York Evening Post Statistical Department, Inc.:

43 cities listed	53 show gain	105 show loss
177 papers listed	10 show gain	33 show loss
	17 no comparison	

	1927	1926	
New York	11,080,160	11,977,976	897,816 Loss
Chicago	6,334,983	6,459,081	124,098 Loss
Philadelphia	5,083,179	5,477,088	393,909 Loss
Detroit	4,086,250	4,997,258	911,008 Loss
Cleveland	3,235,525	3,522,975	287,450 Loss
St. Louis	3,309,580	3,838,820	529,240 Loss
†Boston	4,940,862	5,367,587	426,725 Loss
Baltimore	3,425,613	3,727,688	302,075 Loss
Los Angeles	5,975,241	6,505,892	530,651 Loss
Buffalo	2,651,464	2,912,901	261,437 Loss
Pittsburgh	3,410,529	4,698,384	1,287,855 Loss
Newark	1,495,715	1,445,821	49,894 Gain
San Francisco	4,130,329	4,794,285	663,956 Loss
Milwaukee	2,482,539	2,487,618	5,079 Loss
Washington	3,608,529	4,050,532	442,003 Loss
Cincinnati	2,964,900	2,959,500	5,400 Gain
Kansas City	2,738,178	2,977,577	234,399 Loss
New Orleans	3,191,850	3,554,919	363,069 Loss
Minneapolis	2,616,951	2,810,162	193,211 Loss
Seattle	2,687,426	2,725,220	37,794 Loss
Indianapolis	2,610,333	2,712,798	102,465 Loss
†Denver	2,030,180	2,073,848	43,668 Loss
Atlanta	2,375,039	2,795,973	420,934 Loss
Memphis	2,283,862	2,241,630	42,532 Gain
Portland, Ore.	2,464,194	2,584,722	120,528 Loss
Rochester	3,029,388	2,991,758	937,630 Gain
Providence	2,230,640	2,335,357	104,717 Loss
Columbus	3,033,001	3,303,967	270,966 Loss
†Louisville	2,344,498	2,861,764	517,266 Loss
St. Paul	2,165,450	2,484,944	319,494 Loss
Oakland	2,146,942	2,301,964	155,022 Loss
†Omaha	1,373,400	1,630,419	257,019 Loss
†Birmingham	2,171,932	2,615,788	443,856 Loss
Richmond	1,678,278	1,974,728	296,450 Loss
Dayton	2,456,972	2,522,520	65,548 Loss
Houston	2,421,700	2,347,030	74,670 Gain
†Des Moines	1,334,730	1,687,054	352,324 Loss
Totals	117,600,942	128,819,190	11,218,248 Loss

†Note references under individual newspaper lineage of those cities.

NEW YORK

	1927	1926	
American	864,868	1,041,230	176,362 Loss
Herald Tribune	1,181,204	1,280,106	98,902 Loss
Times	1,920,182	2,086,772	166,590 Loss
World	1,113,448	1,405,264	291,816 Loss
*Mirror (Tab)	160,720	235,184	74,464 Loss
News (Tab)	607,142	534,280	72,862 Gain
*Eve. Graphic	216,296	234,186	17,890 Loss
*Eve. Journal	833,764	822,924	10,840 Gain
*Eve. Post	302,626	297,548	5,078 Gain
*Eve. World	617,478	567,618	49,860 Gain
*Sun	955,432	945,770	9,662 Gain
*Telegram	435,992	374,520	61,472 Gain
Brooklyn Eagle	1,152,166	1,286,708	134,542 Loss
Brooklyn Times	345,920	473,120	127,200 Loss
Standard Union	372,922	392,746	19,824 Loss
Totals	11,080,160	11,977,976	897,816 Loss

CHICAGO

	1927	1926	
*Daily News	1,431,693	1,436,739	5,046 Loss
Tribune	2,267,151	2,423,253	156,102 Loss
Herald-Examiner	836,010	954,921	118,911 Loss
*Post	376,935	422,820	45,885 Loss
*American	929,301	888,189	41,112 Gain
*Journal	493,893	333,159	160,734 Gain
Totals	6,334,983	6,459,081	124,098 Loss

PHILADELPHIA

	1927	1926	
Inquirer	1,303,200	1,561,200	258,000 Loss
Record	647,700	609,300	38,400 Gain
Ledger	932,034	1,065,226	133,192 Loss
*Evening Ledger	930,045	884,762	45,283 Gain
*Bulletin	1,270,200	1,356,600	86,400 Loss
Totals	5,083,179	5,477,088	393,909 Loss

DETROIT

	1927	1926	
News	2,149,714	2,609,670	459,956 Loss
Times	860,300	1,028,104	167,804 Loss
Free Press	1,076,236	1,359,484	283,248 Loss
Totals	4,086,250	4,997,258	911,008 Loss

CLEVELAND

	1927	1926	
Plain Dealer	1,277,075	1,404,000	126,925 Loss
News-Leader	857,675	1,015,500	157,825 Loss
*Press	1,100,775	1,103,475	2,700 Loss
Totals	3,235,525	3,522,975	287,450 Loss

ST. LOUIS

	1927	1926	
Post-Dispatch	1,659,280	1,956,920	297,640 Loss
Globe-Democrat	950,400	1,064,100	113,700 Loss
*Star	436,200	495,000	58,800 Loss
*Times	263,700	322,800	59,100 Loss
Totals	3,309,580	3,838,820	529,240 Loss

BOSTON

	1927	1926	
Herald	1,007,968	1,035,432	27,464 Loss
Globe	1,061,939	1,218,587	156,648 Loss
Post	785,203	813,471	28,268 Loss
Advertiser	315,402	483,081	167,679 Loss
*American	392,464	370,132	22,332 Gain
*Traveler	901,633	787,110	114,523 Gain
*Transcript	476,253	465,321	10,932 Gain
*Telegram	.....	194,453	.....
Totals	4,940,862	5,367,587	426,725 Loss

Telegram discontinued November, 1926.

BALTIMORE

	1927	1926	
Sun	1,131,676	1,389,500	257,824 Loss
*Evening Sun	1,066,945	1,058,958	7,987 Gain
American	417,474	487,521	70,047 Loss
*News	540,062	504,798	35,264 Gain
*Post	269,456	286,911	17,455 Loss
Totals	3,425,613	3,727,688	302,075 Loss

LOS ANGELES

	1927	1926	
Times	1,825,474	2,128,182	302,708 Loss
Examiner	1,602,397	1,877,856	275,459 Loss
*Express	714,014	686,560	27,454 Gain
*Herald	1,234,674	1,262,688	28,014 Loss
*Record	374,164	374,990	826 Loss
News	224,518	175,616	48,902 Gain
Totals	5,975,241	6,505,892	530,651 Loss

BUFFALO

	1927	1926	
Courier-Express	717,843	812,542	94,699 Loss
Times	870,474	1,017,516	147,042 Loss
*News	1,063,147	1,082,843	19,696 Loss
Totals	2,651,464	2,912,901	261,437 Loss

SAN FRANCISCO

	1927	1926	
Chronicle	860,594	990,556	129,962 Loss
Examiner	1,440,761	1,672,005	231,244 Loss
*Bulletin	403,214	574,126	170,912 Loss
*Call	823,648	877,982	54,334 Loss
*News	602,112	679,616	77,504 Loss
Totals	4,130,329	4,794,285	663,956 Loss

MILWAUKEE

	1927	1926	
Journal	1,226,442	1,329,101	102,659 Loss
S. T. & A. M. S.	537,963	536,085	1,878 Gain
*Leader	148,721	176,313	27,502 Loss
*Wisconsin News	569,413	446,119	123,294 Gain
Totals	2,482,539	2,487,618	5,079 Loss

WASHINGTON

	1927	1926	
Star	1,855,290	2,018,845	163,555 Loss
Post	615,899	860,355	244,456 Loss
*Evening Times	533,370	496,365	37,005 Gain
Herald	428,911	501,798	72,887 Loss
*Evening News	175,059	173,169	1,890 Gain
Totals	3,608,529	4,050,532	442,003 Loss

CINCINNATI

	1927	1926	
*Post	699,600	651,300	48,300 Gain
*Times-Star	1,062,900	963,900	99,000 Gain
Enquirer	972,600	1,068,300	95,700 Loss
Tribune	229,800	276,000	46,200 Loss
Totals	2,964,900	2,959,500	5,400 Gain

NEW ORLEANS

	1927	1926	
Times-Picayune	1,402,161	1,574,603	172,442 Loss
Item	721,221	858,640	137,419 Loss
States	626,039	693,721	67,682 Loss
*Tribune	442,429	427,955	14,474 Gain
Totals	3,191,850	3,554,919	363,069 Loss

MINNEAPOLIS

	1927	1926	
Tribune	1,063,385	1,222,656	159,271 Loss
Journal	1,083,537	1,193,081	109,524 Loss
*Star	470,009	394,425	75,584 Gain
Totals	2,616,951	2,810,162	193,211 Loss

SEATTLE

	1927	1926	
Times	1,233,456	1,241,058	7,602 Loss
Post-Intelligencer	838,306	883,358	45,052 Loss
*Star	518,686	505,890	12,796 Gain
*Union-Record	96,978	94,914	2,064 Gain
Totals	2,687,426	2,725,220	37,794 Loss

INDIANAPOLIS

	1927	1926	
*News	1,310,355	1,267,428	42,927 Gain
Star	937,767	1,058,244	120,477 Loss
*Times	362,211	387,126	24,915 Loss
Totals	2,610,333	2,712,798	102,465 Loss

DENVER

	1927	1926	
News	738,660	519,904	218,756 Gain
Post	733,280	1,217,860	484,580 Loss
*Evening News	558,240	336,084	222,156 Gain
Totals	2,030,180	2,073,848	43,668 Loss

Times changed to Denver Evening News November 22, 1926.

PROVIDENCE

	1927	1926	
Journal	679,909	775,023	95,114 Loss
*Bulletin	978,660	931,370	47,290 Gain
Tribune	280,386	334,717	54,331 Loss
*News	291,685	294,247	2,562 Loss
Totals	2,230,640	2,335,357	104,717 Loss

COLUMBUS

	1927	1926	
Dispatch	1,506,030	1,756,558	250,528 Loss
Journal	607,192	630,868	23,676 Loss
*Citizen	919,779	916,541	3,238 Gain
Totals	3,033,001	3,303,967	270,966 Loss

ST. PAUL

	1927	1926	
*Dispatch	741,972	766,402	24,430 Loss
Pioneer Press	752,850	940,898	188,048 Loss
News	670,628	777,644	107,016 Loss
Totals	2,165,450	2,484,944	319,494 Loss

LOUISVILLE

	1927	1926	
Courier-Journal	971,347	1,063,696	92,349 Loss
Herald-Post	528,959	†1,012,058	483,099 Loss
*Times	844,192	786,010	58,182 Gain
Totals	2,344,498	2,861,764	517,266 Loss

Herald-Post morning edition discontinued with issue of March 5, 1927.

†Includes 252,149 lines of morning issue.

OAKLAND

	1927	1926	
Tribune	1,391,446	1,529,906	138,460 Loss
*Post-Inquirer	755,496	772,058	16,562 Loss
Totals	2,146,942	2,301,964	155,022 Loss

OMAHA

	1927	1926	
World-Herald	858,228	861,707	3,479 Loss
Bee-News	515,172	418,558	96,614 Gain
News	350,154	.....	.....
Totals	1,373,400	1,630,419	257,019 Loss

News combined with Bee February 7, 1927.

BIRMINGHAM

	1927	1926	
*Age-Herald	459,872	†721,980	262,108 Loss
News	1,243,102	1,405,152	162,050 Loss
*Post	468,958	488,656	19,698 Loss
Totals	2,171,932	2,615,788	443,856 Loss

†Sunday Age-Herald merged into Sunday News, June 1 1927; includes 335,678 lines in five Sunday issues.

RICHMOND

	1927	1926	
*News-Leader	917,546	1,065,148	147,602 Loss
Times-Dispatch	760,732	909,580	148,848 Loss
Totals	1,678,278	1,974,728	296,450 Loss

DAYTON

	1927	1926	
News	1,173,046	1,205,316	32,270 Loss
*Herald	763,462	712,040	51,422 Gain
Journal	520,464	605,164	84,700 Loss
Totals	2,456,972	2,522,520	65,548 Loss

HOUSTON

	1927	1926	
Chronicle	986,770	1,078,742	91,972 Loss
Post-Dispatch	874,846	838,152	36,694 Gain
*Press	560,084	430,136	129,948 Gain
Totals	2,421,700	2,347,030	74,670 Gain

DES MOINES

	1927	1926	
Register	628,218	650,606	22,388 Loss
*Tribune	706,512	641,234	65,278 Gain
Capital	.....	395,214	.....
Totals	1,334,730	1,687,054	352,324 Loss

Daily Capital discontinued February 12, 1927.

ATLANTA

	1927	1926	
Constitution	715,977	923,513	207,536 Loss
**Georgian	601,128	652,220	51,092 Loss
Journal	1,057,934	1,220,240	162,306 Loss
Totals	2,375,039	2,795,973	420,934 Loss

KANSAS CITY

	1927	1926	
Journal	399,738	466,236	66,498 Loss
*Post	328,674	336,545	7,871 Loss
*Star (morning)	735,466	713,656	21,810 Gain
Star	1,274,300	1,461,140	186,840 Loss
Totals	2,738,178	2,977,577	234,399 Loss

MEMPHIS

	1927	1926	
Commercial Appeal	1,007,265	1,251,152	243,887 Loss
*Evening Appeal	627,480	.....	.....
*News-Scimitar	.....	510,923	.....
*Press	.....	479,255	.....
*Press-Scimitar	649,117	.....	.....
Totals	2,283,862	2,241,330	42,532 Gain

PITTSBURGH

	1927	1926	
*Post-Gazette	514,239	.....	.....
Press	1,807,386	1,830,542	23,156 Loss
Sun-Telegraph	1,088,904	.....	.....
Post	.....	766,864	.....
*Sun	.....	567,518	.....
Gazette-Times	.....	770,896	.....
*Chronicle-Telegraph	.....	760,564	.....
Totals	3,410,529	4,698,384	1,287,855 Loss

NEWARK

	1927	1926	
Ledger	.....	.....	.....
*News	1,495,715	1,445,821	49,894 Gain
*Star-Eagle	.....	.....	.....
Totals	1,495,715	1,445,821	49,894 Gain

PORTLAND

	1927	1926	
*News	440,538	413,896	26,642 Gain
Oregonian	987,658	1,185,450	197,792 Loss
Oregon Journal	935,998	985,376	49,378 Loss
Totals	2,464,194	2,584,722	120,528 Loss

ROCHESTER, N. Y.

	1927	1926	
Democrat and Chronicle	1,286,866	1,343,914	57,048 Loss
**Journal-American	768,096	729,524	38,572 Gain
*Times-Union	974,426	918,320	56,106 Gain
Totals	3,029,388	2,991,758	937,630 Gain

**Does not include American Weekly.
* No Sunday edition.

MARYLAND GAZETTE CELEBRATES 200th YEAR

Oldest American Newspaper Was Established Nearly 50 Years Before Revolutionary War—Suppressed for Opposition to Stamp Act in 1765 But Revived Later

By H. S. SHERWOOD

THE *Annapolis* (Md.) *Maryland Gazette* weekly on Monday of this week issued a large special edition marking its 200th year of publication.

Other American newspapers were started earlier than was this, but the Maryland Gazette claims to be the only paper being published today under the same name it started with in 1727, nearly half a century before the beginning of the Revolutionary War.

The paper supports its claim to be the senior of all American newspapers with the following letter from H. S. Parsons, acting head of the periodical division of the Library of Congress:

From the Periodical Division, July 16, 1927.

To the Librarian of Congress: At Annapolis, in 1727, William Parks published his first issue of the Maryland Gazette. This issue appeared either in August or September. Lee's History of American Journalism gives the date as Sept. 19. Fifty-five issues by Parks are still in existence, the earliest being No. 55, December 10, 1728 and the latest that of Nov. 29, 1734. The Library of Congress has a file of photostat reproductions of these.

The editor removed to Williamsburgh, Va., and there established the *Virginia Gazette* in 1736. The Maryland Gazette appeared again Jan. 17, 1745, edited by Jonas Green. In consequence of the Stamp Act, the paper was suspended for a time in 1765. The last issue before this suspension was headed "Maryland Gazette Expiring; In Uncertain Hopes of a Resurrection to Life Again." Three supplements to this issue appeared at intervals and on Dec. 10, 1765 came an issue entitled "An Apparition of the Late Maryland Gazette" which announced its revival within a few weeks. January 30, 1766 this promise was kept by "The Maryland Gazette Reviving."

After Green's death in 1767 his widow and later his sons carried on the publication. Another temporary suspension occured Dec. 25, 1777 to April 30, 1779, but the paper reappeared still in charge of members of the Green family, and so continued until after 1832.

The Maryland Gazette is the dean of present-day American newspapers. All that began to publish earlier have long since ceased.

H. S. PARSONS,
Acting Chief Periodical Division.

The house in which this "dean of present-day American newspapers" was published by Green is still standing in Annapolis which was, it will be remembered, something of a metropolis and center of fashion in the days preceding the Revolution and at one time the capital of the country or at least the Seat of Congress.

In its own account of its life, given in the special September 19 edition, the Maryland Gazette says:

"The first newspaper to be published in British America was the *Boston News Letter*, established in 1704. The second newspaper, the *Boston Gazette*, began in 1719. The *American Weekly Mercury* was established in Philadelphia in 1719 and New York printed its first newspaper in 1725. There was another paper started in Boston in 1727, the *New England Weekly;* and then, later in the same year, the Maryland Gazette, at Annapolis, printed its first issue numbering the sixth newspaper or periodical to be established in America.

"All have succumbed to the changes of the times or the will of tyrants. Others have been established and died, but down through the years the Maryland Gazette has marched with Father Time....

"The files and traditions of the Maryland Gazette indicate that the first issue was printed in August, 1727, although the oldest known copy now existent, dated Dec. 10, 1728, numbered 65, would, counting weekly back therefrom, make the date of the first issue September 19, 1727. The masthead and the date on this old copy are intact, the lower right hand corner of the first sheet has been torn away.

"At the Library of the Maryland Historical Society in Baltimore an almost complete file of these ancient copies of the



The MARYLAND GAZETTE.

[XVIIIth Year.] THURSDAY, October 21, 1762. [No. 911.]

Great JOY to the Nation!
A PRINCE OF WALES is Born.
GOD Save the KING.

St. James's, August 12, 1762.

THIS MORNING, at half an Hour after VII, the Queen was happily Delivered of a PRINCE. Her Royal Highness the Princess Dowager of Wales, several Lords of his Majesty's most honourable Privy Council, and the Ladies of her Majesty's Bedchamber, being Present.

This great and important News was immediately made known to the Town by the firing of the Tower Guns; and the Privy Council being assembled as soon as possible thereupon, it was ordered, that a Form of Thanksgiving, for the Queen's safe Delivery, should be prepared by his Grace the Archbishop of Canterbury, to be used in the Bills of Mortality on Sunday next, and throughout the King's Dominions soon after the respective Ministers shall receive the same.

Her Majesty is, GOD be praised, as well as can be expected in her present Condition; and the Prince enjoys perfect Health.

August 14. Yesterday Messengers were dispatched to the different Courts, to notify Her Majesty's happy Delivery of a Prince.

The Person that waited on the King with the News of her Majesty's being delivered of a Prince, received a Present of a 500 l.

It is said there was a numerous and splendid Court at St. James's to compliment the Queen on the safe Delivery of the Queen, Both of a Prince

PETERSBURGH, July 10.

THE Senate assembled Yesterday, and after solemn Deliberation, it was determined that Peter the Third should be declared a Traitor to his Country, Deprived of his Imperial Dignity, Count Pannin, Governor of the Great Duke Paul Petrowitz, Privy Counsellor, and Field Marshal Butterlin, ordered to execute the Resolution of the Senate: In Consequence of which Count Romanowsky went to the Castle of Oranienbaum, and there found upon the First Alarm, made some Resistance at the Head of his Regiment, but on his receiving a violent Wound on the Head with a Sabre, he was taken Prisoner.

July 12. The principal Circumstances that attended the late extraordinary Revolution are as follow:

The Emperor had been for several Days at his Country Seat at Oranienbaum, and the Empress at another, called Petersdorf. On the 9th Instant, at 8 in the Morning, the Empress arrived in this City, and immediately repaired to the Senate; where, after embracing the Guards, the assembled Senators congratulating and very accordingly Proclaimed her Emperess of all the Russias, at the same Time declaring the Emperor, Peter the Third, to be deposed.

After this Proclamation was made, during which Time the Gates of the City were kept Shut, the new Sovereign went to the Church of Kasensky, where, after Divine Service, all the Grandees of the Empire took the Oath of Fidelity to her, to whom she declared, that she had taken the Reins of Government purely for the good of the Country. At the Beginning of these Ceremonies, in order to prevent Disturbances, her Imperial Majesty thought proper to secure the Person of Prince George of Holstein.

Other necessary Precautions being taken, the Empress, dressed in the Uniform of the Guards, and wearing a blue Ribbon, mounted her Horse, and put herself at the Head of 9 or 10,000 Men, and marched to Oranienbaum, but the Emperor was not there. That Prince was gone to Peterhoff, with an Intent to dine there; but when he arrived, he was greatly surprised to find that the Empress was not there, and hearing that she let out early in the Morn ng for Peterhoff, dispatched several Couriers, one after another, to know the Reason of her so sudden Departure.

At length some Generals, who had taken Measures, found Means to get to Peterhoff, and informed the Emperor of what had happened. He got into a Yatcht, and would have made his Escape to Cronstadt, but found the Garrison against him, and was obliged to return to Oranienbaum, where, in order to secure himself, he got together as many Peasants as he could, and entrenched himself.

Thus was this memorable Revolution brought about, supported by many of the Grandees of the Empire. Several of the Favourites of the late Emperor have proved the unhappy Victims of it; but Prudence will not permit mentioning their Names.

Hamburgh, August 6. The Russian Lieutenant-General Woeykow hath published an Ordonnance at Konigsberg, dated the 16th of July, intimating, 'That though, by 'Virtue of the Peace concluded with the King of Prussia, he 'had published, on the 3d of the said Month, that the Inhabitants of Prussia were discharged from their Oath of Fidelity to Russia, and were to return to their Allegiance 'to his Prussian Majesty; he, nevertheless by these Presents 'gave them Notice, by Command of the Empress Catherine 'II. that what he then published was now annulled, and 'ceased to have any Effect; in that the Inhabitants were to 'remain under the Dominion of Russia, &c.

Berlin, August 5. To efface the Impression made by Defeats in the Mountains of Bohemia, were about 3000 Men, in Killed, Deserters and Prisoners. The latter amount to upwards of 2000, and amongst them are 15 Officers. We have also taken 14 Pieces of Cannon. Our Loss, when it is considered that the Enemy had the Advantage of Ground, and our Troops had the most difficult Passes to get through, may be reckoned inconsiderable; it does not amount to 600 Men, including the Killed, Wounded, and Missing.

Petersburgh, July 7. O. S. That Day a Declaration was published here by the Empress, giving an Account of the Decease of the late Emperor Peter the Third.

LONDON.

Wednesday a Cartel Ship arrived at Portsmouth, with the Garrison of St. John's in Newfoundland on board.

Letters from Bourdeaux, by Yesterday's Flanders Mail, advise, that several Ships which were in the Harbour are taken up for Transports, to carry a Number of Troops for Newfoundland, a great Part of which were already embarked. This are to be conveyed by three Men of War.

By a Letter from a Gentleman at Oporto, which came by Yesterday's Lisbon Mail, we are informed that every Thing was very quiet there; and since the Arrival of our Fleet at that Place, all Fears of the Spaniards were entirely removed.

August 10. Letters from France by the Flanders Mail, mention that the Transports, with French Troops for Newfoundland, to intercept the French Ships trading Home from thence.

The Maryland Packet, from Virginia, is arrived in the River. She was a melting Ship.

Extract of a Letter from Gottenburgh, June 19.

"The Emperor of Morocco being attended with the English, the Fire and Garrison suffer very much, having no Sort of Provisions from Spain or Barbary, against the Emperor's Son, as it is hoped, through his Application, Things may be brought about again."

By Letters from Paris, dated the 5th Instant, we have Advice, that three Transports, with Troops, got out from Rochefort the 3d Instant at Night, and as they have heard nothing of them since, it is thought they have proceeded on their Voyage. There were four more watching for the same Opportunity.

In the Manifesto of the Empress of Russia, dated the 9th of July, N. S. published in the Petersburgh Gazette of the 13th, we find the Reasons established in the Room of the Worst, its greatest Beauty which commenced the second Instance on the 6th Appearance of the Monarch.

Yesterday Colonel Lepell arrived at Whitehall from Germany, with the Standards taken from the French the 3rd of July, in the Battle of Lutterberg.

The Kings of Prussia, in writing to one another, always style themselves Brothers, and this unbounded Love of his Character is, in a manner, the Cause of the Resentment of Russia's Discovery.

Private Letters by the Mails of Thursday last, say, that the King of Prussia, on receiving the News of the Death of the Emperor of Russia, returned into his Tent for several Hours, not permitting any Person to come near him.

The surprising Similitude of the respective Fates of these two unfortunate Princes, King Edward II. of England, de

Facsimile of Oct. 21, 1762 issue of *Maryland Gazette*

Maryland Gazette has been preserved. The Maryland Gazette was then but four small pages. There was usually published in each issue a story, poetry or a learned discourse on some leading topic of the day; together with advertisements and news from other colonies and from all over the world. When William Parks founded his Maryland Gazette, he also arranged for his own news service, with special correspondents in London, Madrid, Prague, Paris, Vienna, Moscow, Hamburg, Stockholm, Hague and other capitals of Europe.

"The letters from these correspondents were received with great irregularity. Many dispatches bear the date of six months or more before the date of publication. Nevertheless it was 'news,' to be had no earlier and in no other way and made the Maryland Gazette one of the leading newspapers in the colonies. . . . "

Examples of the advertisements carried in the Gazette, advertisements which represented the beginnings of the American advertising, are the following:

"Any person having a plantation to dispose of within a few miles of Annapolis, well situated with wood may apply to the printer of this paper who will give information where they may find a purchaser for the said plantation."

"Notice is hereby given that there is a ship arrived in the South river with about 200 choice slaves, which will be exposed to sale on Thursday, the 22nd of this instant."

Local news was handled in the following manner in the year 1728:

"The week before last a negro man represented by the following in the year 1728:

"Vienna, August 25,

"Letters from Sagomin in Hungard of the 16th of July impart that several persons of both sexes, convicted of witchcraft, have been condemned to be burnt alive, but before they were executed they put them upon the following trials...., The first was to tie their hands and feet and throw them into the water, who, like the sorceress us'd to do, swam like a piece of wood; after which they were put into scales, when it appeared that a large woman weighed but an ounce, and her husband five grams and the other still lighter; whereupon they were burned alive the 23rd past. There were among them a midwife who had baptized 2,000 children in the name of the devil."

Parks, the founder, went to England around 1730 and gathered ideas about printing. About this time, one of the newspaper *entrepreneurs* of his time apparently, he went to Williamsburgh, Va., and established a newspaper there.

One of the first dramatic criticisms to be published in America appeared in the columns of the Maryland Gazette in 1745 when a company of players appeared in Annapolis, and in an issue published while the players were in town an outburst of verse in admiration of the leading lady. One stanza reads:

"Ye gods!. 'Tis Cytherea's face;
"'Tis Diana's faultless form;
"But hers alone the nameless grace
"That every heart can charm."

The Stamp Act and the manner in which it was received in Maryland are reflected in the columns of the Maryland Gazette, in the issue of Sept. 5, 1765 and in many issues in the years between that and the Revolution.

Benjamin Welsh, a Marylander, on that date, makes the following statement:

"I am informed that the Stamp Act takes place on the first day of November next. I therefore hereby give notice to all officers whatever that may be appointed by virtue of that most grievous and most unconstitutional act (to prevent them trouble) that I will pay no tax whatever but what is laid upon me by my representatives."

On Oct. 10 the Maryland Gazette appeared with a skull and cross bones in the spot in the paper where the stamp should have been affixed. It said editorially.

"We are sorry, heartily sorry, to acquaint the public in general and our customers in particular, that this gazette will not any longer be published (for some time) for reasons already given, which cannot but be known. It is true that it might have lived three or more weeks before that Doomsday, the dreadful first of November, but as this week's paper completes the year with all our old customers, as well as finishes the seven years partnership in it between the printers and that dismal day being near at hand it ceases now.

"A paper by way of postscript, supplement or appendix to this gazette is designed to be printed each week (without any charge to the customers in order to publish some advertisements, etc., etc.) until the above time."

On Dec. 10, there appeared an issue entitled "an apparition of the Maryland Gazette." On Jan. 30, 1766 appeared "The Maryland Gazette Reviving," published by Jonas Green. This was followed in February of the same year with "The Maryland Gazette Revived."

Jonas Green died and his wife Anne Catherine Green became the editor and publisher. She was the first woman editor in Maryland and one of the first in the country. The widow of Andrew Bradford conducted the American Weekly Mercury in Philadelphia following her husband's death in 1742.

The heat of political discussion leading up to the Declaration of Independence is shown in the records of historical events in the columns of the Gazette. That document is printed in full in the issue of July 11, 1776.

The paper suspended in December 1777 and there was no issue until April 30, following, when the paper reappeared published by Frederick Green and Samuel Green.

Members of the Green family continued to publish the paper until 1839.

In September, 1854, it was issued again by R. D. Sellman and Thomas J. Wilson, called the "Annapolis Gazette." Sellman sold out to Wilson and the latter continued to publish it until 1868, when it was taken over by Guest King.

The old name "The Maryland Gazette" was restored Jan. 5, 1887, Philip E. Porter acquired it and published it until 1910, when it was bought by William H. Abbott and W. Meade Holliday. It became a part of the *Evening Capital* of Annapolis, with which paper it was merged, its identity being lost until Aug. 3, 1922, when publication of the weekly Maryland Gazette was resumed. In January, 1921 Ridgely P. Melvin bought the Evening Capital and the Maryland Gazette. He Revived the Gazette.

In November, 1926, Mr. Melvin's interest was bought by the Capital-Gazette Press, Inc., Talbott T. Speer, president, H. G. Carroll, vice-president.

The Maryland Gazette is a weekly the chief circulation of which is in Annapolis and in the agricultural country around Annapolis. Charles M. Christian is editor and Thomas L. Christian, associate editor.

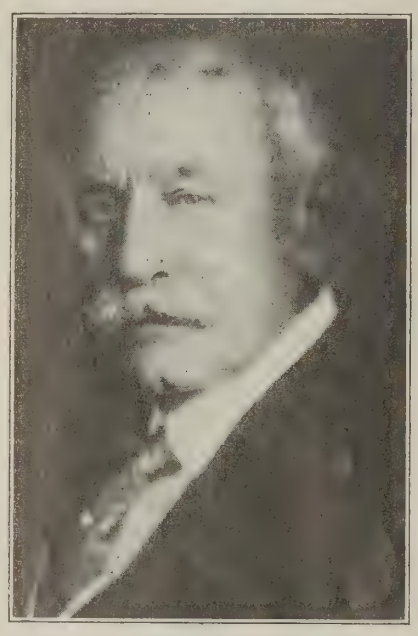
MANAGING EDITOR OF WASHINGTON STAR DEAD AFTER 52 YEARS ON STAFF

Rudolph Kauffmann Was Oldest Living Employe—Father One of Original Owners—Interviewed Lincoln in Youth

RUDOLPH KAUFFMANN, vice-president and managing editor of the *Washington Star,* died suddenly at the home of his daughter, Mrs. Lewis N. Murray, on West Lake road, near Dunkirk, N. Y., Monday. Death was caused by heart trouble.

Mr. Kauffmann was 74 years old. He was taken ill suddenly in February.

Born in Zanesville, Ohio, Oct. 5, 1853, Mr. Kauffmann was the son of the late



Rudolph Kauffmann

Samuel Hay Kauffmann, president of the Evening Star Newspaper Company, until his death in 1906, and one of the original members of the company which purchased the Star in 1867 and still owns and controls it. The son spent his early years in Ohio, moving with his parents during the Civil War to the National Capital, where his father had been tendered a governmental position.

Here he attended the Emerson Institute, preparing at that school for Amherst College, whence he graduated in 1875 with the degree of bachelor of arts. Early in his career he had a personal interview with President Lincoln.

In the autumn of 1875 Mr. Kauffmann entered the service of the Star as a reporter and was consequently at the time of his death its oldest living employe.

On January 5, 1882, Mr. Kauffmann married Miss Jessie Kennedy of Washington. Mrs. Kauffmann died in 1926. In 1901 Mr. Kauffmann built Airlie, on the Military road, adjacent to Rock Creek Park, as a summer home, and a few years later made it his permanent residence.

Mr. Kauffmann rose through the various grades in the news department and was appointed managing editor in 1893. Later he was elected vice-president of the Evening Star Newspaper Co. He also was president of the Columbia Planograph Co. and a director of the National Metropolitan Bank. He was a member of the board of managers of the National Geographic Society, a director of the Corcoran Gallery of Art and of the Children's Hospital. He had many club affiliations, membership in the Cosmos Club He was the first strictly local newspaper man ever taken into the Gridiron Club.

During his early days as a newspaper reporter Mr. Kauffmann covered a number of interesting and unusual assignments. He was one of the first newspaper reporters to utilize the "wheel" in the pursuit of news.

Mr. Kauffmann was a lifelong member of the Presbyterian Church of the Covenant, established in 1886.

Among the survivors are his son, Rudolph Max Kauffmann and his brother, Victor Kauffmann, who are members of the staff of the Star.

KAUFFMANN ALWAYS A FRIEND TO HIS STAFF

By Edward J. Bruen

TO have worked on the staff of the *Washington Star* under the leadership of Rudolph Kauffmann, its managing editor, was a great privilege. He had none of the traits that make executives unpopular. On the contrary—the longer a man remained in the organization the more did he admire this kindly and friendly chief whose greatest faculty seemed to be in the art of doing good.

Having been disassociated from the Star organization for many years this writer's perspective of Mr. Kauffmann's career as the executive editor of a great newspaper is not alloyed with any of the inaccuracies that might come from intimate association immediately previous to his death.

No doubt many of the qualities that made this rugged and sterling character popular with those with whom he was associated came to him as a heritage from his distinguished father, Samuel Hay Kauffmann, who was president of the Evening Star Newspaper Company until his death in 1906, and who was one of the foremost authorities on the Art Preservative in his day. He was always a friend to the employes of his newspaper and his son developed this spirit of friendship and kindness almost into a personal religion during the 34 years he filled the position of managing editor.

It wasn't necessary for a member of the staff who was in trouble to seek out Mr. Kauffmann. Through some means the latter found things out and the individual's bad time was soon a thing of the past if sound advice, great influence or good coin could bring it about. The deceased editor had the utmost contempt for money except insofar as it could be applied to the advancement of his city, his newspaper or its employes. He never hesitated to open his purse in time of need.

The entire newsroom and Sunday staffs of the Star came to realize how much Mr. Kauffmann had their interests at heart when after our entrance into the World War living conditions in Washington became exorbitant. Each married man was invited to a personal conference with the managing editor, and plans were devised whereby the latter advanced necessary additional moneys out of his private purse until salary adjustments were made in the regular course of affairs.

Another way in which Mr. Kauffmann exhibited his genuine spirit of friendliness was to invite members of his staff to his beautiful home, Airslee, for a week-end. Families in which there were children were particularly fortunate in this regard because all children were beautiful to him. He loved to share the beauty of his home with them. Incidentally one of his most valuable services to the city of Washington was as a director of the Children's Hospital, while one of his greatest services to the realm of art was in his work as a trustee of the Corcoran Gallery of Art, a position in which he succeeded his father who was a member of the original body.

In the composing room of the Star Rudolph Kauffmann will always be remembered as a great "boss printer." Every day, during his third of a century as managing editor, he doffed the raiment of the editorial sanctum after luncheon and attired in overalls and apron, presided over the makeup of the newspaper. He joked with the mechanics, invented nicknames for some of them and loved them all. A big man physically he always had an ardent zest for life. The outdoors appealed to him in a special way and he has devoted more time to hunting and fishing during the past ten years as he has by degrees turned over his responsibilities to his only son, Rudolph Max Kauffmann, whom he trained as his successor.

ADD TO SPORT SERVICE

Maritime Canadian Newspapers to Get Additional Sunday Hour

The developing and featuring of Canadian news in Canadian newspapers was strongly urged by several delegates at the semi-annual meeting of the Maritime Provinces members of the Canadian Press, held at the Brunswick Hotel, Moncton, N. B., Sept. 13.

A morning and afternoon session discussed various methods of more efficient distribution of news throughout the Maritime Provinces. Curtailments were made in the handling of routine copy and a decision reached to open the Maritime loop an hour earlier on Sunday to handle extra sport copy.

The delegates were guests of the local Rotary Club at luncheon.

The following members attended:

John Scott, vice-president, C. P., and managing editor, *Montreal* (Que.) *Gazette;* J. F. B. Livesay, general manager, Canadian Press; H. P. Robinson, director, *St. John* (N. B.) *Telegraph-Journal* and C. P.; W. H. Dennis, general manager, *Halifax* (N. S.) *Herald* and director, C. P.; A. D. Merkel, Atlantic Superintendent, Canadian Press; George Macdonald, Eastern Divisional Superintendent, Canadian Press; J. Crocket, publisher, *Fredericton* (N. B.) *Gleaner;* O. Barbour, general manager, *Moncton* (N. B.) *Transcript;* B. S. Robb, news editor, *Moncton* (N. B.) *Transcript;* L. Keating, general manager, *Moncton* (N. B.) *Times;* George Madison, news editor, Moncton (N. B.) Times; A. D. MacNeill, publisher, *Glace Bay* (N. S.) *Gazette;* C. S. Sutherland, publisher, *New Glasgow* (N. S.) *News;* A. J. West, managing editor, *St. John* (N. B.) *Telegraph-Journal;* Frank McCafferty, city editor, *St. John* (N. B.) *Times-Star;* R. Stewart, news editor, *St. John* (N.B.) *Telegraph-Journal;* A. W. Robb, secretary-treasurer, *Halifax* (N. S.) *Herald;* R. J. Rankin, news editor, Halifax (N. S.) Herald; Miss Katie Irving, editor, *Charlottetown* (P. E. I.) *Guardian,* and Frank Doyle of Moncton (N. B.) Transcript.

SERVING WOMEN READERS

That Is Morning Paper's Job, Says Mrs. Reid of N. Y. Herald Tribune

A morning newspaper should serve women readers as conscientiously as it does men, Mrs. Ogden Reid, advertising director of the *New York Herald Tribune,* declared this week, announcing a series of cooking schools the Herald Tribune is to conduct next month.

Plans for the school, were announced at a luncheon Mrs. Reid gave to prominent club women at the Commodore Hotel. Miss Florence Brobeck, director of the Herald Tribune Institute, described the history and ideals of that department and Mrs. William Brown Meloney, editor of the Herald Tribune Magazine, declared that never had women been "so intelligently and passionately" interested in home making as they were today.

Jessie M. De Both will direct the cooking schools.

COOLIDGE HOST TO BRISBANE

Arthur Brisbane, editor of the *New York Evening Journal,* was a luncheon guest of President Coolidge in Washington, Sept. 16. Following the luncheon he declared he felt Mr. Coolidge's statement that he did not choose to run in 1928 clearly eliminated him as a candidate.

TWO CAPE TOWN STAFF MEN VISIT NEW YORK

L. G. Green, Editorial Executive, and A. Hayes, Cartoonist, Impressed by Size of U. S. Dailies—Praise Advertising Art

Two South African newspaper men, Lawrence G. Green, editorial executive, and Alf. Hayes, cartoonist, are in New York on vacation, studying American newspapers. Both are members of the staff of the *Cape Town Argus,* one of a group of daily newspapers published by Argus South African Newspapers, Limited.

The other dailies are: *Johannesburg Star, Natal Advertiser, Kimberley Diamond Fields Advertiser, Bloemfontein Friend, Bulawayl Chronicle, Salisbury Herald.*

Newspaper work below the Equator is much the same as it is in England or in this country, they stated. The Argus and its associated dailies maintain editorial and advertising offices in London and receive a daily report from Reuters Agency. Formerly many of the men employed on South African newspapers were from England, but now they are chiefly staffed with men born and reared in the South African states.

Both Mr. Green and Mr. Hayes were impressed with the great size of New York newspapers and the large advertising bulk. They visited the plant of the *New York Times* and watched the preparation of Wednesday's 60-page regular edition. Both men thought news stories in the United States are written with more vividness and style than in British newspapers.

Mr. Hayes, whose cartoons are a regular feature of the Cape Town Argus, was particularly impressed with the high standard of art maintained in American advertising.

American made motor cars dominate the field in South Africa, the visitors stated and selling is stimulated with considerable advertising. American movies also are first in the film field.

Mr. Green joined the Argus Newspapers in 1920 and Mr. Hayes in 1922, after serving with the Dorland Agency in its London office. Mr. Green is sailing for Africa Sept. 29 and will arrive home 29 days later. Mr. Hayes will sail for England Oct. 8, and will remain there until the first of the year.

NEW COAST DAILY PLANNED

Incorporation Papers Filed for Salem (Ore.) World—May Start Oct. 1

Incorporation papers have been filed in Salem, Ore., for a new afternoon daily to be published in that city. It will be known as the *Salem World* and will first issue Sept. 20 if a plant, which has been bought in Spokane can be assembled in Salem by that time.

The incorporators are M. C. Brooks, C. C. Baker and A. M. Church, all of Salem, and the officers are: President, Frank D. Bligh; vice-president, C. E. Albin; treasurer, Isadore Greenbaum; secretary, C. C. Baker.

The newspaper is the outgrowth of labor difficulties which resulted in the two present Salem dailies declaring open shop and employing non-union printers. It is announced that the World will have full leased wire news service and that Byron E. Shelleberger, until recently mechanical superintendent of the *Seattle Post-Intelligencer,* will be managing editor.

SENDS MEN TO N. Y. SHOW

George M. Rogers, general manager of the *Cleveland Plain Dealer,* sent six of his men to study the New York Graphic Arts Exhibition. They were: H. J. Graham, foreman maintenance; Fred Uhl, foreman engraving; M. Moeder, foreman composing; Thomas Gebbie, foreman pressroom; Mac. D. Sinclair, head linotype machinist; George W. Kennel, foreman stereotype.

EVERY YEAR NOW HAS 135 WEEKS THANKS TO ADVERTISING MEN

Like Eliza Crossing the Ice American Public Leaps from Bread and Milk Week to Prune Week, Across Linoleum Week and Into Prayer Week

APRIL has nine weeks; May has five; October, seven; and November, nine.

A new calendar has not been devised. The advertisers are simply making holiday, setting aside "weeks" to "capture the interest of the public," and in so doing they have stretched the ordinary year of 52 weeks into 135.

Guy E. Marion, manager of the research department of the Los Angeles Chamber of Commerce, has compiled a list containing the names, and in some cases, the dates of all the special weeks and days that now grace the American calendar, thanks to advertising. In preparing the lists he was assisted among others by John Cotton Dana, of the New Jersey Public Library; the Chamber of Commerce of the United States; the Bureau of Business Standards of the Shaw Publications; the *Chicago Daily News* and the *New York Times*.

The present month, according to the compilation, is rather arid as far as weeks go. It only boasts the traditional four, one of which has been given the name of "Constitution Week" and has already been celebrated.

October does very well. Next month various sections of the country have set aside the following weeks for observance:

"Apple Week"; "Better Speech Week"; "Fire Prevention Week"; "Girl Scout Week"; "Management Week"; "National Fire Prevention Week"; "National Picture Week" and "Pharmacy Week."

"Better Speech Week" is duplicated in November, which, all in all, is a most serious-minded month, what with "American Education Week," "Book Week," "Children's Book Week," "Father and Son Week" and, fortunately, "Prayer Week." The only materialistic chord struck in this month of Thanksgiving time, with its turkey, pumpkin pie and other fixings, is that of "Canned Foods Week," officially listed for November.

The versatility and ingenuity of the advertising men of America is ably demonstrated in an alphabetical listing of the weeks, running from "Achievement Week" and "Art Week," two examples in the "A's," through to "Walk and Be Healthy Week," "World Court Week" and "Y. M. C. A. Week."

A few of the choice weeks include: "Blossom Week"; "Bread and Milk Week"; "Corn Week"; "Courtesy Week"; "Go to School by Parents Week"; "Grandma Week"; "Honesty Week"; "Hearing Week"; "Linoleum Week"; "Poetry Week"; "Prune Week"; and "Truth Week."

The complete chronological listing of "weeks" follows:

JANUARY: National Thrift Week.

FEBRUARY: Boy Scouts' Week; National Drama Week; Truth Week.

MARCH: None.

APRIL: American Forest Week; Be Kind to Animals Week; Better American Speech Week; Better Homes Week; National Boys' Week; Health Promotion Week; Reindeer Week; National Negro Health Week; National Garden Week.

MAY: Clean Up Week; Girls' Week; International Boys' Week; National Music Week.

JUNE: Chamber of Commerce Week.

JULY: None.

AUGUST: None.

SEPTEMBER: Constitution Week.

OCTOBER: Girl Scout Week; Management Week; National Fire Prevention Week; National Apple Week; National Picture Week; Pharmacy Week.

NOVEMBER: Better Speech Week; Book Week; American Education Week; Canned Foods Week; Children's Book Week; Father and Son Week; War on T. B. at Xmas Time Week.

DECEMBER: None.

Other weeks without dates:

A

Achievement Week; American Indian Week; American Legion Week; Art Week; Art-Poster Week; Apple Growers Have Another Week (New York State).

B

Baseball Week; Better Home Lighting Week; Better Mailing Week; Bundles for Near East Week; Better Farm Equipment Week; Bread and Milk Week.

C

Community Week; Cancer Week; Christmas Week; Coin Week; Community Chest Week; Conservation Week; Corn Week; Courtesy Week; Cranberry Week.

D

Dairy Week; Dental Hygiene Week; Disarmament Week.

E

Efficiency Week.

F

Find Yourself Week; First Aid Week; Forest Protection Week; Forest Preservation Week; Furniture Week. (Put on by S. Karpen & Bros.)

G

Grandma Week (Windhurst Dry Goods Company); Garage Week; Good English Week; Good Health Week; Good Roads Week; Go to High School Week; Go to School by Parents Week.

H

Home and Social Week; Honesty Week; Humane Week.

I

Ice Week (Ontario); International Peach Week.

K

Know Your City Week.

L

Law Enforcement Week; Library Week; Lighting Week; Local Hospital Week; Linoleum Week.

M

Milk Week; Mother and Daughter Week.

N

National Bicycle Week; National Highway Week; National Laundry Week; National Managers Trade Week; National Narcotic Education Week; National Song Week; Nature Study Week; Naturalization Week; New England Cigar Week.

O

Omaha Made Tire Week (3 Omaha Tire Mfrs.); Orange Week (California "Sunkist"); Own Your Home Week.

P

Parents Week; Patriotic Week; Pay Your Bills Week; Pennsylvania Week; Physical Education Week; Poetry Week; Pride in Appearance Week; Prune Week.

R

Refrigerator Week (Kalamazoo Ice and Fuel Co.); Red Cross Roll Call Week; Rotary Week.

S

Safety Week; Self Denial Week; School Exhibit Week; Safe Investments Week; Squibb Week (E. R. Squibb & Sons.)

T

Talk Oakland Week (Oakland, Cal.); Temperance Week; Thanksgiving Week; Tree Planting Week.

V

Virginia Week; Visual Education Week.

W

Washington-Lincoln Week; Walk and Be Healthy Week (South Bend Shoe Retailers Assn.); World Court Week.

Y

Y. M. C. A. Week.

Following is a list of "Days" celebrated nationally and locally:

JANUARY

NAME	DATE
Benjamin Franklin's Birthday	17
Child Labor Sunday	..
Robert E. Lee's Birthday	19
New Year's Day	1
Paul Revere's Birthday	1
Twelfth Night	5
William McKinley's Birthday	29

FEBRUARY

Abraham Lincoln's Birthday	12
Charles Dickens' Birthday	7
Daniel Boone's Birthday	11
Groundhog Day	2
George Washington's Birthday	22
Henry Wadsworth Longfellow's Birthday	27
Race Relations Sunday	..
Roosevelt National Memorial Day	9
St. Valentine's Day	14

MARCH

Ash Wednesday	2
Carl Schurz's Birthday	2
Hina Matsuri	3
St. Patrick's Day	17

APRIL

Arbor Day	9
April Fool's Day	1
Easter Sunday	..
8th Day of Passover (Hebrew)	..
Good Friday	..
Jefferson Davis' Birthday	13
Palm Sunday	..
7th Day of Passover (Hebrew)	23
Thomas Jefferson's Birthday	13

MAY

Empire Day (Canada)	24
Florence Nightingale's Birthday	12
Father's Day	..
Labor's Memorial Sunday	22
May Day	1
Mother's Day	..
Mecklenburg Declaration of Independence	20
Memorial Day	30
National Hospital Day	12
Peach Day	18
World Goodwill Day	..
World Goodwill Sunday	..
Walt Whitman's Birthday	31

JUNE

Bunker Hill Day (Massachusetts)	17
Children's Day Sunday	..
Flag Day	..
Harriet Beecher Stowe's Birthday	14
Nathan Hale's Birthday	6

JULY

Bastile Day	14
Dominion Day (Canada)	1
Independence Day	4
St. Swithens Day	15

AUGUST

None.

SEPTEMBER

American Indian Day	24
Constitution Day	17
First Battle of the Marne	6
James Fenimore Cooper's Birthday	15
Labor Sunday	..
Labor Day	..
Lafayette Day	6

OCTOBER

Americanization Day (Roosevelt's Birthday)	27
Columbus Day	12
Founder's Day—Girl Scouts	31
Hallowe'en	31
Reformation Day	25
Roosevelt's Birthday	27
Shmini Azereth (Hebrew)	30

NOVEMBER

Armistice Day	11
Armistice Sunday	..
Election Day	..
Newark Day	2
Red Cross Sunday	..
Thanksgiving	..
Tuberculosis Sunday	..

DECEMBER

Christmas Day	25
Golden Rule Sunday	..
Joel Chandler Harris' Birthday	8
Tuberculosis Sunday	..
Universal Bible Sunday	..

Other days without date:

Bird Day; Child Health Day; Navy Day; Personal Preparedness Day.

WYTHE WILLIAMS HEAD OF GENEVA CORPS

First American To Be Named President of Correspondents Accredited To League—Gridiron Ends Year's Activities

By ALBIN E. JOHNSON

(*Geneva Correspondent*, EDITOR & PUBLISHER)

For the first time since its organization, an American has been elected as president of the International Association of Journalists Accredited to the League of Nations at Geneva. Wythe Williams, correspondent of the *New York Times*, was chosen by acclamation.

The honor last year was offered to Edwin L. James, of Paris, European director of the Times, but declined. Mr. James held that so long as the United States was not a member of the League, an American should not head the Association. During the past year, however, Henry Wales, European correspondent of the *Chicago Tribune*, has been vice-president, and Robert Neville, of the New York Times, a director. At the present there are more than a score of American newspaper men members and the organization was originally founded by Americans co-operating with their European colleagues.

Other officers elected are:

Vice-presidents: M. Barde, *L'Oeuvre*, Paris; Dr. A. Keller, *Der Bund*, Berne; M. Sigetoku, *Asahi*, Tokio; M. Valich, *Novosti*, Zagreb, Jugoslavia; and Chalinor James, *Daily Mail*, London.

Secretary-General, André Glarner, *Exchange Telegraph*, London; treasurer, M. de Jongh van Beck und Donk, *Rotterdamischer Neuwe Courant*, Rotterdam; permanent delegate, M Francois Laya, *Le Temps*, of Geneva; assessors' committee, George Bernhard, editor *Vossiche Zeitung*, Berlin, who is retiring president; Carlo a'Prato, of Geneva and Honorio Roigt, *La Nacion*, Buenos Ayres.

The journalists concluded their official organization activities with their annual "Gridiron Lunch" to the members of the League Council and president of the Assembly. As a special mark of courtesy they set aside all rules and invited thirty visiting American editors to be present.

TENNIS REPORTERS ORGANIZE

Writers Form Association with Allen, New York Sun, President

The Lawn Tennis Writers Association, with J. P. Allen of the *New York Sun* as president, was formed at a meeting held this week at the Harvard Club of New York. A constitution patterned after that of the English Lawn Tennis Journalists' Association was adopted. Mr. Allen has been writing for New York newspapers for the last 30 years. In recent years he has concentrated on tennis and billiards.

George Carens of the *Boston Transcript* was elected vice-president, and A. D. Rothman of the Australian Press Association, secretary-treasurer. On the executive committee with them were elected Fred Hawthorne, of the *New York Herald Tribune;* Miss Gertrude Lynahan, *New York World;* John Tunis, *New York Evening Post*, and Robert Sensenderfer, *Philadelphia Bulletin*. The first annual meeting of the association will be held in December.

DAILY STAGES FLOWER SHOW

The *Milwaukee Journal* staged its third annual flower show in the Journal building recently. There were 740 entries and more than 4,000 persons visited the exhibit. Prizes totaling $300 were awarded.

"SCIENTIFIC PRECISION" IN ADVERTISING GOAL OF I. A. A. RESEARCH GROUP

Walter Strong's Committee Will Analyze 1,000 Campaigns Seeking Fundamentals of Successful Advertising Procedure—Blazing New Trail

JUST one year ago, at the annual convention in Philadelphia of the Associated Advertising Clubs of the World, Eugene McGuckin, president of the Eugene McGuckin Company, Philadelphia, made an address in which he emphasized the need for "scientific precision in advertising" adding that "it is not unlikely that in another few years the advertising agency will be in possession of definite formulae based upon known factors—comparable to the formulae of the engineer and the chemist."



WALTER A STRONG

Rowe Stewart, president of the *Philadelphia Record* and secretary of the International Advertising Association, which formerly was the Associated Advertising Clubs of the World, announced this week that the Association has just approved the appointment of a special committee to further a scientific study of the economic value of advertising and that its executive committee has pledged a sum approximating $75,000 to carry out the committee's work, the basis of which, he explained, will be "the compilation of accurate facts and figures on the value of advertising which will make further experimentation unnecessary in many phases of advertising and selling."

"It is safe to say that the advertising agency of the future will be able to put its finger on the weak spots in the manufacturers' distribution system and point out the remedy almost as certainly as a chemist can analyze a solution and state what elements are missing," Mr. McGuckin explained in his address.

And that's exactly what the newly-named special committee of the I. A. A. has set out to enable the advertising agency and the advertiser to do, Mr. Stewart pointed out in an exclusive interview with a representative of EDITOR & PUBLISHER.

"The appointment of this new committee looks to me to be one of the most advanced steps ever taken by the I. A. A. to emphasize the importance of advertising as an economic factor in the nation's business," said Mr. Stewart.

"Officially, the committee was christened, at the start, as the Committee on Economics of Advertising. But the word 'economics' covers such a wide range and is susceptible of so many meanings, that it seems to me a better designation of it would be the Committee on the Value of Advertising. That is more easily understood and it explains clearly just what the committee has in mind—a study of the value of advertising. Whether it will be finally given that designation will be for the committee itself to decide.

"However, that's of small importance. The primary function of the new committee is to study the scientific value of advertising, newspaper, magazine and, in fact, every kind of advertising. Walter Strong, publisher of the *Chicago's Daily News*, is chairman of the new committee, of which I am a member. It is to the credit of the executive committee of the I. A. A. that when a budget approximating $75,000 was presented to it as the approximate cost of the suggested survey, there were immediate voluntary offers covering the sum from more than 100 advertising representatives at the session.

"The committee recommended, and it was agreed, that the study be directed by Professor Barnes, of Northwestern University. There is no argument as to the need for such a study. It is a bit of constructive work that will be of real, practical help to every advertiser, every prospective advertiser; every magazine and newspaper and their representatives; every advertising agency and their salesmen and merchandisers. Nothing like it ever has been attempted before. Its value will be immediately apparent.

"Suppose, for example, an advertising agency representative or a publishers' representative is interested in selling a prospective new advertiser on advertising. He has gone through all the regular channels in his efforts to prove to the prospect that advertising pays. He recites instances of national advertising campaigns that have been successful and he proceeds to recount specific instances. The information concerning these campaigns he has gathered a bit here, some more there and still more from the advertising department of the manufacturer he has held up as Exhibit A.

"'That's all very well,' says the prospect, perhaps, 'but where's the evidence? What have you got to show in actual facts and figures as to how this particular campaign was carried through? Just how did these advertisers achieve this prestige? How did they merchandise their products? And how do I know that advertising will do for me that you say it has done for them?'

"Well, where is the evidence? Where are the 'cold facts'? And right there the interviewer fumbles. Not that he isn't telling the whole truth and nothing but! He is. But, where is the 'corroborative evidence'? as the lawyer would say.

"The 'corroborative evidence' just isn't. But it will be when the committee gets into its studies of advertising values, because the getting of this evidence and its analysis is to be one of its primary functions. And these records are to be for the information of that part of the interested public concerned with the buying, selling, writing or placing of advertising.

"To prove his point in court an attorney refers to 'precedents.' He cites earlier decisions by courts and judges. He backs up what he says by cold facts and figures that are a matter of accepted record. He produces the records—actually shows them in the courtroom.

"The physician does the very same thing. He knows, because he has the records to prove it, that such-and-such surgeon, five, six or ten years ago, found certain conditions existing when certain symptoms were apparent and that by proceeding along a certain line he obtained certain specific results that the records show were entirely successful, and what worked out in the earlier instances will work out just the same now, by the same methods. The chemist or the engineer works along similar lines.

"In a word, the big problem the advertising profession is up against right now is the need for actual bona fide scientific evidence of the value of advertising, evidence that will be official and trustworthy.

"The committee will make an exhaustive study of, say, 1,000 national advertising campaigns by recognized advertisers in varied lines of manufacturing and business. It will take up each of these campaigns, gather all the facts concerning them, how they were put over, what were the merchandising conditions, how distribution was effected, how production was increased through advertising and how this increased production, influenced lower consumer prices and larger profits. In a word, every feature of each campaign will be studied by experts and every phase of it will be carefully analyzed and recorded.

"Yes, the exceptions, as the committee finds them, will be tabulated in just the same way. The campaign into which a lot of advertising money was put and which subsequently failed, for some definite reason, also will be analyzed and explained. Why it failed—whether through improper distribution, indifferent advertising, lack of sales support or merchandising activity or whatever the cause—this also will be told in detail so that the new advertiser or the present advertiser working, perhaps, along similar lines, may be saved from a similar experience through an uncolored presentation of the facts as they really exist.

"All of this information, carefully tabulated and scientifically analyzed, will be for the information of anyone concerned. The committee's findings will be given wide publicity in interested channels. Schools will get it, and colleges where advertising procedure is being taught. Advertising agencies, newspapers and magazines, advertisers and prospective advertisers—all will have opportunity to study the committee's findings in the interest of a larger appreciation of advertising and its value, based on records of these values, scientifically obtained. In a word, as Mr. McGuckin says, 'scientific precision in advertising'."

Mr. Stewart said that the committee's headquarters will likely be established in Chicago and that it will begin work at once.

RADIO PHOTO DEVICE DEMONSTRATED

Machine on Exhibit at New York Fair Can Be Attached for Picture Service to Any Receiving Set, Is Claim

The Cooley photo-radio machine, which receives pictures by radio and which is said to be applicable to any broadcast receiver, was demonstrated in New York this week at the opening of the Radio World's Fair at Madison Square Garden. A picture of Gov. Smith was picked up by the machine on exhibit on the opening night.

The picture unit plugs into the receiving set in place of the loud speaker. The picture is recorded on a revolving cylinder which is synchronized with a transmitting cylinder, around which is wrapped the original picture. Illustrations measuring four by five inches can be received in five minutes. The printing method used at the receiving end is based upon a corona discharge which affects sensitized paper. The machine can be made at home for $100, it is claimed.

A. P. MEMBERSHIP RECORD

More Than 1,233 Daily Papers Now Members of Cooperative Body

The Associated Press this week established a new high membership record, with 1,233 daily papers listed on its membership rolls. The last previous high was 1,220 in May of this year. At the annual meeting last April there were only 1,218 members.

Last week the Associated Press put its North and South Carolina members on printer circuits. Thirty-five newspapers were affected. W. J. McCambridge, in charge of the traffic department, announced that the Associated Press now has more than 1,000 automatic printer telegraph machines in operation.

TEN BEST PLAYS PICKED

Burns Mantle's Annual Compilation to Be Out Oct. 1

"The Best Plays of 1927-28," annual book of plays edited by Burns Mantle, dramatic editor of the *New York Daily News* and writer of a theatrical letter for the Chicago Tribune Newspapers Syndicate, will be published by Dodd Mead & Co., Oct. 1.

Plays chosen by Mr. Mantle for this year's publication are: "Broadway," "Chicago"; "The Play's the Thing"; "Saturday's Children"; "In Abraham's Bosom"; "The Constant Wife"; "Daisy Mayme"; "The Silver Cord"; "The Cradle Song" and the "Road to Rome."

BUFFALO RADIO CODE FOR ADVERTISING

Indefinite and Misleading Terms To Be Barred from Copy Under Agreement Made by Local Retailers

Launching a campaign that is to be made national in scope, according to present plans, the Buffalo Radio Trades Association has adopted a code of standards governing "truth in radio advertising." The standards, which the nation's radio trade will be asked to adopt and follow in future advertising are as follows:

First, distance and selectivity claims should be based on average rather than on exceptional performances.

Second, complete means that nothing further need be purchased to operate the set; list price should mean selling price; price quoted should state whether selling price includes accessories.

Third, state total price is down price offers.

Fourth, name the cabinet woods.

Fifth, identify standard equipment by name.

Sixth, guarantee should be stated in clear and simple terms.

Seventh, superlative terms to be eliminated, lack selling force.

Eighth, disparagement of others to be discouraged.

Ninth, claims for quality of tone which are exaggerated destroy confidence.

Tenth, specify number of sets or number of pieces of equipment if they are limited when advertising a special sale.

Eleventh, define claims for interference eliminators.

Twelfth, describe tuning operations adequately.

Thirteenth, the name "static eliminators" unwarranted; should be avoided entirely.

Fourteenth, "seconds" should be branded.

Fifteenth, "from factory to you" should mean sold by the maker to consumer.

Sixteenth, illustrated cuts should be accurate.

Seventeenth, word "free" should be used only when article is free and when it is not necessary to purchase an item to obtain the free one.

SMITH TO HATTIESBURG

Former Consolidated Press Official Now American's Managing Editor

Edward B. Smith, formerly superintendent of the Southern Division of the Consolidated Press Association, has been made managing editor of the *Hattiesburg* (Miss.) *American*.

Smith is a graduate of the School of Journalism at the University of Missouri, and spent three years in the Orient on the news staff of the *Japan Advertiser* and as Far Eastern correspondent for the *Christian Science Monitor* and the *London Daily Express*. He was in Tokio during the great Japan earthquake of 1923, and his eye-witness cable to the *London Express* is credited with being a 24 hour scoop.

He has worked on a number of middle western papers, including the *Des Moines Register* and *St. Louis Star*.

As managing editor of the American, Mr. Smith succeeds C. M. Willoughby, a well known Washington newspaper man who died in New Orleans recently.

SPORTSMAN EXONERATED

Larry Dailey, sports editor of the *Tulsa* (Okla.) *Evening World* and formerly of the *Denver* (Col.) *Post* sports staff, was exonerated and discharged at a preliminary hearing on a second degree manslaughter charge brought after an altercation with W. G. Clark, an oil lease broker, whose death followed. Dailey took exception to remarks by Clark in the presence of women members of the former's party in a Tulsa restaurant.

NEW JOURNALISTIC THUNDERS AGAINST INDIANA POLITICAL DEALS

Indianapolis Star Publishes Letters Involving United States Senators—Other Corruption Cases Now Before State Tribunals

By RICHARD P. OVERMYER
Indianapolis Correspondent of Editor & Publisher

INDIANAPOLIS, Sept. 18.—The citizens of Indiana, jaded and wearied with eleven months' reading of charges and investigations of political chicanery in their state, awoke to a new sensation last Saturday morning when the *Indianapolis Star* published two letters which may involve United States Senators James E. Watson and Arthur R. Robinson in an attempt to influence the state Supreme Court.

Watson and Robinson, although indirectly linked in the allegations of political corruption which have been under investigation by three grand juries since last October, have thus far escaped direct accusation, except from the *Indianapolis Times,* of any hand in the various machinations with which the Governor of the state, the mayor of Indianapolis and several other prominent men now stand charged in the courts.

One of the letters printed by the Star Saturday was from the Rev. Edward S. Shumaker, superintendent of the Indiana Anti-Saloon League who was recently sentenced to sixty days on the state penal farm for contempt of the state Supreme Court, to Senator Watson, written in August, 1926. It was in regard to a telephone conversation the two had had the night before, during which Shumaker claims Watson promised him his contempt case would not come up until after election and that when he was tried he would not be sent to jail, but only fined. The other letter, a reply from Watson to Shumaker, denied that the Senator had made any such promise and declared the dry leader must have misunderstood him over the telephone. His letter went into detail in declaring he had never tried to influence a Court and never intended to do so.

It was also in August of last year that Shumaker approached Senator Robinson and asked him what he could do about the case, being especially desirous, according to Robinson, to have it tried at an early date. Robinson declares he told the dry leader that he could do nothing, and that Shumaker then asked him if he would talk to Watson about the case.

Senator Watson is a patient at the Mayo Brothers' sanitarium at Rochester, Minn. He declared by telephone Saturday that he would answer any summons the Supreme court may issue for his testimony. As soon as the letters were published Saturday Arthur L. Gilliom, attorney general, who prosecuted Shumaker originally in the contempt action, petitioned the Court to increase the dry leader's penalty.

The contempt case against Dr. Shumaker resulted from publication in the *American Issue,* Anti-Saloon League organ, of an article criticizing members of the Indiana Supreme Court for their decisions in liquor law violation cases. The alleged contemptuous statements were included in the report from Indiana for 1925. Gilliom filed an information against Shumaker shortly after, but the case was not tried until last month, eighteen months later.

Publication of the two letters Saturday in the Star came as a climax to a bitter battle between Senator Robinson and the Indianapolis Times. The Times, which has taken a leading part in pushing the whole political probe in Indiana, had obtained photographic copies of the letters. Some time ago the paper began to center its attack on Senator Robinson, intimating in an editorial that he had attempted to influence the Supreme Court. Robinson, in a fiery letter to Boyd Gurley, editor of the Times, demanded retraction of the editorial within three days. The Times replied with further editorial attacks, holding their copies of the letters in reserve to publish as their "proof" of the charges.

The existence of the letters was known to the Indianapolis Star, however, and feeling that the Times was about ready to "spring" them in its attack on Robinson, a representative of the Star obtained the originals and copies of them were printed in the Star Saturday.

The Shumaker-Watson-Robinson angle creates a third phase in the investigations that have held the attention of Indianians and the nation for many months.

The most important result of the long probe was the indictment Sept. 9 of Governor Ed Jackson; George V. Coffin, Indianapolis city and Marion county Republican chairman, and Robert I. Marsh, Ku Klux Klan lawyer and former law partner of the Governor, on charges of bribery. They are charged with having offered Warren T. McCray, when he was Governor in 1923, $10,000 and immunity from prosecution if he would appoint James E. McDonald prosecutor of Marion county. McCray was later convicted of using the mails to defraud and sentenced to the Federal penitentiary at Atlanta, Ga. He was paroled last Aug. 17 and is now living with his family here.

The three men will be arraigned Oct. 3 in Criminal Court. It was announced this week that ex-Governor McCray will be called to testify in the trial. Indiana then will be the scene of the unparalleled spectacle of an ex-Governor, just out of prison, testifying at the trial of his successor.

The other important result of the investigations is the present trial of Mayor John L. Duvall of Indianapolis on a charge of violating the corrupt practices act.

The entire investigation of political fraud and corruption grew out of charges made by Thomas H. Adams, editor of the *Vincennes Commercial,* who broadcast allegations that D. C. Stephenson, former head of the Klan in Indiana, controlled political affairs of the state from 1922 to 1925.

DUVALL CONVICTED

(By Telegraph to Editor & Publisher)

INDIANAPOLIS, Sept. 22.—Mayor John L. Duvall of Indianapolis was found guilty of violation of the Indiana Corrupt Practices Act by a jury in Criminal Court here at 7:48 o'clock tonight, sentenced to 30 days in the Marion County jail and fined $1,000. The conviction bars him from holding public office for four years.

INDIANA EDITORS SUMMON PEOPLE TO FIGHT FOR CONSTITUTION

Boyd Gurley of Indianapolis Times Commended for Revealing Corruption—"Representative Government on Trial," Committee Declares

INDIANAPOLIS, Ind., Sept. 18.—Representative government is on trial in the criminal actions against public officials in Indiana, and newspapers can do little except publish the facts and leave the verdict to the people, declared a statement with which representatives of nine newspapers of the state concluded a conference held at the Columbia Club here late last week. The meeting was called by Mrs. Harriet M. Toner of Anderson, publisher of the *Anderson Herald* and widow of Edward C. Toner.

Discussion of the political situation took place behind closed doors. The statement which came out of the discussion was signed by the Anderson Herald, *Richmond Palladium, Rushville Republican, Huntington Herald* and *Vincennes Commercial.*

"We the undersigned committee, representing a group of publishers of Indiana Republican newspapers, have met in Indianapolis today to survey the results of the contest for better government carried on by us, with the assistance of others, for the last sixteen months against political corruption and for the restoration of clean government in the state of Indiana," the statement said.

"In the beginning of this fight, the printed charges of official misconduct and supergovernment were so startling as to be almost unbelievable. But lately, these allegations have found concrete expression in the form of indictments returned by a grand jury of the state and by affidavits filed by officials of Marion county. Thus the fight has progressed beyond the stage of newspaper exposure and has entered the courts.

"Progress has been made, but at present the entire state of Indiana is under indictment and our people are held up to shame for permitting such conditions to exist.

"These charges are true or they are false and those indicted owe it to themselves and to the people of Indiana to go into court promptly and without assistance of legal technicalities, to stand trial on the merits of the issue. If those accused are innocent, their innocence should be made clear, if they are guilty, their guilt should be revealed. But the honor and good name of Indiana should not be hidden behind a statute of limitations.

"This contest is the people's fight against supergovernment. The fight has just begun. There are others who are being weighed in the balance and no guilty person should be allowed to escape. We commit ourselves to a continuance of the policy of presenting the facts concerning political corruption and misgovernment wherever found to exist.

"We hereby make an urgent appeal to all loyal citizens of the state to join in the undertaking that we may restore the rights granted under our constitution. Representative government is now on trial. The newspapers can do little except to publish the facts. The final verdict must rest with the people."

Another announcement of the conclusions of the conference said:

"We commend the capable co-operation of Boyd Gurley, editor of the *Indianapolis Times,* in fearlessly pursuing and revealing the facts that assisted in unmasking the present deplorable political situation in Indiana.

"We also commend the *Indianapolis News* and the *Indianapolis Star* for their wholesome attitude towards the investigation."

Those at the conference, which lasted several hours, were Wallace Williamson, *Columbia City Commercial Mail;* William H. Kerrigan, *Logansport Press;* H. E. Garber, *Madison Courier;* Ed Harris, Richmond Palladium; Walter H. Ball, Huntington Herald; Will O. Fuedner, Rushville Republican; Don M. Nixon, *Wabash Plain Dealer;* Thomas H. Adams, Vincennes Commercial; Floyd McGriff, manager of the Anderson Herald, Mrs. Toner and her son, William Toner.

Oswald Ryan of Anderson, attorney for the Herald Publishing Company, and William Reller of Richmond, attorney for the Palladium Publishing Company, assisted the editors in drafting the statements. Mr. Ryan was an unsuccessful candidate for the Republican nomination for United States senator in 1926.

FORD STARTS MYSTERY ADVERTISING FAD

Union Tobacco Company Holds Out on Name of New Cigarette and Arouses Curiosity Reflected in News Columns

Secrecy being successfully maintained by N. W. Ayer & Son in connection with the advertising of the new Ford car has led to a new advertising fad. Instead of flooding newspaper news desks with hand-outs on a new product, advertisers are making mysteries of their plans hoping thereby to arouse public curiosity which will be reflected in news columns.

A case in point is the Union Tobacco Company of 511 Fifth avenue, New York, which this week purchased the Melachrino brand of cigarettes. This company has also let it become known that they are planning to pack a new popularly priced brand of cigarettes to enter the 20 for 15 cent market. Already one New York newspaper has given the company gratuitous space, discussing the "forthcoming mystery cigarette."

J. L. Hoffman, an official of the company, admitted that a new cigarette brand was in the making, but declined all details.

"We don't talk about our plans before they happen," he said.

The advertising for Melachrino is now being handled by H. W. Kastor & Sons. This agency refers all queries regarding the "mystery cigarette" back to the company.

Announcement of the purchase of Melachrino was made by the Union Tobacco Company in a full-page advertisement on Sept. 19, reading:

"The Union Tobacco Company, purveyors of better cigarettes and tobaccos beg to announce the purchase of the brand of Melachrino Cigarettes.

"It is the policy of this company to market only brands of outstanding excellence, for which there exists an established and universal demand.

"Not alone in America, but the world over, Melachrino is a synonym for the finest cigarette that can be made."

ROWLEY ADDS TO CHAIN

Ashtabula Publisher Acquires Conneaut (O.) News-Herald

C. A. Rowley, publisher of the *Ashtabula* (O.) *Star-Beacon,* has purchased the capital stock of the *Conneaut* (O.) *News-Herald,* published by C. S. Putnam and W. E. Putnam. The Putnams will retire from newspaper work.

J. W. Quigley, business manager of the Ashtabula Star-Beacon, has been named general manager of the News-Herald, and G. H. Leggett, Star-Beacon managing editor, business manager.

H. H. Henes, manager of the *Painesville* (O.) *Telegraph,* is secretary of the Conneaut News-Herald Company.

Under the new ownership, the Conneaut News-Herald will become a part of the Rowley newspaper chain which has been developed in the past seven years. Mr. Rowley, former owner and publisher of the *Lorain* (O.) *Times-Herald,* purchased the Ashtabula *Star-Beacon* in 1920.

At the same time he acquired the Geneva (O.) Free Press and later bought the Painesville Telegraph.

CHANGES IN PORTLAND, ORE.

With the taking over of the *Portland* (Ore.) *Telegram* by C. H. Brockhagen as president and publisher, there have been several staff changes. Among those who have left the Telegram are John L. Travis, general manager, who returns to the *Portland Oregonian;* Charles Myers, city editor; R. D. Cannon, news editor, and a half dozen writers, including Robert Withrow, on the Telegram staff for the past 20 years; Harold Holmberg, who goes to the *Portland Oregon Journal;* Patty Cook, head of the domestic science department, and others. Henry Hansen, political editor, who left the Telegram some months ago, returns under the new management.

SAN DIEGO TURNED TO NEWSPAPER ADVERTISING TO SPEED LOCAL TRADE

Full Pages in Dailies Credited with Bringing Thousands to City—Building Permits Up from Three to Twenty Millions—Cost Per Inquiry Only $1.45

By HAROLD J. ASHE

NEWSPAPERS are one of the principal advertising mediums depended upon by the San Diego-California Club in exploiting the southern California metropolis.

San Diego, Cal., is believed to be one of the first to undertake a community advertising campaign, and to create an organization for that special purpose. It was during the days of 1919, after the Armistice was signed, that the San Diego-California Club, pioneer community advertising club, was formed.



Attractive full page copy placed by the San Diego-California Club in Los Angeles dailies

The community advertising campaign has been conducted every season since 1919, with the exception of 1924-25, when very little advertising was done, but the follow-up work of the Club was carried on.

It is interesting to note that coupons from ads published back in 1920 are still coming in to the San Diego-California Club. People who have answered the ads during the first few years of the Club's campaign are just coming to San Diego. During the interval of six or seven years since they read the first advertisement, they have been dreaming of southern California, while shaping their affairs in order that they could move west.

Few more striking testimonials to the pulling power of good advertising can be found that such examples as these tourists and new residents afford.

Last year the San Diego-California Club was made the community advertising branch of the San Diego Chamber of Commerce, which is now carrying the overhead of the organization, allowing it to devote the funds almost entirely to advertising and publicity.

Tying in with newspaper advertisements was a highway representative, who was virtually a traveling agent for the automobile tourist. This representative supplied the motorist with maps and up-to-date information on road conditions in the state.

Newspaper advertising was used especially in the interior states of the Southwest, telling of the recreational features to be enjoyed on the shores of the Pacific.

A coupon is run in every advertisement and an elaborate follow-up system is employed by the Club. Upon receipt of the coupon, the inquirer is mailed a little booklet, "The Romantic Story of San Diego," a folder of views, and a questionnaire card. He fills out this post-card, indicating whether he plans to visit San Diego or to move there, if so, how soon, his occupation, and what particular information he desires.

If the questionnaire card is returned, a booklet of facts about the city and county is mailed to the person. Other pieces of literature are also available, such as an agricultural survey, mineral survey, manufacturers' directory, and publications on climate, health, mountain resorts, and the various beaches.

The past season, despite great competition in the field of community advertising, the San Diego-California Club's inquiry cost was $1.45, which was lower than any of the preceding campaigns. When people come to San Diego in response to the Club's advertising, they are asked to register at the San Diego-California Club. Of course only a relatively small percentage take the trouble to register, but even on this basis, the estimated cost of bringing a family to San Diego has been in the neighborhood of $52.

In the past, the story told in the San Diego-California Club's advertising was a story of the beauties of the southern California city, of its charming climate and of its opportunities for recreation, etc. In other words, it was largely an appeal to the tourists and the people of retirement. This coming year it is planned to make the advertising program one of development. While the Club will still make an appeal to tourists and the people who can afford to retire and settle in a climate that is delightful the year around, a play will also be made to people interested in commercial and industrial development.

San Diego has passed beyond the stage of a tourist city or a city of retirement, into one of commerce and industry. It is necessary to balance the growth of the city with the commercial and industrial factors. It is recognized that it has rich mineral and agricultural resources, and a great natural harbor. Opportunities for the development of these basic resources will be portrayed in the new advertising program of the San Diego-California Club.

For the first time this last year a good share of the advertising was placed in Los Angeles newspapers. Perhaps even a larger share will be placed there again this year, on the assumption that the great bulk of the people who come to California come first to Los Angeles, and then look around for a place to live or to make their investments. It is believed that in Los Angeles a large body of people can be reached who have not definitely settled upon a place to go, and who can be brought down the 120 miles of coast to San Diego much easier than they can be brought across the 2,000 miles of continent.

Funds for the San Diego-California Club in the past have been subscribed by San Diego business men and the large commercial institutions in the city. Last year the County Board of Supervisors made a small appropriation, and this year it is expected that 1½ cents per $100 will be appropriated from the county funds, and in January another appropriation will be made from the city coffers. This money will be the foundation of the fund, which still must be made up in the bulk by popular subscription. Last year funds were raised by a drive, but this year this expense is being eliminated, and the subscriptions of a year ago being renewed, and new subscriptions gradually solicited.

PHILIP PAYNE HAILED AS PIONEER

Picture to Hang in Newspaper Club—Framed in Text "I Won't Send Men Where I Wouldn't Go Myself"

The Board of Directors of the Newspaper Club of New York, last week adopted the following resolution of which an embossed copy will be sent to Mrs. Philip Alan Payne, the widow of the late Mr. Payne, managing editor of the *New York Daily Mirror*, who lost his life on the airplane "Old Glory":



PHILIP A. PAYNE

"WHEREAS, the very basis of the newspaper profession is builded upon sacred traditions, sacrifice personal and collective integrity, courage and convictions of that which is right as each of us is given to see the right; and

"WHEREAS, members of the craft should, and do, strive to judge men and achievement through an understanding insight, which weighs the spiritual intent rather than the material result; and

"WHEREAS, Philip Alan Payne, member of the Newspaper Club of New York and managing editor of the New York Daily Mirror, in our opinion, embodied in his brilliant career all of those qualities that we of the craft hold admirable and gave his life gallantly, an American pioneer, to a cause in which he had nothing to gain personally, and all to lose; therefore,

"BE IT RESOLVED that the Newspaper Club of New York sees, and feels, in the loss of Philip Alan Payne and his brave companions, Lloyd W. Bertaud and J. D. Hill, in the New York-to-Rome airplane Old Glory, triumph rather than defeat, a legacy of honor and courage to our profession, which will further enrich our traditions; and,

"BE IT FURTHER RESOLVED that copies of these resolutions be sent to Mr. Payne's family, to members of the craft to whom his loss is a tragic inspiration to higher and nobler things; and that Mr. Payne's portrait be added to the gallery of honor and achievement in the club house, bearing suitable inscription and the text of Mr. Payne's message to his father, a text for which the newspaper profession has understanding and high honor and which message read:

"I WILL NOT SEND MEN WHERE I WON'T GO MYSELF."

DONATE AVIATION PRIZES

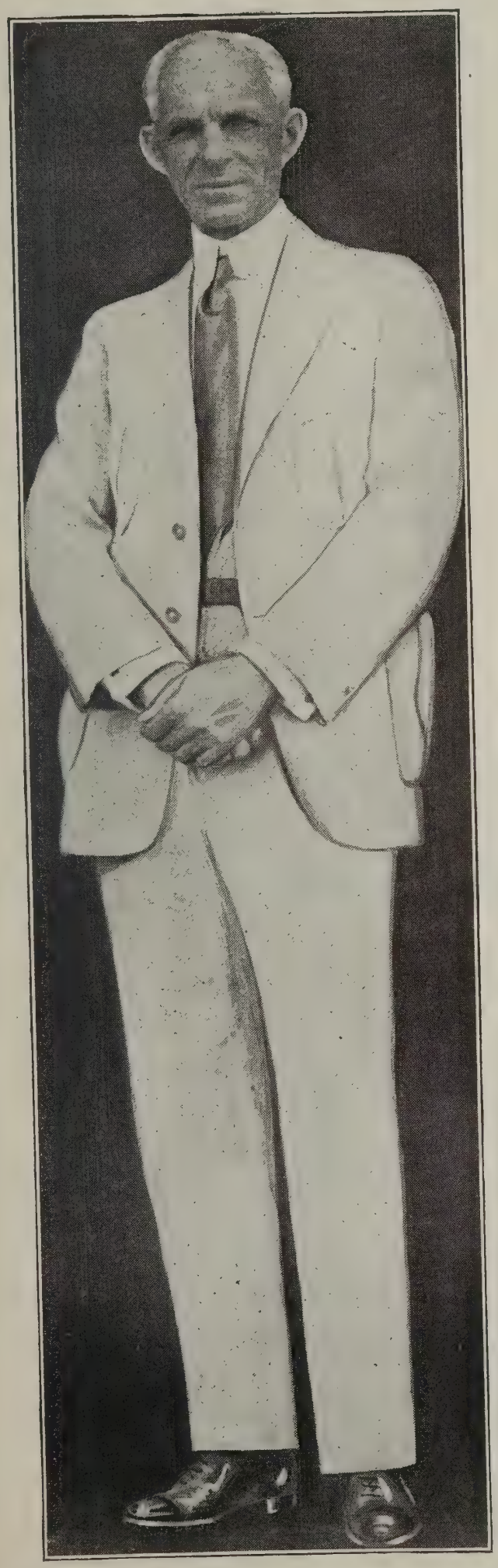
Three Coast Newspapers Offer Costly Cups in Seattle Air Derby

Newspaper publishers of the West are donors of handsome trophies in the Spokane aviation carnival to be held at Spokane, Wash., Sept. 21 to 28, at the conclusion of the New York to Spokane Air Derby. A principal prize is the *Seattle* (Wash.) *Times* cup costing $2,000 for the winner of the National Guard pursuit race. W. H. Cowles, publisher of the *Spokane Spokesman-Review*, has donated a cup costing $2,000 for the winner of the army, navy and marine pursuit race. The *San Francisco Bulletin* has offered a $1,000 trophy to the winner of the San Francisco to Spokane race.

AD CLUB TO FETE MAYOR

When Mayor James J. Walker of New Yorks returns from his European trip, he will be welcomed by the Advertising Club of New York as "a world-wide advertising man." This week, Gilbert T. Hodges, New York Sun, and president of the club, announced a luncheon to be given to the Mayor at the Hotel Astor, Sept. 28.

What Is Ford Doing?



Spending $22,000,000 in Enlarging Plant to Make 12,000 Cars a Day

A Car Every Seven and Two-Tenths Seconds

THIS is the answer to the most widely discussed question of the year. Henry Ford is getting ready for the world's greatest automobile production.

He is increasing his factory space by more than 50 acres of new buildings—that is land area; floor space is, of course, much greater—and all this means more people at work in the Detroit area — more money in circulation to buy goods.

Soon the 24-hour day will again be in effect. These facts are taken from a Detroit News interview with Mr. Ford and substantiated by an inspection of the plant; they're not rumors.

With these facts serving you ample notice of what's going to happen in America's fourth market, are you arranging your Detroit advertising schedule effectively?

Remember that this field has always been thoroughly covered by one newspaper—The Detroit News—which today reaches 82% of all English newspaper reading homes — a situation that enables you to employ dominating space in one medium and thus adequately sell the whole market.

The Detroit News

For 54 Years Detroit's HOME Newspaper

354,000 Sunday Circulation *325,000 Weekday Circulation*

MAGAZINE SOLICITORS CURBED BY CITIES

Publishers Also Discuss 25 Per Cent Duty Imposed by Canada— Meeting Re-elects Baldwin

Subjects of special interest to magazine publishers were discussed at the Eighth Annual meeting of the National Publishers Association, held at Buckwood Inn, Shawnee-on-Delaware, Pa., Sept. 20-21. A. J. Baldwin, McGraw-Hill Publishing Company, was re-elected president.

At the business session A. D. Mayo, vice-president of the association, and secretary of the Crowell Publishing Company, acted as chairman. The condition of the finances was embodied in a report submitted by Roger W. Allen of the finance committee and showed that the finances of the association were in excellent condition. The general activities of the association during the past year were reviewed by the executive secretary, George C. Lucas.

An analysis of the wage situation in the printing industry in New York was presented by John Clyde Oswald, managing director of the New York Employing Printers Association. He stated that the three-year contracts with Typographical and the Pressmen's unions expire October 1.

Among the demands which the unions had made were a reduction of hours from 44 hours to 40 hours a week, an increase of $10 a week, and numerous minor adjustments. He further stated that the employing printers had refused absolutely to enter into negotiations for renewal of any contracts until the unions had abandoned their demand for the 40-hour week.

Problems of considerable concern to publishers of general magazines, involving the difficulties encountered by subscription agents, were explained by T. J. Buttikofer, of the International Magazine Company. He called attention to the increasing number of ordinances being passed by municipal authorities restricting the operations of periodical solicitors.

Although the Supreme Court had declared such licenses, even if no fee was demanded, unconstitutional and interfering with interstate commerce, nevertheless local demands are being made to enforce them.

It was the opinion of the meeting that the Association should do whatever was necessary to protect the interests of all publishers who are confronted with this problem.

Discussion developed in connection with the recent regulation of the Board of Customs of Canada imposing a 25 per cent duty on magazines entering Canada which did not contain articles of current comment or news. Such magazines previously entered Canada free of duty, but under the recent interpretation of the Canadian Commissioner of Customs they are reclassified as unbound novels and are therefore not permitted to enter free. It was the opinion of the meeting that this was the first step of the Canadian authorities to meet the demands of certain interests in Canada who desired to place a duty on all United States magazines, making their sale price in Canada prohibitive.

Probably the most interesting discussion followed the presentation of the report of the copyright committee. This was presented by Roger W. Allen, chairman, and he was followed by Frederick S. Bigelow, associate editor of the *Saturday Evening Post,* who gave an analysis of the bills which were presented in Congress last year providing for complete revision of our present copyright laws. He explained in detail the effect of having automatic copyright, divisibility of copyright, and onerous damages for innocent infringement.

A. C. Pearson, chairman of the Postal Committee and chairman of the board of directors of the United Publishers Corporation, reviewed the work done by the association during the past year in an effort to have Congress pass a bill reducing the rates on second class mail to those in effect in 1920. He emphasized the fact that although magazine publishers would be affected by reductions in the rates on other classes of mail, nevertheless their chief interest was in second class rates and that the campaign of the association would be entered on obtaining at least the rates that were in effect in 1920.

William I. Denning and William L. Daley, Washington representatives of the National Publishers Association, presented interesting facts in regard to the attitude of Congressmen and the Post Office Department on the revision of second class postal rates.

Mr. Oswald asked the support of publishers in obtaining representation of periodical interests on the International Press Congress at Cologne in 1928.

Other officers elected were: A. D. Mayo, Crowell Publishing Company, 1st vice-president; P. S. Collins, Curtis Publishing Company, 2nd vice-president; F. L. Wurzburg, Conde Nast Publications, secretary, and Roger W. Allen, Allen Business Papers.

Directors, Charles Dana Gibson, *Life;* Guy L. Harrington, Macfadden Publications; B. A. MacKinnon, *Pictorial Review;* Malcolm Muir, McGraw-Hill Publishing Company; Henry W. Newhall, *Modern Priscilla;* M. C. Robbins, Robbins Publishing Company.

Others attending were: A. S. Armagnac, *Heating and Ventilating Magazine;* W. E. Beckerle, Conde Nast Publications; Francis Brewster, *Asia;* J. C. Brimblecom, National Editorial Association; O. B. Capen, *Popular Science Monthly;* H. R. Clifford, Clifford & Lawton; Lester Cuddihy, *Literary Digest;* L. D. Fernald, Conde Nast Publications; E. Kendall Gillett, *People's Home Journal;* Alexander Graham, Pictorial Review; C. H. Hathaway, International Magazine Co.; Eugene Kelley, Eilert Printing Company; Frederic W. Hume; Hunter Leaf, Pictorial Review; Truman S. Morgan, Dodge Corporation.

Graham Patterson, *Christian Herald;* Marvin Pierce, *McCall's Magazine;* C. J. Stark, Penton Publishing Co.; Merle Thorpe, *Nation's Business;* C. B. Van Tassel, Asia; P. E. Ward, *The Farm Journal;* William B. Warner, McCall's Magazine; C. M. Wiker, *Keystone;* E. S. Wilsey, McGraw-Hill Publishing Co.; Phillips Wyman, McCall's Magazine; Blevins C. Dunklin, Butterick Publishing Company.

BUYS TAMPA PLANT

J. A. Stevens, publisher of the *Tampa Daily Record,* has purchased the plant of the *Tampa Evening Journal,* which suspended publication some time ago, he announced this week. The plant, at Ross and Nebraska avenues, was owned by Jose Marina, and formerly operated by the Latin-American Publishing Company. Mr. Stevens stated that the equipment will be operated as a commercial plant for the time being. In addition to the daily, he plans to issue a monthly publication to be known as the *Commercial Review.*

BALTIMORE ENTERTAINS

Washingtonians Go to Maryland for B. & O. Centenary

The Baltimore Press Club was host Sept. 22 to the National Press Club at a private showing of the Baltimore & Ohio Centenary Celebration.

J. Fred Essary, head of the Washington Bureau of the *Baltimore Sun,* Carter Field, head of the Washington Bureau of the *New York Herald Tribune,* Frederic J. Haskin, head of the Haskin Service, Henry Sweinhardt of the Havas Agency, Benjamin Meiman, of the *New York Daily Forward,* Graham Nichol, chairman of the entertainment committee, and Harvey D. Jacob, the counselor of the National Press Club, were among the many newspaper notables present.

William J. Donaldson, William J. Collins, and Melvin Thrift led a large delegation from the Senate and House press galleries. Daniel Willard delivered the keynote speech at a luncheon given at the Southern Hotel by the Baltimore Press Club to the Washington correspondents, who later visited the Baltimore Press Club headquarters.

250,247

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

August, 1927

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of August, 1927, was 194,765.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

"WHAT IS SEX APPEAL?"

20 Articles by 20 Authorities

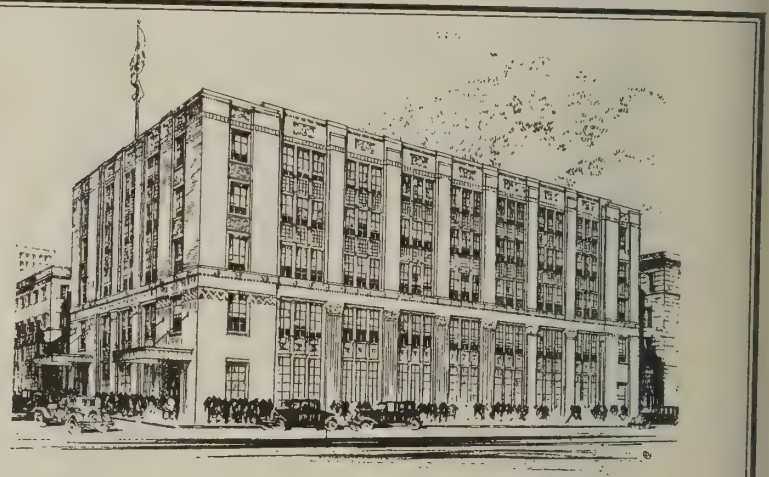


The Contributors Are:

Clara Bow	Janet Gaynor
Gilda Gray	Erich Pommer
Norma Talmadge	Louise Fazenda
Milton Sills	Lois Moran
Colleen Moore	Syd Chaplin
Lewis Stone	Margaret Sanger
Constance Talmadge	Mary Astor
Adolphe Menjou	Pauline Starke
Lya de Putti	Dolores del Rio
Florenz Ziegfeld	Vivienne Segal

LEDGER SYNDICATE

Philadelphia, Pa.



You, too, Can Cash in

—on the growth of the Akron Market which has made our new home possible.

We have looked years into the future, altho basing our plans on past performances, and have seen a definite need for a home such as this one into which we will move this month.

Mechanical limitations have held down the size of our issues to the extent that we have often had to turn away advertising copy, to maintain the proper ratio between news matter and advertising copy, a ratio we have guarded jealously in the best interests of our readers.

In spite of our limitations, we have won the position of ranking first in Ohio and sixth in the U. S. in advertising linage among six day newspapers.

The new building is designed for five stories, with utmost efficiency and speed the keynote. The press capacity is 112 pages at the rate of 72,000 per hour, fully adequate for the demands of this growing Akron Market.

AKRON BEACON JOURNAL

Member of the 100,000 Group of American Cities

STORY, BROOKS & FINLEY,
Representatives
New York Chicago
Philadelphia Los Angeles San Francisco

An Answer to The Detroit News on Building Advertising

IN an advertisement printed thus far in the Sept. 10th issue of Editor & Publisher; the Sept. 7th issue of Advertising & Selling and the Sept. 8th issue of Printer's Ink, The Detroit News says *"Five of the six insulation advertisers in the Detroit field use The Detroit News; three of them employing the News exclusively. The local builders—those on the ground—place the bulk of their advertising in The Detroit News. During the first half of 1927 The News carried 16,000 lines more builders' advertising than both competitors combined."*

¶

Using The Detroit News own figures recently published in a booklet, giving lineage figures in Detroit for the first half of 1927 you will find on the first count that there are NOT "six insulation advertisers" but EIGHT. FOUR of these EIGHT used The Free Press exclusively as follows: Balsam Wool 6552 lines; Masonite 2128 lines; Johns Manville 6244 lines; flaxlinum 9240 lines. TWO of the EIGHT used The News exclusively—Beaver Bestwall 11704 lines and Cornell Wood Products 1680 lines. Of the other two, Celotex used more than twice as much space in The Free Press while the other, Insulite, used The News and Detroit Times. Mind you, these are not Free Press figures, but those compiled by The Detroit News itself.

¶

On the second count, again using The News own figures, The Free Press carried 10,920 lines more of builders' and builders supply advertising than did The News, which clearly establishes the fact that The Free Press is FIRST in building advertising in Detroit.

¶

Furthermore, many of the largest and most important builders' supply advertisers use The Free Press *exclusively*. Here is a partial list of advertisers in this classification who placed ALL of their advertising for the first half of the year in the Free Press—these again being quoted from The News booklet.

Williams Oil O Matic Oil Burner
Nokol Oil Burner
Vogt Refrigerators
Bonded Floors Inc.
Kewanee Boilers
American Blower Co.
National Council For Better Plastering
Silent Automatic Oil Burner
Carey Roofing
Schroeder Paint & Glass
Chicago Faucets
The Austin Co.
Timken Oil Burner
Copeland Refrigerators
Mich. Builders Supply
Penberthy Oil Burner
Quiet May Oil Burner
Stover Water Softener
ABC Oil Burner
Johnston Paint & Glass Co.

¶

The Free Press does not seek through its own advertising to belittle competitors in any effort to build itself, but when ambiguous statements are made by its competitors, this newspaper must defend itself.

¶

Not only is The Free Press FIRST in the advertising classification "Builders and Builders' Supplies," but in the closely related classification of "Real Estate," The Free Press printed during the first half of 1927 more advertising than both its other competitors combined.

The Detroit Free Press

"Starts the Day in Detroit"

VERREE & CONKLIN, INC.
NATIONAL REPRESENTATIVES

NEW YORK :: CHICAGO :: DETROIT :: SAN FRANCISCO

PRESS NEEDN'T SPEAK IN BATED BREATH ON POLITICS, OREGON COURT HOLDS

Blows to Be Given as Well as Received, Says Appellate Justice Reversing Libel Verdict Against Coos Bay Times

"WHEN a man enters the political arena, even though not a candidate, he must not be too sensitive. There are generally blows to receive as well as blows to give."

This excerpt is indicative of the general effect of a decision returned a few days ago by Justice Belt of the Oregon Supreme Court. It is a decision that illustrates, perhaps as well as any case that has gone through the American courts, the changing attitude which gives newspapers a broad latitude of expression in dealing with those who are concerned in political affairs.

Continuing, the Oregon jurist says: "While a newspaper, under the guise of qualified privilege, has no right to defame a person or to injure that which is his most valuable property right—a good name—it is no longer, in reference to matters of public interest, obliged to speak with bated breath."

This decision, which defines so liberally a newspaper's right to say about what it pleases in a give and take political fight, was made in reversing a lower court judgment in a libel action that has been filed in Marshfield, Ore., by A. K. Peck, an attorney of that place, against the Coos Bay Times Publishing company. Peck in the lower court had won a libel judgment of $1,500.

Peck's libel suit was based on two editorials in the Times in which Peck was branded as the dictator of politics in Coos County and pictured as one who ranked high in the Ku Klux Klan. The editorials had appeared in the Times after the *Southwestern Oregon Daily News,* a rival paper of which Peck was a director, had criticized Walter M. Pierce, then governor of Oregon, for failure to appoint one J. A. Norton as a member of the State Highway commission.

Indicating the tone of the editorial on which the original libel was allowed is the following excerpt:

"Peck has sought to promote his political fortune and prestige by appeals to the basest of all political emotions, that of hate. He has in some manner succeeded in surrounding himself with others who ignorantly or indifferently accept his poisonous propaganda. The attack made (referring to an attack on Dan E. Maloney, editor of the *Coos Bay Times*) was a direct result of this attitude of bigotry. If Peck and his henchmen think they can silence the Times by assaults upon its editors or by an attempted reign of terrorism, they are as much in error as they are in the propaganda they are spreading."

"The Coos Bay Times as a newspaper, reads the Supreme Court decision, "had the right to make fair comment and criticism upon the plaintiff's alleged unreliability in political matters affecting public interest, and it was also within its province to criticize his advocacy of doctrines which it deemed to be fallacious and inimical to the public welfare.

"The greater portion of the articles constitute an attack upon the Ku Klux Klan and upon Peck by reason of his alleged affiliation with such organization. While Peck was not a candidate for office nor did he occupy a public position, it appears from the record that he was a leader in political activities and, therefore, invited more or less criticism from those who were not his supporters."

Then follows the dictum on a newspaper's right to comment on political matters without it being necessary "to speak with bated breath."

BERRY HEADS FINANCIAL GROUP

Named President of Advertising Association at West Baden Meet

Clinton F. Berry, assistant vice-president of the Union Trust Company of Detroit, Mich., and nationally known authority on bank promotion work, was elected president of the Financial Advertisers Association at the closing session of the twelfth annual convention held at the West Baden Springs Hotel, West Baden, Ind., last week.

Other officers elected are C. H. Wetterau of the American National bank, Nashville, Tenn., first vice-president; F. R. Kerman, Bank of Italy, San Francisco, Cal., third vice-president and E. A. Heintz, Chicago, treasurer.

The delegates were entertained at luncheon the closing day with an address on "The Psychology of Laughter" by Charles Newton Holcomb of Cleveland. R. L. Putnam, vice-president of the A. W. Shaw Company, came to the closing session in an airplane from Cleveland.

The following will serve as representatives of the Association on the National Advertising Commission: Guy Cooke, First National Bank, Chicago; C. H. Handerson, Union Trust Company, Cleveland; E. H. Kittredge, Hornblower & Weeks, Boston.

NO PINCH-HITTER NEEDED

When Bob Garland, N. Y. Telegram, Vacations, No One Takes His Place

Robert Garland, who writes the "Well—What of It?" column for the *New York Evening Telegram,* left for his vacation last week.

Editors of the Telegram posted the following notice under the column's title line:

"Bob Garland has gone on a deserved vacation and nobody is going to make any attempt to pinch-hit for him. The Telegram hopes he has a bully good time and comes back rested, refreshed in mind and body and ready to go about his daily joy-ride with the readers of his column. In the meantime, we will try to fill this space with something interesting, even though different."

Garland came to the Evening Telegram from the city staff of the *Baltimore Evening Post.*

COCHRAN IS ARRESTED AFTER BOND ISSUE

Postal Warrant Charges Fraud in Sale of St. Paul German Paper's Securities—Lorenz and Others Also Named

Clarence A. Cochran, a financial promoter who is accused of defrauding thousands of persons living in the vicinity of St. Paul, Minn., of amounts totaling $2,000,000, was arrested in Chicago Sept. 16, by postal inspectors. He has been sought since last May.

Named in the warrant with Cochran is Arthur Lorenz, former editor of the *Illinois Staats-Zeitung,* Chicago. According to officials, Cochran and a number of others gained control of the Volkszeitung Printing & Publishing Company. They are charged with issuing bonds and borrowing $2,000,000, most of which was on promissory notes, from their subscribers.

Cochran is charged with being the head of the plot in which thirty others participated. He was arrested on a warrant accusing him of using the mails in a scheme to defraud. His bonds were set at $10,000, pending a hearing on his removal to Minnesota.

TO BUILD MODEL HOMES

In order to encourage home construction and ownership in the radius of its influence, the *Portland Oregonian* will construct two model houses, widely different in character, in the next few months.

NATIONAL advertisers are becoming acutely interested in the unjust differential existing between their rate and the rate given to the local advertiser.

Practically alone among Metropolitan dailies, the Boston Evening Transcript has held to a uniform rate for both national and local advertising.

Among Boston Transcript readers there is no waste circulation. All have money to buy and are concentrated in a natural market area.

Boston Evening Transcript

Highest ratio of BUYERS to readers

National Advertising Representatives

CHARLES H. EDDY CO.

Boston New York Chicago

NO GHOST

Waite Hoyt

Yankee Pitching Ace Who Will Probably Pitch the Opening Game, and May Be the Hero of the

WORLD'S SERIES

Writes Every Line of His Own Copy

And It Is Crisp, Human Straightaway Copy At That

HOYT WILL REPORT THE WORLD'S SERIES

A Daily Story by Wire on Each Day's Play, Together with Forecast and Cleanup Articles

Wire Your Reservation

UNITED FEATURE SYNDICATE

World Bldg., New York

New England's Second Largest Market

Rhode Island Resources

The total resources of Rhode Island Banks for the year ending June 30, 1927, were $571,440,938.10. This represents a gain of $39,458,582.00 over the previous year.

Savings accounts in Rhode Island Banks for the year ending June 30, 1927, amounted to $320,916,157.60, an increase of $21,799,450.00 over the previous year.

This prosperous and responsive market offers excellent sales opportunities to advertisers who use

The Providence Journal

and

The Evening Bulletin

Circulation 110,042 Net Paid

Providence Journal Company

Providence, R. I.

Representatives

Chas. H. Eddy Company

Boston New York Chicago

R. J. Bidwell Company

Los Angeles San Francisco Seattle

The New York Times led all morning newspapers in the United States in volume of

LOCAL DISPLAY

advertising in the first six months of 1927

	Local Display Agate Lines
The New York Times	8,472,970
Second newspaper (Chicago)	7,760,133
Third newspaper (Los Angeles)	6,443,276

The Times gained 195,730 lines in local display over the corresponding period of 1926.

The Times also leads all other New York newspapers in national and in total volume of advertising.

The censored advertising in The New York Times, trustworthy and dependable, has the confidence of The Times intelligent, discriminating readers. Net paid sale daily in excess of 390,000 copies, Sundays in excess of 650,000.

The New York Times.

CENTRAL STATES CIRCULATORS HOLD MEETING AS A SCHOOLROOM

Members Called by Chairman to Tell What They Know—Formal "Papers" Barred—Motor Deliveries for P. M. Rural Routes Held Too Costly

THE program committee of the Central States Circulation Managers' Association which held its fall meeting at the Congress Hotel in Chicago, Sept. 20, adopted a new policy and instead of assigning subject papers to members, conducted the meeting in the form of a school with the teacher at the head of the class asking each member in attendance for a recitation on any of the listed subjects. The round-table discussions proved stimulating and resulted in the exchange of dozens of ideas on every phase of circulation.

J. N. Eisenlord, director of circulation for the Chicago Daily News, called the outlook for fall business better than ever.

It was the opinion of the members at the meeting that the maintenance of motor delivery by afternoon papers for rural subscribers was too expensive.

It was decided to send a questionnaire to the members to get their vote on whether they preferred to have a two-day meeting in the spring and a one-day meeting in the fall; or a three-day spring meeting and no fall meeting, or a two-day meeting in the spring and another two-day meeting in the fall. The secretary was instructed to send out the questionnaire.

The meeting was divided into the following sections: City circulation, mail circulation, agents, and general circulation. Under city circulation, the following problems were threshed out: Methods of carrier delivery; methods of carrier collections; carrier delivery of more than one edition; outline actual work of district men; office-owned route sysems; carrier and street sellers welfare; effect on circulation of early afternoon delivery; methods of bonding carriers; best carrier prizes; carrier promotion contests; carrier honor roll; systems used in keeping subscriber records in office; carrier and newsdealer associations; telephone solicitations; solicitor costs—with and without premiums; newsstands, importance of prompt delivery, methods of collections, promotion efforts and newsdealer co-operation; street sales, salary or commission paid supervisor, corner box sales, baseball extras, possibility of combined effort of evening papers for earlier start of baseball games.

In the mail circulation division, the following subjects were discussed: auto delivery on motor routes; zone rates; predated editions, press time, benefits; soliciting cost; suggestions for direct mail solicitation; commission allowed postmasters as compared to direct solicitors; county representatives; magazine club offers; premiums; bargain periods.

In the agents division, the following subjects were taken up: Transportation, buses and truck delivery; home delivery, agencies vs. direct carriers, necessity of and methods of bonding, net rates, actual work of road men, methods of return check-up, payment of salaries, road men buying agents' surplus, competing with local dailies and using club offers.

The subjects discussed under general circulation were: Systems—does no-return basis retard progress; is a daily page of comics justifiable; what percentage of circulation gross revenue should be net earnings; circulation department helps in classified building; value of daily vital statistics; competing with big city dailies; competing with lower priced competitors; editorial co-operation; Sunday features; value of high figures at present high cost to obtain A. B. C. rulings; Promotion—general contests; premiums, best promotion without premiums, serial stories, insurance, cut subscription rates, sample copies, recording systems of general prize offers, records to hold contract subscribers to period signed for.

The meeting was opened with an address by President Paul J. Kienzle, *Springfield* (Ill.) *State Journal,* followed by reports of the board of directors, program committee, auditor, secretary-treasurer, membership committee, bulletin committee, and welfare committee.

Officers of the C. S. C. M. A. are: Mr. Kienzle, president; Horace Payne, *Muncie Star,* vice-president; H. W. Stodghill, *Louisville Courier-Journal and Times,* secretary-treasurer; James J. Morrisey, *Joliet Herald-News;* W. C. Mercier, *Ft. Wayne Journal-Gazette;* E. C. Hewes, C. D. O'Rourke, *Indianapolis Times,* and C. K. Jefferson, board of directors. The committee chairmen are: Horace Payne, membership; C. D. O'Rourke, program; H. W. Stodghill, bulletin; James J. Morrisey, legislative; C. K. Jefferson, welfare, and W. C. Mercier, audit.

CHEVROLET VS. FORD

New General Motors Car to Battle for Low Priced Field

In the low-priced automobile field the forthcoming "battle of billionaires" will be chiefly between Ford and Chevrolet.

"The answer of General Motors to Henry Ford's new car is a new Chevrolet," John J. Leary, Jr., reported in a Detroit dispatch to the *New York World* on Sept. 12. Mr. Leary wrote that the new Chevrolet, a four-cylinder car, was now being tested and that as a sort of "ace in the hole" a six-cylinder car of the same make has been turned out in the event that Ford's mysterious new offering demands this type of competition.

"Ford's selling organization in the past produced results without much help from the home office," Leary wrote, "save in the matter of price and excellence of product. This year its members will have the advantage of a $15,000,000 advertising campaign. Whether it will stand up in the face of the harder fight after months of comparative idleness is a question that remains to be answered."

COAST HEARST MEN MEET

A two-day convention of publishers, advertising men and circulation managers of W. R. Hearst newspapers in Pacific Coast cities was held at Seattle, Sept. 12 and 13. One of the major topics of discussion was the promotion of prosperity along the entire Pacific Empire by treating the coast and the coastal cities as one entity.

COPY BOY GRADUATES

James Cannon Now Writing Signed Stories for N. Y. News

A year ago James Cannon, 18, began work as a copy boy for the *New York Daily News.* Now he is a regular reporter on the staff of that tabloid and, within a month, has had three signed stories to his credit.

"I like to play with words," he said this week.

He had this "like" in mind when, after two years in high school he left to get work on a newspaper. He worked for the *New York World* first, found he wasn't getting ahead fast enough and switched to the News.

On the News he was copy boy on the "lobster shift." That meant he worked almost all night. Daytimes he didn't always go home. Instead he often waited around the day city editor asking him if there wasn't some assignment he could do.

One day there broke a freak human interest story about a young boy who had followed his runaway sister from state to state to bring her home. He had succeeded and, maybe it was worth a stick. Cannon was assigned to the story.

What he turned in merited and got a two column head and a by-line. Immediately thereafter Cannon was issued his police card, as a regular news reporter.

HEARST'S SON AT OGLETHORPE

John Hearst, a son of William Randolph Hearst, arrived in Atlanta this week to enter Oglethorpe University, from which his father received an honorary degree last June.

first! in OHIO

Dispatch Sets the Pace

During the first six months of 1927 The Columbus Dispatch carried more paid advertising than the second Columbus paper by 4,639,750 agate lines.

For years The Columbus Dispatch has enjoyed the distinction of being first in Ohio in paid advertising volume.

NET PAID CIRCULATION

City 60,216
Suburban 28,937
Country 24,525

Total Circulation 113,678

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

DAPHNE'S *in* LOVE

By Negley Farson



A SURE CIRCULATION BUILDER

"Daphne's in Love" is now listed third by the Century Company among its "best sellers." Utilize this added promotion.

DASHING, modern, gay—but clean—is this scintillating tale of the romance and adventure that enlivens, and perhaps endangers, the life of "Miss Today" earning her way in the "Big City." "Daphne's in Love" has been tried and proved a winner. The local setting is easily adapted to any city. Don't miss this golden opportunity!

Syndicate Department

THE CHICAGO DAILY NEWS

The Profit-Making Side of Your Business

EVERY successful business has its profit-making side. That of your newspaper is linage, a factor that is governed to a marked degree by the appearance of its pages. It, therefore, pays to be sure that it reflects the prestige you wish your paper to convey at all times.

You can be sure that the pages of your newspaper will meet the requirements of the most exacting advertisers, and thus create a preference for your paper, simply by using the Ludlow. With the Ludlow you can give your advertisers freshly-cast faces every day in a wide range of choice styles, and in sizes ranging up to full-width 72 point, in unlimited quantities without storage. Always-new faces create an atmosphere of snappy freshness so essential to the paper that leads or wishes to lead in linage.

Ludlow typefaces lend beauty to the printed page. They are not distorted, but are full-width and symmetrical. Free use may be made of Ludlow italics, with their full-kerning effect, as there are no kerns to break off. Graceful Ludlow swashes and other faces, regarded before the advent of the Ludlow as too delicate for general use, can be cast as needed, the same as roman faces.

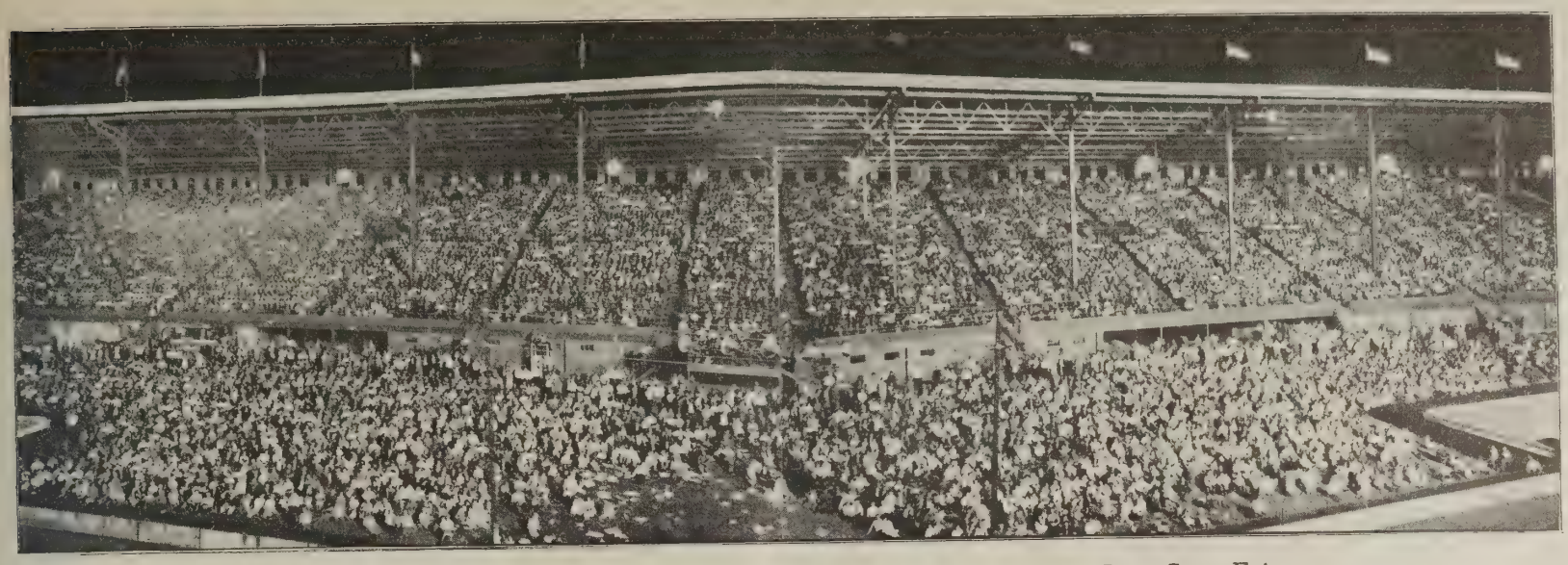
We will gladly tell you more about the profit-making side of the Ludlow. Just ask us for the complete facts.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

Boston: 470 Atlantic Avenue
New York: 63 Park Row
Atlanta: 41 Marietta Street
San Francisco: 5 Third Street

LUDLOW QUALITY SLUG COMPOSITION



Grandstand crowds at the recent Iowa State Fair---over 13,000 people in this picture

Multiply this crowd *sixteen times*

---and you will still be some thousands short of the enormous Iowa circulation of The Des Moines Register and Tribune-Capital

The Iowa State Fair, barometer of prosperity in Iowa, has just closed, after breaking all records for attendance. 429,000 people passed through the gates this year---60,000 more paid admissions than a year ago. Manufacturers exhibiting at the fair reported larger sales and larger numbers of new prospects than at at any time in many seasons. A big year is opening up in Iowa.

With over 220,000 daily circulation in a state of 2,500,000 population--The Des Moines Register and Tribune-Capital has set a new record for thoroughness of newspaper coverage. It reaches EVERY home in Des Moines; nearly every home in the Des Moines retail trading area; and sufficient numbers elsewhere in Iowa to substantially influence the buying habits of the entire state.

* * *

Write for Our Newest Town by Town Circulation Folder

A Single-Handed Victory i

Van Camp's
SINCE 1861.
INDIANAPOLIS, IND., U.S.A.

August 22, 1927

THE NEW YORK WORLD
63 Park Row
New York City

Gentlemen:

We have just closed the first ten weeks of our advertising effort in New York City, on Bean Hole Beans, and because we have used THE WORLD exclusively, you will undoubtedly be interested in the results of the campaign so far

After studying the survey of Greater New York, we determined to centre our efforts on approximately 14,000 of the total 21,000 retail outlets of the city. During the five weeks prior to the appearance of our first gravure advertisement, we sold approximately 8,000 of these 14,000 outlets. This gave us almost 60% distribution of the desirable outlets, and located them strategically in each of New York's sales districts, so that our advertising would bring maximum pressure on each outlet stocking our product.

This distribution was effected through the very competent work of 35 salesmen, backed by the co-operation of your Merchandising Department.

As you know, our only advertising appropriation in New York was $25,000, all of which was expended in THE SUNDAY WORLD Gravure, with supporting black-and-white copy in THE EVENING WORLD.

The primary effect of this campaign was the sale of 50,000 cases of Bean Hole Beans within a period of ten weeks. This was a volume beyond our expectation, in a market which we had originally believed would require an investment of at least $150,000 in a number of New York newspapers.

Each week since the launching of our advertising has seen a steady increase in the number of cases sold per week, until in the tenth week the volume amounted to three times the number of cases set as a weekly quota. It is interesting to note in this connection that over 60% of our present volume consists of repeat orders.

Our analysis indicates that this is one of the most outstanding jobs we have done in any city in the United States, and, inasmuch as THE WORLD was used exclusively, we think that you will be equally proud of it.

Two fundamental reasons have undoubtedly made possible this success:

First, the outstanding quality of Bean Hole Beans, a factor which accounts for the "consumer repeat," after once trying the product;

Second, the factor that THE WORLD has so distributed our advertising pressure that acceptance for Bean Hole Beans was started simultaneously among people in all walks of life, because, as you pointed out, THE WORLD reaches the same proportion of families in the "High," "Medium" and "Low" expenditure groups of population. The fact that our repeat volume has come evenly from all parts of the city is the best possible proof of this evenness of WORLD merchandising pressure.

Very truly yours,
VAN CAMP'S

M L Ponder
Division Sales Manager.

MLP/GC

America's Greatest Market

What Van Camp's Has Done With Bean Hole Beans in New York Any Other Manufacturer Can Do

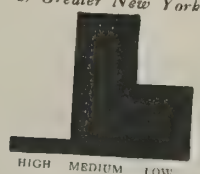
THE letter opposite describes one of the greatest single-paper advertising campaigns ever waged in America's largest retail market—a campaign planned originally upon the merchandising data compiled by THE WORLD and subsequently backed up by the survey of newspaper reading habits of Greater New York, made at the request of THE WORLD by New York University. It was shown by searching inquiry in every section of the city that the distribution of THE WORLD paralleled to a marked degree the city's opportunities for volume sales. How important this fact is in the case of WORLD SERVICE, in accomplishing at a minimum of expense a task that has deterred many manufacturers because of its assumed magnitude, is revealed in the following charts, based upon a division of the city into three expenditure groups, as follows.

HIGH
6.1% or 79,321 families
Annual Expenditures { Range, $7,500 and up / Average, $9,750

MEDIUM
61.2% or 807,266 families
Annual Expenditures { Range, $3,000 to $7,500 / Average, $3,750

LOW
32.7% or 431,207 families
Annual Expenditures { Range, $3,000 and less / Average, $1,750

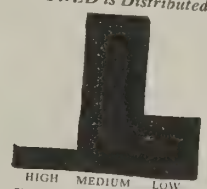
Advertising Yardstick of Greater New York



HIGH MEDIUM LOW

How 6.1% of the city's families spend 17% of its outlay in the HIGH group 61.2% of the families spend 66.5% of the outlay in the MEDIUM group and 32.7% of the families spend 16.5% of the outlay in the LOW group

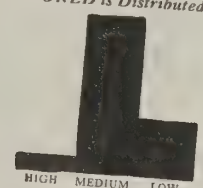
How THE EVENING WORLD is Distributed



HIGH MEDIUM LOW

Showing how 8.3% of THE EVENING WORLD'S circulation falls in the HIGH group 66.7% in the MEDIUM group and 25% in the LOW group

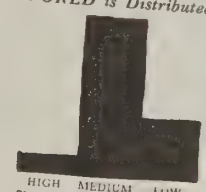
How THE SUNDAY WORLD is Distributed



HIGH MEDIUM LOW

Showing how 7.1% of THE SUNDAY WORLD'S circulation falls in the HIGH group 68.2% in the MEDIUM group, and 24.7% in the LOW group

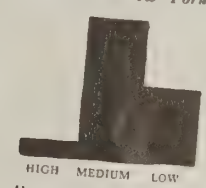
How THE MORNING WORLD is Distributed



HIGH MEDIUM LOW

Showing how 7.7% of THE MORNING WORLD'S circulation falls in the HIGH group 67.8% in the MEDIUM group, and 24.5% in the LOW group

Retail Grocery Outlets of Greater New York



HIGH MEDIUM LOW

How 6.1% of the city's retail grocery outlets are situated in the HIGH group 60.6% in the MEDIUM group, and 33.3% in the LOW group

The Co-Incidence of the Above Charts Indicates the Even Selling Pressure Exerted by WORLD SERVICE on Every Type of New York Home

WE HAVE above the chief factors governing the efficient distribution of merchandise of every character in Greater New York.

In the chart to the left we have the division of the city's population according to its ability to buy, as revealed by the New York University survey. This is the yardstick by which New York newspaper values must inevitably be measured.

In the chart to the right we have the distribution of the retail grocery outlets of the city divided as to their location in accordance with the city's three expenditure groups.

In the middle charts we have the distribution of THE WORLD, weekday and Sunday, and THE EVENING WORLD, as applied to the three expenditure groups—a practical *parallel* in coverage both as to population and retail grocery outlets.

The deduction is obvious, and was the governing factor in determining Van Camp's to place their entire dependence upon WORLD SERVICE—that its circulation in New York is so evenly distributed that it exerts upon retailer and consumer alike a maximum of selling pressure. Primarily, the effect of WORLD SERVICE placed Bean Hole Beans on the retailers' shelves. This was the result of sound merchandising, aided by the University survey. Subsequently, it moved the stock off the dealers' shelves and into the hands of the consumer—the outstanding test of any newspaper's ability to sell goods. This was the proof of the correctness of the survey's deduction, that the even, city-wide pressure of THE WORLD'S circulation paralleled the city's opportunities for volume sales.

The merchandising service and the data on which it is based is available to any manufacturer who desires to enter the New York market at a minimum of expense.

Pulitzer Building
New York

The World

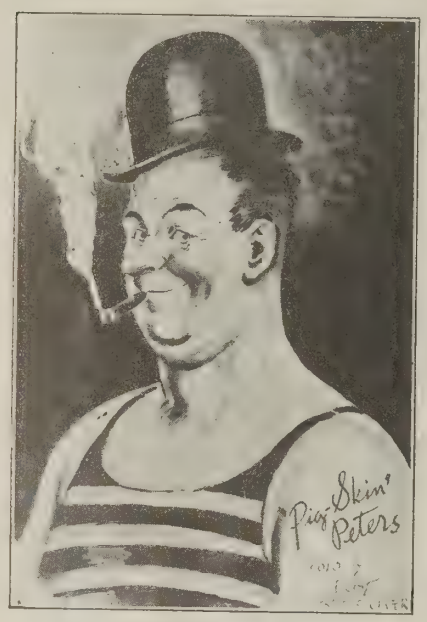
New York

Tribune Tower
Chicago

DAILY CREATED A BIG SWIM MAN AS CIRCULATION PROMOTION STUNT

"Pigskin" Peters, in the Flesh, Featured as Lake Marathon Entrant—Daily Humorous Stories and Cartoons Made Him Known to Entire Province of Ontario

THE *Toronto Daily Star* recently sponsored an unusual promotion enterprise. The $50,000 marathon swim (21 miles) for the championship of the world was held at Toronto on Aug. 31, in front of the Canadian National Exhibition. The event not only attracted a huge crowd, but it aroused extraordinary interest everywhere in Toronto and throughout Ontario in the Star's circulation area.



The "Big Swim Man"

On Aug. 6, in the *Star Weekly* (Sunday edition of the Daily Star) a staff cartoonist, Frise, ran a big cartoon showing "Pigskin" Peters, training at Birdseye Center for the big marathon swim. Birdseye Center is the name of an imaginary village in Ontario which is the locale of many of Frise's drawings. On Aug. 20, the Star Weekly had another big cartoon on "Pigskin." The feature was then shifted over to the Daily with a story every day, illustrated by Frise, on "Pigskin's" preparations for the swim at his secret camp "somewhere on Lake Ontario."

On the Saturday preceding the swim the Star put out on the streets an old truck with a punt and with "Pigskin" Peters himself, together with the other characters which had been built up in the stories and in the cartoons, including "Pigskin's" trainer, Abner Applejohn; his cook, Mrs. Abigail Applejohn; his violinist, Stradivarus Stubbs, and his duck mascot, Oswald. This queer contraption, passing through the streets, attracted wide attention. The outfit went to two ball games; at one of them "Pigskin" pitched the first ball, and at the other (the International League) he took his place at bat. "Pigskin" and his attendants then went on to the Canadian National Exhibition where, before a great crowd of people, he made a trial swim.

On the day before the actual marathon the outfit again went through the streets of Toronto, ending up at the Canadian National Exhibition grounds where a camp was pitched at the waterfront and "Pigskin" Peters stayed all night. On the morning of the swim, he went among the other swimmers getting ready, and then actually entered the contest, accompanied by his retinue in the punt. He swam the first mile and then disappeared, coming around again in the afternoon just a quarter of a mile behind Vierkoetter, the eventual winner.

The stories throughout were illustrated not only by the cartoons, but by many actual photographs, including one of "Pigskin" Peters shaking hands with the Prime Minister of Canada.

The feature aroused extraordinary attention all over the province, fitting in psychologically with an event of great public interest. As a result, "Pigskin" Peters is one of the best known names in the province of Ontario. He is being invited to visit various towns throughout the province where he is giving demonstrations at Kiwanis carnivals and similar celebrations, with credit given to the Star.

The feature was under the direction of Main Johnson, promotion eiditor.

LIEF SELLS TWO PLAYS

New York Daily News Man, "Waiting to Be Produced"

Max Lief, who assists Burns Mantle, dramatic editor of the *New York Daily News*, is co-author of two musical comedies, both of which have been sold. The young author is now "waiting to be produced."

One of the revues called "Headlines of 1927" and sold to Fisher & Gross, independent producers, got as far as rehearsals and was to open in Newark in August when a big financial supporter walked out. Max and his brother Nathaniel Lief wrote the lyrics and book of this revue and the music was written by Ray Perkins, brother-in-law of Fulton Oursler, editor of the MacFadden publications and author of the "Spider."

Lief described the "unproduced production as a "dramatized newspaper." It opens with the "ladies of the tabloid papers" stepping out from between huge scenic column rules. Different scenes were to be changed weekly during the season to keep up with the current news.

The other play is called "Well, Well, Well" and Lief helped write the lyrics and book with Montague Glass and Jules Eckert Godman.

SHANER PROMOTED

Earl Livingstone Shaner for 11 years with the Penton publications has been appointed editor-in-chief of *Iron Trade Review*, Cleveland, succeeding Charles J. Stark, president of the Penton Publishing Company.

NEW DAILY STARTED IN KNOXVILLE

Evening Dispatch Begins Publication with Ralph Cate as Business Manager and W. W. O'Guin Managing Editor

The *Knoxville* (Tenn.) *Dispatch*, Knoxville's newest afternoon daily, started publication Sept. 12, with Ralph Cate business manager and W. W. O'Guin managing editor and editorial writer.

Mr. Cate was formerly business manager of the *Knoxville Free Press* and Mr. O'Guin was formerly editor of the old *Knoxville Sentinel*. O'Guin has been at various time associated with the *Nashville Banner*, the *Nashville Tennessean*, *Chattanooga Times*, Knoxville Sentinel and the *Bristol Herald-Courier*.

Harry Human is advertising manager, and Wiley B. Baker, is circulation manager.

In announcing the entry of the new journal into the Knoxville field the editor stated that the Dispatch came into being in "answer to a well-nigh universal demand for a newspaper in Knoxville in sympathy with the traditions and ideals" of the people of that section.

The Dispatch is served by the International News Service and the King Features Syndicate. It started publication as an eight-column eight-page journal.

The officers of the Dispatch Publishing Company are J. P. Roddy, president; W. W. O'Guin, vice-president, and Ralph Cate, secretary-treasurer.

About Fall Promotion



NOW is the time to be adding circulation that will stick and be a lasting asset both from the standpoint of advertising and direct circulation revenue.

The new conditions in publishing are bringing an end to the old, wasteful, hurrah methods of circulation campaigning and putting a premium on steady, consistent, intelligent effort by your own circulation department.

Omansky Services are helping scores of papers to put their circulation on a sound, economic basis. These include:

1. Complete Circulation Surveys.
2. Periodical Consultation with Department Head.
3. Advisory Service (four times per month)
4. Promotion Copy Service.

Whether or not you are ready for more extensive service, you can get acquainted with Omansky methods by having our copy department prepare a fall promotion campaign suited to your particular problem.

In writing, do not fail to request specimen of Advisory Bulletin, with monthly rate.

Advertising volume will not greatly increase in the next year or two. More reason why you should make circulation an asset. Let us help.

JACOB OMANSKY & CO.
CIRCULATION CONSULTANTS
1370 Ontario St. Cleveland

if you have something to SELL—

—and it's good.
—and you want other folk to know it's good.
—thrifty folk who have money and the habit of spending.
—people who live in the prosperous Cleveland market.

then—
you must tell them about it through

The Cleveland News
Ohio's Greatest Newspaper

DAILY AND SUNDAY

Represented by Geo. A. McDevitt Co.
250 Park Ave., New York
914 People's Gas Bldg., Chicago

Hitting the "local markets" hard with big advertising in the "local newspapers" has been the policy of practically every successful automobile manufacturer.

The Standard Union has carried the big copy in Brooklyn; and continues to carry it.

R. J. R. Hunsiman
Publisher

Largest Week-day Circulation of any Brooklyn Newspaper

More than 195,000 Daily

CHARACTER QUALITY AMERICA FIRST! ENTERPRISE ACCURACY
Los Angeles Examiner
AN AMERICAN PAPER FOR THE AMERICAN PEOPLE — THE GREAT NEWSPAPER OF THE GREAT SOUTHWEST

"Greatest Salesman in the West"

More than 425,000 Sunday

5¢ Daily — September 17, 1927 — 10¢ Sunday

THREE INVESTIGATIONS PROVE WIDE READERSHIP

THIRTY CITIES OF 10,000 TO OVER 140,000 IN 2-BILLION "BOWL"

VARIED INTERESTS ARE AVID EXAMINER FANS

SPEAKING of readership, we've been doing some interesting research work among various groups that ought to make you space-buyers sit up and take notice.

For instance, we've found that 88 out of every 100 of the financial giants that rule Los Angeles' "Wall Street," read The Los Angeles Examiner! And, on top of that, 76% of them are regular subscribers.

It doesn't take much of an analyst to tell you what that means to ALL advertisers—not only those who are floating bond issues!

More "Warm" Friends

ICE cream dealers read The Examiner, too. That means druggists and confectioners. We found that out in the course of an investigation for the Christopher Ice Cream Company. Among these gentlemen, 82 out of every 100 is the reader-figure.



That's live information for advertisers to whom it's important that the dealer be sold, as well as the ultimate consumer.

Subscribers Count Most

A MORTGAGE and trust company in Los Angeles recently asked its 100 employes what papers they read, and what papers they subscribed to. The Examiner showed 19 subscribers against the other morning paper's 13, and the nearest P. M.'s 6. One afternoon paper showed a preponderance of street sales. We mention that for what it is worth, while still pointing out that The Examiner, in Los Angeles, has the largest home-delivered circulation of ANY newspaper.

Walnuts Will Net 16 Millions

CALIFORNIA walnut growers should receive a return of approximately $16,000,000 from this year's crop, which is expected to be the largest and best quality walnut production in the state's history according to a statement from officials of the California Walnut Growers' Association.

Harvesting is expected to start late in September, and in the latter part of October and the beginning of November it will be at its height.

Glendale — City of Beauty — In The ExamineRegion!



GLENDALE, beautiful home city within Los Angeles' wide-embracing boundaries, but a self-governing community of from 55,000 to 65,000 people, is one of the many highly prosperous ExamineRegion metropoli. Some indication of how the Sunday Examiner blankets the Los Angeles department store daily-delivery radius, of which Glendale is a part, may be seen in the fact that in Glendale, for instance, are two newspapers with Glendale circulations of 8,345 and 4,166. The Sunday Examiner reaches 6,350 families in Glendale!

Velva Darling

TWO years ago she was writing for the college paper—at Stanford University. Today, International Syndicate sends her column throughout the Nation.



That's Velva Darling's rapid rise, since The Examiner in Los Angeles discovered her, as it has many others, and introduced her two-edged feature, "Sometimes I Think It Does, But Sometimes I Think It Doesn't."

Incidentally, she's the youngest woman feature writer in the country. And she does her work in a small town half-way between Los Angeles and San Francisco, in the shade of a grape-arbor.

LARGEST HOME-DELIVERED CIRCULATION OF ANY NEWSPAPER IN LOS ANGELES!

Los Angeles Examiner

L. A. COUNTY IS CALLED WEALTHIEST IN NATION

WITHIN the two-billion dollar a year, 40-mile bowl of which Los Angeles is the center, are 30 cities with a population of more than 10,000 people; twenty-one of them ranging from 10,000 to 25,000; six of them from 25,000 to 50,000, and three of them from 50,000 to almost 142,000!

Clustering around the great metropolis of Los Angeles, like gems on a diadem, and linked to her by steel and asphalt, the golden cities within The Examiner's impressive zone of influence, constitute a market without parallel in the world!

"327" Quality Average

H. G. Weaver, in an exhaustive search for the General Motors Corporation of a basic index for purchasing power by counties, found Los Angeles County, in which all but two or three of these cities are located, the richest in earning power in America. The Dartnell Advertisers' Guide for 1927, on Page 151, gives Los Angeles County's "Quality of Population," on an average basis of 100, as 327, the only county in its national listing that gets into the "300" class, at all. The next nearest county is one in Wyoming, with a quality average of 292, but with a population of only a little over 20,000.

Here's Real Coverage

And these first-quality people read The Examiner; they read it avidly! In the 30 cities mentioned, for example, every other family reads our Sunday paper, and that is a coverage not even approached by any other newspaper in this territory.

You're not really breaking into The Los Angeles market if your advertising program doesn't include the prosperous, home-owning, automobile-driving, independent communities in and around this fifth greatest American sales-spot! And ONLY ONE newspaper provides a comprehensive enough coverage to make a worthwhile impression on them: The Los Angeles Sunday Examiner!

L. A. Prosperity

LOS ANGELES enjoys greater prosperity today than any other quarter of the United States, James Stimpson, president of Marshall Field and Company, declared upon his arrival in Los Angeles recently:

"Business conditions in Los Angeles appear to be exceptionally good," he said. "The general prosperity of the nation nowhere is better visible than in Los Angeles and Southern California."

FROM THE AGENCY REVIEWING STAND AS THE "BIG PARADE" PASSES

Announcement of Newspaper Campaign The Bugle That Calls Army of "Off the List" Solicitors—And How They Try to Get On

By HAMMOND EDWARD FRANKLIN

THE new account is landed, the problem and market studied, the plan of action decided, appropriation made and the list of newspapers carefully picked to give what sound judgment indicates will be most results for least money.

The orders have been issued to the newspapers and the salesmen of the manufacturer are at work. Everything is humming briskly along. Then——

The fun begins!

Shadows darken the agency doorway. The tramp-tramp of feet grows louder. The Thundering Herds approach!

They come by ones and twos in ever-thickening numbers, they put through long-distance telephone calls and send urgent wires. For, lo, the rumor is going the rounds that the So-and-so Manufacturing Company is sending out orders for a new campaign.

Here is how one principal of a moderate-size advertising agency views the merry onslaught of newspaper representatives, salesmen and other executives, in between attempted snatches of creative work and how he classifies some types who approached him in connection with a campaign which used 82 newspapers:

ME, TOO, MIKE

"He drops in after the appropriation for his city has been closed and insists that his paper should carry the same or at least a supplementary schedule, regardless. Seldom offers any constructive reasons—just takes it for granted that because advertising is being ordered, he should get his share, whether he has the first or ninth paper in the town or whether his paper has any rightful place in the picture. Firmness causes him to leave with that sad, downcast look.

SWITCHER SAM

"Watch out—here comes Switcher Sam himself! He is pained, ah, deeply so, at the grave and unforgivable error you have committed. You have picked the wrong paper! You have selected the weak opposition sheet with 261 less paid circulation, as proven by A.B.C. statements, and 2c a line higher rate. The campaign will be ruined. It is doomed to premature death.

"But hold! It is not too late! Although your orders are issued and now in cold type at his rival's composing room, you can remedy this deplorable situation at one master stroke. Simply telegraph the rival newspaper at Switcher Sam's expense—'won't cost you a cent'—and instruct said competitor to turn cuts, copy and schedule over to his own Peerless Daily Wow, and the success of the effort, in a cloud of glory, is guaranteed before you start. 'To err is human, but to switch divine.'

"Only downright mulishness, according to Switcher Sam, prevents this method from being effective very often. His trump card is to get his publisher to write a protest letter on stationery of a local dealer. It is seldom justified.

FIGUREHOUND FELIX

"No day would be complete without this go-getter in the tortoise-shell glasses with his huge mass of figures, charts and graphs by which he can prove the moon is made of green cheese, the world will come to an end in 2054 or what have you? If you sell an article for men, his is the newspaper with the man appeal. If it's laundry soap, you may be sure Felix can prove his is the one medium to cover the feminine suds-mongers. If the product is for workingmen, his is sure to be the newspaper which is their champion and constant friend. If it's a Rolls-Royce, more of his readers pay an income tax per foot than any other publication within seven counties.

"His special hobby delight is pointing out the great gains in circulation or linage made by his paper over the rival paper and any decreases in the latter. He reels off figures until the head of the buyer of space is swirling—then the figurehound 'rep' of the other paper in the town comes in and shows figures to prove his own supremacy in the field. Early in experience, the wary agency principal has decided that figures 'ain't always what they seem,—sometimes skim milk masquerades as cream.' He forms the habit, perhaps unfortunately of discounting many statistics and facts presented by Figurehound Felix because he knows they are apt to be biased.

"A fellow like Felix often is happy if he can find some one just to listen sweetly. Whether he makes a sale doesn't matter so long as he can tell his story and get it off his chest. There are space salesmen who use graphs and figures in a highly intelligent and sound way, but the rest make it hard for the real fellows.

HANDOUT HENRY

"He's ready to give you columns of free publicity and may even chuck in the linotype machines and presses for good measure if you'll only use his newspaper. Nothing to it! Just give him a contract and he'll do the rest even to selling the merchandise. Almost too good to be true. The chap who doesn't offer too much, yet enough intelligent co-operation gets farther than this bird.

WINDJAMMER WILL

"This fellow is the greatest time-waster on record. He invites himself behind the front gate into the inner sanctum, regales himself with a pipe or cigar, even though you happen not to be keen on smoking during business hours, and leisurely regales you with gossip, chit-chat, oodles of nothingness, none applying to the problem at hand. He goes over the same ground several times and on the next call says exactly the same thing again without telling anything new. He has no regard for the needs of the advertiser, but considers only his own viewpoint.

HOG-IT-ALL HENRY

"The platform and battle cry: 'All for me; none for anyone else in my city.' According to him, his is the only newspaper in existence. Never, under any circumstances, should any space whatsoever be issued to any other local newspapers in his section. He doesn't mind not getting the account himself so long as his rivals aren't receiving anything.

ANVIL ANGUS

"You've met him. He's the boy who always carries his own newspaper and his rival's and lets you 'judge for yourself' by pointing out all the patent medicine ads, painless dentistry copy and free automobile circulation contests published by the opposition. Of course, he 'wouldn't knock for the world, but he just wanted to open your eyes to the truth.'

GLAD-HAND GUS

"Just happened to be near, so dropped in. Usually makes his approach quick and short, unless of Windjammer Type, and now and then gets some business, unless he tries to be too personal. Occasionally, if a Personality Kid, tries to dazzle you with his gold fillings.

TWO-GUN GET-EM-OR-DIE

"He comes in with blood in his eye and is likely to walk out with metaphorical blood on his nose. He's determined to get the account or bust. Almost invariably carries the scrap to the client and often tries to discredit the agency's judgment. Sometimes succeeds in undermining the manufacturer's belief in all advertising, and especially newspaper ad-advertising, by confusing him.

"Always looks for some one higher up in agency or organization to tackle. Often combines the qualities of Anvil Angus, Windjammer Will, Figurehound Felix and Switcher Sam. A fighter, but sometimes dangerous to advertising. When he wins, he does so ruthlessly.

THE 57 VARIETIES

"Then there is the chap who brings you in the name of a two-by-four account with the air of one who is about to make you rich, the fellow who does you a favor by giving you information and thereafter thinks he owns you body and soul for life, the youngster just starting as yet unequipped with anything other than shoe leather and a list of accounts (many incorrect or obsolete) and the oldster who is surprised when you don't recall him—he called on you once two years ago.

"Like all salesmen, these oncoming men have their follies and foibles. There are 57 varieties. It's some job to keep them all happy. But in their group are many remarkably capable, intelligent, tactful, broad-minded, well-posted salesmen of space. Contact with them is a constant education and smooths the relationship between advertiser, agency and publisher for the mutual good of all. The bigger caliber salesmen, who always is advancing the interests of advertising as a whole as well as his own medium, knows what to say, when and how to say it, and when to stop. He frequently is of inestimable help and he is always welcome."

BRITISH FINANCE

London Financial Journalist could act As Correspondent to an American Journal or Business House.

Qualifications, References, etc., to Box No. 1331, Dorland Advertising Ltd., 14, Regent St., London, S. W. 1., Eng.

From the Linotype Mailbag

"Speedy Service"

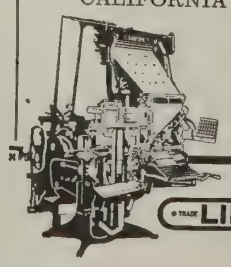
"Permit me to congratulate you on the speedy manner in which our rush order for parts was handled by your company this week.

"The machinist whom we had engaged to overhaul our machine notified your company about a week ago to be on the lookout for a rush order. He arrived Monday and on Monday noon (January 10) put his order for 16 parts in the mail at California, 50 miles south of Pittsburgh, Pa.

"The parts ordered arrived on Thursday morning (January 13) and were on the machine in two hours.

"That is what I call speedy service and it surely is appreciated. While our shop carries more parts in stock than the average newspaper in the country, still there are times when we need parts in a hurry and I can frankly say that in ten years' dealing I have never had such speedy service, even on telegraphic orders. This speedy service on the part of your company has perhaps done more to sell me on Mergenthaler than any other argument, advanced by either your representative or the agent for another machine."

CALIFORNIA SENTINEL
California, Pa.





"Lumber Capital of the South"

THE largest lumber market from Maine to Texas is at Jacksonville, Florida. About 60,000 carloads or more than a billion feet of lumber pass through Port Jacksonville each year.

These shipments consist chiefly of Southern Pine, Gulf Red Cypress and Southern Hardwoods. Their total value is more than $35,000,000 annually.

Jacksonville is also the world's largest shipping point for naval stores, about ten million dollars' worth of these products being shipped from here yearly.

These basic industries account in part for Jacksonville's continued and steadily growing prosperity. No dull seasons, no dull years. Always a ready market for good products that are favorably known.

Make your products known to this market by advertising in Florida's greatest newspaper (daily and Sunday)—

The Florida Times-Union
JACKSONVILLE, FLA.

USES

Certified Stereotyping is Simplified Stereotyping

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue New York, N.Y.

For wet mat printing with DRY MAT facility—use CERTIFIEDS
MADE IN U.S.A.

MADE IN CERTIFIED DRY MATS THE U.S.A.

A Note from M. F. MURDAUGH:

FULL LEASED WIRES OF THE ASSOCIATED PRESS
MEMBERS OF THE SOUTHERN NEWSPAPER PUBLISHERS ASSOCIATION AND THE AUDIT BUREAU OF CIRCULATION

DURHAM MORNING HERALD

PUBLISHED BY THE DURHAM HERALD COMPANY, Inc.

E. T. ROLLINS, Près. and Treas.
C. C. COUNCIL, Vice-Pres. and Sec.

DURHAM, N. C., Sept.15-1927

Mr.G.R.Katz,
E.Katz Special Advertising Agency,
New York,N.Y.,

My dear Mr.Katz:

It hardly seems possible,but it is true,that today marks the passing of the fifth year since we entered into a contract with your organization to represent us in the national field.

For us,they have been five very pleasant years of agreeable,intelligent service on the part of your entire organization.Personally, I dont believe it would be possible for me to find an organization that would work with me any more faithfully that yours has,and it, due to the very splendid cooperation we have received from each of your offices that The Herald continues to show a healthy gain in national lineage each year.

I am hopeful that you too,have been pleased with your connection with our paper during this period.We have worked rather tirelessly in an effort to be helpful to you in the securing of national business for The Durham Herald,and we hope you have been pleased with our brand of cooperation.

Tomorrow marks the beginning of a new year of our pleasant and profitable connection with your organization,and we are hppeful that each succeeding "New Year" will find us as well pleased with your services as we are at this writing.

With sincere good wishes and kindest personal regards,we are,

Very truly yours
DURHAM MORNING HERALD
M. F. Murdaugh
Advertising Manager

KEY TO CONSUMER BUYING ABILITY

Statistical Rating of West Virginia Counties and Cities for Products of General Appeal, in Six Major Classes of Quality and Cost—An Original Simplified and Tested Formula from Basic Data

By NELSON H. SEUBERT

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A STATE MARKET, capable of absorbing 1.3703 per cent of the national ration of necessities and .7252 per cent of the highest priced luxuries is West Virginia, analyzed as to its consumer-buying ability. This is the nineteenth article in the current EDITOR & PUBLISHER series, which will continue until statistics for every state have been presented.

The analysis printed below represents purchasing power of consumers for goods, graded in six classes, from necessities to the highest-priced luxuries. The index number represents the percentage of the buying power for the class for the community under consideration in relation to the consumer buying ability of the entire country.

The factors upon which the index is based are population and number of income-tax returns. In the sixth class, covering the most expensive luxuries, the income factor is the number of returns on incomes of more than $10,000.

The gradation of purchasing power is necessitated by the fact that while a given number of people will buy a certain quantity of necessities, irrespective of income distribution, the latter becomes increasingly important as the value of the commodity and its character as a luxury increases.

For that reason, the weights given to population and income vary in each class. In Class I, population is weighted at 90 and income at 10. In Class II, population is weighted at 70 and income at 30. In Class III, population and income are weighted 50-50. In Class IV, population is weighted at 30 and income at 70. In Class V, population is weighted at 10 and income at 90. In Class VI, the weights are the same as in Class V, and the income factor is as defined above.

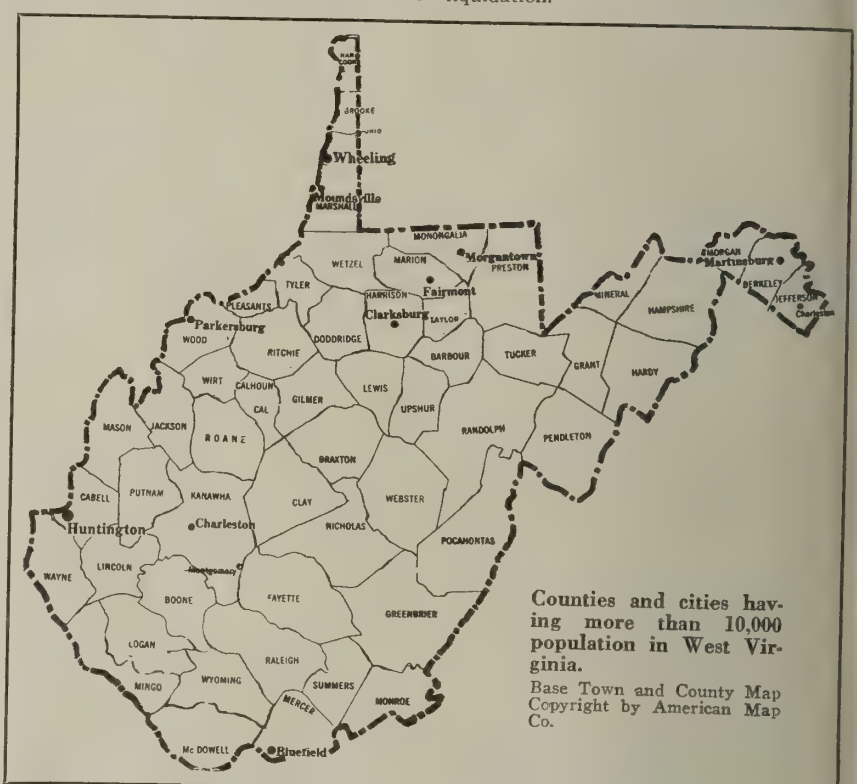
The map below depicts the relative buying power of the state, its large cities and rural districts in relation to the average for the country. The excellent showing of the cities is remarkable—and an unfailing indication of the newspaper advertising as the road to quick sales.

BUYING POWER ANALYZED BY PRODUCT CLASSES FOR WEST VIRGINIA

Note: Figures below represent percentages of U. S. total carried out to four places: To use, mark off four places and insert decimal point.

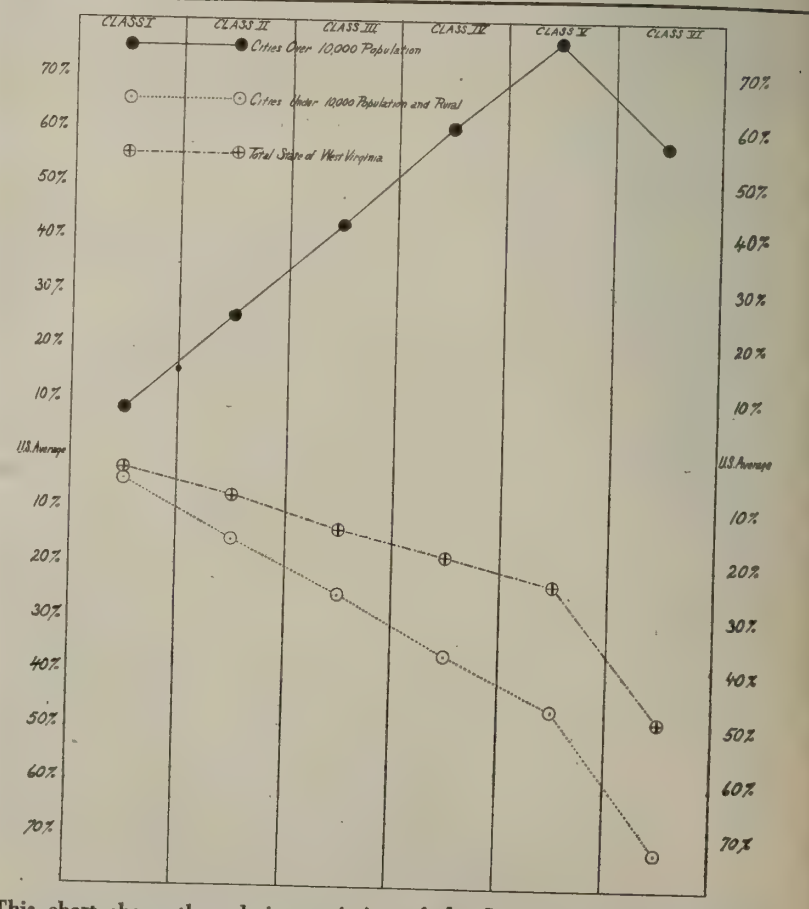
Counties in bold face capitals—Cities in capitals and lower case

	CL No. 1	CL No. 2	CL No. 3	CL No. 4	CL No. 5	CL No. 6
WEST VIRGINIA....	13703	12942	12180	11418	10657	7252
BARBOUR	157	133	110	86	62	21
BERKELEY	219	200	181	161	142	65
Martinsburg	119	120	121	122	123	51
BOONE	150	129	109	89	68	30
BRAXTON	199	164	130	96	61	22
BROOKE	176	183	190	197	204	102
CABELL	691	729	765	802	840	938
Huntington	586	641	696	751	806	903
CALHOUN	79	64	50	35	20	9
CLAY	98	79	61	42	24	14
DODDRIDGE	93	78	63	48	33	21
FAYETTE	552	512	471	431	390	181
GILMER	83	69	55	40	26	9
GRANT	77	62	47	32	17	12
GREENBRIER	222	191	160	128	97	55
HAMPSHIRE	94	75	57	38	19	18
HANCOCK	227	235	242	251	259	79
HARDY	79	62	46	30	13	12
HARRISON	767	724	680	637	595	294
Clarksburg	280	305	331	357	382	175
JACKSON	143	115	87	58	30	27
JEFFERSON	123	106	88	70	53	45
KANAWHA	1234	1221	1204	1188	1175	1104
Charleston	469	544	620	696	771	724
LEWIS	183	166	150	133	116	41
LINCOLN	149	120	91	62	33	24
LOGAN	478	449	419	391	362	152
McDOWELL	691	661	630	600	571	223
MARION	550	571	592	615	636	275
Fairmont	203	241	279	316	354	145
MARSHALL	298	289	278	269	260	108
Moundsville	102	101	100	99	98	42
MASON	166	138	111	83	55	42
MERCER	494	501	506	512	518	381
Bluefield	185	214	243	272	301	218
MINERAL	185	174	163	152	141	33
MINGO	263	258	253	247	242	87
MONONGALIA	343	345	346	348	350	165
Morgantown	137	170	203	236	269	118
MONROE	106	85	65	45	24	15
MORGAN	72	63	54	45	36	22
NICHOLAS	182	152	123	93	63	31
OHIO	651	793	934	1077	1219	1539
Wheeling	565	708	850	992	1135	1436
PENDLETON	78	61	44	27	10	9
PLEASANTS	59	52	46	39	32	10
POCAHONTAS	123	102	82	61	40	35
PRESTON	237	202	168	133	98	36
PUTNAM	136	113	90	67	44	18
RALEIGH	440	403	367	331	294	110
RANDOLPH	226	197	168	139	110	84
RITCHIE	131	115	100	84	68	14
ROANE	156	129	102	75	48	31
SUMMERS	164	149	135	120	105	24
TAYLOR	174	170	166	161	157	39
TUCKER	132	115	98	80	63	25
TYLER	113	100	88	76	63	97
UPSHUR	151	127	103	78	54	38
WAYNE	220	183	146	109	72	38
WEBSTER	101	82	62	42	23	18
WETZEL	183	160	137	114	91	51
WIRT	57	45	34	22	10	6
WOOD	399	409	418	428	438	357
Parkersburg	210	256	302	348	394	318
WYOMING	149	132	116	100	83	16



Counties and cities having more than 10,000 population in West Virginia.

Base Town and County Map Copyright by American Map Co.



This chart shows the relative variation of the State of West Virginia above or below the United States average for cities of 10,000 or more population, cities of less than 10,000 and rural population and the entire State of each merchandising class.

CHINESE WELCOME LINDY

When Col. Charles A. Lindbergh arrived in San Francisco the *San Francisco Bulletin* printed a welcome edition, a feature of which was a half page of advertising subscribed by Chinese merchants, liberally sprinkled with Chinese lettering, welcoming the aviator. Cards of the various Chinese firms were also carried.

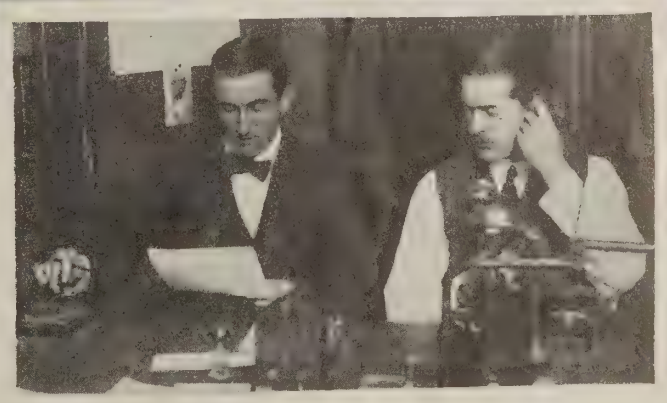
OHIO PAPER SUSPENDS

After more than a year of litigation the *Mansfield* (O.) *Journal* suspended publication recently for the purpose of liquidation.

at the source of the news ~



Photo by Pathe News



Racing Pigeons Carried News of This Story for U.P. Newspapers

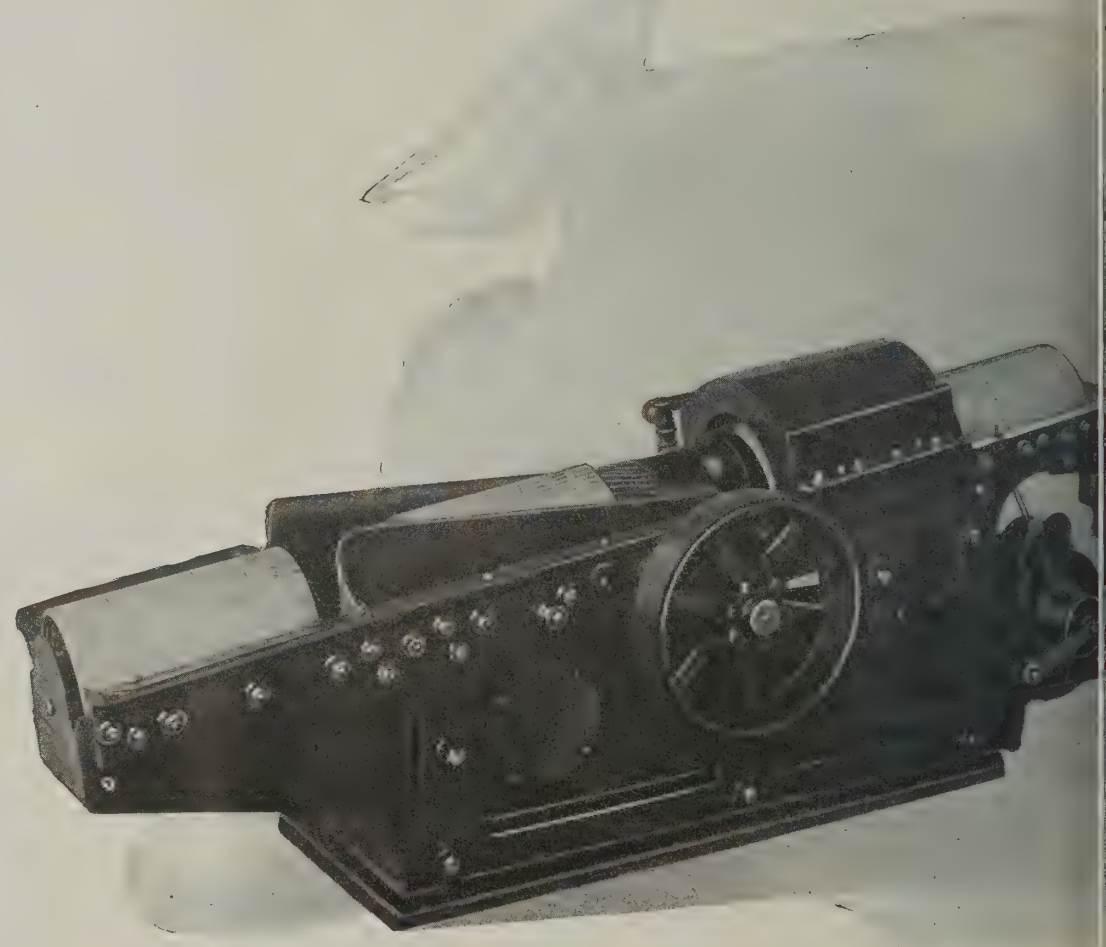
NEWSPAPERS receiving United Press led their fields on the story of Mrs. Clemington Corson's attempt to swim the English channel from West to East on Sept. 6th. The picture above shows how they were enabled to do it. Wireless equipment would not work satisfactorily on the channel that day. The United Press used swift racing pigeons to carry bulletins back to Dover from the United Press launch accompanying Mrs. Corson. At the left in the above picture Sidney J. Williams, United Press staff correspondent, is writing a bulletin on tissue paper while the pigeon expert at the right attaches to the leg of one of the birds a small aluminum tube in which to carry the message. The man in the center is a swimmer, ready to plunge to Mrs. Corson's aid if necessary. The pigeons included several winners of championship races from France and Spain to England. They were capable of flying 50 to 60 miles an hour. A few minutes after being released from the launch each pigeon would arrive at the loft in Dover where Robert P. Dowson of the London United Press staff awaited the messages, holding an open telephone to London. Inset at the right is a section of the London cable desk showing how Williams' running story came in by telephone from Dowson and was immediately flashed by cable to the United States and elsewhere throughout the world. By carrier pigeon, by telephone, by cable and by telegraph the story was delivered accurately and speedily to newspapers in 37 countries served by United Press.

UNITED PRESS

THE NEW DOUBLE JUNIOR AUTO

is the last word in platemakin

This equipment contains devices which are the fruit of the latest exp
the dry mat, so that the full value of that time-and-newsprint-savin



A superabundance of platemaking capacity helps every departme
the delivery of printed papers every operation of publication feels its

Only a few newspapers, however, have learned its value and enjo
which are beyond the powers of others having lesser foundry equipme

As recently we pointed out, the *Philadelphia Evening Bulletin*—
—possesses the capacity of forty-eight finished plates a minute.

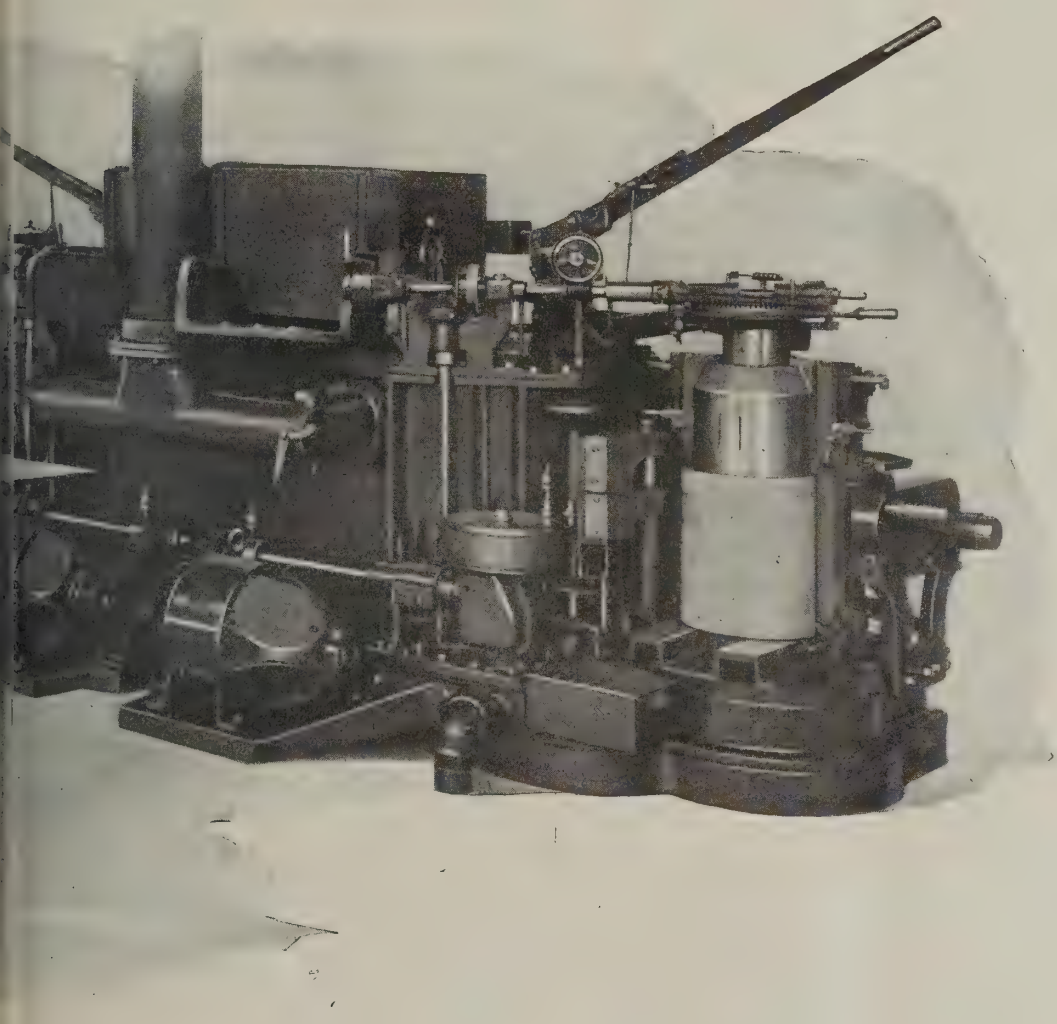
We suggest that you make a study of the subject.

WOOD NEWSPAPER MACHINERY CORPO

LATE-AUTOSHAVER EQUIPMENT

the metropolitan newspaper.

in stereotyping. It has been especially adapted to the needs of
rion may the more easily be got.



the newspaper. From the handling of news and advertisements to
endous stimulus.

lenefits; these are able to perform extraordinary feats of publication,

ry mats and eight Double Junior Autoplate-Autoshaver equipments

TION, 501 Fifth Avenue, New York City

EDITORIAL



Cast thy bread upon the waters: for thou shalt find it after many days.
Give a portion to seven, and also to eight; for thou knowest not what evil shall be upon the earth.—Ecclesiastes, XI; 1, 2.

OFFENSIVE "HUMOR"

YEARS ago many newspaper editors made a practice of assigning humorists to cover police court hearings. It was believed to be very funny that Mr. Bambo Smith had bumped a washtub off the head of his wife Fanny, or that the town's Old Soak had been sent to the workhouse to do his 49th "bit." We recall such columns that regularly appeared in certain newspapers, sometimes illustrated with comic drawings of the unfortunate subjects. That this is no longer done is evidence of an improved sense of humor, not to say decency.

Some of our ablest columnists in this day believe they are justified in picking up from newspapers, usually competitors or country sheets, items which are humorous by reason of some combination of names or facts or because of clumsy construction. There is no objection, of course, when the effect is to expose the writer as a bungler or the paper as poorly edited, but frequently such items reflect discredit on persons and must bring blushes to innocent cheeks. We seriously question whether some are not actionable as having held persons up to scorn and ridicule. Take an item such as this, for instance:

HAZEL NUTTING'S SECOND CHOICE

From *Yanktown* (N. J.) *Bugle.*

Standing in a rose bower Miss Hazel Powers on Thursday became the bride of Harry Nutting at her home in Fairview. T. R. Jones was best man.

Sitting in a subway train this item strikes one as funny. We read it and laugh. But it is not humorous to Harry Nutting, his wife or their friends. Their wedding has been made a public joke. The bungling fool who wrote the item for the Bugle is not touched by the publication of it in a column of humor. Following is another type of "humor" that is, we believe, close to the libel line. Certainly the newspaper is responsible for the suggestive headline over a legitimate item.

CHAMPION HOME WALKER

From *Neatville* (Ill.) *Gazette.*

Miss Ethel Hawley was awarded a silver cup by the Girls' Club of the M. E. church this week for being the best girl hiker in town. She made a record this week by walking 18 miles from Silver Lake in three hours flat.

Is this a thin-skinned view? The edge of humor is not keen when the joke is at the expense of an innocent person. Would you enjoy having a newspaper hold your young daughter or sister up before the vulgarians of the community as the "champion home walker?" Would the headline be funny if it concerned a member of your family circle? Our choice of offensive paragraphs is not extreme. We have seen in metropolitan newspapers items of this character which were so cruel that we have wondered how they passed the desk or escaped legal action.

Hats off to the men who have debunked the Chicago fight ballyhoo in free space. They have given the public stories that were both interesting and valuable.

POSTAGE STAMP HONORS

FOR the second time in the history of postage stamps, according to *London Newspaper World*, a newspaper man has been honored by having his portrait the subject of the engraving. The first instance, it is stated, was when Bulgaria paid tribute to the memory of James David Bourchier, the famous *London Times* Balkan correspondent. The new stamp, of five-cent denomination, has been issued by the Canadian government in honor of T. D'Arcy McGee, gifted Irish journalist and orator.

The Newspaper World is, of course, mistaken in its statement that these men were the only journalists ever to be so honored. The face of Ben Franklin has been engraved on a postage stamp in the United States. Warren G. Harding's portrait is on stamps that are even now in circulation, though it may be said that he was honored as a president rather than as a journalist.

BLUNDERS AT DAYTON

BLIND anger, which has no place in business, is the root of the evil situation that has developed at Dayton between advertising merchants and the newspapers. The hot-headed slogan, "You can't tell me how to run my business," seems to be on the banners of both of the contenders in this astounding controversy. If the merchants and the newspapers will raise their eyes from the petty issues, abandon reckless arbitrary conduct and get down to reason they will find that some principles are involved which concern not only civic responsibility but the honor of the newspaper profession and the profit of the advertising and selling industry.

We think the merchants are mistaken in establishing a "shopping news" sheet, for many reasons, but we do not deny the right of any advertiser to spend his money as he will. The legal right of a newspaper to decline advertising, unless there is a contractual obligation to the contrary, is unquestionable, but we do not believe that it is good policy, fair or prudent for a newspaper to refuse to yield advertising advantages to a merchant merely because he is encouraging a rival medium. In the case of a "shopping news" this is very flattering indeed to a medium that has been a failing experiment in many cities and probably would not last long in Dayton. Then to get hot-headed over the matter and go into a wholesale reciprocal boycotting game to us seems the height of folly, very sure to be regretted.

What is the pivotal fact in this case? Both the merchants and the newspapers have as their first duty the up-building of their city. It must be recognized there, as elsewhere in the United States, that the newspaper is the general center of the community, social, political, economic and broadly in every other sense. If what the merchants of Dayton do tends to destroy the prosperity of the newspapers, depriving them of natural revenue or in any way limiting their independent action or efficiency, it is surely as plain as a pikestaff that the merchants are acting against the general interest. No "shopping news" will ever make Dayton prosperous or famous! Efficient newspapers, made economically independent by the fair support of the trading community, are the greatest single factor in the upbuilding of any city. The Dayton newspaper managements are evidently of the opinion that the purpose of the merchants was to set up an instrument calculated to limit the action of the local press by depriving it of some of its revenue, or restricting this year's revenue to that of last year, or giving the merchants a weapon by which they might control rates and other conditions. Naturally, they resent this and are well within their rights in opposing the new venture by all reasonable means. If there is a local ordinance against the circulation of handbills which applies to the distribution of a free advertising sheet the newspapers are right in invoking it against the shopping news. But the question might be tested out in the courts before the newsapers hold the merchants up to ridicule and scorn as wilful lawbreakers.

When good sense returns to Dayton the merchants and the newspapers will recognize and act on the fact that each is absolutely dependent upon the other for progress through the years, that nothing is gained by angry dispute but that new heights may be conquered by intelligent and harmonious co-operation. A little less talk about "my rights" and a little more appreciative thought of the other fellow's responsibilities to his institution and to the community at large would be helpful.

BIG NAMES

THERE is a school in editing which holds that nothing is worth while which does not carry a "big name." No matter what the subject may be if the signature is well-known the stuff must be rushed into print. Perhaps it is a ghost writer's product and the great name has been signed without so much as a reading—still the stuff must be good. We ask, do big names justify the publication of little thoughts? Does the reader find satisfaction in a poor story signed or unsigned? We do not think so.

A certain Eastern newspaper occupied our attention on a recent rainy Sunday morning. Its feature sections were attractive, even flashy and seemed to carry a wealth of good stuff. The names and portraits of a dozen or more men and women famous the world over for leadership stood out on the pages. The headines were compelling. Eagerly we dug into the matter. There were a couple of stories that might have been written by the persons who signed them but we would wager that the bulk of the stuff was written by hack secretaries or publicity agents, or were worked over from moth-eaten, after-dinner speeches. In one instance the headline was wholly unjustified. By and large the stuff was the sheerest literary hash, which no editor would think of printing because of any information or important thought revealed. Out of the mess, only two stories to us seemed even genuine. We do not doubt that the matter was bought and paid for, some at fancy figures.

If one is seeking information, inspiration or an entertaining hour from a printed page, he wants it in the body of the stuff. Nothing is more disappointing than a hollow promise in headlines and pictures. The chief of one of America's largest industrial institutions on a recent occasion in New York told the editors of trade and class publications that he subscribed for papers in his field to get information and he violently objected to cheap stuff put up under the names of great men by ghost writers, merely to keep those names in the public eye. He didn't propose to have his good time wasted. He didn't think that the presidents of corporations were necessarily as well informed regarding trade matters as were men at the bench, or on the firing line of distribution and sales. The latter were the boys who were making the discoveries. He wanted to hear from them, since they had something to say. Golly, how he roasted the lime lighters, flatterers, and literary sycophants!

The principle, in general, holds true with the average reader of newspapers. Dull stuff is uninteresting, no matter by whom signed. But the bright idea, the novel thought, the gay and festive new human experience is good stuff in print, whether signed by Bill Smith or the latest star potentate.

No man can edit a newspaper who does not know, through long and patient study, or through instinct of the genius, what the people of his community are in the mass.

SUN AS CICERONE

NOTHING is more interesting to the average newspaper reader than facts about the home town, its people and institutions. *New York Sun* recently made a hit with a feature which ran from day to day under the title "Facts about New York." We do not know who wrote the stuff, but he is a thorough reporter and is well acquainted with the interesting features of the metropolis and must have made a careful study of historical data. Broadway, Fifth Avenue, the Bowery, the Great White Way, the numerous villages and centers, public institutions, important private institutions, the tractions, parks, streets and so forth each received separate treatment in an article that may be read in from two to five minutes. Each is an excellent story. So great was the demand for back copies of the paper that the management has now issued an attractive booklet which is receiving wide distribution. We note that the feature is being run in London newspapers to satisfy the interest of Englishmen who wonder what America is like. The stunt is by no means new, but the Sun's application of it is novel and it is a suggestion for any editor who is wondering how to satisfy the hunger of his readers for local interest.

PERSONAL

MR. and Mrs. Cyrus H. K. Curtis aboard their yacht Lyndonia, left Portland for New York and Philadelphia recently. They spent the summer in Maine waters.

Grove Patterson, editor of the *Toledo (O.) Blade,* was re-elected vice-president of the Laymen's Association of the Western Ohio conference of the Methodist Episcopal church at its recent meeting in Delaware, O.

Robert Lincoln O'Brien, editor of the *Boston* (Mass.) *Herald,* and A. H. Marchant of the *Boston* (Mass.) *Post* were among the speakers at the luncheon opening Massachusetts' safe roads campaign at the Boston, Mass., Chamber of Commerce Sept. 12.

Premier Mussolini in Rome Tuesday received M. Koenigsberg, president of International News Service, in private audience.

Edgar B. Piper, editor of the *Portland Oregonian,* delivered the principal address at the banquet to Colonel Lindbergh in Portland on Sept. 14.

Chris Rembold, general manager of the *Cincinnati Times-Star,* was recently made a thirty-third degree mason.

James H. Wallis, editor and publisher of the *Vernal* (Utah) *Express* and formerly secretary of the Utah State Press Association, has been chosen to fill the important office of a bishop in the Latter-day Saint or Mormon Church.

A. G. Henderson, editor and publisher of the *Christchurch* (New Zealand) *Lyttleton Times and Evening Star,* is visiting in New York en route home from England. He passed through New York in June on his way to London and after arriving in the British capital spent three months in England and Scotland.

Guy P. Gannett, publisher of the *Portland* (Me.) *Press-Herald, Evening Express* and *Sunday Telegram,* was one of the committee welcoming ten of Virginia's leading business men to Maine where the delegation is visiting in connection with their tour of the New England States. Louis I. Jaffe, editor of the *Norfolk Virginian-Pilot,* was one of the visiting party.

Thomas Siemiradzki, editor of the *Polish Daily News,* of Cleveland, has returned from Poland to which country he went as the official head of a group of 1,000 Polish-Americans, to study immigration conditions. He was gone two months.

Oscar Woodruff, dean of Western New York newspaper men, observed his 88th birthday on Sept. 17. He is a regular contributor to the *Dansville* (N. Y.) *Express,* of which he was editor and publisher for more than 50 years.

G. Wisner Thorne, editor-in-chief, and Philip H. Baldwin, advertising manager of the *Newark Sunday Call,* celebrated their birthday anniversaries last week. Mr. Thorne is 78 years old and joined the Call back in the eighties. At the same time Mr. Baldwin joined as an office boy.

Frank E. Noyes, publisher of the *Marinette* (Wis.) *Eagle-Star* and major stockholder in the *Marshfield* (Wis.) *News-Herald* and the *Ironwood* (Mich.) *Daily Globe,* is attending the annual meeting of the Supreme Council of the Scottish Rite 33d degree Masons in Boston, Sept. 18-22. Following this, he will attend the triennial convocation of the General Grand Chapter of Royal Arch Masons of the United States at Denver, as a past Grand High Priest from Wisconsin. Mrs. Noyes accompanies him.

IN THE BUSINESS OFFICE

WILLIAM F. WILEY, general manager of the *Cincinnati Enquirer,* returned with his family from a summer vacation passed at Bar Harbor.

George MacIntosh, business manager of the *Sydney* (N. S.) *Post,* has resigned.

John McCurdy, advertising staff, *Halifax* (N. S.) *Herald,* is spending his vacation in New York and Boston.

Joseph Thurston, advertising manager of the *Hartford* (Conn.) *Courant,* has left for an extensive tour through the northern United States where he will inspect various newspapers along his itinerary. He expects to return sometime in October. Allen Godbout has joined the Courant advertising department. Godbout was formerly a newspaper syndicate salesman.

IN THE EDITORIAL ROOMS

LAWRENCE GILMAN, music critic for the *New York Herald Tribune,* returned on the Majestic Sept. 20, from a vacation in Europe. He was accompanied by Mrs. Gilman and their daughter, Elizabeth.

Harry Horton for more than twenty years city editor of the *Hartford Courant* is now writing editorials and a column headed "The Lighter Side" by H. I. H.

Paul Hedrick, oil editor of the *Amarillo* (Tex.) *News-Globe,* has joined the *Tulsa* (Okla.) *World* in the same capacity. He was oil editor of the World before going to Amarillo two years ago.

Thomas F. Flynn of the staff of the *Gardner* (Mass.) *News* is among those attending the Legion convention in Paris. Before leaving Gardner, Mayor Albert H. Stone presented him with a London kit bag on behalf of members of the city government.

J. Duncan-Clark of the *Chicago Evening Post* will speak on "The Press and Public Recreation," at the fourteenth annual congress of the Playground and Recreation Association of America at Memphis, Tenn., October 3 to 8. Mrs. Carol Willis Hyatt of the *Chicago Daily News* will also attend the congress.

Theodore C. Wallen, who covered the President's summer camp in the Black Hills for the *New York Herald Tribune,* is now making a tour of the West and Middle West, and sending stories on the political sentiment in that part of the country.

Louis Blake Duff, former editor of the *Welland* (Ont.) *Tribune and Telegraph,* has returned after a European tour during which he studied printing and its history.

Charles F. Pekor, Jr., has left the *New York Sun* staff to become publicity and advertising manager of the Knott Hotels.

Edwin Gordon Lawrence, special writer for the *Concord* (N. H.) *Monitor,* is writing a series of articles for that paper on his recent travels in the British Isles.

Al Taylor, a new man on the copy desk, is writing "The News In Verse" in the *Albany* (N. Y.) *Times-Union.*

LeRoy D. Downs, six years reporter and city editor of the *South Norwalk* (Conn.) *Evening Sentinel,* has been made managing editor following the resignation of Alfred E. O'Brien.

J. W. Falvella, for 17 years on the *Laredo* (Tex.) *Daily Times,* 16 of them as city editor under the former management of J. S. Penn, has resigned to join T. W. Lillie in publication of the *Laredo Weekly.*

Arthur Ross, reporter on the *Sydney* (N. S.) *Post,* has resigned to continue his studies at Dalhousie University.

Eugene Moore of the city staff of the *Cincinnati Enquirer* has been made a copy reader on the telegraph desk to succeed Edward J. Allen, assistant to the telegraph editor, who was drowned about ten days ago.

John Gardiner, formerly with Univer-

(*Continued on page* 34)

FOLKS WORTH KNOWING

FROM carrier boy to publisher—no, not the title of an Horatio Alger story but the Alpha and the Omega of Frank D. Throop's newspaper career to date.



FRANK D. THROOP

Mr. Throop, now publisher of the *Davenport* (Ia.) *Democrat,* made his way to the top by the stepping stones of printers' devil, typesetter, linotype operator, reporter, city editor, managing editor and business manager with a little advertising soliciting thrown in for good measure.

He comes from a family of newspaper men, his grandfather having founded the *Mount Pleasant* (Ia.) *Free Press* and his father having been manager and part owner of the *Mount Pleasant News.* Mr. Throop, born at Mount Pleasant in 1878, began carrying papers when a small lad. Later he entered his father's shop to learn the printer's trade.

Using his knowledge of printing to help him through college he became advertising manager of the school weekly and in 1899 was graduated from Iowa Wesleyan with a B. A. degree.

His editorial work was started on the *Muscatine* (Ia.) *Journal* of which he was made city editor in 1901. Four years later he became managing editor and in 1907 took the publisher's chair. Here he was associated with A. W. Lee, founder of the syndicate bearing his name.

In 1915 Mr. Throop bought stock in the Davenport Democrat, becoming its publisher and general manager.

Headliners All!

McNaught Syndicate offers you notable features. For instance:

James Montgomery Flagg, weekly
Will Rogers, daily and weekly
Albert Payson Terhune, weekly
Roe Fulkerson, daily and weekly
O. O. McIntyre, daily and weekly

Many others. And, just now, a notable fiction serial, "Rainbow Island," full of adventure, love, South Sea and thrills. No smut.

The McNaught Syndicate, Inc.

V. V. McNITT, President — Times Bldg. New York, N. Y. — CHARLES V. McADAM, Vice-President

Successful Fiction

It is to fill the demand which is getting stronger every week that this syndicate furnishes three classes of fiction:

Illustrated Complete Short Stories—Pinnacle and Zenith Services—selected yarns of action, love, excitement, suspense by the biggest and most popular writers.

"Women's Serials"—men read them, too, of course, specially written by Mildred Barbour. Daily illustrations.

Standard Serials. Illustrated. For example "Two Flights Up" by Mary Roberts Rinehart. Already taken by 69 newspapers.

Lots of Promotion Material on all Fiction.

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager — Earl J. Hadley, Associate

150 Nassau St., New York City

(*Continued from page* 33)

sal Service and King Features Service, has been made executive editor of the *Richmond* (Va.) *Times-Dispatch.*

Thomas J. McCabe of the *Boston* (Mass.) *Herald* sporting department has been elected president of the New England Football Officials' Association.

Fred A. Mollenkopf, city editor, *Toledo* (O.) *Blade,* and his family have returned after a vacation in Michigan.

Nason Henry Arnold, for the past seven years Sunday editor of the *Worcester* (Mass.) *Telegram,* has resigned to devote himself to travel and free lance writing.

Harvey Hancock, city editor *Salt Lake City Telegram,* is on a vacation in the Scenic section of southern Utah.

James S. Shea, assistant county editor, *Worcester* (Mass.) *Evening Post,* is on a trip to California.

George Prince Arnold, city editor of the *Richmond* (Va.) *Times-Dispatch,* is in a hospital receiving treatment for an infected arm.

Edgar E. Kelly, managing editor of the *Halifax* (N. S.) *Herald,* is spending his vacation in Cape Breton, N. S.

Edward A. Walsh, sports editor of the *Fall River* (Mass.) *Herald News,* and Mrs. Walsh are parents of a son.

Thomas Belford has resigned from the *Toledo* (O.) *Times* to become night police reporter on the *Toledo Blade.*

Raymond A. Wernecke of the staff, *Toledo* (O.) *Blade,* has returned from an automobile trip through Indiana, during which he and Mrs. Wernecke visited in his old home, Terre Haute.

A. B. Kapplin, assistant city editor of the *Duluth Herald,* and Mrs. Kapplin are parents of a son, James Lionel.

MARRIED

J. E. AHERN, sporting editor *Halifax* (N.S.) *Herald,* to Miss Ellen Aloysia Burke in the Church of the Immaculate Conception at Sydney Mines, Sept. 14.

Eugene L. Miller, assistant purchasing agent of the *Chicago Evening American,* to Miss Mildred Willard, Sept. 17, in Chicago.

H. Joseph Oswald, of the reportorial staff, *Union City* (N. J.) *Hudson Dispatch,* to Miss Louisa Hansen of Union City, Sept. 18.

Charles J. Maloney, *Worcester* (Mass.) *Telegram-Gazette* advertising department, to Miss Grace M. Whalen, at Worcester, Sept. 19.

John W. Small, editor of the *Waynestown* (Ind.) *Dispatch,* to Miss Gertrude Petro, who has been employed in the Dispatch office several years, Sept. 14, in Crawfordsville, Ind.

Margaret A. Hayes, linotype operator for the *Biddeford* (Me.) *Journal,* to Charles Cartier of Saco, Maine.

Leonard W. Fraser, formerly of the staff of the *Halifax* (N. S.) *Herald,* to Miss Edith K. Blanchet at Rothesay, N. B., recently.

Frank Graf, display advertising, *Worcester* (Mass.) *Post,* and formerly of Ramsey, N. J., to Miss Helen McMannus, Sept. 17.

David F. McCord of the editorial staff, *Fitchburg* (Mass.) *Sentinel,* to Miss Ruth A. Raphael, New York publicity woman, in New York, Sept. 17.

PRESS ASSOCIATION NOTES

LAWRENCE PERRY, of the sports staff, Consolidated Press Association, has started on his annual 10,000 mile swing around the country sizing up the football teams and players from coast to coast.

Capt. Gene Morgan, newspaper man and prominent Illinois Legionnaire, was added to the staff of the *Chicago Daily News'* foreign correspondents assigned to cover the Legion convention in Paris.

Hugh Miller, for several years in the newspaper business in Chicago, has resigned as city editor of the Associated Press to do publicity for the Illinois State Bar Association.

L. C. Owen will represent the Consolidated Press at the Investment Bankers' Association in Seattle.

CHANGES OF OWNERSHIP

F. O. SATTER, editor of the *Carroll* (Ia.) *Times* has bought the *Central City* (Ia.) *News Letter* and takes possession Sept. 27.

Kent (Wash.) *Valley News* was sold Sept. 2 to George Henriksen, Sr., and his son, George Henriksen, Jr. Sam F. Collins and Mrs. Collins, former owners and editors, have retired from newspaper work for the present.

Buck & Priddy, publishers of the new *Rockport* (Tex.) *Register,* have purchased the *Rockport Pilot,* edited by R. E. L. McLain, and have combined the two as the *Rockport Register-Pilot,* weekly.

The Macon County Publishing company, a syndicate of county business men, have been incorporated with $10,000 capital to continue publication of the *Macon* (Mo.) *Republican.* Waldo Edwards has been elected president; Earl M. Mayhew and Paul Hess, vice-presidents; Charles H. Weisenhorn, secretary; and Chris R. Maffry, treasurer. Edgar White is retained as editor and Mr. Weisenhorn, business manager.

SPECIAL EDITIONS

PLAINFIELD (N. J.) *COURIER-NEWS,* 52-page edition, celebrating opening of Rosenbaum department store's new building, Sept. 9.

Aberdeen (Wash.) *Southwest Washington Labor Press,* 64-page Labor Day edition, Sept. 5.

Windsor (Ont.) *Border Cities Star,* special Electric Show edition, Sept. 17.

DeLand (Fla.) *Daily News,* special edition on 43rd opening of Stetson University, Sept. 15.

New York Daily News Record, 32-page semi-annual Rayon section, Sept. 21.

NEW PUBLICATIONS

PAUL ROBINSON and George H. Baxter, owner of the *Oswego* (Ore.) *Review,* have established the *Ledger,* a weekly, at Banks, Ore. They will also continue to publish the Oswego Review.

Kellyville (Okla.) *Creek County Leader* has started publication under the joint editorial management of T. H. Garris and S. P. Watts.

ASSOCIATIONS

TEXAS EDITORIAL ASSOCIATION, composed of veterans in Texas newspaperdom, will hold its annual convention in McAllen, Nov. 24 to 26.

ROCHESTER ADVERTISING CLUB won permanent possession of the Hickok trophy by defeating the BUFFALO ADVERTISING CLUB in the 1927 golf tournament between the two clubs, this being Rochester's third victory.

Boston (Mass.) *Post* men walked away with the prizes in the NEWSPAPERMEN'S GOLF ASSOCIATION tournament at the Norfolk Country Club, Dedham, Mass., Sept. 12. R. T. Brady of the Post won low net in Class A with a 97-77 card. A. S. Pratt, Jr., of the Post was second with a card of 95-78. In Class B. H. Munro of the Post was first, scoring 118-93, with M. G. Clark of the Post second with a card of 108-98. There were 32 newsmen in the tournament.

A hog-calling contest, in which Editor Jim Lowry of the *Honey Grove* (Tex.) *Signal* has challenged all swine-coaxers, will feature press day at the Lamar District Fair, Paris, Tex., Sept. 23. The same day the annual meeting of the NORTHEAST PRESS ASSOCIATION will be held.

Mrs. Charles H. Sergel, newly-elected president of the ILLINOIS WOMEN'S PRESS ASSOCIATION, conducted the fall meeting of the association Sept. 16. Mrs. William Donahey, retiring president, served as "King Arthur" at the round table discussion. Editors of Chicago magazines addressed the women writers.

N. Y. WORLD EDITOR BACK FROM ABROAD



Ralph Pulitzer, editor of the *New York World,* photographed on the Berengaria on his return this week from Europe.

ON THE MECHANICAL SIDE

HENRY E. LOWNEY, compositor of the *Fall River* (Mass.) *Herald News,* and Mrs. Lowney are parents of a daughter.

SCHOOLS

THE Lee School of Journalism, which formerly was located just off the campus of Washington and Lee University, at Lexington, Va., is now located in Washington College, the main building of the institution. Prof. Roscoe B. Ellard is director.

Beginning its fifteenth year as a distinct unit in the state university, the Oklahoma school of journalism, Norman, is now offering a major course covering three years and including all the principal phases of newspaper and magazine work. John H. Casey, for four years assistant professor of journalism in the University of Missouri, has joined the faculty as an associate professor, and will take charge of the newly established courses in country newspaper work which round out the curriculum of the school.

Vernon Nash, head of the department of journalism in Peking University, is spending a furlough year in graduate work at the School of Journalism of the University of Missouri.

Prof. Robert W. Jones has been named acting-director of the School of Journalism at the University of Washington to succeed Leo A. Borah who resigned to join the National Chamber of Commerce at Washington, D. C. Professor Jones has been with the School of Journalism for the last seven years teaching Advertising, History of Journalism, Community Journalism, Trade Paper Journalism and Law of the Press. Everhardt Armstrong, dramatic critic for the *Seattle Post-Intelligencer,* has been appointed to the School of Journalism staff as instructor in Short Story Writing and Current Events.

ADDRESSES WANTED

A. C. Regli
Arthur G. Keeney
V. H. Segles

COPY

I can describe
A rose in bloom,
But who can catch the rhythm
Of the city room?

The restless, broken,
Raucous rush;
The quick word spoken,
The sudden hush;

The puny men
With cocky eyes,
Conquering;
Cracking wise.

"Somebody answer
The Trenton wire."
"Copy—boy!"
"Take this fire."

"Rip it out,
We're on the line."
"How many dead?
Twenty? Fine."

Jingle—clatter—
The wires drone
The ancient anguish
Of flesh and bone;

The ancient story of
Iron and ice,
Gold and glory
And sacrifice.

I can tell
Of a street at gloom,
But who can catch the rhythm
Of the city room?

ELI IVES COLLINS
in the Conning Tower.
New York World

FLASHES

What Mr. Rickard is champion of the Noble Art of Pelf Defense.—*F. P. in New York World.*

E. Phillips Oppenheim has written 100th novel. Mr. Openheim's plot is of the most durable known in liter history.—*Worcester* (Mass.) *Gazette.*

We get pretty mad at the earnest, getting talk about modern efficiency charity, as if the two things were co patible, but that expression, selling r gion, makes us madder than anyth else in this whole wide beautiful wo bar none, which is saying a good d —*Columbus* (O.) *State Journal.*

The one burg that isn't excited o the Tunney-Dempsey exhibition of ca thenics is Shelby, Mont.—*J. R. Wolf Milwaukee Journal.*

Congress is about to meet and p more laws, some of which will be as fragile as those now on the stat books.—*J. J. Montague in New Y Herald Tribune.*

Alimony clubs aid in keeping the gr widows in circulation.—*Wall Street Jo nal.*

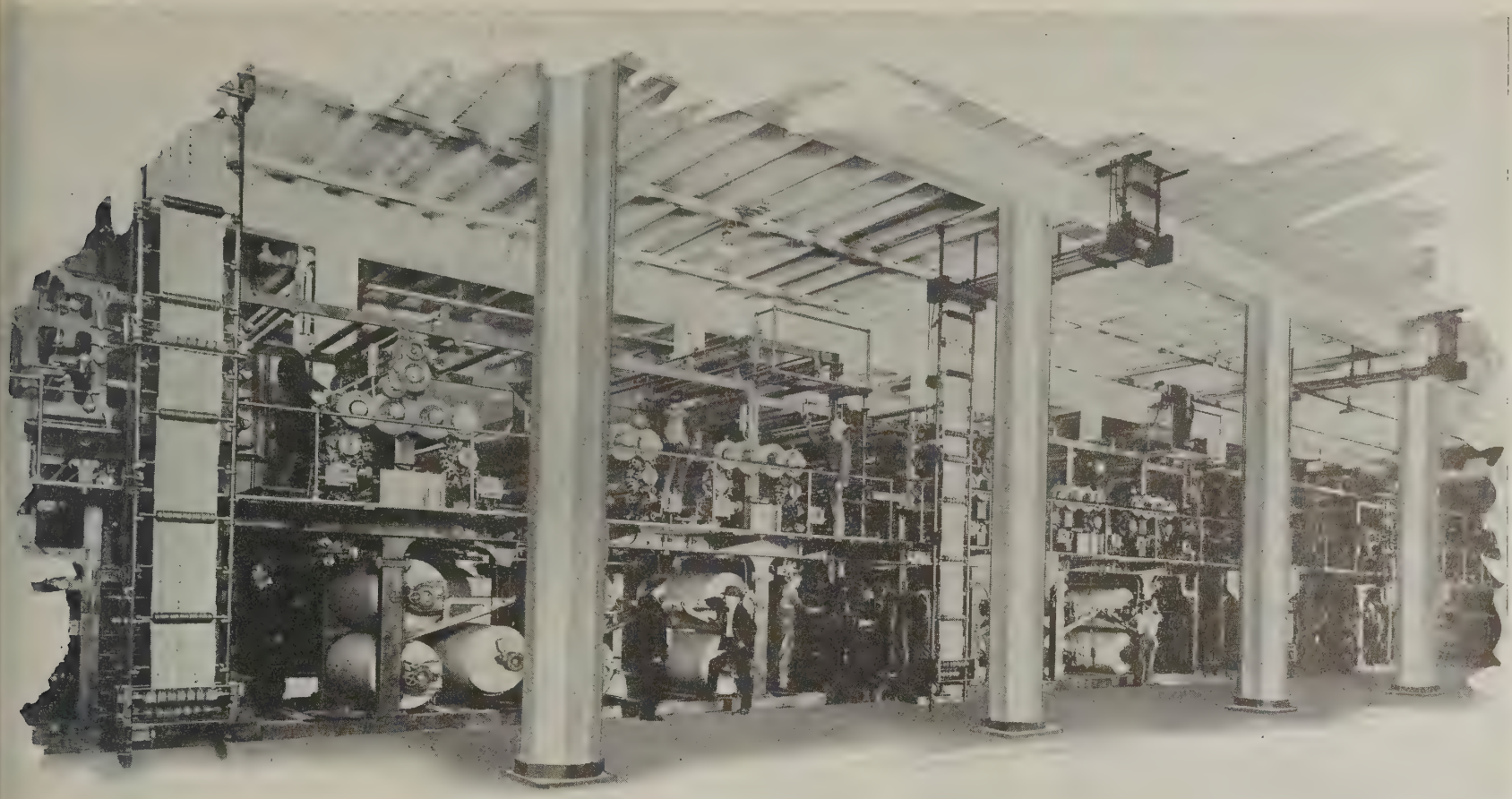
What has become of the old-fashio prima donna who used to take a cha pagne bath every day?—*Boston Tra cript.*

Should not the college boy who differentiate between the respective fie of Ben Jonson and Ban Johnson rece some special award?—*Christian Scie Monitor.*

These days the upper and lower clas reading from top to bottom, are the t torists and the pedestrians.—*Wind* (Ont.) *Border Cities.*

Lamented one losing short: "'Tis c tainly hard to Bear."—*Wall St Journal.*

With the return to the city of the su mer vacationists, farm relief now see an assured fact in many rural co munities—*Christian Science Monitor.*



The World's Largest Undivided Press Installation

ONE Hundred Hoe Balcony Press Units are being installed in the new South Street Plant of The New York American, The Sunday American and The New York Evening Journal, now nearing completion. This plant was designed and equipped throughout with a view to the shortest possible interval from news to street.

Hoe Balcony Presses make this possible.

Newsprint is the largest single item of expense in any pressroom. The Hoe Balcony-Design ensures a minimum of paper waste, because it is the only design that gives *complete control and supervision from paper roll to finished newspaper from every point in the pressroom.*

Be Sure To Visit The "Sunshine Plant" When In New York

R. HOE & CO., INC. NEW YORK & LONDON

NEW YORK BOSTON CHICAGO SAN FRANCISCO NEW ORLEANS DUNELLEN LONDON

WITH THE GENERAL ADVERTISERS

Salada Tea Company Has "Newspaper Day" in New Home—Merchandising Campaign for Calfskin Tanners—Capt. P. K. Crocker With Shadex

ABOUT 50 newspaper men attended "newspaper day" held by the Salada Tea Company last week when the company's new hame was formally opened at Berkely and Stuart streets, Boston. Hon. P. C. Larkin, president of the company, presided at a buffet luncheon. Salada is advertised exclusively in the newspapers. Among the newspaper men attending were A. H. Marchant, business manager, *Boston* (Mass.) *Post;* E. H. Preston, *Boston Herald and Traveler;* Stanley Pratt and Chalmers Pancoast, *New York Times;* and Herald Jackson, *Chicago Tribune.*

Arrangements have just been completed whereby the Calfskin Tanners will immediately inaugurate an educational merchandising campaign stressing the merit of grain finish calf leather, according to an announcement made by F. X. Wholley, of the Barnet Leather Company, and J. C. Lilly, of the American Hide & Leather Company, Inc. Messrs. Wholley and Lilly were appointed a committee of two by the tanners at a conference in Buffalo last month to decide, ways and means for carrying forward such a campaign. The committee has appointed the Byron G. Moon Company., Inc., of New York City and Troy, to make necessary surveys.

Capt. P. K. Crocker, formerly sales and advertising manager, of John Schoonmaker & Son, Newburgh, N. Y., has been named research director of the Shadex Company, of Springfield, Mass., makers of the Shadex patented fiber fabric window shade.

Capt. Crocker was at one time with the *New York Sun*, and with Lord & Taylor, New York, as assistant advertising manager.

Charles W. Myers, director of trade relations, Armour & Co., Chicago, has just resigned to become vice-president of the Ko-Pa Corporation, Chicago and Fort Worth, Tex., manufacturers of cereal food products. Mr. Myers is chairman of the Speakers Bureau of the International Advertising Association, and also a member of the Educational Bureau Committee.

Newspapers throughout northern New York state are swelling their local advertising linage by means of a new series of advertisements sent out by the General Electric Company from Schenectady, N. Y. The G. E. is taking quarter-page space to advertise a new house wiring system, and the newspapers are lining up local electrical stores that have been named as agencies. Some papers have built up as many as two pages of advertising. The majority have obtained one page.

A bathroom on wheels is making a tour of northern New York cities as part of an advertising campaign of the Crane Company, bathroom fixture manufacturers. One-day stands are being made in each city by a large truck, the interior of which is completely fitted as a bathroom. Public inspection is invited.

Coolidge Advertising Company, Des Moines, Ia., is handling the Iowa state campaign of Iowa druggists in association with the advertising committee of the Iowa Pharmaceutical Association, using dailies, weeklies and farm journals in the state. A three-year campaign has been mapped, said to be the largest undertaken by a similar association within the boundaries of a state. George Jay Shenandoah is chairman of the advertising committee of the association conducting the campaign. Copy the first of which appeared last week will illustrate the services of the modern drug store and will be general in its character.

Plans for a $4,000,000 national advertising campaign, in behalf of the nation's shoe industry, will be discussed at a meeting of the New York State Shoe Retailers association to be held Oct. 4 and 5 in Niagara Falls. A. H. Geuting, president of the National Shoe Retailers association, will attend the convention and outline the proposed campaign plan.

The Glycerine Producers' Association, whose membership is open to all glycerine refiners and now comprises the principal manufacturers of radiator glycerine in the country, has adopted a seal which will be used to identify to motorists all the brands of this new and increasingly used anti-freeze which conform to the standards set by the association, according to Roscoe C. Edmund, general manager.

Reed G. Landis Company of Chicago, formerly Arnold Joerns Company, has been appointed advertising counsel for Greater Market Development, Automotive Equipment Association.

The Campbell Soup Company has announced plans to double the facilities of its plant at Camden, N. J., by the construction of a new group of buildings to cost several million dollars. A. C. Dorrance is general manager.

Virginia is going to spend $50,000 on advertising and Cecil, Warwick & Cecil, Richmond advertising agency, has been appointed to place the business.

VANDALS WRECK PLANT

Ft. Myers (Fla.) Palm Leaf Prints in Another City

High powered cars, under heavy guard, filled with the editorial staff and "back room" men of the *Fort Myers* (Fla.) *Morning Palm Leaf* sped through the night Sept. 10 seeking a newspaper plant that would print even the smallest of "sheets" so that the Palm Leaf would not be compelled to miss an issue. The cars were loaded down with equipment and men, and after being 'turned down" by all the editor's and publishers in Lee County because of the hot political fight which the Palm Leaf was waging against the "city hall ring" in Fort Myers, the cars drew up in front of the *Hendry County News*, a small weekly shop in La Belle, Florida.

Riding with the publisher and editor Capt. Jack De Lysle of the Palm Leaf was Roy E. Larson chief deputy of Lee County. When the editors' green Packard steamed down the main street of the village of La Belle, they found the chief of police of that community on guard at the door of the little country town plant.

The Fort Myers men were soon at work and the "country Campbell" ground out 3,000 papers telling its readers that vandals had entered the Palm Leaf plant and demolished presses and type-setting machines in an attempt to silence the paper.

The morning Palm Leaf had just announced the start of a new afternoon paper and a Sunday paper. The Palm Leaf in May started a campaign against the "gang" at the city hall, and in the course of three months caused Mayor H. E. Parnell, and one commissioner A. E. Raymond to resign, also the city engineer "Kid" Stanley, the city clerk F. E. Smith, the superintendent of the sanitary department, a Mr. Jaeger, and fire chief Corley Bryant.

The Palm Leaf is publishing an evening, morning and Sunday paper.

ADDS EVENING EDITION

The *Tallahassee* (Fla.) *State* has added an evening edition, using the Associated Press report. C. W. Hunter is publisher.



Talking in Terms that Dealers Value

WHEN a salesman calls on any Indianapolis retailer, explains the merits of his product, and then shows a portfolio of advertising definitely scheduled to appear in The INDIANAPOLIS NEWS, he is talking in terms that the dealer understands and values.

The day has passed when a salesman can talk glibly and vaguely about "our advertising program." The dealer wants to know what kind of advertising—where it will appear—how long it will continue.

To the dealer, a definite advertising campaign scheduled in The NEWS means: (1) that the product is meritorious or The NEWS would have rejected it; (2) that the usual prompt response from NEWS advertising justifies an initial order.

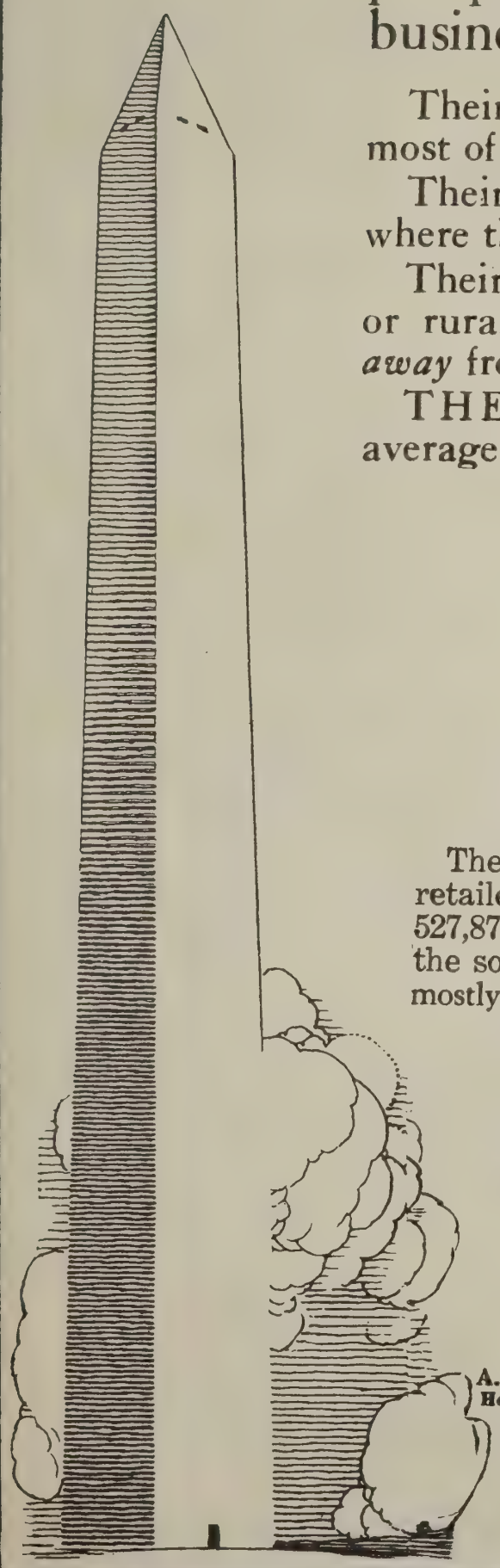


The INDIANAPOLIS NEWS
sells The Indianapolis Radius

DON. BRIDGE, *Advertising Manager*

New York: DAN A. CARROLL, 110 East 42nd St. Chicago: J. E. LUTZ, The Tower Bldg.

WHERE THE PEOPLE ARE



Merchants depend *mostly* upon people *within* the city limits for business.

Their first volume of business is *in* the city where most of the people are.

Their second volume of business is in the suburbs, where the people are *close* to the city.

Their third volume of business is in the country or rural districts, where the people are furtherest *away* from the city.

THE WASHINGTON TIMES net paid average daily circulation in August, 1927, was

76,094

83% was *in* the *city*

10.8% was *in* the *suburbs*

6.2% was *in* the *country*

The National Advertiser has the same problem as the retailer. In Washington, D. C., with a population of 527,877, The Washington Times is a necessary help in the solution of this problem, because its circulation is mostly *where the people are.*

WASHINGTON TIMES

THE NATIONAL DAILY

RODNEY E. BOONE
General Manager, National Advertising
9 East 40th Street, New York

A. T. CHAPECK
Hearst Square, Chicago

FRANKLIN S. PAYNE
2412 Book Tower Bldg., Detroit

WOMEN IN ADVERTISING AND JOURNALISM

California Newspaper Woman Has First Novel Published—Ethel Hays Signs New Long-Time Contract with NEA—Chicago Advertising Women Hold First Meet

OUT of the west about a year ago, with her goal set for New York, came a newspaper woman, Lola Jean Simpson, for several years editor of the *Berkeley* (Cal.) *Times*. In the comparatively short period that she has been in New York, Miss Simpson has made steady progress. She has managed to write a first novel, lecture at the New School for Social Research, contribute to the Century Magazine, and other publications in the East, in addition to serving as editor of *Children*, the Magazine for Parents.



LOLA J. SIMPSON

"Backfire" is the title of her novel, which Macmillan will publish on Sept. 27. Because Miss Simpson, who is a descendant of one of the pioneer families of California, knows the Sacramento Valley so thoroughly, she has selected it as the locale for her story. Her grandfather named the town in which the scenes of the story are laid, and she herself was born and reared there.

Following her editorship of the Berkeley Times, Miss Simpson became editor of *The Spokesman*, the magazine of the Extension Division of the University of California, and also a contributing editor of *The California Monthly*.

Not until she entered newspaper work, however, had she written for publication. "It was splendid training," she said in a recent interview. Just now Miss Simpson is at work on her second novel.

The New York Newspaper Women's Club gave its first dinner of the season on Sept. 16 in honor of Mrs. Louella Parsons, motion picture editor of the *New York American*, and Miss Nellie Revell, who recently arrived in town from Hollywood. Mrs. Parsons was spending a short vacation here preliminary to covering the fight in Chicago.

The club celebrated also the weddings of three of its members during the summer. These were Miss Jane Dixon, of the *New York Telegram*, former president of the club, who was married to Capt. W. W. Wells, U. S. A.; Miss Charlotte McLevidge of the *Chicago Daily News*, who was married to Harry Payne; and Mrs. Ninetta Dayton of the *Hudson Observer*, who was married to John Joseph McGovern, clerk of Hudson County. Mrs. Payne will sail for Lima, Peru, within a few days, where her husband is connected with American mining interests. Captain and Mrs. Wells spent the summer abroad, but Miss Dixon has now returned to her desk on Dey Street.

A fourth member of the club Miss Ruth Raphael of Harper Brothers was married to David McCord, newspaper man and novelist.

Four members of the club have been on the Pacific Coast for their vacations; Mrs. Josephine Ober, of the *World*, first vice-president of the club; Miss Martha Coman, treasurer; Miss Elsie McCormick; Miss Marjorie Shuler of the *Christian Science Monitor;* two were in Europe, combining vacation with writing—Miss Mary Margaret McBride, and Miss Betty Ross.

Mrs. Marshall Darrach won the prize for longest and most eventful travels, having spent four months in China during last spring's uprising.

The Women's Advertising Club of Chicago opened its fall season with a meeting Sept. 20. Miss Mary Anderson, editor of the *Drake-a-Day* of the Drake Hotel, and president of the club, has gone to Europe, and presiding in her place was Miss Lois Donaldson, the first vice-president. Miss Cora C. Smith, advertising manager of the Strom Bearings Company, second vice-president, has taken over Miss Donaldson's duties, and Mrs. Marie K. Brown of the Baltimore and Ohio Railroad has been moved up from historian to the second vice-presidency.

H. Sumner Steinberg has resigned as advertising counsel for Russek's, a New York store. James E. Wallen will succeed Mr. Steinberg and will do some special work on the account as well.

Miss Phyllis Beveridge, who started with the Blackman Company and then later went to Bamberger's and the L. S. Plaut Company of Newark, has been promoted from stylist to advertising manager.

Miss Gladys Williams, who signs "Sally" to her art work, will take over the position of stylist. Miss Williams is returned to a position that she held for over a year before she joined the forces of Worth.

Miss Dixie Tighe, daughter of Matthew F. Tighe, the late dean of Washington correspondents, has joined the staff of the King Features Syndicate. Miss Tighe has recently been writing feature articles for the *Washington Herald* and the *Philadelphia Daily News*.

Margrete Donnelly Daney, feature writer on the *Toledo* (O.) *Blade*, has returned from an automobile trip through southern Canada.

Miss Fannie Fitzwater, the *New York Herald Tribune's* fashion artist, who sends her drawing each week from Paris, is in New York on vacation.

Miss Esta Murrie has been appointed librarian of the *Harrisburg* (Pa.) *Telegraph*. She is a graduate of the Pulitzer School of Journalism of New York and has traveled extensively in America and Europe.

Miss Nell Snead, editor of the woman's page, *Kansas City Star*, one of seven passengers who crashed in an airplane 15 miles south of Boulogne, France, while en route to London, Sept. 3, returned to New York, Sept. 17 from Europe to tell of her experiences.

"Luncheon was being served," she said. "Suddenly some one of us noticed that one of the wings of the airplane was covered with some sort of mist, obviously vaporized gasoline. The pilot came into the dining compartment at the wing. He went back to the steering compartment and his assistant hurried in, looked, and went back.

"The plane began to wobble. We could sense that we were dropping. The steward came in from forward and threw down both hands as a signal that we were going to fall.

"None of us stirred. Nobody made a remark of any sort. Neither of the women, I may say, screamed. We just waited. To me it seemed that we did not wait long. I did not feel any crash or feel anything."

Her next recollection, she said, "was hearing someone say. 'Get these women out of here. This is going to burst into flames any minute.' Then the voice said, 'This one is dead'—meaning myself."

Miss Snead said she was far from dead, having suffered but a wrenched shoulder and scratches, but that she certainly would have been dead within a few minutes save for the heroic efforts of the crew and her fellow passengers who succeeded in freeing her from the wreckage just before the plane burst into flames.

CERTIFIED MARKET STUDIES

The KNIGHT *way*
is the
SOUND *way*
to
BIGGER LINAGE
BIGGER CIRCULATION

PROOF of this statement lies in the very fact that the publishers and executives of the more than SIXTY newspapers who have to date enlisted the services of Emerson B. Knight, Inc., are *profiting* by the practical application of the methods evolved by the Knight Organization upon the basis that: "Truth in Advertising Seeks Truth in Space Buying."

Ask some of those
Who Proved the Pudding!

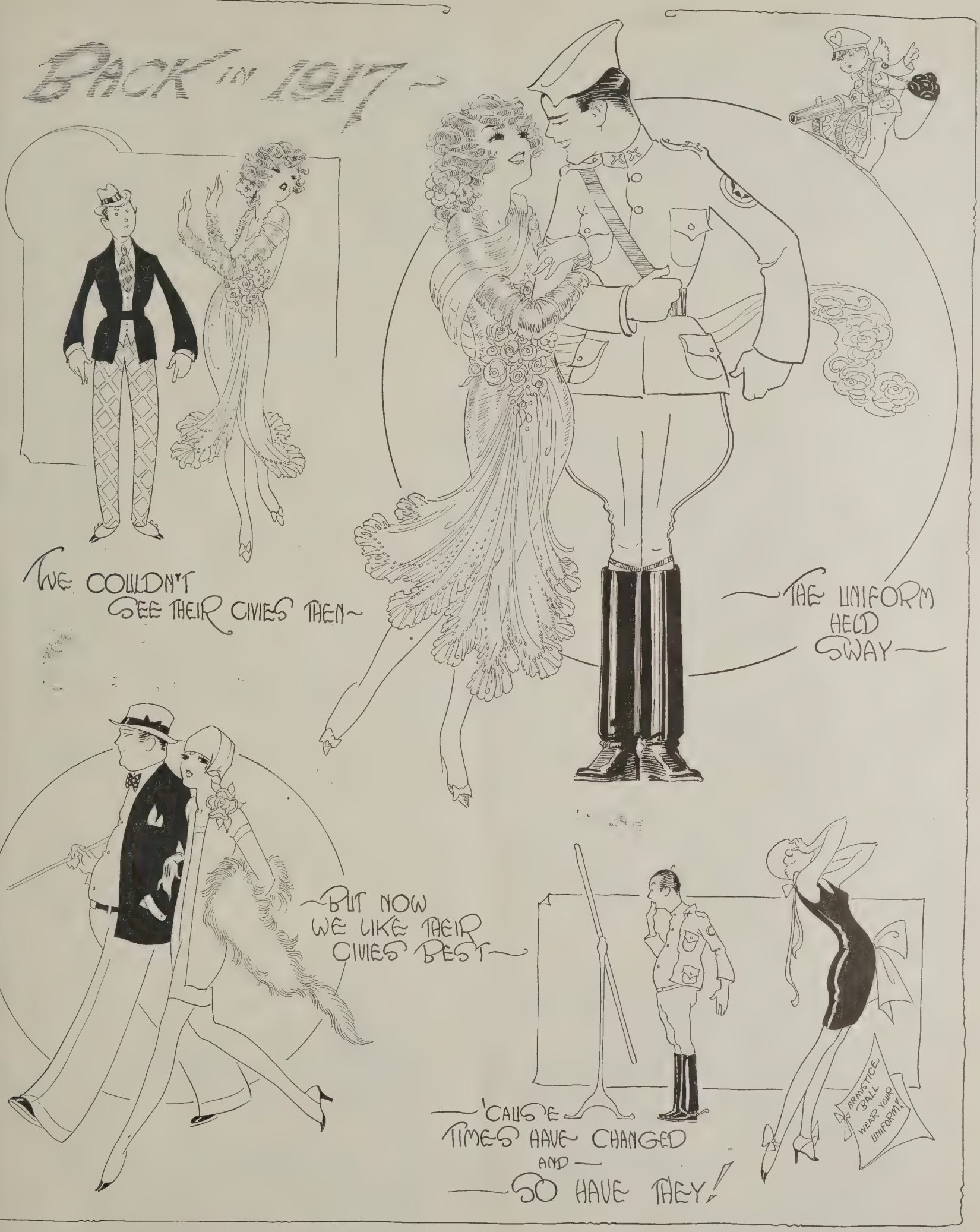
PUBLISHERS, Business Managers, Advertising Managers and Circulation Men are invited to write to some of these publications who today are reaping the benefits of the good judgement that prompted them to make Emerson B. Knight, Inc., their ally, by applying the principles laid down by this organization.

Below are just a few of the client-boosters that will gladly back up any of the statements we make. Write to them for opinions!

Write to us for particulars.

RICHMOND TIMES-DISPATCH
ROCHESTER TIMES - UNION
HARRISBURG TELEGRAPH
MINNEAPOLIS TRIBUNE
HARTFORD COURANT
SYRACUSE HERALD
WICHITA BEACON
ST. LOUIS STAR
MIAMI HERALD

EMERSON B. KNIGHT, Inc.
INDIANAPOLIS



EPRODUCTION of Ethel Hays' front cover for first issue of NEA's new magazine section, first release for November sixth. Available in four colors or black-and-white. Also, back cover in two colors and ten black-and-white pages. Write or wire reservation in your territory. **NEA Service, Inc., 1200 W. 3rd St., Cleveland, O.**

ADVERTISING AGENCY AFFAIRS

C. C. Winningham Appoints Stoneglass and Hawley—Rule-Williams Advertising Agency Organzied in Worcester—Hoyt Transfers Pattillo from Boston to New York

C. C. WINNINGHAM, president of C. C. Winningham, Inc., advertising agency, Detroit, has announced the appointments of Dan Marcy Stoneglass, to the copy division, and Howard H. Hawley, to the research staff.

Mr. Stoneglass entered advertising through the editorial "end," leaving his editorship of the American Book Company, New York, to become assistant advertising director of that organization. He left the Book Company to join the staff of the E. H. Clarke advertising agency, New York, remaining there for four years before taking up an appointment with Proctor and Collier, Cincinnati, his most recent connection.

Mr. Hawley was formerly in charge of the statistical department of the Babson Institute. He has recently done work for the Detroit Chamber of Commerce and Detroit Business firms.

Otis Carl Williams, formerly national advertising manager for the *Worcester* (Mass.) *Telegram-Gazette,* and Edgar W. Rule, at one time advertising manager of the C. T. Sherer Company of Worcester, have organized the Rule-Williams Advertising Agency of Worcester.

Mr. Wiliams has been for seven years with the Telegram-Gazette, at one time holding the post of assistant business manager. Besides handling national advertising for the paper, he has had charge of promotion and the merchandising service bureau of the paper.

Thomas J. Mills succeeds Williams as national advertising manager for the Telegram-Gazette. John N. Carr will handle promotion work and the Sunday travel page.

Gilbert S. Pattillo, secretary of the Charles W. Hoyt Company, has been transferred from Boston to the New York office to serve various New England accounts with which he has been working.

The Cramer-Krasselt Company has moved its western office from 1201 Bank of Italy Building, Los Angeles, to 727 W. 7th street, the Roosevelt Building.

Olson and Enzinger, Inc., Milwaukee advertising agency, has issued in pamphlet form a series of promotion advertisements which have appeared in local newspapers and trade publications.

The election of E. F. Kennedy as vice-president of Martin-Gessner Advertising, Inc., New Orleans, La., was announced this week by Alan R. Martin, president of the company. For the past several years Mr. Kennedy has been in the bond business, both on the Pacific Coast and in New Orleans. Most recently he has represented the National City Company in Southern territory, from which position he has just resigned to assume his new duties. Martin-Gesner Advertising, Incorporated has recently moved to its new offices in the Canal Bank Building.

Louis W. Larsen, for eight years a member of the production department of Stevens and Wallis, Inc., Salt Lake City, will head a new agency with offices in the McIntyre Building, that city, to be called Ad-Craftsmen.

J. H. E. Ellis has been elected vice-president in charge of copy of the William H. Rankin Advertising Agency to succeed the late Wilbur D. Nesbit, who died suddenly about a month ago. William S. Norburg, who has been a director of the company, also becomes a vice-president, in charge of contact, assuming other duties that were in Mr. Nesbit's charge.

Herman A. Groh, first vice-president, will be in charge of the Chicago office. He has been with the company since it was founded in 1900. Mr. Ellis has been with the Rankin agency for ten years and Mr. Norburg joined the company the same week that Mr. Nesbit did, in 1908.

John J. Cahill, for many years head of the advertising firm bearing his own name, has joined the staff of Smith & Ferris, Los Angeles advertising agency, as head of the merchandising plan department.

Prather-Allen Company, of Cincinnati, O., has opened an office at 35 East Wacker Drive, Chicago, with Joseph B. Duncan in charge. Mr. Duncan was recently associated with Kling-Gibson Company.

AD TIPS

Auspitz-Lee-Harvey, 360 North Michigan avenue, Chicago. Will place the advertising account of the Abox Company, radio, Chicago.

N. W. Ayer & Son, 308 Chestnut street, Philadelphia. Placing account for the M. N. Arnold Shoe Company, North Abington, Massachusetts, manufacturers of "Arnold" Glove Grip shoes for men and women.

Blackman Company, 120 West 42nd street, New York. Placing account for the Lehigh Portland Cement Company, Allentown, Pennsylvania, manufacturers of "Lehigh" cement.

Bailey-Walker & Tuttle, 307 North Michigan avenue, Chicago. Are issuing schedules to newspapers on Sentinel Radio Company, Chicago. Will place the advertising of the Howard Radio Co., Chicago.

Britt-Gibbs Company, International Life Building, St. Louis, Mo. Is preparing a list of newspapers for the advertising of the Steelcote Manufacturing Company, St. Louis.

Glen Buck Company, 39 South La Salle street, Chicago. Will make up the list shortly on Sheaffer Pen Company, Fort Madison, Iowa.

Campbell-Ewald Company, General Motors Building, Detroit. Now handling account of the Silent Automatic Corporation, Detroit, manufacturers of the Silent Automatic Oil Burner.

Cecil, Warwick & Cecil, Inc., 12th and Bank streets, Richmond, Va. Placing account for the American Dairy Supply Company, Washington, D. C., manufacturers of milk bottle caps.

Chappelow Advertising Company, 1709 Washington avenue, St. Louis. Has prepared a limited fall list for the advertising of the Harris-Polk Hat Company, St. Louis, Mo.

Nelson Chesman Company, 1127 Pine street, St. Louis, Mo. Is preparing a list of newspapers for the advertising of the A. H. Lewis Medicine Company, St. Louis (N. R. Tablets.) The list is much larger this year.

Clark Collard Company, 30 North Michigan avenue, Chicago. Selecting a few metropolitan papers for the advertising of the Diamond Vacuum Products Company, Chicago (radio).

Collins-Kirk, Inc., 752 North Michigan avenue, Chicago. Placing account for Joseph Triner & Company, Chicago. Is to take up in October the list on John F. Jelke Company, Chicago.

Conover-Mooney Company, 750 North Michigan avenue, Chicago. Reported will do some advertising during the fall and winter on the Stuart Products Company, Chicago.

Cramer-Krasselt Company, 354 Milwaukee street, Milwaukee, Wis. Is issuing renewal contracts on Maytag Company, Newton, Iowa.

Green, Fulton & Cunningham, 360 North Michigan avenue, Chicago. Are preparing a list for the advertising of Kitchen Klenzer, Fitzpatrick Brothers, Chicago.

J. R. Hamilton Company, 180 North Michigan avenue, Chicago. Is considering some additional advertising for a few metropolitan papers on Thompson's Malted Food Products Company, Waukesha, Wisconsin.

W. S. Hill Compaiy, Inc., 323 4th avenue, Pittsburgh, Pa. Handling account for the Gainaday Electric Company, Pittsburgh, manufacturers of the "Gainaday" electric washer.

Charles W. Hoyt Company, Inc., 116 West 32nd street, New York. Now handling account for the Gulf Oil Burner Corporation of Philadelphia.

Kling-Gibson Company, 310 South Michigan boulevard, Chicago. Has selected a small list of metropolitan newspapers for the advertising of Northwestern Yeast Company, Chicago. Is issuing contracts to newspapers on Vincennes Radio Company, Vincennes, Indiana. Also issuing schedules to newspapers on Coca-Cod, Hallwen Chemical Corporation, Cincinnati, Ohio.

H. E. Lesan Advertising Agency, Inc., 420 Lexington avenue, New York. Placing account for the Standard Textile Products Company, New York, manufacturers "Sanitas" modern wall covering.

Lord & Thomas and Logan, 400 North Michigan avenue, Chicago. Has made up the list on Hertz Drivurself System, Chicago.

Lord & Thomas and Logan, 400 North Michigan avenue, Chicago. Has made up a list on Pepsodent Company, Chicago.

H. K. McCann Company, 285 Madison avenue, New York. Placing account for the Maine Potato Publicity Committee.

S. M. Masse Company, Erie Building, Cleveland, Ohio. Is preparing a list of newspapers for the advertising of the Sterling Radio Company, Cleveland.

Matteson, Fogarty, Jordan, 37 North Michigan avenue, Chicago. Is preparing a list of newspapers for the advertising of Kellogg Switchboard & Supply Company, radio, Chicago. Has selected a list of newspapers for the advertising of the Fawcett Publications, Robbinsdale, Minnesota.

Mumm-Romer-Jaycox Company, 314 E. Broad street, Columbus, O. Is issuing 6 and 7 time orders to newspapers on the King Edward Cigar, John Swisher Cigar Company, Newark, Ohio.

Nesbitt Service, 1227 Prospect avenue, Cleveland, Ohio. Is preparing a list on the Acme Electric Manufacturing Company, Cleveland, Ohio.

O'Connell-Ingalls Advertising Agency, 100 Boylston street, Boston. Placing account for Bird & Son, Inc., East Walpole, Massachusetts, manufacturers of asphalt roofing.

Pace Advertising Company, 14 East Jackson boulevard, Chicago. Is issuing small schedules to newspapers throughout the middlewest on Lehon Company, Chicago.

Pickus-Weiss Company, 307 North Michigan avenue, Chicago. Reported will place account for the Senatrom Tube Company, radio, Chicago.

Porter-Eastman-Byrne Company, 22 West Monroe street, Chicago. Has selected a few towns for the advertising of the Fuji Trading Company, Chicago.

Frank Presbrey Company, 247 Park avenue, New York. Has secured account of the Dexter Poultry Company, "Sunnyfood," New York.

Richardson-Briggs Company, 216 Superior avenue, N. E., Cleveland, Ohio. Has selected 500 daily newspapers for the advertising of Piso Company, Erie, Pennsylvania, medical. Has selected 50 newspapers in 39 towns, morning papers only, for the advertising of Cummer Products Company, Cleveland, Energine.

Sehl Advertising Agency, 360 North Michigan avenue, Chicago. Is now placing all the advertising of the White Mfg. Co., radio, Sioux City, Iowa.

Williams & Cunnyngham, 6 North Michigan boulevard, Chicago. Has prepared a small list of metropolitan newspapers for the advertising of Hart, Schaffner & Marx, Chicago.

P. P. Willis, Inc., Produce Exchange Building, Toledo, Ohio. Is issuing schedules for the advertising of Auburn Automobile Company, Auburn, Indiana.

World Wide Advertising Corporation, 303 Fifth avenue, New York. Placing account for Lebolt & Company.

WHAT'S WHAT IN THE FEATURE FIELD

Waite Hoyt to Write for United Features Synidcate; and He Employs No Ghost—New Yorker to Operate Its Own Syndicate—New Popular Psychology Feature

WAITE HOYT, star Yankee pitcher, will cover the World series for the United Feature Syndicate and Howard Wheeler, syndicate manager, announced this week that the ball player writes his own stuff and employs no ghost.

Hoyt, Mr. Wheeler pointed out, has been broadcasting from station WEAF in recent weeks, and on these occasions has written his own speeches.

"Hoyt really has ambitions to become a baseball writer," Mr. Wheeler said.

For the World Series service, Hoyt will write a forcast before the start of the first game, cover all games, and write a review of the series when they end.

The *New Yorker* witty weekly of Manhattan published to startle the "old ladies from Dubuque, Ia.," has decided to enter the syndicate field.

The idea was sold to R. H. Fleischmann owner, and Harold Ross, editor, by Marion Weaver, recently of the advertising staff of the *New York Times.* She is the editor and manager of the service which will operate under the name of the New Yorker Feature Service.

Miss Weaver declared that the syndicate would sell chiefly to rotogravure sections of newspapers, which she hoped to interest in editorial and cartoon features as well as pictures, and to weekly magazines of local interest similar to the New Yorker.

Among the regular departments of the magazine which will be syndicated are: "Going on About Town," "Profiles"; "Of All Things," by H. W. Brubaker; and "A Reporter at Large," by Morris Markey.

Why do we do what we do?" a new daily feature on popular psychology written by Dr. Mehran K. Thomson, professor of psychology of Michigan, will be offered newspapers shortly by the McClure Newspaper Syndicate, Harold Matson, managing editor, announced this week.

W. J. Voss, associate editor of the Ullman Feature Service, Washington, D. C., has returned from a business trip which took him as far as southern Texas. Miss Madeleine Dauphin, of the same service is back at her desk following a combined business and pleasure trip to Paris and other French cities.

Maj. Frank W. Cavanaugh, head football coach of Fordham has just signed to write three articles a week for newspapers through King Features Syndicate of New York City. Robert C. Zuppke, head football coach at Illinois, will also write for King Features.

Royal H. Roussel, for the past two years assistant city editor, *San Antonio Evening News,* has been named news editor of the Universal Trade Press Syndicate.

W. W. Williams, Paul Fung, and S. S. Paquin, all of King Features Syndicate, will spend a vacation soon at Croasdale Manor, Delaware Water Gap.

Chic Young, who draws "Dumb Dora," and Ed Verlier of "Little Annie Rooney" fame, have returned to New York City after a summer at their mountain studio, Greenwood Lake.

Miss Florence Ross, manuscript editor of Newspaper Feature Service, sailed for Paris on board the Rochambeau, Sept. 16

Eugene Schaffer, winner of the Franco-American scholarship and a frequent contributor of cross-word puzzles to King Features Syndicate, sailed on the Ile de France, Sept. 10.

Ask the Canadian Pacific about Canada — CANADIAN PACIFIC RAILWAY

Bureau of Canadian Information

The Canadian Pacific Railway, through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In our Reference Library at Montreal is complete data on natural resources, climate, labor, transportation, business openings, etc. Additional data is constantly being added.

DEVELOPMENT BRANCH

If you are interested in the mining wealth and industry of Canada or in the development or supply of industrial raw materials available from resources along the Canadian Pacific Railway, you are invited to consult this Branch. An expert staff is maintained to investigate information relative to these resources and examine deposits in the field. Practical information is available as to special opportunties for development, use of by-products and markets, industrial crops, prospecting and mining.

"Ask the Canadian Pacific about Canada" is not a mere advertising slogan. It is an intimation of service—without charge or obligation—that the information is available and will be promptly forthcoming to those who desire it.

Canadian Pacific Railway Co.

Department Colonization and Development

J. S. DENNIS, Chief Commissioner — Windsor Station, Montreal, Can.

ESTABLISHED 1887

SEVEN DAYS IN THE WEEK

THE DAILY GAZETTE COMPANY
PUBLISHING
THE CHARLESTON GAZETTE
"THE STATE NEWSPAPER"

ROBERT L. SMITH
GENERAL MANAGER

MEMBER
THE ASSOCIATED PRESS
THE AMERICAN NEWSPAPER
PUBLISHERS ASSOCIATION
AUDIT BUREAU OF CIRCULATION

CHARLESTON, W. VA.
September 15, 1927

George B. David Co.
110 E. 42nd St.
New York. N. Y.

Gentlemen:

In going over our records we find that this fall your firm will have been representing the Charleston, W. Va., Gazette for fifteen years, and this letter is to express to you our appreciation for the very prominent part that you have played in the growth of the Gazette from a paper fifteen years ago with circulation of under 3,000 and rate of 10¢ per inch to our present position as the largest newspaper in West Virginia with a daily paid A. B. C. circulation of over 21,500 and more than 27,500 Sunday.

The Gazette for a number of years has carried more national advertising than any paper in West Virginia and we could not let this fifteenth anniversary of the date when you became our national advertising representative pass without writing to express our appreciation of the very splendid services rendered during all those years.

Very truly yours,

THE DAILY GAZETTE COMPANY

Robt L. Smith
General Manager

RLS:G

We are prepared to render a similar service to a few additional good newspapers.
A letter or telegram, that will be held in confidence, will bring a representative with our proposition.

GEO. B. DAVID COMPANY
National Advertising Representatives

1900 Wrigley Building
Chicago, Ill.

110 East 42nd Street
New York City, N. Y.

CLASSIFIED ADVERTISING

Have You a Photographer on Your Advertising Staff?—Camera Does Good Duty for the Rochester Journal and American—Used Car and Real Estate Ads Increased

ANY advertising staff can use the services of a photographer advantageously, in the opinion of Erwin J. W. Huber, advertising director of the *Rochester (N. Y.) Journal and American.*

In two recent months, Mr. Huber said he was able to obtain more extra business through the use of photographs than obtained over the same period of time through the work of his staff artist.



"Pictorial For Sale Ads"

"I have an arrangement with a free lance photographer whereby he furnishes me with an eight by ten print on good, glossy paper. It is splendid for reproduction purposes. The cost is $1 each. This price includes everything, plate, transportation, time, etc.

"Not long ago we tried a new stunt with the use of photographs. The thought occurred to me that automobile dealers who are burdened with an unusual number of used cars would be interested in a new method of advertising them.

"We therefore sent out our photographer to a dozen of the larger dealers with instructions to obtain photographs of their best used car bargains. We found in some cases that these dealers would have large, expensive-looking cars at ridiculously low prices.

"We believe that prospective buyers of used cars become dizzy after wading through two and three pages of solid classified advertising that mentions hundreds of different cars. By using photographs they can better visualize the individual bargains offered, and because the minimum size cuts used will be two columns, a page will contain comparatively few of them.

"Last fall we carried approximately 3,000 lines of extra advertising obtained from the better gas service stations. In obtaining this business we also used a photographer, and although these gas stations seldom buy newspaper advertising space, we found it was easy to play on their pride by showing them a pretty picture of their station and using that picture in their advertisement.

"We obtained additional linage for our real estate classification by running each Sunday a feature called 'Pictorial for Sale Ads,'" Mr. Huber continued.

"For this business we used inexpensive junior salesmen. In making solicitations, they carried with them small kodaks and the ads were sold on the basis of a flat charge that included the cost of photograph and cut.

"The taking of the pictures meant very little extra expense. The cuts were made in groups so that our average cost per cut was something like 65 cents. Many of the cuts we had used three and four times, so that by charging a little more than our card rate, the plus rate more than covered the expense.

"We had a circular reprinted from one of these Sunday pages and mailed it out to home owners that use classified advertisements. In many cases they would order an insertion of the house they had for sale by telephone."

BUILDING NEWSPAPER CIRCULATION

Reporter to Take Parachute Jump as Promotion Stunt—Cleveland Press Offers Scholarship—Archibald Resigns from St. Paul Dispatch

EDWARD CHURCHELL, reporter of the *New York Evening Graphic,* will try a parachute jump from an airplace Oct. 2, as a promotion stunt for his newspaper.

The Graphic is giving away lots in Bergen Manor, N. J., as prizes in a recent contest. Churchell is going to drop from the sky to pick coupons from a barrel.

The *Cleveland Press* is offering a free $105 scholarship in the Advertising School of the Cleveland Advertising Club. In a one-day contest open to all except Press employes, the club seeks the contestant's opinion of a "good advertisement."

The contest was based on advertisements printed in the Press, Friday, Sept. 22. Letters were limited to 200 words, the contestants enclosing with their letter the ad selected.

An outing sponsored by the *New York Evening Journal* was conducted Sunday, Sept. 18, for newsboys of Newburgh and Kingston, N. Y., by the Feldman Distributing Company and the Kingston News Service. The affair, attended by about 75 boys, was at the Golden Rule Inn, near Kingston. Newburgh boys won the honors in competitive sports.

John L. Dexter, for 30 years active in the Detroit, Mich., Newsboys' association and president of the organization for several years, addressed the newsboys of the *New Bedford* (Mass.) *Standard-Mercury* on Sept. 13, telling them of the work of the Detroit group. B. E. Howland, circulation manager of the Standard-Mercury, also spoke.

Frank S. Archibald, for the past four years assistant circulation director, *St. Paul Dispatch and Pioneer Press* and previously circulation director of *The Farmer* and *The Farmer's Wife,* has resigned to do special promotion work on *Farm Journal,* Philadelphia. At present he is recovering from an operation at the Mayo Hospital, Rochester, Minn.

The *Richmond* (Va.) *News-Leader* will give a free course of music lessons to the children of Richmond. The course, consisting of twelve lessons, will be published in weekly installments beginning Sept. 26.

A FORWARD STEP IN THE TECHNIQUE of TYPE METALS

RESTORE PLAN

FOR many years the manufacture of type metals was a "rule of thumb" procedure,—a condition akin to the original methods of making steel. In the steel industry it was Carnegie who was first to engage a chemist to place his plant under technical control. In the Type Metal field Merchant & Evans Company lead the field in chemical research and attempt to standardize scientifically correct formulas.

In the past, the manufacturers of type metal had a general knowledge of formulas; but the product of that day frequently caused casting troubles, or defective plates—even though the metal was being used for the firts time.

Then came the era of technical control for the type metal industry, with a definite field for the Metallurgist. The impurities that caused much of the trouble in the past were identified and eliminated; processes corrected and standardized with the result that a type metal was produced that could be used without casting difficulties.

But the work of the Metallurgist had only begun, for it was not enough to turn out a satisfactory type metal. The next step was to prolong the working life of the metal when in use. Merchant & Evans Company, one of the pioneer manufacturers of type metals, were in a particularly fortunate position for the carrying on of this important work. Among the clients of this company is the largest newspaper printing plant in the world. Through handling this large account a vast amount of data was constantly available on the question of day-to-day deterioration.

From this close contact with the world's largest user of type metals grew the *Restore Metal Plan.*

Today the Plan is available to all type metal users,—large or small. With the *Restore Plan* machine and stereotype difficulties are automatically eliminated and the life of type metal is prolonged indefinitely.

Investigate!

MERCHANT & EVANS COMPANY

Manufacturers of SPARTAN Type Metals

Linotype Intertype Stereotype Monotype Thompson

PHILADELPHIA

New York Cleveland Chicago Kansas City

Established 1866

GOOD WORK
GOES INTO IT

TRADE **LINOTYPE** MARK

GOOD WORK
COMES OUT
OF IT



"They allow me three thousandths variation . . . but I make them RIGHT"

This particular adjustment does not call for extreme accuracy as accuracy goes in the Linotype factory. Three thousandths of an inch—the thickness of a sheet of No. 16 bond—is close enough for all practical purposes, but this man scorns any such tolerance. He likes to see his micrometer barrel come to a stop precisely on the mark. That spirit, carried through every Linotype operation, has had much to do with building up the Linotype's reputation for long life and trouble-free operation.

MERGENTHALER LINOTYPE COMPANY
BROOKLYN, NEW YORK

CHICAGO SAN FRANCISCO CANADIAN LINOTYPE LIMITED
NEW ORLEANS TORONTO, CAN.

Representatives in the Principal Cities of the World



E. W. Pierson

Linotype Machinist

William Patrick, Inc., Newark, N. J.

. . . . "The 42 pica Linotype has been in operation here nearly two years, and is an excellent machine for setting any length line up to 42 picas. The molds are especially well built, and it is no trouble to keep slugs type high and parallel. This machine, as well as our nine other Linotypes, give us slugs of the highest quality at all times. I started with the Mergenthaler Linotype in 1893."

LINOTYPED IN GARAMOND AND GARAMOND BOLD



By MARLEN PEW

ANDREAS BJERRE, a famous Swedish scientist, has brought out a book covering his psychological studies of criminals guilty of murder. He finds that the determining factor which influences these atrocious acts is mental weakness and does not believe there is or could be such a thing as a criminal who would deserve to be called a "master mind" or who is in any respect clever, heroic or even courageous. He must be a weak person who turns to violence because he is incapable of meeting the demands of life on even terms with his fellows and, after a period of brooding, has deceived himself into the belief that only through the murder of an opponent or enemy may he escape from tortured thoughts. This is the inferiority complex in an extreme form. Dr. Bjerre believes fear of punishment is almost never a restraining influence in serious crime — criminals are driven on by motives or impulses too strong to be deterred by such a force.

* * *

EVERY experienced newspaper man, sooner or later in his career, is given opportunity to study criminals at short range. That the average murderer, caught in the toils of the law, is a mental weakling goes without saying, and much time is wasted around jails and courts in studying and writing about such people. It is perfectly apparent that they are weak, cowardly and stupid. Consider the time and perfectly good printing material that was flung away on Harry K. Thaw. Scores of New York newspaper men knew Thaw was morally and mentally unsound long before he shot Stanford White. Years before I got his number. I had happened to be in the corridor of the old Holland House around one o'clock one fall morning when the Pittsburgh millionaire, top-hat on the back of his round head, staggered in and approached a poor, old scrub-woman, down on her knees polishing the marble floor, unconscious of a menace from the rear. Without a word Thaw gave the woman a terrific kick. Groaning with pain she got to her feet and prepared to defend herself from further attack. The hotel night clerk swung over the counter and I also rushed up, demanding an explanation. Thaw pulled a roll of yellow-backs from his pocket, peeled one off and handed it to the woman, who, poor thing, thanked him and probably would have taken a second blow for a second bill. Hotel attaches rushed the brutal fool off to his room. He was drunk, but only a "nut" could be guilty of such an offense. Thaw wasted an aggregate of years of my time, I regret to say, but I am not the only reporter to make the sacrifice. By luck or misfortune I chanced to be passing Madison Square Garden one summer's night, having looked in at Harry Pollock's skating rink, when Lonergan of the *World* came running from Fourth Avenue, on the fly tipping me that a "big story had broken on the roof." We got an elevator to the open-air theatre garden, the first New York had seen, and found the place in commotion. Near the main entrance a body was stretched on the floor, the face covered with newspapers. A fireman told me it was the body of Stanford White, whom I had known as a first-night rounder and a great architectural artist. At the rear of the roof two firemen and a cop were holding Thaw by the arms. The place was being searched for Evelyn Nesbit, who, however, had disappeared. Presently Thaw was escorted to the Tenderloin Police Station, a dozen men of his class tagging along behind. He was searched and locked in a cell. He was pasty pale, flip in conversation and apparently enjoyed the sensation of being the center of attraction. He declined to talk about the case at first, but later told the story of how he had planned to kill White, first at Martin's Cafe, because of his alleged contribution to Evelyn Nesbit's moral dereliction, though it was very well known that Thaw's conduct toward the girl who later became his wife was scarcely calculated to elevate her. In later months and years we saw the man through two farcical trials. The criminal branch of our system of jurisprudence has much to answer for, particularly in the way of favoring the rich and giving short shrift to the poor, but the Thaw case from start to finish is the classic outrage on the Blind Goddess for all time. It was always interesting and important, of course, from the angle of dollar privilege, but Thaw himself was never interesting as a criminal character, his paranoia long having been apparent to newspaper men from the start of his career of violence.

* * *

DR. BJERRE, like most psychologists who write of crime, made his studies in prisons. He did not examine many types, it appears, but in his book draws the positive conclusion that the "master mind" does not exist in criminal life. While those who are caught in crime are usually of low mentality, we believe Dr. Bjerre's statement is much too sweeping. For instance, Mrs. Cassie Chadwick, whose frauds were clever enough to take in as victims some of the most cunning bankers of the middle west, certainly ranked as a "masterful" in financial adventure. Every newspaper man has at some time met criminals who were not more weak than the average man is weak, For the stupid Snyder woman and Gray, who practically handed each other over to the death house, one thinks of a dozen cases wherein the murderers were "clever" enough to have covered their crimes which are on police blotters today as unsolved. Who killed Elwell, the gambler? Does anyone who knew the facts doubt that the big cop Becker, murderer of Rosenthal, had uncommon courage and made a masterful fight to live? The determining factor in his crime may be called and doubtless was weak, but the man was head and shoulders above the average human in pure physical courage. Consider, also, the obviously guilty persons, particularly women, who have been "clever" enough to escape punishment for crimes charged against them, though circumstantial evidence was convincing, in this country during recent years. Were they weak? Did they lack courage to brave out the third degree?

* * *

THERE was nothing soft in the mentality of Albert Patrick, New York lawyer who, some 20 years ago, was convicted of murdering an aged millionaire client for the purpose of robbery, but finally wiggled himself out of Sing Sing death house by smart use of his law. Those of us who heard the old millionaire's valet, Jones, tell on the witness stand the story of how Patrick had duped him into the act of chloroforming his aged master while he slept were, it seems to me, justified at the time in giving Patrick a reputation as a "master mind" in criminality. I have heard old newspaper men, familiar with the mysterious case of Pearl Bryan, whose headless body was found in the Ohio river, near Cincinnati, declare that the young medical student Jackson, convicted of the crime, was a masterful type of criminal. Some excellent detective work snared Jackson and another student named Walling. It was believed that Walling was the tool of Jackson in the murder. Just before they were to be hanged Jackson agreed to write a confession, which would have cleared Walling, for which Milton A. McRae, of the *Cincinnati Post,* was to pay $3,500, the money to go to Jackson's mother who was in poverty. Jackson, however, later refused to write any statement and both went to the noose without a word of explanation. One of my earliest newspaper recollections is of a chalk plate made by Walter Evans, appearing in the *Cleveland Press,* which crudely depicted the hanging scene from "a telegraphic description." The Pearl Bryan mystery was never cleared.

* * *

BEFORE psycho-analysis was known outside of Vienna we covered the case of Roland Molineaux, in New York. What would the analysts have said of him? He was convicted of one of the most cunningly planned crimes that had ever been recorded up to that time. The man may have been a coward, though he did not shrink in his defense, but if guilty he was clever in crime. Molineaux, a rather handsome young fellow, was the son of a rich and distinguished chemist who had been famous as a Civil War general. The young man spent much time at a fashionable athletic club. In the course of an immoral life Molineaux ran afoul of an athletic trainer at the club named Harry Cornish. On Christmas day Cornish received through the mails a present in the form of a bottle of bromo seltzer in a handsome silver stand. No name was attached. Cornish put the bottle on his dresser. A few days later his landlady, a Mrs. Adams, complained of headache and Cornish invited her to use his medicine. She took a dose and fell dead. A post-mortem revealed cyanide of potassium, a rare poison. The police learned of Cornish's feud with Molineaux and were interested in the fact that the latter was engaged with his father in chemistry and had access to the poison. The young clubman was arrested. In this trial, the most complicated legal case I have ever witnessed, the hand-writing expert appeared conspicuously for the first time in a criminal cause. Molineaux was convicted on circumstantial evidence and went to the death house, but he, too, finally escaped punishment by pressing his case through the higher courts.

* * *

NATURALLY, in jails and in criminal courts the student of psychology, seeking to uncover the hidden causes of crime, must deal with the poorest, most incapable crooks, since they have been caught by mere cops. Study of criminals at large, if that were possible, might completely upset Dr. Bjerre's theories. It would not be expected that the good doctor could turn up for study a red-handed murderer, at least of the conventional type, but if he would look into some of our best established political, social and business circles he might find specimens of violent impulse and ruthless cruelty worthy of his records. There is no end of cleverness, masterfulness and courage which borders on heroism among super-criminals who do the job wholesale, seem wholly unconscious even of wrong-doing and escape all punishment, even the odium that was once believed to attach to exposed breaches of the civilized code. Where, for instance, does the theory of inferiority complex fit in the case of a man, so rich he could not in a lifetime spend one-half of his fortune, and who moves in the highest social circles of his community, who conspires with a crook to plant dynamite for the purpose of discrediting labor leaders working to organize his employes? What do the psychologists have to say of the motives of a man in high public office, who sells out his trust? Business life fairly reeks with strange types, up to all sorts of villany, whose psychic processes are wholly mysterious to those who believe that honesty is the best policy and that contentment may only be found in virtue. Murder is none the less interesting if done with "a bitter word." It is our notion that much perfectly good science is being wasted on the average run of subjects to be found in jails. The great revelation will come when Dr. Bjerre and his colleagues turn their sharp eyes into the souls of men who trample on the moral codes of life, yet triumph in all relations, at least material, that most folks think worth while.

REST HOME FOR PRESS OPENED NEAR LONDON

Gift of Ipswich Official to Institute of Journalists for Use of Convalescent Writers for British Newspapers

By ALLAN DELAFONS

London Correspondent of EDITOR & PUBLISHER

London, Sept. 13.—Sir G. Rowland Blades, Bt., Master of the Worshipful Company of Stationers of the City of London, and Lord Mayor of London, last week formally opened Oak Hill, the home of rest for journalists presented to the Institute of Journalists by Councillor T. R. Parkington of Ipswich, where the house is situated.



R. D. BLUMENFELD

R. D. Blumenfeld, editor-in-chief of the *London Daily Express,* and president-elect of the Institute of Journalists, Rt. Hon. T. P. O'Connor, veteran Member of Parliament and journalist, Charles Igglesden, president of the Institute, were among the gathering at the opening.

Edward Bostock, the famous showman has promised that all the royalties from his book of reminicences, "Menageries, Circuses, and Theatres," shall be given to the maintenance fund of the Oak Hill Home, and donations to the fund include £1,000 from the proprietors of the *London Times,* and £400 from the staff of that paper. The idea of the home is to provide a rest and convalescent home for journalists at a low charge, and appeal is being made to the British newspaper press to help in forming a fund.

To
NEWSPAPER PUBLISHERS
CONTEMPLATING THE BUILDING OF NEW PRODUCTION PLANTS
HOWELL & THOMAS
No. 3868 Carnegie Avenue, Cleveland, Ohio
offer
an architectural and engineering service, combining newspaper production engineering with experienced architectural training
Cleveland Press—Pittsburgh Press—Rochester Times-Union—Houston Press

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100 East 42nd Street, New York City

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BOSTON CHICAGO PITTSBURGH ATLANTA PHILADELPHIA

PORTLAND (ME.) NEWS STARTS OCT. 3

Bucking Consolidation Tide, Its Owners Declare—Tobey Is President, Gruening Editor and Hoegg Managing Editor

The *Evening News* has been established in Portland, Me., and will make its initial appearance on Oct. 3. It makes the third daily newspaper in the Portland territory, the others being the *Press-Herald* and the *Evening Express,* owned by the Portland Maine Publishing Company.



E. H. Gruening

The establishment of the Evening News, its editors say, is a definite and, perhaps, a pioneer move against the tide of consolidation which has left many cities with but one organ of news and editorial comment.

According to a statement by its editors, it starts with excellent financial backing and will be operated as a strictly non-partisan, non-political and non-sectarian publication.

United Press service in the Portland territory has been obtained and the Evening News will also act as the representative of the United Press in supplying the news of the State of Maine.

It will be published at 22 Monument Square, in the retail business district, and from which point start all of the city and suburban trolley lines. The new plant is well equipped. Every piece of machinery, including eight Intertype machines, is new with the exception of the Hoe press, which has been rebuilt. An eight-column page, 12½ ems, will be used. The new paper will print a minimum of 16 pages daily and will probably run two afternoon editions. It will pay especial attention to pictures and has a new engraving plant together with staff photographers and artists.

The president of the Evening News Publishing Company is C. H. Tobey, formerly with the *Boston Herald* and later publisher of the *Boston American.* He also started new papers in Hudson, Westfield and Southbridge, Mass., and still owns the *Southbridge News.* He plans to give his entire time to the Portland News, however, and has moved to that city.

Ernest Gruening, editor, has been managing editor of the *Boston Traveler,* managing editor and editor of the *Boston Journal,* managing editor of the *New York Tribune,* and managing editor of the *New York Nation.* He has contributed extensively to magazines on political and journalistic topics and has edited a two-volume symposium, "These United States." A book entitled "Mexico and Its Heritage," will be published by the Century Company early next year. In 1924, he was national director of publicity for the La Follette campaign.

Daniel W. Hoegg, managing editor, was editor of the *Evening Express,* resigning to go with the new paper. He has been associated with the Express for many years in all capacities. He was one of the founders of the Maine Publicity Bureau and of the Maine Automobile Association and is active in many civic and service clubs in Portland and the State.

Robert S. Boyd, treasurer, formerly designed and sold business systems for the Library Bureau. Later, he was cost and factory expert for the American Thread Company. He is now in charge of sales and advertising for the E. Corey Company, Portland, a large iron and steel concern.

Walter R. Pennell, advertising manager, served with several industrial companies, the Evening Express and Lewiston and Bangor (Me.) papers.

Mrs. Emma W. Moseley, society editor, resigned from the Express to go with the News. She is prominent in club work in the State.

ADDING RADIO SERVICE

The feature service of the Associated Press shortly after Oct. 1 will start a radio news service carrying radio programs, news and features for members. The service will be illustrated.

KIRKWOOD POLICIES PAID

First payment on the total of $625,000 life insurance policies on the life of the late Irwin Russell Kirkwood, editor of the *Kansas City Star,* was paid by the Sentinel Life Insurance Company to the trust department of the New England National Bank & Trust Company. The check amounted to $52,500. Later the Midland Life Insurance Company paid a check for $26,185.40 to John A. Wilson, executor of the Kirkwood will, on two policies. The National Fidelity Insurance Company of Kansas sent a check to the trust company, for $35,000 covering its policies.

COWDRAY VISITS TRIBUNE PLANT

Oil Magnate and Publisher Concerned at British Divorce Law

Lord Cowdray, oil magnate and publisher, made an extensive study of the *Chicago Tribune's* plant, September 17, before leaving to inspect his oil properties near Tulsa, Okla. The British nobleman, whose family name is Weetman H. Pearson, is chairman of the Westminster Press, which publishes the *Westminster Gazette* in London and numerous papers in the provinces.

In his capacity as a newspaper man, Lord Cowdray condemned the recent legislation prohibiting the publication of divorce proceedings in England. "This legislation is a dangerous interference with the freedom of the press," he said. It could not yet be determined, Lord Cowdray declared, whether the number of divorces had increased in England under cover of privacy.

LIBEL SUIT IN OKMULGEE

Damages in the sum of $40,000 is asked by Ed Bloomfield, an electrician's helper, in a suit filed against the Okmulgee Times Publishing Company, owners and publishers of the *Okmulgee Times* and the *Okmulgee Democrat.* Bloomfield alleges his reputation was damaged to that amount by stories published in the two papers, which recounted his arrest on a statutory charge which was dismissed when he married the girl who filed them.

TULSA DAILY YEAR OLD

The *Tulsa* (Okla.) *Evening World* launched as the afternoon edition of the *Tulsa Morning World* in September 1926, celebrated its first anniversary Sept. 14. It was the 22nd anniversary of the morning paper. Eugene Lorton is president and publisher and F. O. Larson vice-president and business manager.

A FEATURE SERVICE THAT APPEALS TO ALL

DAILY HEALTH TALKS

by

Dr Frank McCoy

They tell your readers in an interesting manner how to get well — how to stay well — by just following simple and common-sense laws of Health and Diet.

Written by McCoy—the leading authority on Health Subjects

Write or wire

McCOY HEALTH SERVICE

Brack Shops Bldg. Los Angeles, Cal.

From the story to the newsstand—SPEED



Where the presses leave off C-H Conveyors continue the pace

AS the sun drops below the west stands a young pitcher hurls the last strike of a game that places his name in the enduring halls of baseball's fame. The "mob" rises in wild acclaim to the new hero of the national pastime.

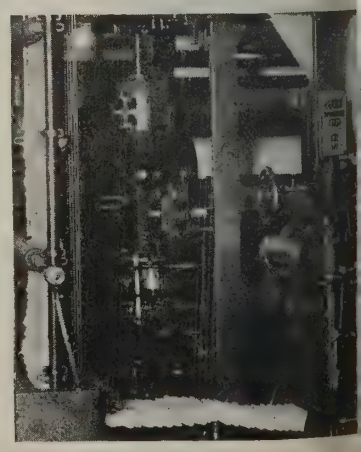
Up in the press box an unemotional sports writer tears a sheet from a copy pad and passes it to the telegrapher at his side. *The story is on its way.*

Almost before the last customer has left the park the boys at the turnstiles are calling "Sporting Edition—Latest Complete Box Scores—No Hit Game."

A miracle of speed that occurs every day. A miracle that is partly personnel—partly mechanical equipment.

Back in the newspaper plant, compositors, foundrymen, pressmen, have spent "fighting minutes" to get the "story" thru the presses.

As fast as the papers leave the presses, C-H Despatch Conveyors whisk them in a steady stream up thru a ceiling, around a corner right to delivery tables and waiting trucks. No lost minutes here—no congested aisles— no confusion. C-H Conveyors link the chain of speed between presses and trucks. They are an essential part of the news-plant's equipment that "gets the sheet on the street first."



C-H Conveyors cut to an absolute minimum t time required to get the paper from the pres to the street. Carrying the papers as fast the presses can deliver them—up, around, any direction, to any distance—and deposit them in counted piles—C-H Conveyors sa precious minutes and costly labor. They sa their cost in short order.

"The Morning Call," Allentown, Pa., (c culation over 33,000) is one of many medi sized newspapers which save time with C- Conveyors. Note also the C-H Press Conn Station.

The CUTLER-HAMMER Mfg. Co.

Pioneer Manufacturers of Electric Control Apparatus

1203 St. Paul Avenue

MILWAUKEE, WISCONSIN

CUTLER C-H HAMMER

Newspaper Conveyors

INTERTYPE IDEAL NEWS FACE

M M M M M

What is the Most Natural Type Face?

You cannot go very far from the type that the average man or woman knew from their first school books as the natural letters.

Freak types — shaded on the wrong parts of the letters, or made the same thickness all over — are not natural types. Hence, they are not easy to read in newspapers.

Freak type faces are sometimes used with fair results for a few lines in an advertisement. But the group of type faces that have been most widely used for news faces is the Modern Roman group — the group of type faces from which most school books up to the sixth grade are printed.

Modern Roman type faces that have been shaded the same thickness of stroke all over — made into a monotone — have never been used on young and tender eyes in school books. A monotone type face is not a natural type face.

Intertype Ideal News Face is one of the Modern Roman group of type faces — the one news face that did not lose its real Modern Roman character while being adapted to the mechanical requirements of a newspaper. It has retained the perfect balance of the Modern Roman types. It has retained the correct spacing around each letter as well as through each letter. Result: 100% legibility and longer life for the matrices.

The New York Times, The Cleveland Plain Dealer, Dallas Times-Herald, Seattle Times, and nearly two hundred others have adopted Intertype Ideal News Face after comparing it with what the market has to offer.

Get all the facts from the nearest Intertype office. Then Compare.

Intertype matrices will run in OTHER *slug-casting machines*

Standardized
INTERTYPE
TRADE MARK

INTERTYPE CORPORATION
1440 Broadway, New York

Chicago 130 North Franklin Street; *Memphis* McCall Building; *San Francisco* 560 Howard Street; *Los Angeles* 1240 South Main Street; *Boston* 80 Federal Street; *London; Berlin.* Distributors throughout the world

Text in 10 Point Intertype Ideal News

PIONEER ADVERTISING WOMAN DIES

Jane J. Martin Was for Many Years Advertising Manager of Sperry & Hutchinson—Active in Club Work

Miss Jane J. Martin, widely known in the advertising field, died Wednesday, after a long illness, at Maplewood, N. J



Miss Jane J. Martin

Until she was compelled to give up active work several years ago she was advertising manager for Sperry & Hutchinson, New York.

Miss Martin entered business as a stenographer when she was 16 years old and later became a pioneer woman in the advertising field. She was one of the founders and honorary president of the League of Advertising Women, a director of the New York League of Business and Professional Women and of the State Federation of Women's Clubs, vice-chairman of the New York City Federation of Women's Clubs, and a member of the Women's Press Club and the City Club.

Helen M. Rockey, president of the New York League of Advertising Women, said:

"The League has lost, in Jane Martin, one of its founders, its president for seven years, a women who spent her energy and life trying to help women establish themselves in the field of advertising."

Funeral services were held Friday night at 8 o'clock at the Second Presbyterian Church, Ninety-sixth street and Central Park West.

KILLED AT CROSSING

Manning of Chicago American and Wife in Fatal Wreck

E. M. Manning, magazine page editor of the *Chicago Evening American*, and his wife, Marian, were killed in a grade crossing accident near Chicago Sept. 19. The car in which they were returning to Chicago after spending the week-end in Wisconsin was struck by a train and completely demolished. Mrs. Manning was instantly killed. Manning was rushed to the Victory Memorial Hospital in Waukegan, where it was found that his back was broken. He died about three hours later.

Mr. Manning's two brothers, Levin Manning and A. D. Manning, are both on the staff of the Chicago American.

CLIFFORD J. OWEN

Clifford J. Owen, 77, veteran newspaper executive of the Pacific Coast, died on Sept. 11, at his home in Portland. He was general manager of the *Portland Telegram* from 1899 to 1906 and following that was general manager of the *San Francisco Call*. His father, J. J. Owen, came west in the early days and founded the San Jose Mercury. The son received his early training on that paper. After leaving the Call, Mr. Owen was general manager of the *San Jose Times* and later of the *Fresno Tribune* and of the *Pendleton* (Ore.) *Tribune*.

FRANK CLINTON WIGHT

Frank Clinton Wight, 45, editor of the *Engineering News-Record*, and president of the National Conference of Business Paper Editors, died suddenly Sept. 19, at his home in Summit, N. J. Mr. Wight became an editor of *Engineering News* in 1907, served as its managing editor from 1912 to 1917, continued with the enlarged publication, Engineering News Record, and was made its editor three years ago.

Obituary

FRANK R. CREGLOW, 63, editor of the *Little Rock* (Ia.) *Herald* and well known newspaperman, died at his home Sept. 8, of pneumonia. He had been in the past associated with the *Rock Rapids* (Ia.) *Reporter and Review*.

COL. TIMOTHY O. WALKER, 89, veteran Texas newspaperman, live stock expert and traveler, who died in Fort Worth as the result of paralysis, has been buried at Mitchellville, Ia. Col. Walker formerly was reading clerk for two national Democratic conventions and for the 48th Congress.

FRANK EDDY, 59, for twenty-one years a member of the composing room staff of the *Indianapolis Star*, died last Sunday after a two weeks' illness.

WILLIAM R. NICHOLS, widely known Albany, N. Y., newspaperman of a generation ago, died Sept. 14 at his home in Albany. For years he was correspondent at the capitol for the *New York Herald* and city editor of the *Albany* (N. Y.) *Journal*, where he was employed 30 years. He retired about 13 years ago. He was one of the leaders of the now defunct Albany Press Club.

ALBERT GERVAIS, 74, founder, director and manager of *L'Etoile du Nord*, Montreal, for many years, died at his home in Joliette recently after a long illness. He was known throughout the province of Quebec in printing and newspaper circles

LEWIS H. MACHEN, 56, at one time engaged in newspaper work in Washington, D. C., and later editorial writer for the *Richmond* (Va.) *Virginian*, died suddenly of a heart attack Sept. 14.

FRANK E. MCCLEERY, superintendent of the press forces of the *Portland* (Me.) *Press-Herald, Evening Express* and *Sunday Telegram*, died suddenly in his office in the newspaper building.

BYRON G. SEAMANS, 66, editor and publisher of the *Pulaski* (N. Y.) *Democrat* for more than 35 years, died suddenly Sept. 15 while listening to a radio program in his home. He had been editor and publisher of the Pulaski Democrat since 1895.

MRS. GERALD F. BEANE, 22, wife of the editor and general manager of the *Fort Pierce* (Fla.) *News-Tribune*, died at Fort Pierce, Sept. 20, a victim of influenza.

CARSON HARBEN, assistant secretary of the Texas Press Association and son of Sam P. Harben of Richardson, for many years secretary of the Association, died in a Dallas hospital Sept 14.

SALLIE ELDREDGE PRESTON, 54, wife of George W. Preston, newspaper advertising man and one-time advertising manager of the *Cincinnati Enquirer*, died Sept. 13, in Minneapolis.

DIRECT MAIL DECLINES

Because merchants at Reading, Pa. are using more newspaper space for advertising and fewer mailed circulars, the income of the Reading post office fell off $44,514 in the fiscal year just ended, according to H. H. Hammer, the postmaster.

TO EXPLORE GULF ISLANDS

St. Petersburg Newspaper Men Plan Long Trip in Small Motor Boat

ST. PETERSBURG, Sept. 21.—Plans for an exploration expedition to the Ten Thousand Islands at the southern end of the Florida west coast were announced by two local newspapermen, following the launching of the Skipperee, 14-foot outboard motor boat equipped especially for the adventure. Henry G. Frampton, city editor, and Tom Harris, telegraph editor of the *St. Petersburg Times*, will make the trip, leaving next Tuesday morning.

After exploring the islands, the boat will be navigated through the Miami Canal to Lake Okeechobee and Moorehaven. A route through the Miami Canal to Lake Okeechobee and Moorehaven. A route through the Lake Hicopochee drainage canal and the Caloosahatchee River will take the adventurers back to the west coast.

COAST SHOPPING NEWS

Merchants Start Own Paper When Merger Efforts Fail

One hundred ten business men at Marshfield, Ore., are backing the publication of the *Coos Bay Shopping News*, a 16-page paper issued as a protest after the business community had tried in vain to effect a merger of the two Marshfield dailies, the *Coos Bay Times* and *Southwestern Oregon Daily News*.

The business men sought to buy and consolidate the papers but could not get them at prices they would accept.

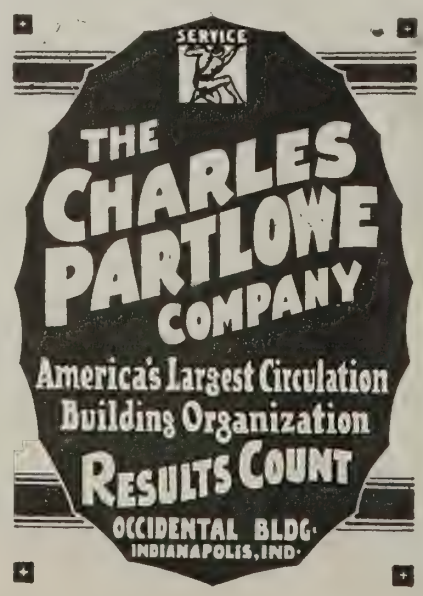
NEWSPAPER ENGINEERING

An organization specializing in newspaper buildings, all phases of newspaper engineering, operation and production problems, analytical surveys and valuations.

S. P. WESTON, INC.

Newspaper Buildings, Production, Operation Surveys, Valuations.

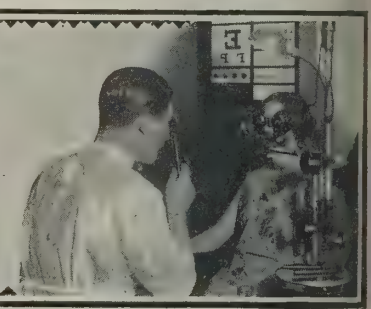
420 Lexington Avenue, New York



WHAT EYE SPECIALISTS SAY ABOUT

Ionic No. 5

TRADE LINOTYPE MARK



MERGENTHALER LINOTYPE CO.
BROOKLYN, NEW YORK

GENTLEMEN:

You are to be congratulated upon initiating the movement for using Ionic No. 5 type. It is more distinct, more legible and not only gives the printed column more neatness and distinctness, but ease of *perception* and *interpretation*, which I consider to be the two most important factors in reading.

After all, a person has only a certain limited amount of energy at his disposal during the act of reading. The more energy one has to use up in the act of seeing, the less he has left for the act of interpreting the meaning. Reading the printed column in Ionic type one uses up less units of energy in the act of reading, which enables him to use more in the act of interpretation.

Therefore, by introducing Ionic No. 5, you make it possible for one to get the most out of his reading.

J. I. KURTZ
Associate Editor, American Journal of Optometry

No. 2
OF A SERIES

MERGENTHALER LINOTYPE COMPANY
BROOKLYN, NEW YORK
NEW ORLEANS CHICAGO SAN FRANCISCO CANADIAN LINOTYPE LTD., TORONTO
Representatives in the Principal Cities of the World

LINOTYPED IN THE GARAMOND FAMILY

- do you know *Why* these prominent Advertisers use the Journal exclusively?

SANKA COFFEE

LIPTON'S TEA

TILLAMOOK *Full Cream* CHEESE





KRAFT (K) CHEESE



Local advertising leadership is the forerunner of exclusive advertising in any one newspaper.

The Journal has led in local display advertising linage for the last six years. This accounts for more and more keen buyers of advertising using the Journal, exclusively, to cover the Portland market.

The Journal has the largest daily concentrated circulation of any newspaper in Portland and, with a local daily circulation of 69,065, has a lead of 3,112 over and above the second paper.

Here are a few of the Journal's exclusive national advertisers.

If you would sell Portland, concentrate in the Journal!

The JOURNAL
Portland-Oregon

FLIT

Wear Day's tailored Trousers

Westclox

Winton WATCHES

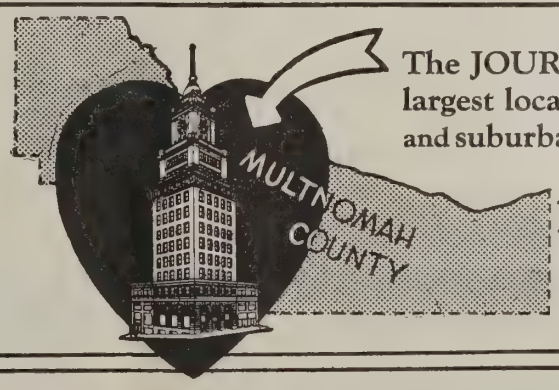
Brownie
-the simplest real camera

LUX FLAKES



BENJAMIN & KENTNOR COMPANY
Special Representatives

CHICAGO—Lake State Bank Bldg.
NEW YORK—2 West 45th St.
PHILADELPHIA—1524 Chestnut St.
LOS ANGELES—401 Van Nuys Bldg.
SAN FRANCISCO—58 Sutter St.



The JOURNAL has the largest local DAILY city and suburban circulation *in* Portland!

The largest afternoon newspaper in the Pacific Northwest!

PRESS SPENT $500,000 COVERING AVIATION

(*Continued from page 7*)

will again be ready to stand sponsors to pioneering efforts for the advancement of aviation.

"There are bound to be risks and casualties in the development of any science; and there is a justification for grave losses, if the work is performed for the benefit of humanity.

"Mr. Hearst has in the past and will in the future continue to spend much more money in great public policy movements and reforms than has been represented in these airplane adventures. The commission he recently organized and is sponsoring for the study of crime is an example. Much money is spent in such projects over a long period of time and in a less spectacular way than in the airplane exploits."

Increased cost to press associations brought about by the amazing aviation activities of the summer may be largely assigned to cable tolls. The Associated Press estimated that $15,000 had been spent this summer bringing in airplane flight stories from all over the world. It is an A. P. policy to cut down on other routine news when something big is breaking which accounts for this low figure in comparison to others. Besides the A. P. has connections with news agencies on the Continent and in Canada, saving the membership considerable expense. In some cases individual member papers bore the brunt of the increase in outlay. This was true in the case of the *Honolulu Star-Bulletin* which engaged an airplane to search for missing flyers and assigned four extra men to assist the A. P. in collecting the Dole flight news.

Marc A. Rose, executive editor of International News Service, informed EDITOR & PUBLISHER that this Hearst news gathering organization has spent $50,000 covering aviation since spring.

"This sum bears no relation to what the Hearst newspapers did and it includes no stunts," Mr. Rose said.

"We paid more covering Lindbergh alone than we did to report the British general strike."

Mr. Rose said the $50,000 spent by I. N. S. included the following items: Salary, extra expenses, chartering airplanes for men following Lindberg from Paris to Brussels and to London; chartering airplanes costing $1 a minute, following Chamberlin and Levine on their various hops from Berlin to Vienna and to Paris; cost of airplane from Le Bourget to Ver-sur-Mer, where Commander Byrd landed; salary of man and expenses on trip to United States from France with Lindbergh on U. S. S. Memphis, and back to Paris again; special wires between offices and flying fields; a long wire from Brunswick to Atlanta, Ga., to cover start of the Paul Redfern flight; cables from Rio when Redfern was not found there, but was reported found; and special fees to ship captains for reporting the sighting of airplanes plus the regular radio tolls.

Robert Bender, United Press vice-president, said the U. P. had spent $25,000 covering aviation, with this sum divided about half-and-half on cable tolls and extra editorial expense.

Added to the money actually spent there is a lot of unwritten aviation coverage history, history that caused considerable worry but cost little and yielded less.

The North American Newspaper Alliance, of which David E. Smiley is general manager, had numerous contingent contracts with airmen who failed to fulfill the terms and therefore did not receive the money from American newspapers which they expected.

Among these contracts not carried out were those between the N. A. N. A. and Captain Courtney, pilot of the Whale, which after many false starts finally hopped as far as Corunna, Spain, before giving up the endeavor and moving on to Venice for the Schneider cup races; between N.A.N.A. and Givon, a French flyer for his own story, should he reach this country from France; a similar contract with Tarascon, another French flyer; and an arrangement between this same American newspaper feature group and an Australian flyer named Giles who at one time entertained the ambition of flying from Australia to the United States to take part in the Dole races.

The N. A. N. A. had a contract with the flyers who went down with the London-to-London plane, the Sir John Carling.

Mr. Smiley said that what expenses were incurred in arranging these unsuccessful contracts were minor. Included among the N.A.N.A. expenses was a sort of vacation trip given to James C. Collins of the *New York World's* staff, who was sent early in July to Newfoundland to await the expected arrival of Captain Courtney and returned only last week to New York.

The market for aviator by-line stories made bullish by Col. Lindbergh has now declined. Ruth Elder's representatives visited several newspapers and syndicates, EDITOR & PUBLISHER learned, and two have turned down an opportunity to buy the news rights to her projected flight from Roosevelt field to Paris with the "American Girl," "for the glorification of Wheeling, W. Va." From one syndicate she asked $100,000 before being politely refused.

How aviation news rots quickly was shown in the case of the stories of Maitland and Hegenberger, the army flyers, purchased by the Times group. Army authorities refused to allow the two men to lend their names for newspaper exploitation immediately, and when consent was finally granted, the purchasers cut the price to one-third the original bid.

BINDER GOES ABROAD

Carroll Binder of the editorial staff of the *Chicago Daily News*, will sail for Rome, October 7, with Paul Scott Mowrer, head of the Daily News foreign service. Mr. Binder will replace Hiram Kelly Moderwell as Rome correspondent. Mr. Moderwell is returning to the United States.

FOR PROMPT SERVICE

TYPE

BORDERS ∞ ORNAMENTS ∞ BRASS RULE

Printers' Supplies

KELLY PRESSES • KLYMAX FEEDERS • PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

AMERICAN TYPE FOUNDERS COMPANY

Boston	Baltimore	Pittsburgh	Cincinnati	Kansas City	San Francisco
New York	Richmond	Cleveland	St. Louis	Des Moines	Portland
Philadelphia	Atlanta	Detroit	Milwaukee	Denver	Spokane
	Buffalo	Chicago	Minneapolis	Los Angeles	

The Rockaway Automatic Space Band Cleaner

Used and Recommended by Leading Newspapers

Saves Time and Material

Sent ON FREE TRIAL to prove our claims

CLEANS, polishes and graphites 30 bands per minute and does it better than it has ever been done by hand; it *does not* round the edges nor loosen the sleeve nor distort the band. No more adherent metal, no more crushed matrices, no more hair lines in printing, no more patching with soap, *a machine you need.*



Moderni your plant don't spe hours in d ing what o machine w do in mi utes and it better.

We wi gladly pla a machi in your pla on *free* tri to prove o claims.

The Rockaway Automatic Space Band Cleane

will save you time and money—its cost is low, its upkeep nil and will last from twenty-five to fifty years.

It will pay you well to try this machine

The following is a partial list of users:

The Citizen Publishing Co., Ltd., Ottawa, Canada
Syracuse Herald, N. Y.
Athens Messenger, Athens, Ohio
Philadelphia Bulletin
Zanesville Publishing Company, Zanesville, Ohio
Aurora Beacon News, Aurora, Illinois
The News Publishing Company, Charlotte, N. C.
Greensboro Daily News, Greensboro, N. C.
Dayton Daily News
Jackson Citizen Patriot, Jackson, Michigan
Evening Call Publishing Company, Woonsocket, R. I.
Sioux City Tribune
The Dover Reporter, Dover, Ohio
Evening Star Newspaper Co., Washington, D. C. (2 machines)
J. B. Lyon Company, Albany, New York
Joliet Herald-News, Joliet, Illinois
Courier-Post Company, Camden, New Jersey
Florida Times Union, Jacksonville, Florida
Janesville Gazette, Janesville, Wisconsin
The Oregon, Portland, Oregon
The Indianapolis Star
Concordia Publishing Company, St. Louis, Mo.
National Weeklies, Winona, Minn.
The Spokesman-Review, Spokane, Washington
Houston Post-Dispatch
Garden City Press-Gardenvale, P. Quebec, Canada
The Fond du Lac Reporter, Fond du Lac, Wis.
The Oshkosh Northwestern, Oshkosh, Wis.
Jackson Daily News, Jackson, Miss.
The Providence Journal, Providence, R.I.
The Wheeling Register, Wheeling, W. Va.
The Schenectady Gazette
The Pittsburgh Press
Ft. Worth Star-Telegram, Ft. Worth, Texas
Miami Herald
Elmira Star-Gazette, Inc., Elmira, N.
Utica Observer Dispatch
Peoria Journal Transcript
The Times Herald, Dallas, Texas
Trade Press Publishing Company, M waukee, Wis.
The New Orleans Times-Picayune
New Orleans States
North American Press, Milwaukee, W
Gazette Times, Pittsburgh, Pa.
The Times Mirror Co., Los Angel California
The Buffalo Times, Inc.
Journal-Gazette, Fort Wayne, Indian
Winchester Sun, Winchester, Ky.
Rochester Times Union
The St. Paul News
Birmingham News
The Minneapolis Tribune
Belleville Democrat, Belleville, Illin
Cappers Weekly
Omaha News
Dunedin Times, Dunedin, New Zealar
Margach Mfg. Co., Inc., New York, N.
Dept. of Public Printing & Stationer Ottawa, Canada.
The Case, Lockwood & Brainard C Hartford, Connecticut
The Evening Star Co., Ltd., Dunedi New Zealand
National Paper & Type Co., New Yor N. Y.
Vail-Ballou Press Inc., Binghamton, N.
Auckland Star, Auckland, New Zealar
Cannon Printing Company, Milwauke Wisconsin
Smith & Miles Ltd., Sydney, Austral
The Evening Post, Wellington, Ne Zealand
Wm. Mitchell Printing Co., Greenfiel Indiana
The London Daily Times, Londo England
The Amalgamated Press, London, En land (2 machines)
(Nine other machines in various plan in England and Scotland)
2 machines in Holland
2 machines in South Africa

Send for descriptive literature or better still, send us the current and voltage of yo electric lighting system and we will send you a machine on FREE TRIA

THE ROCKAWAY COMPANY
4926 Vliet Street
Milwaukee, Wisconsi

National Advertising Increasing In Newspapers

Within ten years, national advertising in newspapers has approximately multiplied itself by **three.** Estimated volume for 1917 was $80,000,000; estimated volume for 1926 was $235,000,000.

Year	Estimated Investment	Per cent Increase
1914	$50,000,000	..
1915	55,000,000	10%
1916	75,000,000	36
1917	80,000,000	6
1918	88,000,000	10
1919	150,000,000	70
1920	200,000,000	33
1921	180,000,000	–10% loss
1922	200,000,000	11
1923	205,000,000	2½
1924	215,000,000	4
1925	220,000,000	2
1926	235,000,000	6

Newspaper publishers may be interested in comparing these gains with the gains recorded by their own newspapers.

National advertising, when compared with total advertising (including classified), shows that in 1915 it was 20% of the total income and in 1926 was 30% of the total advertising revenue.

Year	Percent of Total Income	Year	Percent of Total Income
1915	20%	1921	27.6
1916	20	1922	28.5
1917	20	1923	28.8
1918	20	1924	28.5
1919	30	1925	29.5
1920	30	1926	30

Newspapers divided $50,000,000 of national advertising income during 1914; in 1926 they divided $235,000,000. At the present average rate of increase, this volume of national newspaper advertising will be doubled within the next five years.

Advertise your market and your medium through the advertising columns of the NEWS paper of the publishing and advertising fields.

EDITOR & PUBLISHER

DAYTON DAILIES AND STORES WAR OVER SHOPPING NEWS

(*Continued from page* 3)

are to be printed by the Dayton Linotype Company.

A facsimile of the front page of the Detroit Shopping News was sent out by the Merchants, Sept. 19 with an explanatory letter to Dayton residents.

The text of the letter follows:

"In a number of cities merchants have found it of advantage to the general public and profitable to themselves to use as an advertising medium what is known as the Shopping News. In order that you may be able to visualize just what is meant by the Shopping News, we are inclosing with this letter a sample page from the Shopping News published by the merchants of Detroit. On the reverse side we have printed in detail description of just how it is operated and how it is distributed.

The success of this idea in other cities and its value to the merchants and their patrons have impressed the Dayton merchants for a long time and they have been for several years considering how they could inaugurate the movement here. Recently the way has opened up for us to be able to go ahead and a definite procedure to get started has been decided upon.

"The newspapers have, the merchants feel, taken a very unwise and selfish attitude toward the project. When they found that we were serious in our determination to inaugurate the Shopping News, they formed what they called the Publishers' Association and went so far as to notify one of the subscribers that their advertising would not be accepted in their papers. The other merchants associated in this enterprise took this notification to the one store as a notification to all and they are, therefore, out of the papers.

"We have a very high appreciation of the value of well conducted newspapers to the community. It is farthest from our thought to do anything that would destroy their business. Many of us have assured the newspapers that we had no intention of cutting our newspaper advertising appropriation. The Shopping News would eliminate other phases of publicity. It is a matter of common knowledge that the newspapers have received a degree of support from Dayton merchants and Dayton industry far in excess of that which newspapers receive in cities of much larger size.

"We are writing this letter to explain to you why our advertisements are not to be found in the Dayton Daily News, the Evening Herald and the Dayton Journal. We have been denied advertising space in these papers and we want you to know the reason why. We certainly feel that we cannot allow the newspapers to dictate as to how we shall conduct our business or how we shall spend our own money for advertising.

"The experience in other cities where the Shopping News has been circulated has proven that newspaper advertising space is not reduced. It actually works out that the Shopping News makes advertising space, the principal thing that the newspapers have to sell, really more valuable because it raises the standard of advertising. We are confident that our decision to adopt this method of publicity is for our welfare and the good of the general public and increases our opportunity to serve.

"The newspaper appeal to so-called law and order and the enforcement of an ancient ordinance, is foolishness. A strict interpretation of the ordinance would deny the possibility of distributing the newspaper itself. Their plea for law and order is nothing more than a subterfuge to protect their own selfish interests.

"The newspapers have made it a definite fight and as a contest in which we believe we have the right on our side, we ask your sympathetic understanding and your support."

The newspapers have not answered this letter.

Differing from the policy followed by New Haven, Conn., newspapers in their six-year fight against the New Haven Shopping News, which ended this year with victory for the press and suspension of the handbills, the Dayton newspapers have passed on to their reading public some information regarding the battle with the advertisers.

The impending fight was first made a subject of public discussion Sept. 10, when the Dayton Herald reported that the Dayton Typographical Union Number 57 had passed a resolution denouncing the proposed "Shoppers Guide" and that the directorate of the local chamber of commerce had refused to endorse or approve it.

In its resolution, unanimously passed, the typographical union listed the following objections to the Dayton Shopping News:

"Not a dime was to be invested by publishers of the Shopping News, nor were they to pay any taxes—'taking what profit they may derive out of the city as they are not residents.'

"They are operating in competition with concerns employing members of our organization who have hundreds of thousands of dollars invested both in real estate and equipment, are taxpayers and their profits are distributed among the business men of Dayton and help to maintain the same."

Four days later the newspapers published their own editorial objections, attacking in front page editorials an "outside advertising company" which, in the words of the Dayton Herald, "has no particular interest in Dayton or its community beauty and progress, and is now planning to systematically throw advertising sheets in every yard and home in Dayton."

Both editorials recalled that shortly after the noted Dayton flood a local ordinance was passed, on Aug. 15, 1914, to be specific, which makes it unlawful "for any person in distributing handbills or other advertising matter to throw, cast or deposit or cause such handbills to be thrown, cast or deposited in or upon any yards, doorsteps, porch, street, alley, lane, or public place within the City of Dayton." Fine or imprisonment or both is the penalty.

The newspapers of Dayton editorially denounced merchants of the city who would become law violators. The editorial in the News was headed "Respect for the Law," and that in the Herald was "Breaking Down the Law."

Asked the News:

"Is the spectacle of prominent business men, men outstanding in our community affairs, moving in deliberate defiance of law, wholesome or helpful?"

Then it questioned the "serious and threatening portent" of "men in high places whose lives, generally speaking, have been an example to the youth of this community, should be making their plans to adopt a law-be-damned attitude."

To which Robert J. Elder and C. H. Reiling, sales manager of the Elder and Johnston Company replied in a statement to EDITOR & PUBLISHER:

"Piffle."

Mr. Elder and Mr. Reiling said the law has never been enforced. There are three companies in Dayton today whose sole business is distributing handbills. Dayton itself distributes handbills, as has many of its stores for many years, he said.

"Ten years ago we tested the law," Mr. Reiling said. "We had a man arrested. The case only got as far as police court, the judge saying that it was not the spirit of the law to interfere with advertising."

The newspapers do not consider the law sufficiently tested and there is talk current now of an injunction suit.

Besides scoffing at the ordinance prohibiting handbills, Mr. Elder, a competent spokesman of the merchants, said to EDITOR & PUBLISHER:

"We are not dissatisfied with newspaper advertising, and we do not want to run our own newspaper. We looked upon the Shopping News as a supplemental medium. As far as our own store was concerned we are going to use the money budgeted for direct mail and billboards for the Shopping News. We have no grudge against the newspapers and realize that a community couldn't exist without its press.

"We first heard of the Shopping News idea through a close business connection of ours in Youngstown. He told us of

(*Continued on page* 54)

Buffalo, The Wonder City of America

Buffalo—a profitable Market for Advertisers

Sales in Buffalo are splendid for advertising goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

EDWARD H. BUTLER
Editor and Publisher
KELLY-SMITH COMPANY
Representatives

Graybar Bldg. New York, N. Y. — Tribune Tower Chicago, Ill.
Atlantic Bldg. Philadelphia — Waterman Bldg. Boston

If Quality

of circulation is your first consideration.

The Evening Star

With Sunday Morning Editions
Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St. Dan A. Carroll
Chicago Office—Tower Building J. E. Lutz

Gains again in August

making the eighth consecutive month of circulation and advertising gains for the

BALTIMORE NEWS

Largest circulation of any daily paper in the South

CIRCULATION GAIN
Net paid August

NEWS 144,374
Evening Sun 123,549

ADVERTISING GAIN
(local) first 8 months 1927

NEWS gained 181,104 lines
Eve. Sun lost 643,651 lines
Post lost 193,285 lines

NOTE: The NEWS has shown a gain in local advertising for each of the last 8 months compared to the monthly losses of the other two evening papers.



Over 260,000 Homes in Michigan served by Booth Newspapers

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN, 50 East 42nd Street, New York City
J. E. LUTZ, 6 N. Michigan Ave., Chicago, Ill.

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
QUALITY SERVICE SERVICE
CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Elkhart Truth
Elkhart, Ind.

Ask them about it

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

Supreme in RADIO

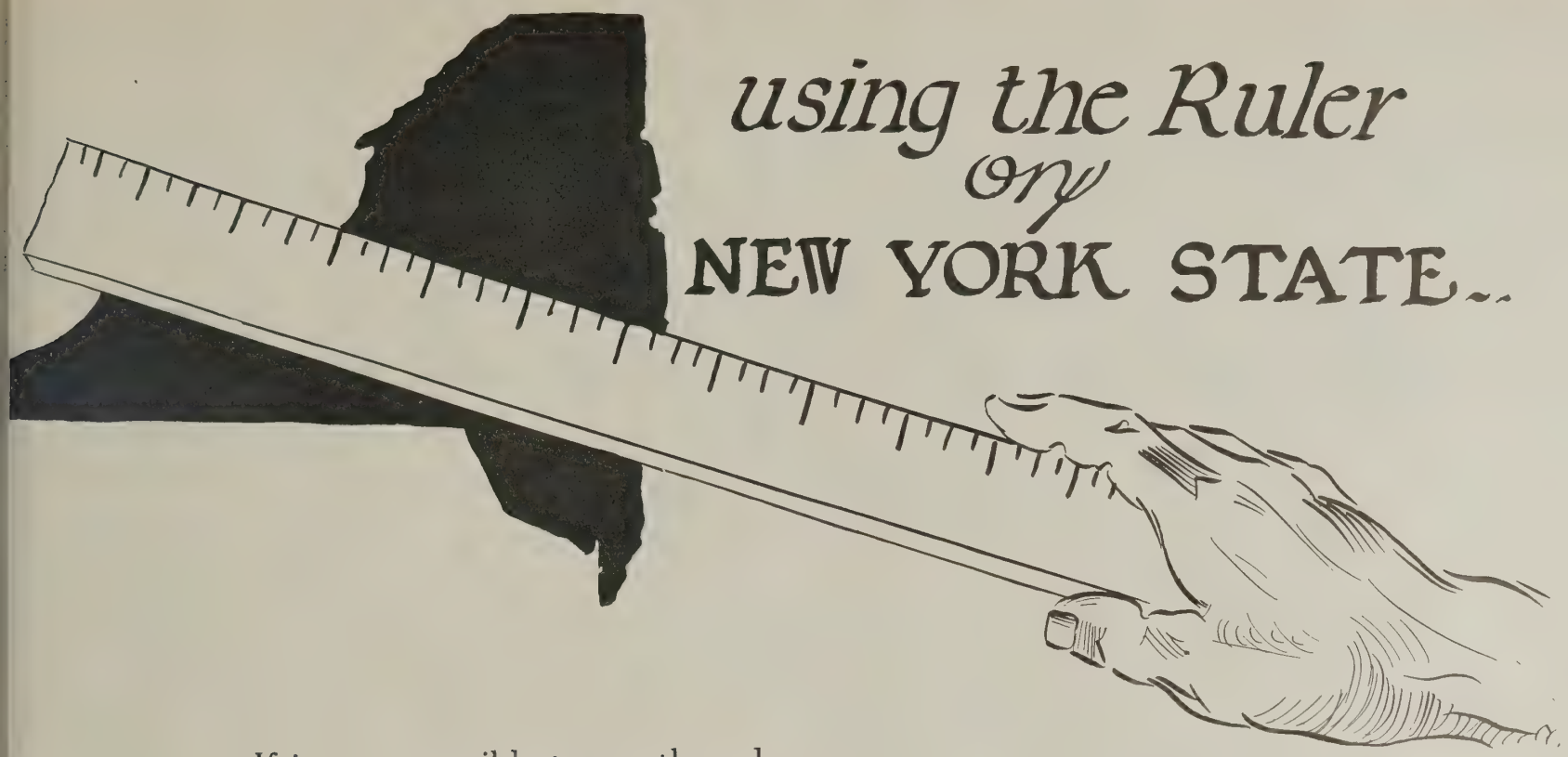
For years Radio advertisers, both national and local, have used more space in The Sun than in any other paper in the world.

During the first eight months of 1927 The Sun published nearly three times as much Radio Advertising as the second New York newspaper.

The Sun
New York

ROTO-GRAVURE Sections for Newspapers & Magazines

STANDARD Gravure Corporation
LOUISVILLE, KENTUCKY



using the Ruler on NEW YORK STATE...

If it were possible to use the ruler or yard stick as a unit of measure to determine the relative buying power of New York State in comparison with other national markets, the result would not only astound the space buyer but his final conclusion would be that New York State should be his first market regardless how limited his advertising appropriation may be. For, the Empire State Market offers all the advantages of all the other markets combined. It has density of population. Its channels of distribution are well organized. Its buying power is second to none, and the advertising appeal will reach the greatest numbers of buyers at the lowest investment cost.

Compare then, New York with any market. Where can you find class plus mass distribution for the same cost?

The newspapers listed below are ready to serve the national advertiser not only by giving him all the facts on each important center, but will gladly work with the advertiser's sales organization to help him with his distribution.

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News.....(E)	44,444	.13	.13
**Albany Knickerbocker Press.....(M)	35,073	.12	.12
**Albany Knickerbocker Press.....(S)	57,820	.17	.17
**Amsterdam Recorder-Democrat .....(E)	7,845	.04	.04
††Auburn Citizen-Advertiser Journal....(E)	10,295	.065	.055
**Brooklyn Daily Eagle .....(E)	77,991	.24	.24
**Brooklyn Daily Eagle .....(S)	90,532	.24	.24
**Buffalo Courier Express .....(M)	110,686	.22	.22
**Buffalo Courier Express .....(S)	161,164	.30	.30
**Buffalo Evening News.....(E)	149,773	.25	.25
**Buffalo Evening Times .....(E)	109,285	.21	.21
**Buffalo Sunday Times .....(S)	128,158	.21	.21
**Corning Evening Leader .....(E)	9,029	.05	.05
**Elmira Star-Gazette Advertiser....(E&M)	34,213	.11	.11
**Geneva Daily Times .....(E)	5,627	.04	.04
**Gloversville Leader Republican.....(E)	7,177	.035	.035
††Ithaca Journal-News .....(E)	7,711	.05	.05
**Jamestown Morning Post.....(M)	11,705	.04	.035
**Mount Vernon Daily Argus.....(E)	9,866	.05	.05

	Circulation	2,500 Lines	10,000 Lines
**Newburgh Daily News.....(E)	12,506	.08	.08
**New Rochelle Standard-Star .....(E)	8,458	.04	.04
**The Sun, New York.....(E)	265,440	.65	.60
**New York Times .....(M)	375,249	.80	.784
**New York Times .....(S)	653,427	1.05	1.029
**New York Herald-Tribune .....(M)	289,674	.693	.672
**New York Herald-Tribune.....(S)	366,220	.7425	.72
**New York World .....(M)	302,199	.595	.58
**New York World .....(S)	593,383	.72	.58
**New York Evening World .....(E)	305,746	.505	.69
**Niagara Falls Gazette .....(E)	21,817	.07	.07
**Port Chester Item .....(E)	5,065	.045	.035
**Poughkeepsie Star and Enterprise....(E)	13,411	.06	.06
**Rochester Times-Union .....(E)	73,856	.21	.20
**Troy Record .....(M&E)	22,426	.07	.07
††Watertown Standard .....(E)	17,825	.07	.07

** A. B. C. Statement, March 31, 1927.
†† Government Statement, March 31, 1927.

DAYTON DAILIES AND STORES WAR OVER SHOPPING NEWS

(*Continued from page 52*)

results obtained through using this type of advertising.

"'And what about your newspaper advertising?' I asked him.

"We almost doubled that,' was his reply.

"We have access to his books and were able to check up on this assertion and found it to be correct.

"We studied the Shopping News in other cities where they have been used, notably in Detroit, Cincinnati, Minneapolis, Seattle and Los Angeles. We have connections in all these cities that gave us good reports. They all said that they found it advisable not to cut down their newspaper space while buying advertising in Shopping News."

Mr. Jones of the Herald and Journal declared he had heard differently when he had investigated the Shopping News story from the newspaper viewpoint. He said that in many cases the merchants insisted they had no intention of cutting their newspaper copy, but that newspapers had found they had lost linage as a result of the Shopping News.

The merchants complain that they have not been given an opportunity to present their views to the publishers. On the first meeting of the directorate of the Chamber of Commerce the newspaper men were in the majority and in consequence the merchants called another meeting of the same body at which the newspaper men were not present in person, but were represented by letters written by ex-Gov. Cox and Mr. Burkam and read to those attending by Robert Nevin, attorney for the Journal and Herald.

The contents of these letters were not made public. In effect they traced the history of good deeds performed for Dayton by its press, setting forth in detail how they had worked for the benefit of business in the community, and telling how they feared that the advent of the Shopping News would damage them financially.

In lieu of issuing Mr. Burkam's letter without his consent, Mr. Jones made the following statement to EDITOR & PUBLISHER:

"The Dayton newspapers have always co-operated in every possible way to help its merchants. No increase in rates was contemplated. The only increases we have ever made have been those justified by A. B. C. figures.

"We feel we have put out good papers for our town and see no need of any competing media. Dayton has a small foreign population and colored population, the majority of its inhabitants being mechanics of a well-educated class who demand a good newspaper. We contend that there are less than 100 homes in Dayton which are not receiving a Dayton paper.

"It has proved in other cities where the Shopping News has been published that in time newspaper linage has been affected. We feel that if a Shopping News was started in Dayton we would experience a noticeable decrease in Sunday linage and it would also affect our evening papers as well as the morning."

As the fight begins both sides are cocky.

One merchant leader, who, however declined to allow his name used in connection with it, said:

"This tiff is going to teach us all, I believe, that we have been over-emphasizing the value of publicity. Propaganda in favor of newspaper advertising has been stuffed down our throats by the newspapers for years, and now we are going to have a chance to spew it up."

Others confessed they were not so sure of success, but they too didn't want their names used.

The newspapers claim to be in a very satisfactory position in regard to advertising revenue, despite the loss of 12 local advertisers. These 12, it is stated, do not begin to dominate the local field of newspaper advertisers. Both newspapers admit that if the Shopping News continues any length of time there must be some curtailment of operating expenses, but they believe that the decrease in white paper cost due to smaller papers will help considerably and do not intend to cut down their local editorial staffs.

One set of figures furnished EDITOR & PUBLISHER showed a total local business of approximately 140,000 inches a month in all papers, compared with about 40,000 inches involved in the present boycott.

Exclusive of Sundays the Dayton Herald has shown an increase of 3,217 inches for the first 20 days of September this year in local business compared to last year; the News has shown an increase of 2,374 inches and the Journal a loss of 1,133 inches."

It is on record at the Daily News office that there were 37,198 inches of local business placed in the first 20 days of September in the News compared with 41,166 inches placed for the same period last year; 28,336 inches in the Herald compared with 27,562, of last year; and 12,367 of the Journal compared with 19,118 of last year.

Immediate effect of the boycott on the Daily News is shown as follows: (Figures for local business only).

Sept. 14, 1927	.....	2,425 inches
Sept. 14, 1926	.....	1,424 inches
Sept. 15, 1927	.....	2,513 inches
Sept. 15, 1926	.....	1,776 inches
Sept. 16, 1927	.....	3,725 inches
Sept. 16, 1926	.....	4,021 inches
Sept. 17, 1927	(Saturday) ..	495 inches
Sept. 17, 1926	.....	464 inches
Sept. 18, 1927	.....	2,681 inches
Sept. 18, 1926	.....	4,040 inches
Sept. 19, 1927	.....	365 inches
Sept. 19, 1926	.....	1,233 inches
Sept. 20, 1927	.....	1,430 inches
Sept. 20, 1926	.....	1,260 inches

In the early days at least, there is very little bitter feeling being wasted between the contestants of this advertising battle.

"The only fight we are interested in is a fight for business," said Mr. Elder, merchant.

Mr. Jones started as office boy on the Herald and Journal, has never worked for anyone else, and knows all the business men of the town intimately.

Mr. Burkam was in Cincinnati on Wednesday this week.

Forgetting their own local ring, Mr. Elder, Mr. Reiling, Mr. Jones, Mr. Mahoney and Ex-Governor Cox, were among those watching the Dempsey-Tunney fight in Chicago on Thursday.

Largest Circulation
and
Largest Volume of Advertising
of any Daily west of the Missouri river
LOS ANGELES
EVENING HERALD
REPRESENTATIVES
Chicago, JOHN H. LEDERER, 910 Hearst Bldg.
San Francisco, A. J. NORRIS HILL, 640 Hearst Bldg.
New York, HERBERT W. MELONEY, 500 Times Bldg.

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write John G. Earhart, Director, Personnel Bureau of Sigma Delta Chi, 836 Exchange Ave., Chicago, Ill.

NO CHARGE TO EMPLOYERS

AGAIN SEEKS MAYORALITY

McKay of Tampa Times Champions Reform of City's Government

TAMPA, Fla., Sept. 21.—D. B. McKay, owner and editor of the *Tampa Daily Times*, has qualified as a candidate for mayor in the white primary to be held Oct. 4. He is running without opposition. Mr. McKay, who has for many years owned and edited Tampa's oldest newspaper, has been active in all municipal matters. For ten years he served as mayor before the adoption of the present commission-manager form of government. Having bitterly opposed the change from the old council form, he recently succeeded in having a charter-board elected to revise the city's government. In the charter-board election Mr. McKay was chosen as one of the board, and was subsequently made chairman. The election for ratification or rejection of the proposed new charter is to be held shortly, and its adoption is being forecast by those acquainted with the political strength of the publisher.

In the event of the new charter being adopted, as now seems assured, Mr. McKay has stated he will not be a candidate for mayor. In the primary of Oct. 4 he is running for the nomination for the post of mayor-commissioner and two of his personal and political friends are seeking nomination as commissioners, both like Mr. McKay, without opposition.

HOST TO LEGION DELEGATES

Chicago News Holds Open House in Paris Office to American Visitors

The office of the *Chicago Daily News* on the Place de l'Opera, in the center of Paris, served as the observation post for dozens of American visitors at the review of the American Legion parade, which was cheered by the greatest gathering of Parisians since the victory demonstration following the World War.

The office maintained "open house" all day. The staff, in addition to writing a running story of the events from the windows and receiving messages relayed by telephone from observers along the march and sending messenger boys to the cable offices, answered inquiries.

The hospitality of the Daily News' Paris office even extended to the removal of the "no smoking allowed" sign which had hung in the office since its inauguration many years ago.

SAYS M. D.'s SHOULD ADVERTISE

Objects to Leaving Tremendous Power of Press to Quacks

Physicians should advertise instead of leaving "the tremendous power of newspaper publicity as a terrible weapon in the hands of quacks and charlatans" in the opinion of Governor Fred W. Green of Michigan.

Addressing the Wayne County Medical Society, Detroit, this week Governor Green said:

"I am not pleading that you use the newspapers for your own sake. You do not need it. But I ask it for the sake of the public. Perhaps you will say that the public should discriminate, but too much cannot be expected of us laymen in the matter of discriminating intelligence."

ARRESTED FOR LIBEL

Frederick L. Bagby, editor of the *Utah Statesmen*, a political weekly published in Salt Lake City, was arrested recently on a charge of criminal libel growing out of an editorial published a few weeks ago in which he criticised county officials. Bagby was subsequently released on $1,000 bond.

GOLD MEDALS FOR ARCHITECTS

Raymond M. Hood and John M. Howells were presented with the gold medal of honor of the Chicago chapter, American Institute of Architects, September 13, for their design and execution of The Tribune Tower of the *Chicago Tribune*. This is the fifth time the honor has been conferred in the last twenty years.

On the Spot

Editor & Publisher is on the desk of practically every Publisher in the country and it reaches also his wide-awake Executives. To these people our Classified page is of particular value.

Classified messages call for action to-day and do not suggest deferred decision, consequently the man seeking Employment, the manufacturer of Equipment, and Supplies or the owner of Advertising, Circulation or Editorial Services find our Classified a point of contact with the Buyer that produces quick results.

Classified Service
Editor & Publisher

EDITOR & PUBLISHER'S MARKET GUIDE for 1928

will be one of the most eagerly welcomed and constantly used business publications of the year.

The advertising and sales managers of most of the leading users of newspaper space in the country; and the space-buyers, account executives, research directors and firm executives of practically all the important Agencies will keep this book on their desks from the day it is published until the day its successor appears. They will make its data the basis of all their newspaper campaign planning and newspaper space placing.

Isn't it JUST THE PLACE for you to talk YOUR newspaper to them?

They will want to know about your newspaper, too. For the study of Markets and decisions on Media go hand in hand—neither is complete without the other.

The 1928 Market Guide will go to every subscriber to the entire EDITOR & PUBLISHER service with one of the November issues. Forms close in less than a month. This Coupon below answers all your questions—it makes it easy for you to reserve your space. Use it, please—TODAY!

_____ City _____ State _____ Date

EDITOR & PUBLISHER, 1700 Times Building, New York, N. Y.

Gentlemen: The undersigned hereby authorizes EDITOR & PUBLISHER to reserve ..... pages of advertising space in the 1928 Edition of the Market Guide Number for which we agree to pay the sum of $.....

It is understood that this space is separate from and extra to any contract we may have at present or contemplate during the next twelve months, and the rate is understood to be the minimum rate for such space in this Service Edition.

No agreement other than herein specified shall be binding upon the Editor & Publisher Company or the advertiser.

Instructions _____

(Signed) _____ Name of Newspaper

By _____ Signature and Official Position

All advertising in the Market Guide is sold at the following rates:
$250 per page; $140 per half page; $75 per quarter page; $50 per eighth page; and $30 per sixteenth page.



Our Own World of Letters

By JAMES MELVIN LEE

"A NEWSPAPER man's biography" is what Paxton Hibben calls his "Henry Ward Beecher: An American Portrait," released by the George H. Doran Company, on Sept. 23. Not because the author has been a newspaper man for many years, but because the files of contemporary newspapers were so largely used to counteract the growth of legend in writing the life of Beecher. In the same way that Claude G. Bowers, of the *New York Evening World* made free use of the files of the *National Gazette*, the *Independent Chronicle*, *Aurora*, *Porcupine's Gazette* and other journals of the day in writing his "Jefferson and Hamilton," Mr. Hibben checks the myths that have grown up about the Pastor of Plymouth Church by the files of *The Independent*, the *Indiana State Journal*, the *Cincinnati Post* and the *New York Times*, *Tribune* and *Herald* of the days of Raymond, Greeley and the elder Bennett.

Of the revivication of the country that followed the Civil War, Mr. Hibben writes:

"Samuel Bowles, Joseph Medill, E. L. Godkin, Charles A. Dana were men of the new order. Their minds cut through sentimentality like a knife in cheese. They did not care a fig whether Beecher had committed adultery or not . . . But these men, directing the great newspapers of America, were determined that the facts should not be deliberately perverted merely to save the Great Preacher—that the American public should not be forced to gulp a colossal fraud for the benefit of the scrip-holders of Plymouth Church."

The Beecher-Tilton scandal of 1874-1875, to which reference is made, received probably more newspaper space than has ever been accorded any single private event in history. The testimony alone at the trial of Tilton vs. Beecher, in Brooklyn City Court, ran to over a million words, and was printed at length in the leading dailies. Of this case, Mr. Hibben says:

"It is one of the fine things about the newspapers of the United States that in 1872, before anything specific about Beecher's trouble with Tilton had come out, Victoria Woodhull peddled her story of Beecher's adultery from newspaper office to newspaper office, and found no takers. Mr. Beecher was approaching sixty. His life had been a singularly useful one. Even the newspapers that disagreed fundamentally with his political views, his theological tenets, his social theories, and called him a 'pulpit mountebank' felt that he was entitled to the benefit of the doubt."

When the scandal finally broke, "nothing since the outbreak of the Civil War has excited such intense interest all over the United States," said the *Brooklyn Argus*. "All the papers, from Brooklyn to the smallest hamlet in Oregon, are anxious to know the truth."

It was particularly in the newspapers outside of New York that the Beecher-Tilton case was handled with enterprise, according to Beecher's latest biographer:

"The Chicago *Tribune* published Mrs. Tilton's pathetic letters to her husband, written between 1866 and 1870, from whose lines peered the tragic story of her struggle, her frantic bewilderment and her despair. The same journal also printed Elizabeth Cady Stanton's cogent analysis of the whole ugly business of Plymouth Church's activities. Indeed, this Western newspaper set a pace that every daily in the country was compelled to follow and made the question of truth or falsity in the Beecher case a test of American honesty."

Not only in the Beecher Scandal, which Chester S. Lord, of the old *Sun*, says "created more public excitement and more public interest than any trial I recall," but throughout his presentation of Henry Ward Beecher's life, Mr. Hibben makes constant and free use of contemporary journals. In regard to Beecher's early position on the slavery question, Mr. Hibben relates that he spent three months hunting for a file of an obscure religious weekly which Henry Ward Beecher edited for a few months while he was a divinity student in Cincinnati. No such file was to be found. But in the Cincinnati *Gazette* of the same period, Mr. Hibben came upon some of Mr. Beecher's editorials reprinted from the *Journal*, which gave the clue he was in search of to Henry Ward Beecher's attitude towards slavery in his younger days. This was followed up by an examination of the files of the *Political Beacon*, of Lawrenceburgh, Ind., where Beecher had his first pastorate, the *Indiana State Journal*, the *Greencastle* (Ind.) *Visitor* and the *Brookville* (Ind.) *American*, and step by step the legend of Henry Ward Beecher's youthful Abolitionism was probed and the truth laid bare.

Similiary, through a study of English newspapers during October, 1863, the myth of Henry Ward Beecher's triumph as an unofficial "Minister Plenipotentiary," launched by Oliver Wendell Holmes in the *Atlantic Monthly* in 1874, is dispelled.

Over fifty daily and weekly newspapers are included in the list of sources cited in Mr. Hibben's "Henry Ward Beecher: An American Portrait."

* * *

THE magazine article of the month, so far as newspaper men are concerned, is "The Art of Ballyhoo" by Silas Bent in *Harper's*. A more descriptive head would have been "Fashions in News." This fashion expressed in musical terms is "The Saxophone of Sex."

But other things are discussed in the article, such as the modern interest in scientific news—something which newspaper publishers have been far tardier to recognize than publishers of books.

Mr. Bent next takes up for discussion this memorandum which the elder Joseph Pulitzer once dictated for a subordinate:

What is original, distinctive, dramatic romantic, thrilling, unique, curious, quaint, humorous, odd, apt to be talked about, without shocking good taste or lowering the general tone, good tone, and above all without impairing the confidence of the people in the truth of the stories and the character of the paper for reliability and scrupulous cleanness.

Then this comment is made:

This is news in lighter vein. The heavier stuff must deal with sex, violence, conflict, mystery or suspense; one of these, or a combination of them. Such newspapers need not contain a line of useful information.

A look is taken at the reported "suicide wave" among school and college students. A shot is aimed at those newspapers which print odds and guesses on horse races. The amount of space given to the death of Charles W. Eliot, ex-president of Harvard, and that of Rudolph Valentino is rehashed. Somewhat startling, however, is the discussion of how Lindbergh's flight was handled by American newspapers.

Speaking on this point Mr. Bent says of the return voyage on the *U. S. S. Memphis*, flagship of Vice Admiral Burrage:

Among the newspaper men aboard was the *New York Times* reporter who was writing the aviator's "signed" stories. (The stories were printed in thirty-odd newspapers, and presumably were accepted as coming from Lindbergh himself.) This reporter, and the others aboard, found that their material was censored. Even a bulletin must have the O. K. of Commander Bagley. Not since the end of the World War had any American newspaper man submitted to censorship. What was the Navy's interest in this story? Lindbergh was not consulted as to what should be deleted. The Commander of the Memphis took it upon himself to say what should and should not be made known to the American public.

The interest of the Navy in the Lindbergh dispatches, according to Mr. Bent, was that some of its advisers had "belittled trans-oceanic flights and now wished to draw a red herring across the trail."

The concluding thought which Mr. Bent wants to leave with his reader is:

The inflation of matter appealing to unconcious passions and hungers continues. The news which startles, thrills and entertains is still blown up as vigorously as the top balloon of Queen Marie's visit. Thus does the American press exemplify day by day the grandiose, the brobdingnagian art of ballyhoo.

Whether one agrees with all the points raised by Mr. Bent or not does not affect the assertion with which this comment opens—the leading article of the month for members of the working press.

* * *

THE Gridiron Club of Washington is itself put on the coals for a good roast by Raymond S. Tompkins in the *American Mercury* for October. This panning carries the head, "Princes of the Press."

Our Customers Write Our Ads

RUSSELL, KY., TIMES
Says—
"The paper turned out by our new MODEL A DUPLEX FLAT BED press beats anything we have heretofore been able to turn out."

DUPLEX PRESSES
FOR ALL NEWSPAPERS
Duplex Printing Press Co.
BATTLE CREEK, MICH.

Don't Overlook The Inter-Mountain States

No advertiser who sells nationally can afford to ignore Utah, Idaho, Wyoming and Nevada—which have a population of over 1,120,000 within reach of the jobbers of Salt Lake City.

The Salt Lake Tribune
The S. C. Beckwith Special Agency
New York—Chicago—Detroit
St. Louis—Kansas City—Atlanta
M. C. Mogensen & Co., Inc.
San Francisco—Los Angeles
Seattle—Portland

Space is space—but the BEST Classified Advertising publicity justifies its daily appearance in your newspaper

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

A NEW DEAL IN PITTSBURGH
America's fourth largest market
The Sun-Telegraph
Evening and Sunday
—The evening issue combining the former Evening Chronicle Telegraph and Evening Sun.
—The Sunday issue combining the former Sunday Post and Sunday Gazette Times.
National advertising representatives: Paul Block, Inc., 247 Park Avenue, New York; Century Bldg., Chicago; General Motors Bldg., Detroit; Little Bldg., Boston; Commonwealth Trust Bldg., Philadelphia.

The insignia that represents GOOD service.
ACB
Over 400 newspapers discovered a simple and practical solution to their checking proof problems, when they accepted our NEW and *Complete* Checking Proof Service. Under this plan *the Publishers' office is relieved entirely of all detail work.*
Less expensive—
Greater results.
(Two months' trial test offer)
The Advertising CHECKING BUREAU *Inc.*
79 Madison Ave. NEW YORK (ACB) 538 So. Clark St. CHICAGO

Have you a friend in Kansas City
Ask him if he doesn't read The Kansas City Star

After All
it's not so much how many read your story as how many put credence in it.
THE PHILADELPHIA RECORD
Goes not only into the homes but also into the hearts of 150,000 substantial families daily.
Second Largest Morning Daily in Philadelphia
Always Reliable

Mr. Tompkins starts his fire with such chips as:

> Of all American journalists, the leader in ability and position is popularly thought to be the Washington correspondent; and of all the Washington correspondents the men who form the Inner Circle, the members of the Noble Inside Guard, are those who belong to the Gridiron Club.

What are the duties of the Washington correspondent? Here is the answer given in the article:

> Frequently, it is true, their journalistic duties are so simple that they could be performed efficiently by a twenty-year-old cub reporter. Quite often there is little to do but collect the "black sheets" or carbon copies of stories that other correspondents have written, change a few *ands* and *buts* for purpose of disguise, and put new "by-lines" over them. Any school-boy reasonably skilled at snitching information from a seat-mate's examination paper would be ashamed to take pay for work like this. But the Washington correspondent has other duties, too, and some of them are far more complex. At times, indeed, his job takes on the serious complications that used to attend the functioning of a high-powered wine salesman. He has Cabinet officers to call upon, and Senators and Congressmen to take lunch with, and occasionally there is a President with whom it is his great good fortune to exchange smart cracks.

After chatting pleasantly about the emblem of the Gridiron Club and the "grandiose and romantic" legend of that organization, Mr. Tompkins finally reaches the two banquets that are held each year—banquets where reporters are never present. He then takes up the exception—"the only time any speaker actually said anything worth printing." Before doing so, however, he makes this comment:

> No President but one ever said anything in a Gridiron speech that he couldn't have said in an address of welcome in the East Room to the members of a Boys' Corn Club from Iowa. No foreign Ambassador ever has told a Gridiron Club in semi-annual convention assembled anything he wouldn't have told his butler. No Senator ever has said anything at these dinners that he couldn't have said to—but as to the Senators, one exception must be noted, and this involves also the one President who ever let himself go at a Gridiron dinner.

That exception was, of course, the tilt between President Roosevelt and Senator Joseph B. Foraker over the Brownsville affair of 1906. Foraker had stood by the dismissed negro soldiers (the whole story is told by J. Fred Essary in his book, "Covering Washington," which was reviewed in detail in "Our Own World of Letters"). The scrap between Roosevelt and Foraker was so exciting that the correspondents present threw the ancient principle, "Reporters are never present," into the ashcan and sent their newspapers a full account. Since then, according to Mr. Tompkins, there has never been anything at a Gridiron dinner that would be worth a stick of type in a small rural weekly.

The rest of the article is devoted to the ordinary banquets of the club, and the character of the audience present. The postscript slips into the broiling utensil the reports of the reception to Lindbergh by the National Press Club. This welcome to Lindbergh, like the banquet of the Gridiron Club, is done to a brown.

* * *

THOSE who edit and make rural weeklies ought to find much that is worthwhile in "Technical Writing of Farm and Home" (Journalism Publishing Company, Ames, Iowa) by the trio of authors—F. W. Beckman, Harry R. O'Brien, and Blair Converse.

Mr. Beckman is managing editor of *The Farmer's Wife* and was at one time managing editor of the *Des Moines Register-Leader*. Mr. O'Brien, who at one time was on the staff of the *Country Gentleman*, is now in charge of instruction in Agricultural Journalism at Ohio State University. Mr. Converse, at one time night telegraph editor of the *Milwaukee Journal*, is now head of the Technical Journalism Department of Iowa State College.

The book is divided into two parts. One takes up the news of agriculture and the home and the other discusses the preparation of feature articles in the same field. In Part II, however, there is a chapter which deals with publicity and publicity relationships and another which takes up the ethical and legal aspects of technical writing.

The appendix, technically called Part III, is a collection of illustrative stories. These stories have been remarkably well chosen and are more useful to students and writers because of the comments made by the authors after each story.

To make the volume more useful as a text book in institutions offering technical instruction in agricultural journalism numerous assignments are listed at the conclusion of the various chapters. Messrs. Beckman, O'Brien, and Converse have covered their own assignment with credit to themselves.

* * *

TO promote the efficient administration of justice *The Journal of the American Judicature Society* is published bi-monthly under the auspices of the Law Department of the University of Michigan and the School of Law of Northwestern University. One of the leading articles in the current issue, "Justice Endangered by Sensational Press," puts the blame squarely up to the judges for the excesses of indecency in certain cases. The article also takes American newspapers to task for not reporting court decisions more accurately, even where there has been no attempt to be sensational.

* * *

ARE college courses in journalism worthwhile? James L. Ford, who used to review books for the *New York Herald*, seems to answer this question in the negative in the article which he prints in *Scribner's Magazine* for September.

Such courses are not worthwhile because the American press, as it exists today, is not worthwhile, according to Mr. Ford. Those who complete their courses and obtain jobs on daily newspapers will spend much of their time with the ear to the telephone receiver listening to press agents. The newspaper owner's most valuable asset is his space, but this is cheerfully given away to any press agent who can worm his way into the editorial rooms and take it—at least that is what Mr. Ford says in his article which is more of an indictment of American journalism than it is of technical instruction.

* * *

WILLIAM H. SEWARD when he was retained by Horace Greeley to defend a libel suit brought against the latter by the distinguished novelist, James Fenimore Cooper, prepared an excellent memorandum on the subject of libel. It will be found in Vol. I of "Reports of Cases Argued and Determined in the Supreme Court and in the Court For The Correction of Errors of the State of New York" by Hiram Denio. In the law office this volume is known as "Denio's Reports, No. I." The case of James Fenimore Cooper vs. Greeley & McElrath of the *New York Tribune* begins on page 347.

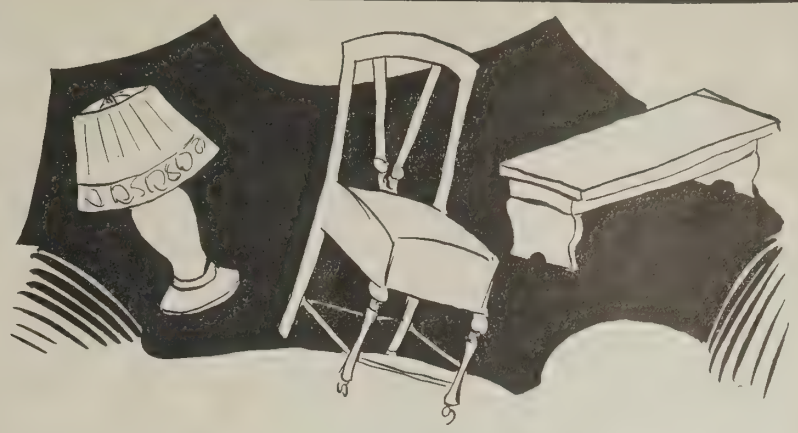
* * *

ALL those who are familiar with the stuff that Sally MacDougall prints in the Sunday edition of the *New York World* will want to read her charming story, "Wild Music" a bit of fiction that appears this month in *Harper's Magazine*.

* * *

CHARLES BAKER, editor-in-chief of *The Newspaper World* of London, is still in the harness though now 76 years old. One of the features which he compiles for The Newspaper World is "Novelists on Newspaper Men."

In this series Mr. Baker prints comments about the press and those who make it as they may be found in English fiction. Novels from which extracts have been taken include "The Way of the World" by David Christie Murray; "Pendennis" by William Makepeace Thackeray; "A Hind Let Loose" by C. E. Montague; "Mightier than the Sword" by Alphonse Courlander; "The Street of Adventure" by Philip Gibbs; "When a Man's Single" by Sir James Barrie; "The Light That Failed" by Rudyard Kipling; and "The Man Who Dreamed Right" by W. Holt White.



Merchandising Furniture in Illinois---

Furniture manufacturers will find Illinois a highly responsive market. In the first place, Illinois is a state of home owners whose people take great pride in the beauty and comfort of their homes. Some of the most beautiful residential districts in the world are found in the large cities of Illinois.

It is a comparatively easy proposition to merchandise furniture in this state, for the wholesale and retail outlets are so numerous that every furniture manufacturer can find real dealer and jobber co-operation. If he sells to the jobber only, there are over 153 jobbers who will be interested in featuring his line. If he sells direct to the dealer, there are nearly 3,000 furniture stores thruout the state dealing exclusively in furniture.

With the aid of the newspapers listed below not only can you reach the furniture buyer of Illinois, but you can get the full co-operation of both jobber and dealer. If you want specific facts on the furniture trade in Illinois, write to these papers.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Alton Telegraph.....(E)	11,035	.05	.05
†Aurora Beacon-News.....(E)	19,440	.07	.07
**Belleville Advocate.....(E)	6,840	.03	.03
†Chicago Daily Journal.....(E)	125,007	.26	.24
**Freeport Journal-Standard.....(E)	9,791	.05	.05
†Joliet Herald News.....(E)	20,107	.07	.07
†Matton Journal Gazette.....(E)	5,857	.04	.04
**Moline Dispatch.....(E)	12,292	.05	.05
**Monmouth Daily Review Atlas..(E)	5,574	.035	.035
**Peoria Star.....(S) 23,872....(E)	31,103	.085	.07
**Waukegan Daily Sun.....(E)	5,666	.035	.035

**A. B. C. Statement, March 31, 1927.

†Government Statement, March 31, 1927.

BRITISH NEWS MEN WANT 5½-DAY WEEK

Also Ask for Three Weeks' Vacation Yearly—Make Demand For Fewer Juniors on Provincial Newspapers

(*Special to* EDITOR & PUBLISHER)

LONDON.—In conference with the British Newspaper Society recently the National Union of Journalists put forward claims for a regular five-and-a-half day week for provincial journalists, and also urged that the number of junior reporters in such offices should be reduced to the proportion of one to six on daily papers and one to four seniors on weeklies. It was argued by the National Union that the present proportion of junior journalists to senior men in country offices was uneconomically high, and led to subsequent unemployment of the ill-trained juniors. As to the proposed regular 5½ day week it was stated that out of 195 country papers only 73 had this established permanently, and of these 33 were weeklies. A three weeks' holiday for newspapermen had been put forward by the National Union some time ago, and out of 195 papers only 36 (26 dailies) gave three weeks' holiday. An alternative suggestion was the usual fortnight's holiday with a break for a short holiday in the winter, and very few papers had adopted this.

The representatives of the National Union of Journalists pointed out that their members were determined on these points, and the Newspaper Society was asked for an early decision on the questions raised. The Newspaper Society has since circularized its members to find out the position of affairs in the various offices as regards hours and holidays.

COVERS TWO GAMES AT ONCE

Reuters Man Reports Polo and Tennis Together—Keeps Ponies Off Courts

"You can't do two things at once" is the old adage that is often disproved in the hustle of the twentieth century.

On Saturday, Sept. 10, the first of the international polo matches at Meadowbrook and the final day of the Davis Cut at Philadelphia fell the same afternoon at almost the same hour. Reuters News Agency had planned to cable several thousand words covering each event to foreign newspapers, eagerly awaiting the outcomes.

Western Union connections linking up to the Trans-Atlantic cable had been made both at Philadelphia and at the Westbury field, and an operator and an editor were prepared for each assignment.

But the best laid plans miscarry and the day before, the tennis editor came down with flu. And his substitute was away on vacation. A quick decision was made, the wires at Meadowbrook and Philadelphia were cancelled and substituted by similar connections to Reuters New York office in Madison Avenue, and the polo editor perforce assuming for the day also the mantle of tennis, sat facing two typewriters with an operator on either hand, and basing his story on Associated Press copy, simultaneously wrote the running description of the polo and the tennis matches.

Being a careful fellow by nature he succeeded in keeping the horses off the tennis court and racquets off the polo field, nor did he confuse sets with chukkers. The plan worked well, both operators were kept busy all afternoon, the two stories flowed evenly into London.

ADD AIR RECORDS

Former Aviation Editor, Now Press Agent, Takes Hurried Course in Flying

If Charles E. Planck, former aviation editor of the *Detroit Free Press*, believes in doing a thing, he believes in doing it thoroughly. Last week he resigned his job at Detroit to become the publicity director of Lunken Airport for the Embry-Biddle Company which operates a passenger and express air line from Louisville to Cleveland with headquarters at Cincinnati.

Mr. Planck had been with the Marines air section during the war but had never gotten any farther than the ground school. Shortly after taking his new job he decided to learn to fly in order to be able to write about the art more intelligently. He began his lessons last Wednesday. On Sunday he decided to try a parachute jump so as to accumulate a little more local color for his stories. And jump he did from an altitude of a little more than 1,000 feet. This week he has started his flying in earnest and expects to solo in about two weeks.

JUDGE SUES FOR $200,000

Libel Action Against Tulsa Dailies Based on Political Ads

The World Publishing Company, publishers of the *Tulsa* (Okla.) *World* and *Evening World* is defendant in a second libel suit instituted by members of the Oklahoma supreme court against itself and State Representative O. O. Owens of Tulsa, growing out of political advertising in last fall's campaign.

Justice J. W. Clark is plaintiff in the second suit in which damages of $200,000 is sought. A similar sum was asked in the suit filed by Justice Fletcher Riley, set for trial in Oklahoma City, Oct. 18.

OKLAHOMA MERGER

Publisher of Daily Ardmoreite Buys Morning Press

The *Ardmore* (Okla.) *Daily Ardmoreite,* afternoon daily, has purchased the *Ardmore Daily Press,* morning, and is continuing publication of both newspapers. A combined Sunday edition is being issued. John F. Easley is publisher of Ardmoreite and Daily Press, J. A. Lloyd, former owner of the Press, retires from the newspaper business in that city.

The consolidation, it was stated, "is in line with the nation-wide trend in the newspaper business," and made to eliminate costly competition and duplication of effort.

STARTS AVIATION COLUMN

Interest in aviation has been so pronounced at Worcester, Mass., that the *Morning Telegram* has started a new column of news under a one-column box head captioned "Worcester Airport Notes." The comings and goings of planes, together with plans and developments of the local field, are chronicled.

A. P. DIRECTORS TO MEET

The next meet of the Associated Press board of directors will be held in New York, Oct. 5.

PROMOTING COMMUNITY DRIVE

The press of the valley cities of western Washington, in conjunction with business and civic interests are fostering a comprehensive advertising campaign to advertise the advantages of the towns of Kent, Auburn, Algona, Puyallup, Sumner, Orting, Buckley and Enumclaw. A recent conference was held at Sumner, Wash., with Fred W. Kennedy, manager of the State of Washington Press Association delivering the keynote address.

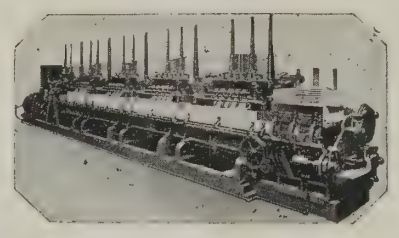
U. S. SEEKING EDITOR

The Forest Service of the U. S. Department of Agriculture is seeking a technical editor, salary $3,800 a year. Applications must be on file with the Civil Service Commission, Washington, not later than Oct. 4. Applicants should be not more than 45 years of age, and should state whether entitled to preference because of previous military or naval service.

64-PAGE RADIO SECTION

The *New York Sun* on Sept. 17 printed a 64-page tabloid Radio Show section in connection with the annual Radio Show. The section carried 50,000 lines of advertising which the Sun claims sets a new record for radio advertising in a single issue.

Supplies and Equipment



Halvorsen Newspaper Stuffing Machines

are now being used by many of the leading newspapers from coast to coast and border border. In one plant the machine has saved one-fifth of its cost in six months. Papers can be delivered in better condition to distributors and to the readers.

After a thorough investigation you will want to invest
Write for full particulars

NONPAREIL MACHINE COMPANY
36 S. Throop Street, Chicago

BLANKETS
of all kinds for all makes of
Rotary Newspaper Printing Machines

Automatic Efficiency Felt Blankets
Monocork Blankets
Oil-proof-face Rubber Blankets
Cutting Rubbers and Conveyor Wire.

You can save waste paper, increase production and obtain better printing when your machines are properly blanketed.

We specialize in the manufacture of Newspaper Printing Blankets and carry a complete line, including all widths and thicknesses.

New England Newspaper Supply Company
Worcester, Mass., U. S. A.
Cable Address NENSCO
Worcester, Mass.

Factory Rebuilt Presses for Immediate Delivery

21-in. Col. Goss High Speed Octuple Press.

22-in. Col. Hoe Right Angle Sextuple Press with colors.

22-in. Col. Goss Five-Decker 40-page Press.

22-in. Col. Goss High Speed 4-Decker, 32-Page Press.

22-in. Col. Goss High Speed Octuple Press.

22-in. Hoe High-Speed Super-Imposed Unit-Type Octuple Press.

Others for Early Shipment
LET US KNOW YOUR WANTS

The Goss Printing Press Co.
Main Office & Factory Chicago, Ill.
New York Office 220 W. 42nd St.
San Francisco Office 646 Call Bldg.

Drive and Control
for
Newspaper Presses

A representative installation on a Hoe press is a 75-h.p., a-c. equipment driving a sextuple at the Springfield, Ill., State Register.

GENERAL ELECTRIC

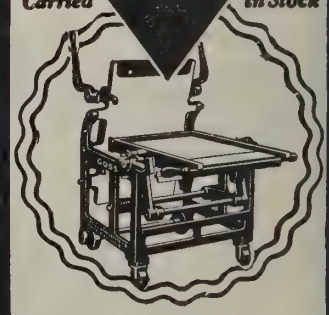
Modern
Composing Room Furniture

as made by us will speed up production and reduce costs—a *real* saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

GOSS
STEREOTYPING MACHINERY
Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Employment—Equipment—Services

EDITOR & PUBLISHER Classified Advertising Information

RATES

SITUATIONS (Cash with Order)
1 Time — .50 per line
3 Times — .40 per line
ALL OTHER CLASSIFICATIONS
(Cash with Order)
1 Time — .75 per line
4 Times — .60 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Minimum Contract space, three lines. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

ADVERTISING

Supplies

Shading Sheets for Art work and Benday effects. Bourges Service, Inc., 144 West 32nd street, New York.

BUSINESS OPPORTUNITIES

Brokers

Class Paper in South for $15,000, or two-thirds interest for $10,000. Established high-grade publication with fine opportunity. Chance for advertising man. Harris-Dibble Co., 345 Madison Ave., New York.

Desirable Weekly and Semi-Weekly Publications—Occupying exclusive field in the following states: New York, New Jersey, Pennsylvania, Alabama, Illinois, Kentucky, Tennessee, Kansas. All of these publications are well established and earning handsome dividends on price asked. J. B. Shale, Times Bldg., New York.

Middle West Properties—Exclusive listings, No damaging publicity. Personal service in every deal. Everything confidential. High grade newspaper bonds for sale. Clyde H. Knox, 851 Boad of Trade, Kansas City, Mo.

Omar D. Gray, Sturgeon, Missouri, Newspaper broker, writes: "Just back from California and the West, where I vacationized and studied newspapers for 90 days, and I find on my desk this morning two extra good propositions which should interest prospective newspaper buyers. One is a $50,000 daily, exclusive field, which can be bought for around $15,000 down. The other is a weekly paper in city of 3,500 in Arkansas, clearing $5,000 per year and $5,000 cash will handle.

"If you want to buy a paper anywhere on the earth write and tell me what you want and how much cash you have and I will locate you."

Prosperous Daily in the near Southwest offered at a low valuation. Only paper in city of 12,000 with business district larger than most towns of 25,000. Trade radius, 30 miles, comprising 100,000 white population. Gross annual business $80,000, netting about 25%. Most prosperous era in history of community immediately ahead. Price only $100,000, including real estate worth conservatively $25,000. Half cash desired. Have personally investigated and recommend unhesitatingly as good investment. Prop. 1390x. The H. F. Henrichs Agency, Litchfield, Ill.

Loan Wanted

Anti-Klan Democratic newspaper weekly wishes loan repayable monthly. Address C-948, Editor & Publisher.

Newspapers Wanted

Weekly in growing community. Consider control of small daily. C-993, Editor & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire. Pacific Coast Circulation Service, Bell WBlock, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Greatest Results per Dollar expended in circulation building campaigns, 23 years of leadership. Myers Circ. Organization, Box 288, Waterloo, Iowa.

Superior Circulation Builders—The W. S. Kendall Company, 104 North Bailey Ave., Louisville, Kentucky. The circulation-building organization that has set the standard for aggressive, successful circulation campaigns for nearly twenty years.

The World's Largest Circulation Building Organization—The only circulation-building service in Newspaperdom furnishing publishers' affidavits of the exact results of its every campaign. The Charles Partlowe Company, Occidental Building, Indianapolis.

EDITORIAL

Correspondents

European Articles—Englishman, Staff Correspondent London and New York Dailies, resident 25 years Italy, Spain, France and Portugal, offers services. Subjects: Finance, Trade, Engineering, Political, General Industries. Martin, Villa Cristy, Ospedaletti Ligure, Italy.

EMPLOYMENT

Help Wanted

Advertising Salesmen wanted on big metropolitan daily; $25 weekly, plus commission. Future assured to producers. Write particulars to J. G. L., C-982, Editor & Publisher.

Advertising Solicitor, for evening paper near Chicago, Must be a man of considerable experience in space selling as well as adept in making layouts and writing copy; permanent position to right man. State age, experience and salary expected. C-988, Editor & Publisher.

Advertising Executive for metropolitan daily newspaper; between 30 and 40 years of age; thorough knowledge of newspaper advertising essential; must have exceptional ability in writing convincing letters, pronounced initiative and successful record; exceptional opportunity for high-grade man; state qualifications and experience in detail, also salary expected. C-984, Editor & Publisher.

Circulation Executive for metropolitan daily newspaper; age between 35 and 45; must have forceful personality and initiative, sales promotion ability and successful record; thorough knowledge of newspaper circulation essential; exceptional opportunity for high-grade man. C-983, Editor & Publisher.

Correspondents Wanted in all major cities in United States and Canada, who can write clearly on street and highway traffic. Payment on publication. Nation's Traffic, Title Guaranty Bldg., St. Louis, Mo.

Correspondents—National Jewish Daily Wants Correspondents. Everywhere. Jewish Daily Bulletin, 621 Broadway, New York.

Salesman-Partner wanted for important newspaper editorial and circulation feature. Must be at least $10,000 man. C-995, Editor & Publisher.

Situations Wanted

Advertising—Is this important department functioning as you think it really should? I know advertising; how to produce results and get co-operation that means dollars. Prefer eastern section but would not refuse any post where real opportunity exists. C-985, Editor & Publisher.

Advertising Executive—15 years' experience directing local, national and classified, with splendid record in cities up to million population. Prefer connection with second or third paper requiring a man of proven ability, initiative and the will to put over hard propositions. Competent organizer, salesman and promotion man. Write for record and interview. C-991, Editor & Publisher.

Advertising, display solicitor, young man 25 years of age, six years experience, proven results, good references. Available immediately. Address C-955, Editor & Publisher.

Advertising Manager—Eight years' record of success in selling, promotion, merchandising, now employed, desires new connection with newspaper, agency or national advertiser. Young, college graduate. Has energy, initiative and enthusiasm that insures success. C-997, Editor & Publisher.

Art, Photographic Executive of 16 years' experience with largest papers in the East. Has produced results. Best references. Prefer the West with paper where results can be shown. Salary and living conditions first consideration. C-987, Editor & Publisher.

Business Manager or assistant to active publisher. Accountant and statistician. Experience covers advertising, circulation, financial management, purchasing, office management, credits and collections, control of mechanical departments. Can show successful record. Excellent references. Moderate salary. C-981, Editor & Publisher.

Circulation Manager—Reliable, consistent producer. Familiar with all systems, 15 years' experience. Best of references. Willing to prove ability. Now available. C-986, Editor & Publisher.

Circulation Manager, 30 years experience, seeks change. Record of successful achievements on largest Metropolitan daily newspapers. C-953, Editor & Publisher.

Circulation Manager, now employed, desires change to larger field. Twelve years' experience on Morning, Evening and Sunday publications of from 25,000 to 150,000 circulation. Have made sixty per cent increase in circulation for present publisher with corresponding increase in revenue. Substantial references. Age 29, good habits. Salary desired, $85. C-972, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation Manager, experienced on morning, evening and Sunday papers, familiar with all delivery systems, promotion and A. B. C. records. Can guarantee improved department. Moderate salary. References. C-971, Editor & Publisher.

Circulation—Young married man with successful record on four publications, who has made intensive study of circulation system, promotion and finance, is seeking a location with paper that will afford him a definite opportunity for personal progress and permanence. For a connection with the right publication, is willing to make some salary sacrifice at the outset. Willing to pay one-half of expense in going for interview. Correspondence invited from publishers in cities of 150,000 or less. C-996, Editor & Publisher.

Composing Room Superintendent, 15 years' experience producing morning, afternoon and Sunday issues, desires change to afternoon paper. Now employed. Write C-990, Editor & Publisher.

Editor or Business Manager—Successful publisher, disposing of property Oct. 1, will consider position as editor or business manager small daily. Fifteen years' experience; successful record, capable, reliable. Address C-975, Editor & Publisher.

Financial and Business Writer of broad experience seeks whole or part time connection with paper, magazine or financial institution requiring publicity or financial and economic reviews and analyses. Permanent connection desired. References exchanged. C-954, Editor & Publisher.

In Any Capacity—Young woman, three years' experience on semi-weekly, wants position, New York or vicinity. College graduate. Expert stenographer. C-976, Editor & Publisher.

Managing Editor with two successes, best of recommendations, seeks chance to strengthen fall news campaign of small eastern daily. Write C-945, Editor & Publisher.

Managing Editor wishes to locate in the central West. Now has place but desires change. In newspaper work over twenty years. Ready to move on month's notice. Address C-947, Editor & Publisher.

Managing Editor now employed on morning paper desires to locate on afternoon daily in Pacific Northwest. Record and references gladly furnished. C-961, Editor & Publisher.

News Desk, Editorial, Rewrite—Publisher disposing of property Oct. 15, available. Salary not important as right opportunity. Midwest preferred. C-994, Editor & Publisher.

The Open Door

The Classified Service of EDITOR & PUBLISHER is the door to opportunities in the advertising and publishing fields.

Always An Opportunity!

The problem is to locate it. A man can go from door to door looking for it or he can invest a small amount of money in a Classified Ad in Editor & Publisher. This publication has a record as a result-producer.

Publishers read our Classified in their search for Executives, Services, Used Equipment and Supplies, and they write to Classified Service asking help in filling their requirements.

CLASSIFIED SERVICE
Editor & Publisher

EMPLOYMENT

Situations Wanted

News Man—25, employed; 4 years' experience all beats and desk, community 200,000, available soon. College graduate. C-992, Editor & Publisher.

Newspaper Builder of highest order desires connection to accomplish life work. Title unimportant; scope for creative effort all-important. Brilliant news executive; expert analyst; great ability in co-ordination for maximum profits and prestige. Aggressive personality. Refers to university president and $150,000 a year counsel. Now on important work for paper in nation's largest group, city of 350,000. C-989, care Editor & Publisher.

Reporter, Beginner, 22, university training, wants position to learn the profession, anywhere. Salary secondary. C-952, Editor & Publisher.

Reporter—Experienced, capable man wants job immediately. C-949, Editor & Publisher.

Secretary—Young lady, 10 years' experience, stenographer, correspondent, sales promotion, copywriting, layouts, research—printing and advertising. C-969, Editor & Publisher.

MECHANICAL

Equipment for Sale

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffman Type & Engraving Co., 114 E. 13th St., N. Y. City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 153 So. Paulina St., Chicago, Ill.

Equipment Wanted

Wanted to Purchase used Double Quick Automatic Metal Furnace. The Evening Republican, Mitchell, South Dakota.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

WANTED: Experienced advertising managers, salesmen and copy writers for positions now open in display and classified departments of well-known daily newspapers East and Middle West. Write fully. Registration free.

FERNALD'S EXCHANGE, INC.
SECURITY BLDG. SPRINGFIELD, MASS.

Newspaper Properties Bought, Sold and Appraised

All negotiations confidential

PALMER, DEWITT & PALMER
Business Established in 1899
350 Madison Ave. New York
Pacific Coast Representative:
M. C. Moore, 515 N. Canon Drive, Beverly Hills, Calif.

DOLLAR $ $ $ $ PULLERS

One Dollar will be paid for each idea published. Send clipping for payment.

A BRIGHT colored punched card with the heading "Here's One On Me" is delivered in a number of papers to non-subscribers on the routes of a West Texas newspaper. The card gives a brief message from the carrier and asks that if the person would like to receive the paper that the card be hung on the door knob of his home. The message, in a dignified manner, tells a bit about the paper and that the carrier will deliver it promptly and efficiently.—Robert W. Jacobs, San Angelo, Texas.

"Fun For Fall and Winter Evenings" could be the heading over a page or spread devoted to ads of concerns selling games, radio, phonographs, home movie apparatus, etc.—Frank H. Williams.

The *St. Petersburg* (Fla.) *Times* runs during the winter season, a daily page "Today in St. Petersburg" in which are listed briefly, leading activities of the day—meetings scheduled and pleasure trips. With this centered in a 5 by 16 space, the rest of the page is devoted to small advertisers who ordinarily do not go in for newspaper alvertising.—T. S., Fort Myers, Fla.

Advertising linked up with a "Crime Prevention Week" held recently in Portsmouth, Va., netted the Star of that city six extra pages. City officials and civic bodies were first induced to commend the campaign. Then a series of illustrations depicting the beginnings of crime and its inevitable end were run in the center of a page of advertisements. Each page was headed "You Can't Win With Crime." A contest was run in connection with the campaign in which cash and merchandise prizes were offered for the best slogans stating in ten words or less why "you can't win with crime."—W. B. Darden.

"Where To Go Tonight" streamers a double truck of advertisements (extra rate) of night clubs, theaters, restaurants and other places catering to the night crowds. The spread has pulled in some advertising that could not be touched heretofore.—B. A. T.

A Boston auto supply house buys small space on page one of the Boston newspapers to offer a prize to anybody who discovers an error in its large advertisement inside of the same issue.—James M. Mosely, Boston.

The *Portland* (Me.) *Press Herald* built a page of radio advertising about the coming Dempsey-Tunney fight. Attractive lay-out announcing the bout to come made the page good copy for readers. Try a similar tie-up with big broadcasting events.—Richwager.

How many active manufacturing concerns are there in your city which employ less than 20 men? This may seem like a foolish question but as a matter of fact, this type of concern really is ideal for a city as it operates generally the year around and pays the best wages. A survey of your own city and the products made by these concerns may surprise not only your readers but yourself as well—and furnish a tip to the ad department too.—B. A. T.

GOLF AD MEN ELECT

Following their final tournament of the season at Montauk Downs Golf Club, Sept. 17-18, the Metropolitan Advertising Golf Association, elected L. D. Fernald, assistant general manager of the Condé Nast Publications, president for 1927-28. Laurence A. Weaver, eastern manager of *Good Housekeeping*, was chosen vice-president, Stuart Peabody, advertising manager of the Bordon Company, secretary, and Joseph N. McDonald, advertising manager of the American Brass Company, treasurer.

BECOMES SEMI-WEEKLY

The *Oceanside* (Cal.) *Blade*, published by W. S. Spencer, has changed from a weekly publication to a semi-weekly paper.

WRITES LIFE OF TWEED

Denis T. Lynch of N. Y. Herald Tribune Pictures Famous "Boss"

Denis Tilden Lynch, member of the staff of the *New York Herald Tribune*, and president of the Newspaper Club of New York, is the author of a new book, "Boss Tweed, The Story of a Grim Generation," to be published by Boni and Liveright, Sept. 24.

Mr. Lynch has been actively engaged in newspaper work since 1902. For 16 years of that time he has been with the New York Herald Tribune and the old *Tribune*, covering politics chiefly, and the legislature at Albany for ten years.

Throughout his service in Albany Mr. Lynch was a member and officer of the Albany Legislative Correspondents' Association, and for two years was Chairman of the Board of Directors of that organization.

He was elected president of the Newspaper Club at the last election on May 1.

HUNCHES

One Dollar will be paid for each idea published. Send clipping for payment.

THREE and four-line fillers concerning local events are considerably more interesting than those supplied by syndicates. A reporter who is not busy and some statistics from the city hall or county building will furnish a galley of these handy slugs in half an hour.—W. W. D.

Under the caption, "Where You Can Go By Trolley," the *Boston Herald* from time to time prints maps together with news article suggesting outing trips for those who either do not own or do not care to use an automobile because of heavy traffic. An advertising hook-up could be used effectively.—Yandell C. Cline.

Will the various chain store organizations eventually drive the independent managements out of business? Get comments from chain store managers, other store operators, as well as those in other lines of business.—Paul M. Wildrick.

One New England newspaper is now enlivening its motor page with a series of articles on "Who's Who in Motordom," being snapshots of men who make the community the motor center of the county. These articles are short, readable, and illustrated by photos.—D. P.

A regular feature "Bought New Cars," is proving popular with the *Ellenville* (N. Y.) *Press*. Local purchasers are listed and classified by makes of cars. The information is obtained from local dealers.—H. L. Rennick.

A regular feature on the front page of the *Atlanta Journal* appears under a standing head, done single-column width in cartoon form, bearing the caption "This Evening." Under it may be found a list of outstanding events scheduled in the city for the evening of the day of issue. Each event is given a paragraph, set boldface, stating the nature of the event, the time, and the place. Banquets, meetings, lectures, concerts, and other events are listed. The feature requires but a few inches of space.—W. B., Atlanta.

Football is here again. Early local history of the game has remained buried in most sections while it lies easily accessible. Dig into the musty annuals of colleges and schools of the locality and you will get the story of the first gridiron heroes, the chronicle of heated inter-school rivalries. Then there are the photographs and the names of players who may now be well-known members of the community, with a few good memoirs.—R. F.H., St. Paul.

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Graphic Features
Build Circulation
They have a HUMAN INTEREST APPEAL—attractive to man, woman, boy and girl.
Graphic service covers every Departmental Feature thoroughly.
Inquire for Rates
Five Well Edited Pages Daily
Graphic Syndicate, Inc.
350 Hudson St.
New York City

ADVERTISERS who understand the Iowa situation know from experience that the consumers' market there cannot be properly sold without the use of newspapers in these twenty-one key cities.
IOWA DAILY PRESS ASS'N
DAVENPORT, IOWA.
Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat & Leader
Davenport Times
Dubuque Telegraph-Herald
Fort Dodge Messenger & Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times-Republican
Mason City Globe-Gazette & Times
Muscatine Journal & News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
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	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
*Mobile News-Item (E)	13,141	.05	.05
*Mobile Register (M)	23,326	.08	.08
*Mobile Register (S)	34,630	.10	.10
FLORIDA			
†Daytona Beach News-Journal (ES)	9,083	.065	.065
*Lakeland Ledger (E)	7,055	.04	.04
†Miami Herald (M)	44,668	.11	.11
†Miami Herald (S)	48,751	.12	.12
*Orlando Sentinel (M&S)	10,105	.06	.06
*Pensacola News and Journal (E&M)	9,389	.07	.07
*St. Petersburg Independent (E)	12,874	.065	.065
*Tampa Tribune (M) 41,400 (S)	53,248	.10(.14S)	.10(.14S)
*West Palm Beach Post (M)	12,081	.07	.07
GEORGIA			
*Augusta Herald (E)	14,190	.05	.05
*Augusta Herald (S)	14,797	.05	.05
†Macon Telegraph (M)	25,011	.08	.08
†Macon Telegraph (S)	25,011	.08	.08
*Savanah Morning News (M), 21,766 (S)	22,691	.06(.07S)	.06(.07S)
KENTUCKY			
*The Lexington Leader (E)	19,739	.07	.07
*The Lexington Leader (S)	19,772	.07	.07
†Paducah Sun (E)	9,695	.05	.05

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
*Greensboro Daily News (M)	30,066	.08	.07
*Greensboro Daily News (S)	33,311	.09	.08
*Salisbury Post (E)	7,718	.04	.04
SOUTH CAROLINA			
*Columbia State (M)	23,096	.08	.08
*Columbia State (S)	25,242	.08	.08
*Greenville News & Piedmont (M&E)	36,285	.11	.11
*Greenville News (S)	25,199	.08	.08
*Spartanburg Journal (E)	4,471	.05	.05
*Spartanburg Herald (M) 6,943 (S)	9,048		
TENNESSEE			
*Chattanoga Times (M)	31,623	.10	.10
*Chattanooga Times (S)	31,078	.10	.10
†Memphis Commercial Appeal (M)	103,168	.18	.18
†Memphis Commercial Appeal (S)	136,115	.25	.25
*Nashville Banner (E)	59,574	.11	.11
*Nashville Banner (S)	59,843	.12	.12
VIRGINIA			
*Danville Register and Bee (M&E)	15,660	.06	.06
*Danville Bee and Register (E&S)	20,919	.07	.07
*Newport News Times-Herald (E)	8,394	.05	.05
*Newport News Daily Press (S&M)	5,777		
*Roanoke Times & World News (M&E)	27,321	.08	.08
*Roanoke Times (S)	16,912	.07	.07
*Staunton News-Leader (M), Leader (E)	7,064	.035	.035

* A. B. C. Statement, March 31, 1927.
† Government Statement, March 31, 1927.

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Alfred Gardiner
Maximilian Harden
Byron Seller
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